

The

# KMA GUIDE

*November, 1966*



# CONGRATULATIONS EVALYN SANER

A typical day at KMA would not be so without the smiles, laughter and good word for all from Evalyn Saner. Since October 12, 1941, Evalyn has been one of the happiest mainstays that any organization could have. She started at KMA in the mail department, then went on to traffic and is now the managerial secretary for the radio station.

In honor of her twenty-five years of dedicated service to KMA and its employees, Evalyn was presented a silver watch by Ed May, president of May Broadcasting, and a rose corsage from the KMA staff.

In the cover picture Evalyn poses wearing her new watch and corsage.

We all extend our best wishes and congratulations to a great person, Evalyn Saner, that's OUR girl.

# The KMA Guide

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**You  
and the  
U.N.**



Panel discusses China on United Nations program.

For almost two years, the Southwest Iowa chapter of the United Nations Association of America has presented a program, "You And The U. N.", at 12:50 each Sunday afternoon on KMA. In observance of U. N. Day, October 24th, the Southwest Iowa chapter presented a special program on RED CHINA, ITS HISTORY, OUR PROBLEM. Joining moderator, Mrs. Jackie Adams were Mrs. Ed Collins, president of the Red Oak American Association of University Women; Mrs. J. B. McAninch, Implementation Chairman of A. A. U. W.; and Everette "Dusty" Rhoades, member of the Political Science Department at Tarkio College.

The United Nations Association of America has organizations in every state in the country. There are 6,000 members in the state of Iowa, who aim to perpetuate and circulate information on the United Nations, and to correct misconceptions of the U. N.

## SERIES ON AFRICA

Africa: The Sound of Crisis brings to the KMA Radio audience the exclusive reports of Pegge Parker who spent six weeks on that troubled continent. She talked with leaders of the newly emerging nations and with ordinary citizens, both black and white. She also discussed the problems with Americans who live and work in Africa. Her KMA microphone captured the sounds of history being made.

These informative and entertaining programs can be heard at 1:15 p.m., every Sunday through December 4 with repeat broadcasts at 9:15 p.m., Mondays. Pegge Parker will answer your questions about Africa on a special Open Line on Sunday, Dec. 4 at 1:30 p.m., at which time you may call KMA collect.



## A Chat With Edward May

Do you recognize any of the boys in the picture? Probably not, because they are dressed in their football outfits preparatory to a Junior High game. With their shoulder pads, as well as the other equipment, they appear much larger than they actually are. You can probably identify each boy by associating him with the person or persons standing behind him. From left to right, there is Eddie May, who is in front of his parents; Jim Larson, in front of Aunt Evalyn Saner; John Williams, in front of his mother, Lois, (Norm was out of town the day the picture was taken); and Dan Andersen, in front of his father, Carl "Andy" Andersen, (his mother teaches and was unavailable for the picture).

With the exception of Dan, all of the boys are in the seventh grade. Regardless of the grade, they all have one thing in common—football. They thoroughly enjoy it and were sorry when the Junior High season came to an end. The Junior High squad plays an abbreviated schedule of four games. In these games the eighth graders play only eighth graders and the seventh graders play only seventh graders. This is the way it should be, as at this age a year makes quite a difference in the size between seventh and eighth graders.

Regardless of the outcome, the boys enjoyed the season. The eighth grade team had a record of one win and three losses,

while the seventh grade team had a record of two wins, one tie and one loss.

### Winter Prediction

What is your prediction as to the approaching winter? When do you think we will have our first snow? I recently heard two individuals talking about weather signs. One was a firm believer in certain signs while the other was just as strong in his non-belief of signs. I was quite amused when the believer said, "The squirrels have been gathering nuts like mad, and this indicates a long, cold winter." The non-believer responded by saying, "True! The squirrels are gathering lots of nuts but this just means we have a good nut crop, that's all."

One of the more common signs as to the severity of the winter has to do with the woolly caterpillar, specifically the width of the band on the woolly caterpillar. The theory is, "The wider the middle band, the milder the winter." The next time you see a woolly caterpillar check and see if he has a middle band and see if it is narrow or wide. This presumably will give you a prediction as to the approaching winter. Drop me a line and let me know your prediction.

Regarding our first snow, one weather observer believes we will have our first snow in KMA land the 29th of November. What do you think?

Next month in the Guide we should be able to show you pictures of moving into the new offices of the May Seed & Nursery Co. The original target date for the completion of the building was December 1. However, they have been running ahead of schedule and, as of this particular moment, the target date for completion is November 15. Needless to say, everyone who will be moving into the new building is anxiously awaiting that moment. Incidentally, any time you might be visiting Shenandoah you will be more than welcome to come see the building, just as you are welcome at any time to see our KMA offices and studio. Come and visit us.



Junior High football players.

# Frank Comments

By FRANK FIELD

For the past 17 years I have had a question and answer program on television station KMTV in Omaha a good deal like my 7:15 program on radio station KMA, except there is no mention of weather. Some rather odd things turn up from time to time, but one day early in October I received the shock of my life, and for once I was speechless.

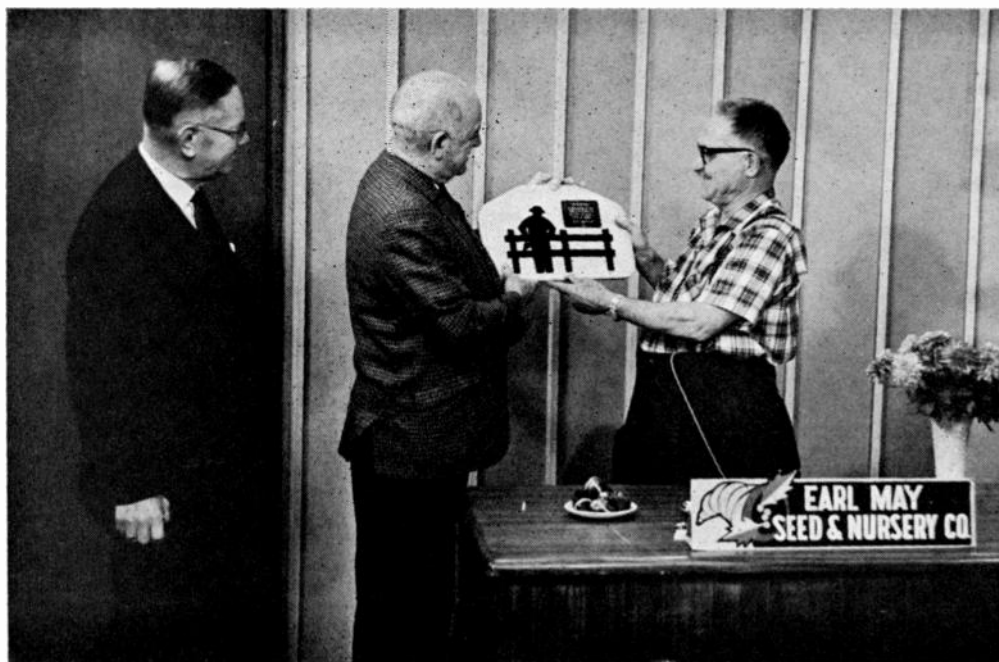
I had just started the program by showing that vase of Talisman Chrysanthemums on the right in the picture below, and was just starting to talk a little about the dish of Tulip bulbs on the left, when I walked Harriet Olsen, whose program follows mine every day. With her were the two gentlemen shown in the picture. First, she introduced the gentleman at the left, Dr. Benjamin F. Swartz, president of the Men's Garden Club of Omaha. He in turn introduced the other gentleman as Dr. Harold E. Monger who was general manager of the recent highly successful National Rose Show held there in Omaha. Then Dr. Monger, brought out from behind him, the beautiful plaque you see in the picture, with quite a "flowery" speech, but by this time

I was too flustered to remember very much of what he said, except that it was for services above and beyond the call of duty, or words to that effect. Like I said, all I could do was stutter and stammer and finally say thank you.

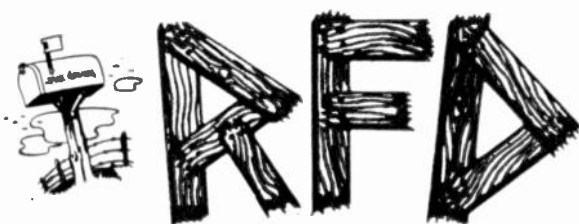
The plaque itself is made of white maple and the fence and figure are made of ebony and the piece in the upper righthand corner with the engraving on it is gold. The engraving reads, "Mr. Frank Field In recognition of your dedicated efforts to beautify the homes and cities of America — Men's Garden Club of Omaha". Needless to say, the plaque occupies a spot of honor on the wall of our living room at home. After the presentation the two doctors and Harriet left, but in the meantime, one of the alert news photographers at KMTV had, unbeknownst to me, taken a picture of the occasion and this is the one.

## First Killing Frost

We had our first killing frost the morning of October 16th, which was two days later than the date I had picked back in September. The temperature got down to 24 degrees, which was enough to kill completely all the tender annuals and practically all the remaining vegetables in the garden, including the late planting of green beans, tomatoes, cucumbers, squash, lima beans, and even the Roma tomatoes which had been producing so heavily. Naturally, we are already making plans for our garden next year, while continuing to enjoy the fruits of this year's.



Frank surprised with special award.



with  
*Jack  
Gowing*

It has been a couple of months since I have written this column, so here goes.

I had the opportunity of going on a trip through the Western States with the Iowa Cattleman's Study Tour. I thought I might pass on some of my observations.

We left Des Moines by chartered plane on a Saturday morning and our first stop was Scottsbluff, Nebraska. We boarded buses and went to Minatare to see the feedlot that is operated by the Kern County Land Company. In this feedlot, they had 29,000 cattle on feed but have a capacity for 36,000. They feed a low quality cattle.

They have had some problems at Minatare and probably the biggest problem has been too much water and very poor drainage. Heavy rains created such a mud problem in 1965 that they lost many cattle and had to sell off enough to get down to 19,000 cattle, which was all that they could handle because of the mud problem. It took them three months to get cleaned up at that particular time and get back into the business.

The Minatare feedlot sends a record of the feed used each day to the home office at Bakersfield, California. This record is sent by teletype and is put on IBM cards. They know day by day how much feed and the cost in each pen of cattle. They also use computers to figure rations for the cattle from the feed ingredients available in the area. Their feed conversion is  $8\frac{1}{4}$  to 1 and they have a cost of gain of  $22\frac{1}{2}$  to 23 cents.

We asked why Kern County Land Company chose the Minatare, Nebraska, area and were told that they had made a survey in 1960 and found that area to be similar to California in humidity. They discovered that it was closer to the feeder cattle supply and that feeders could be purchased 50 cents to \$1.00 cheaper, while feed costs run about \$12 per ton cheaper and a pound of gain could be put on for 3 cents less.

We went from Minatare to Sheridan, Wyoming, and visited the Forbes Ranch. The Forbes Ranch is operated by Mrs. Sally Forbes and her seven children and they have around 13,000 acres of land, part of which is in the Big Horn Mountains. They have a commercial cow herd and a registered Red Angus herd.

They have their purebred herd on a performance index program and all calves are weighed when they are between 160 and 250 days of age. These weights are adjusted then to 205 days on the Performance Registry International (PRI). Required weight for registration in PRI is 475 pounds.

Our next stop was in San Francisco where we toured a meat distribution center and then on to Bakersfield, California, for a look at another feedlot and ranch.

#### Stop at Tejon Ranch

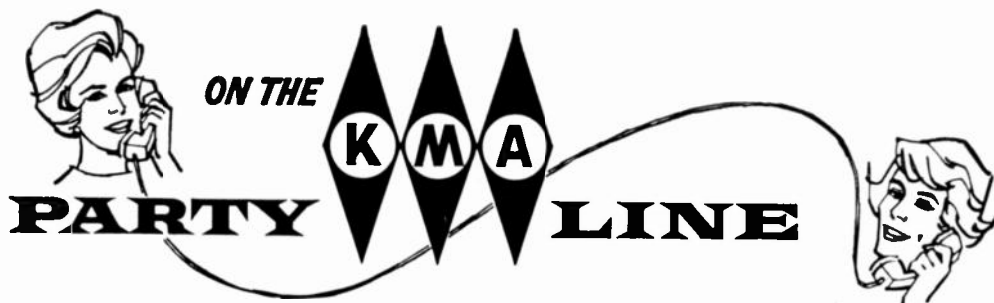
Tejon Ranch, pronounced Tee-Hone, is located south of Bakersfield and is made up of 300,000 acres. Some of the land is used for irrigated farming, dryland farming, oil production, hunting, commercial development, and livestock farming.

They set up a hunting and recreation division which actually has the purpose of developing a commercial program. This all came about because some people would use helicopters and airplanes and land on the ranch and hunt without permission.

Tejon Ranch dates back to four land grants and was put together in 1854. They have 6400 cows of which 350 are registered.

Rainfall varies from 6 inches to 22 inches and elevation from about 800 feet to 8,000 feet. They have quite a variety of climate belts within the borders of the ranch.

We went from Tejon Ranch to another Kern County Land Company feedlot then on to Imperial Valley in Southern California to see some more large feedlots. A stop at Greeley, Colorado, and another stop at North Platte, Nebraska, and then we were back home.



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

by Joni Baillon

**DALE EICHOR**, KMA Music Director and host of the "KMA Bandstand, Country Style" show, traveled to Nashville, Tennessee, on October 20th to join disc jockeys, recording artists and record company personnel in the celebration of the 41st birthday of the Grand Ole Opry and National Country Music Month. Nashville is the number one country music recording center and the third busiest recording center in the world . . . in fact, modern country music accounted for 40 per cent of all record sales last year. Although Dale had visited Nashville previously, this was his first time at the big convention. The three day session included luncheons, shows, and discussions with other dj's and the recording artists. As a representative of KMA, Dale was able to meet and interview many of the famous stars attending and will be telling you about the exciting music meeting on his Saturday night show.

Chief Engineer **DON BURRICHTER** and his wife, **ESTHER**, are proud grandparents for the second time. The newest Burrichter is a son, **TIMOTHY JOHN**, born September

21 to Mr. and Mrs. **ED BURRICHTER** at Topeka, Kansas. He is the first child for the young couple, and he weighed in at 8 pounds 1 ounce.

The Burrichters' daughter, **MRS. STEPHEN PETERS** (Carole), recently moved to Richmond, Virginia, where her husband is attending Officers' Candidate School. They too have a new addition to their family, but this happens to be a mynah bird which Carole is trying to teach to talk.

Speaking of birds, **JACK KATZ'S** parrot, who lives across the street in the May Seed Office, is slowly overcoming a cold. After fighting watering eyes and a runny nose for several weeks, the parrot is gradually coming back to normal . . . for a parrot.

Another new addition made **MAE DRIFTMIER**, of the traffic department, grandmother for a second time. Joining granddaughter, **LISA**, is **NATALIE SUE**, born October 1 to Mr. and Mrs. **TOM NENNEMAN** of Omaha. Natalie weighed 6 pounds and 12 ounces at birth.

**MERLE DOUGLAS** reports that letters aren't too frequent, but a recent phone call from his daughter, **SHARON**, happily told of plans to return to Shenandoah for the Christmas holidays. Sharon also said her husband, **RICHARD STEVENS**, had soloed in helicopter at the air base in Mineral Wells, Texas, where the couple lives.

Station manager, **NORM WILLIAMS** and wife, **LOIS**, attended the Luther College homecoming festivities at Decorah, Iowa. Luther played Simpson College and won which presented a small problem. A member of the opposing Simpson team, **CRAIG FISHER**, is the son of **MRS. REX (BEV) FISHER** of the KMA staff. Norm decided to cheer for both his alma mater and the "other team."

Each hunting season finds **NORM KLING** braving chilly, nasty weather to get his limit of game. On one expedition, the KMA engineer accompanied by his hunting buddy, **LLOYD PETERSON**, bagged these Canadians. Each of the geese weighed around 8 to 8½ pounds and made wonderful eating.



Hunters brag about "bag."

KMA staff members spent several hours each day during the deadline week of the Scrambled Yeggs contest checking the hundreds of entries. The girls are shown in the picture gathered around the table working on the contest. From left to right in the picture are Denise Johnson, Bev Fisher, Mae Driftmier, Joni Baillon, and Evalyn Saner.



Seems to be a rash of additions to KMA families this month. The **DUANE JOHNSONS** announce a new member for their

family. After a considerable number of requests from the four little Johnsons, led by three-year-old **NADENE**, Mother **EARLENE** swapped a box of tomatoes with **ARDEAN**, wife of KMA pilot, **DICK MULLISON**, for a tiger-striped kitten. At last report the kitten was nameless. Duane and the Johnson's dog, "Duke," have withheld comment.



Terri and her pet hen.

Those yowls emitting from the front of KMA one Wednesday afternoon weren't banshees left from Halloween. They were merely brave and daring KMA and May Seed workers lining up for the annual "flu shots."

**TERRI**, 7, older daughter of Associate Farm Director, **JIM ROSS**, was out with the folks checking the horses one day and saw a toad. In her attempts to catch it, she fell into a horse tank full of water. Terri struggled up with water and moss in her boots, Jim, deciding this was a good time to remind her of water safety and the danger of drowning asked his daughter if she had learned a lesson. Answered Terri "Yes, never try hunting for toads." Terri since has been concentrating on her red hen named "Rusty."

## Before the Fall

All set for a ride . . . Pat Patterson of KMA sales and his wife, Sue, joined Jim and Barb Ross for an afternoon on horseback.

Associate Farm Director Jim has trained and broken horses for quite a long time, and Pat has been working with his newly acquired quarterhorse under Jim's expert eye.

Horse and man seemed to be getting along fine till one day in October when "Poco" decided he didn't like Pat's company and rudely threw him. At this writing, Pat, in spite of a few bruises, is in complete control of the situation.



November, 1966



# Jottings from Joni's Journal



Hi again. The leaves have fallen by the wayside, the students are full in the educational swing, and the holiday season is just a whisper away. November is a favorite month to me. My senses seem really to wake up and take notice of all the lovely things in an ordinary day. Like food. Love that food of the holiday time and it all gets off to a good start with Thanksgiving. Turkey and dressing, pumpkin, sweet potatoes, creamed onions, and cranberries . . . love them all. November brings us into days of tradition. The family once again becomes the center as everyone gathers around the table just enjoying "being home."

In the past five years, I haven't had the chance to spend a Thanksgiving with my own family in St. Paul. Thanks for the goodness of friends, I haven't had to spend that special day alone. And that is fun, because we usually each take something special to eat that we like. Sort of a "pot-luck" Thanksgiving. Wherever you will be spending Thursday, November 24th, I hope it will be a happy day for you. I would like to share a few thoughts taken from the Cooperative Extension Service, University of Missouri, newsletter.

## MY THANKSGIVING

Even though I clutch my blankets and groan when the alarm rings each morning, thank You, Lord, that I can hear. There are many who are deaf.

Even though I keep my eyes closed tightly against the morning light as long as possible, thank You, Lord, that I can see. There are many who are blind.

Even though I huddle in my bed and put off the physical effort of rising, thank You Lord, that I have the strength to rise. There are many who are bed-fast.

Even though I sometimes maintain a martyred silence when I should speak and

spout forth when I should remain silent, thank You, Lord, for the gift of speech. There are many who are dumb.

Even though the first hour of my day is hectic, when socks are lost, the toast is burned, tempers are short, thank You, Lord for those wonderful children to get off to school. There are many who are childless.

Even though our breakfast table never looks like the pictures in the ladies' magazines and the menu is at times unbalanced, thank You, Lord, for the food we have. There are many who are hungry.

Even though we sometimes forget our morning prayers, thank You, Lord, that you do not forget to guard and protect us during the day, and thank You, Lord, for the gift of faith. There are many who are atheists.

Even though the routine of my job is often monotonous, thank You, Lord, for the opportunity to work. There are many who are unemployed.

Even though I seldom have time to visit, thank You, Lord, for good neighbors and relatives. There are many who are exiled from their homeland.

Even though I don't always approve of the way the country is run, thank You, Lord that I live in the greatest nation on earth.

Even though I grumble and gripe and bemoan my fate from day to day, and wish my modest circumstances were not quite so modest, thank You, Lord, for the gift of life. Help me to improve my manners and show that I am grateful. Amen.

## Family Home

The picture in this November issue is my parents' home in Mendota Heights. Dad screened the porch last summer and is usually busy fixing something anytime of the year. On the right side of the house, there is a large picture window which faces the lovely woods at the bottom of the hill. Many happy autumn days have been spent by us all in the "house on the hill."

I'd like to extend a personal thank you for inviting me into your homes each day, and I thank the dear Lord for the many, wonderful people who add a touch of friendship to my ordinary day.

Happy Thanksgiving.

Joni

The KMA Guide





Thanksgiving and the start of the holiday season should be fun for you in the kitchen. There are so many new ideas each season that enhance the standard family favorites. It's satisfying to be creative, and it can be easy. Hope you'll add some of the following favorites to your menu. Especially the easy, but delicious way to fix your Thanksgiving turkey.

### Turkey In The Bag

Take an ordinary brown paper grocery bag. Brush the skin of the turkey with butter or margarine. Preheat your oven to 325 degrees. Place the turkey in the brown bag with the seamed side up. Secure the end and roast at 325 degrees at 25-30 minutes PER POUND for a stuffed turkey. DO NOT open the oven until ready to serve. There will be drippings in the bag to use for your gravy.

\* \* \*

I love sweet potatoes . . . but last year, when invited to a family gathering, I brought the following pumpkin casserole . . . just for a change.

### Baked Pumpkin Casserole

- 1 can (1 pound, 13 ounce) pumpkin
- 2 T. granulated sugar
- 2 T. butter or margarine, melted
- ¼ t. mace
- ½ t. salt
- Dash pepper
- 2 eggs, slightly beaten
- ½ cup coarsely chopped pecans

#### Glaze:

- ½ cup light-brown sugar, firmly packed
- ¼ cup maple syrup
- ½ cup pecan halves

**METHOD:** Preheat the oven to 350 degrees. Lightly grease a 1-quart casserole. Combine pumpkin, granulated sugar, butter, mace, salt, pepper, eggs, and chopped pecans, in a large bowl. Mix well. Turn into casserole. Make Glaze: Mix brown sugar and syrup in small saucepan. Heat, stirring, until sugar is dissolved; then bring to boiling. Cool slightly. Arrange pecan halves around edge of casserole. Cover pumpkin and pecans with glaze; bake 40 minutes.

\* \* \*

### Mixed Vegetables With Almonds

- 1 pkg. frozen or fresh cauliflower
- 1 pkg. frozen or fresh green beans
- 1 pkg. frozen or fresh peas
- ½ cup milk
- 1 can cream of chicken soup
- 1 6-oz. pkg. Cheddar cheese, shredded
- 1 small jar pimiento, chopped
- 1 can small round onions
- ½ cup slivered almonds

**METHOD:** Cook cauliflower, beans, and peas until half done. Add milk to soup and heat with cheese. Combine all ingredients except almonds. Place in greased dish and cover with slivered almonds. Bake 30 minutes at 350 degrees. **NOTE:** This recipe may be prepared in advance. Yield: 10 servings.

# Harvest of Thanksgiving Recipes

### Cranapple Pie

- Pastry for 9-inch, two-crust pie
- 1¾ to 2 cups sugar
- ½ cup all-purpose flour
- 3 cups sliced pared apples
- 2 cups cranberries, fresh or frozen
- 2 T. butter

**METHOD:** Heat oven to hot (425 degrees). Prepare pastry. Mix sugar and flour. In pastry-lined pie pan, alternate layers of apples, cranberries, and sugar mixture, beginning and ending with apples. Dot with butter. Cover with top crust, seal and flute. Cover edge with 1½ inch strip aluminum foil to prevent excessive browning. Bake 40 to 50 minutes, or until crust is nicely browned. Cool.

### Frozen Cranberry Layer Salad

- 1 pound can jellied cranberry sauce
- 2 T. lemon juice

Beat cranberry sauce with rotary beater until saucy. Combine with lemon juice. Spread in the bottom of a mold or small individual molds. Cover cranberry layer with the following:

- 1 cup heavy cream, whipped
- ¼ cup mayonnaise
- ¼ cup powdered sugar
- ½ cup chopped pecans or black walnuts

Whip the cream and fold into the mayonnaise, the sugar and nuts. Spoon over cranberry layer in salad mold or molds. Place in the refrigerator freezing compartment for at least 3 hours to become firmly frozen. Unmold. Serve on lettuce with a small dab of mayonnaise.

### Corn Custard

- 3 T. butter or margarine
- 3 T. flour
- 1 t. salt
- Dash pepper
- 1 T. sugar
- ½ cup light cream
- ¾ cup milk
- 1 can (12 oz.) whole-kernel corn, drained
- 1 cup cream-style corn, undrained
- 3 eggs, well-beaten

**METHOD:** Preheat oven to 350. Lightly grease 1-quart casserole. Melt butter in medium saucepan; remove from heat. Stir in flour, salt, pepper and sugar until smooth; blend in cream and milk. Cook, stirring, over medium heat, until mixture boils and is thickened and smooth. Stir corn into sauce until well combined; then thoroughly blend in eggs. Turn mixture into prepared casserole; set in pan containing 2 inches of hot water. Bake, uncovered, 1 hour and 30 minutes, or until silver knife inserted in center comes out clean.

# Cornucopia of Goodies

## Pumpkin Pie

- 1 envelope whipped topping mix
- 1 pkg. vanilla instant pudding
- 1 cup canned pumpkin
- $\frac{2}{3}$  cup milk
- $\frac{1}{4}$  to  $\frac{1}{2}$  t. nutmeg\*
- $\frac{1}{4}$  to  $\frac{1}{2}$  t. ginger\*
- $\frac{1}{4}$  to  $\frac{1}{2}$  t. cinnamon\*
- 1 baked 8-inch pie shell, cooled
- \*or use  $\frac{3}{4}$  t. pumpkin pie spice

**METHOD:** Prepare whipped topping mix as directed on package. Measure 1 cup and combine with pudding mix, pumpkin, milk, and spices. Slowly beat with rotary beater until well blended . . . about 1 to 2 minutes. Spoon into pie shell. Chill until set . . . at least 3 hours. Garnish with remaining prepared whipped topping and thin slices of orange.

## Baked Apples

Core apples without cutting through the blossom end. Pare apples one-third of the way down. Place apples in a baking dish. Sprinkle cavities lightly with salt. Add 1 tablespoon sugar to each apple. Top with butter or margarine and sprinkle sugar over pared portion of apples. Pour enough water in bottom of dish to keep the apples from sticking. Bake uncovered at 400 degrees about 1 hour, or until the apples are tender.

For variety with baked apples:

1. Fill the apples with chopped fresh cranberries before adding the sugar.
2. Fill centers with crushed pineapple. After baking, top apples with marshmallows and return to oven for a few minutes.
3. Serve with a topping of cream cheese softened with cream and beaten until fluffy.

## Assorted Cheesy Bites

- 1 eight ounce pkg. cream cheese
- $\frac{1}{4}$  cup evaporated milk
- 1 cup finely chopped walnuts, pecans or peanuts
- 1 t. Worcestershire sauce

**METHOD:** Combine ingredients and blend well. Chill. Shape spoonfuls of mixture into little logs or balls. Roll in coating, then chill until ready to serve. Roll logs or balls in minced parsley; paprika; finely chopped, hard-cooked egg; chopped coconut; minced chives; or crushed potato chips. Makes about 3 dozen balls or logs.

## Carrot Tuna Salad

- 1 cup grated raw carrot
- 1 cup diced raw celery
- 2 hard-cooked eggs, sliced
- $\frac{1}{2}$  t. grated onion
- 2 cans tuna
- $\frac{1}{2}$  pt. salad dressing
- 1 No. 2  $\frac{1}{2}$  can shoestring potatoes

**METHOD:** Mix together all ingredients except shoestring potatoes. Chill one hour. Just before serving, add potatoes. Serves 6-8.

## Creamed Onions

- 2 pounds small white onions
- 1 can mushroom soup
- $\frac{1}{4}$  cup milk
- $\frac{1}{2}$  cup English walnuts or pecans, chopped
- Salt and pepper

**METHOD:** Cook onions slowly in salted water until almost tender but firm, not more than 10-15 minutes. Drain and put in greased casserole. Mix soup, milk and nuts; season to taste and pour over onions. Top with cheese and bake at 350 degrees about 30 minutes or until well browned. Yield: 6 servings.

\* \* \*

## Swedish Herring Salad

- 1 cup diced pickled herring
- 1 cup diced cooked potatoes
- 1 cup diced pickled beets, drained (reserve juice)
- 1 cup diced apple
- 2-3 T. chopped pickles
- 2 cups dairy sour cream
- 2 T. beet juice
- 1 t. prepared mustard
- 1 t. sugar
- $\frac{1}{2}$  t. salt
- 1 egg, hard-cooked, for garnish

**METHOD:** In a medium-size mixing bowl combine herring, potatoes, beets, apple and pickles. Blend sour cream with beet juice, mustard, sugar and salt; fold into herring mixture. Pack into mold, which has been rinsed with cold water. Chill. Sieve egg yolk and white separately. When ready to serve, unmold and garnish with alternating rows of sieved yolk and white of egg. Serve with additional sour cream, if desired.

\* \* \*

## Nutty Fudge-Wiches

- $\frac{1}{2}$  cup soft butter
- 1  $\frac{1}{2}$  cups regular or instant blending flour
- 1  $\frac{1}{2}$  cups firmly packed brown sugar
- $\frac{3}{4}$  cup chopped walnuts
- 1 t. baking powder
- $\frac{1}{4}$  t. salt
- 1 t. vanilla extract
- 3 eggs
- 8 ounces melted unsweetened chocolate
- 8 ounce pkg. cream cheese

**METHOD:** In mixing bowl, combine butter, flour, 1 cup sugar,  $\frac{1}{2}$  cup walnuts, baking powder, salt, vanilla extract, eggs, chocolate and half of cream cheese. Mix until smooth and well blended, about 1 minute. Spread about half of mixture in greased 9-inch square pan. Blend remaining cream cheese with  $\frac{1}{2}$  cup sugar. Spread carefully over batter in pan. Top with other half of chocolate mixture, spreading carefully to cover. Sprinkle with  $\frac{1}{4}$  cup walnuts. Bake at 350 degrees for 25 to 30 minutes. Cool. Cut into bars.

# Jerry Wanek Joins Staff

That vigorous new voice you hear daily giving the sports news at 7:45 a.m. and 6:15 p.m. belongs to the newest addition to the KMA announcing staff — Jerry Wanek. He can also be heard on the Saturday afternoon Football Scoreboard and on Sunday mornings when he does a full announcing schedule including the news. Besides these duties Jerry teams with Andy Andersen to bring the exciting play-by-play broadcasts of the Game of the Week.

Born and reared in Beatrice, Nebraska, the 27-year-old bachelor is well acquainted with KMA land. His parents, Mr. and Mrs. L. R. Wanek, and sister, Marcia, still reside in Beatrice. After graduation in 1957 from Beatrice High School, Jerry worked as a detail draftsman and managed to pick up several hours credit in engineering drafting and descriptive geometry by attending night classes at the University of Nebraska.

In 1959, Jerry enlisted in the U. S. Coast Guard for a four year hitch. Trained in electronics, he was rated an aviation electronics technician in service.

While stationed in Elizabeth City, North Carolina, he became interested in radio and worked part-time as a disc jockey and announcer on a radio station there.

Jerry comes to KMA as an experienced announcer having worked at stations in Beatrice and Hastings, Nebraska. He also went back to the University of Nebraska to gain credits in night courses in radio.



New announcer checks sports schedules.

Outside of radio, Jerry enjoys hunting and swimming and is an accomplished dancer with a special interest in Latin American dances. He has been active in Jaycees and the Nebraska Civil Air Patrol and has spent many hours "fiddling with electronics, mainly short wave" and singing with the boys who belong to the S.P.E.B.S.Q.S.A., otherwise known as the Society for the Prevention and Encouragement of Barber Shop Quartet Singing in America.

## Trees For Glenwood

"Christmas Trees for Glenwood" is the theme of the 5th annual drive by KMA radio and its listeners to raise money for the purchase of Christmas trees for the living quarters at the Glenwood State Hospital-School.

Last year, 93 trees were delivered to Glenwood, bought at cost from Earl May Seed and Nursery through contributions of generous people in Iowa, Kansas, Nebraska, and Missouri. The same number of trees will be needed to make this Christmas a bright one for the people at Glenwood.

Contributions may be sent to the Glenwood Christmas Tree Fund, KMA Radio, Shenandoah, Iowa.

## Farmer Public Relations

Norm Williams, KMA Station Manager, has been asked by the Iowa Farm Bureau to give a five minute talk on the importance of public relations to the farmer. Members will hear the taped speech at the nine district meetings of the Farm Bureau Public Relations Committee which will be held between Nov. 21 and Nov. 30. Mr. Williams will stress the importance of farmers communicating with broadcast leaders in their area and the problem farmers and broadcasters have in common . . . government control and regulation.

# Craft Carnival

About 4,000 persons jammed the Liberty Memorial Building in Shenandoah Oct. 18 to attend the Seventh Annual Craft Carnival.

Thirty-five exhibits from 18 towns and three states were on display. Individual crafts were demonstrated and a style show given for the viewers. Over 200 gift certificates were awarded throughout the day.

All seasons of the year were represented in the displays; many with an eye on the upcoming Christmas holidays showing tree ornaments, doll clothes, centerpieces, and flower arrangements. Materials used ranged from needle and thread to crepe paper, liquid resin, yarn, paints, and plastic bags.

Sponsors of the Carnival are the Page County Farm Bureau women's committee, the Iowa Extension home economics committee, and the local Chamber of Commerce.

These three pictures depict the wide variety of crafts shown. In the top picture is a turkey centerpiece made of corn husks. The center picture shows the colorful Madras flowers shaped from paper, and the lower picture displays Christmas decorations designed from various materials.



# PROGRAM NEWS FOR NOVEMBER 1966

Dial 960 — KMA — 5,000 Watts

## NORMS FORUM

By

Norman Williams  
Station Manager



You say it doesn't do any good to write to a radio station and complain? Well read this. We received a card from a listener in Red Oak who wrote:

"KMA is our station, but I think 95 per cent of the people would like to turn you off when the lengthy road report comes on. Anyone traveling can get this information at any oil station. Please give us some news or something of interest to all people."

When we received this card we immediately examined and reviewed what we were doing on the Road Reports. We agreed with the writer that the reports were too long and detailed. We revised the format and shortened the reports. Now perhaps this listener wanted them off all together. However, we feel that these reports do provide a valuable service to that ever increasing number of people who travel. Many do not stop at service stations to ask about road conditions ahead. They assume the road is all right. This is one sample of how KMA reacts to listeners' comments.

### Radio Commercials

Some people complain that there is too much advertising on radio. Most people recognize that advertising is necessary to support the free radio service we enjoy in this country. Actually on an average, only one-fourth of broadcast time is used for commercials. Compare this with the average newspaper which uses over 60 per cent of its space for ads. KMA is a member of the Radio Code. This voluntary Code regulates the number of minutes of commercials we may run in any given hour.

Doesn't advertising add to the cost of the products we buy? Well take a look at these figures. A worker in New York has to work 19 minutes to buy a pound of butter. A similar worker in Moscow has to

## ELECTION RESULTS

The KMA News Department will operate at full capacity on November 8th as elections are held across the country. KMA will carry the election results for an 87-county area which includes Iowa, Nebraska, Kansas and Missouri. State through the county and local races will be fully covered as volunteers handle the phone lines the evening of the 8th. A complete wrap-up of the election results will be heard the following morning on KMA Radio.

## Program Reminders

For answers to your questions or a chance to express your own opinion on a wide variety of subjects tune in to OPEN LINE with JONI at 11 a.m. Monday through Friday. You can call collect and make your voice heard.

A change in schedule—make a note to listen at 10:30 a.m., Sundays to Wonderful Weekend Music.

## New Program

Hollywood Assignment with Fred Robbins is a new program which can be heard at 7:40 p.m. daily. News about the stars and reviews of productions in television and the movies highlight this bright show.

## Check Your Clock

Don't forget DAYLIGHT SAVINGS TIME ends October 30. All KMA Radio programs will broadcast at the same time. However, now our listeners in neighboring states will not be forced to compute the differences between Central Standard Time and DST . . . everyone will be back on CST.

work three hours and 26 minutes to buy the same pound of butter. Advertising is unnecessary in the Communist Society. Just imagine what would happen if all advertising stopped. The consequences would be catastrophic.

I would appreciate hearing from you. Your comments are always important at KMA.

## Tying Entries Call for KMA Run-Off Contest

About 500 entries were judged in the KMA Scrambled Yeggs Contest which closed October 15. Because of several ties not only in the number of correct identifications but also in the same postmarks, a run-off contest was held. The twelve people whose entries tied were asked to guess the number of visitors who signed the KMA Guest Register between the dates of June 1 and September 30 of this year. They were then requested to write their guess on a post card and mail it to KMA. These guesses were compared with the actual count of visitors signing the Guest Register which was totalled and authenticated by Central Surveys, Inc., of Shenandoah. This authenticated total was 3,867.

### Perfect Entries

Two persons tied for first place sending in perfect entries at the same time. They were Mrs. Kristina Christensen, Route 2, of Anita, Iowa, and Richard Norgaard of 2405 Exchange Street, Harlan, Iowa.

Vying for third and fourth place prizes were ten people whose contest entries showed only two errors each and the same postmark. These included Mrs. Loren Fischer, Route 2, Shenandoah; Rick McIntyre, Farragut; Mrs. Hartford Cooper, Route 2, Stanton; Mrs. Durwood Purdy, Route 1, Fontanelle; Kenneth Christensen, Route 2, Anita; Mrs. Richard Norgaard, Harlan; Miss Frances Newberg, 202 W. Lowell, Shenandoah; Mr. and Mrs. Harold Wheatley, Adair; and Mrs. G. M. McLaughlin, Bedford.

### Relatives in Run-Off

Since there was no limit on the number of persons in one family entering, several relatives ranked in the winners who tied and consequently submitted entries in the run-off contest. Among these were the mother-son combination of Mrs. Kristina Christensen and Kenneth Christensen of Anita, and two couples — Mr. and Mrs. Richard Norgaard of Harlan and Mr. and Mrs. Harold Wheatley of Adair.

## KMA Crossword Resumes

Crossword puzzle fans will be happy to see the new KMA Crossword on the back cover. Designed by Shirley Wennihan of Fairfax, Missouri, the puzzles were temporarily discontinued to make room for the Scrambled Yeggs Contest. Another KMA Crossword and the solution for this month's will appear in the next edition of The Guide.

## Identification Of Scrambled Yeggs

Identification of the picture fragments in the KMA Scrambled Yeggs Contest proved entertaining for hundreds of you. For those interested in knowing the answers, the following list is the correct identification of the fragments which were published in the September and October issues of The Guide.

### September Guide

1. Paul Harvey
2. Jack Gowing
3. Tom Harmon
4. Bob Considine
5. Don McNeill
6. Ralph Childs
7. Don Gardiner
8. Pegge Parker
9. Merle Douglas
10. Chris Schenkel
11. Ron Shoeman
12. Duane Johnson
13. Ed May
14. Darel Bargar
15. Wayne McMannama

### October Guide

16. Dale Eichor
17. Norm Williams
18. Warren Nielson
19. Murphy Martin
20. Billie McNeilly
21. Frank Field
22. Fran Allison
23. Randy Kesterson
24. Paul Foster
25. Jim Ross
26. Alex Dreier
27. Howard Cosell
28. Andy Andersen
29. Ron Cochran
30. Bill Overbey

## SCHOOL CLOSINGS

KMA News has contacted the superintendents of 107 school districts in the 4-state area and made plans to cover school closings during time of inclement weather. Both public and parochial schools will be reporting to KMA Radio, during the winter months, to keep the public informed on classes and activities. If weather conditions in your area warrant the closing of school, you'll hear the details on KMA regional radio.

# Contest Winners

Cash prizes amounting to \$200 were presented to the four winners in the KMA Scrambled Yeggs Contest which tested Guide readers' skill at identifying fragments of pictures of KMA Radio and ABC Network personalities. The winners display their prize checks in the pictures.



First prize of \$100 went to Richard Norgaard of Harlan, Iowa (above).

Second prize of \$50 was won by Mrs. Kristina Christensen of Anita, Iowa (at right).

Third prize of \$25 went to Rick McIntyre of Farragut, Iowa, (lower right).

Fourth prize of \$25 was awarded to Mrs. Loren Fischer of rural Shenandoah, Iowa (below).



\* \* \* \* \*





**POSTMASTER**

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Tom Thum Publishing Co.  
Shenandoah, Iowa

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JAN

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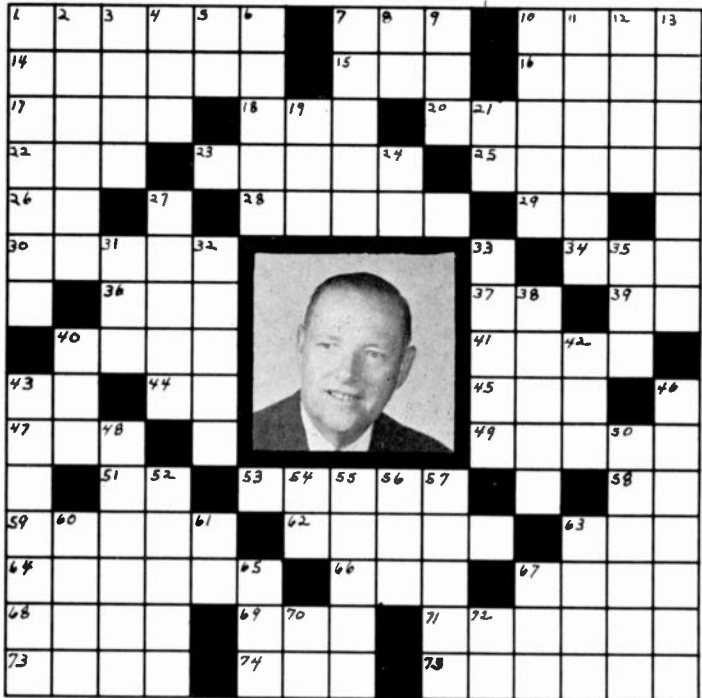
**NOTE**

If a red star appears by your name above, this indicates your subscription expires with this issue of the Guide. Send \$1.00 with your name and address for renewal.

**KMA CROSSWORD**

**ACROSS**

- 1-7. KMA President
- 10. Home State of KMA
- 14. Responsible
- 15. Employ
- 16. Beg
- 17. Great Lake
- 18. Roulette Bet
- 20. Glum
- 22. Of the Age: Latin
- 23. Shy
- 25. Girls Name
- 26. North Carolina: Abbr.
- 28. Silent: Musical
- 29. Thoron: Chemical Symbol
- 30. Mexican Indian Tribe
- 34. Obtain
- 36. Bright Color
- 37. Paid Notice
- 39. Exist
- 40. Tear
- 41. Inlets
- 43. Size of Shot
- 44. Away: Prefix
- 45. Emperor: Abbr.
- 47. Roads: Abbr.
- 49. Pottawattamie County Town
- 51. Electrical Unit
- 53. Force Out
- 58. Three-Toed Sloth
- 59. Recess
- 62. Portals
- 63. Commander: Abbr.
- 64. Cigar
- 66. Compass Point
- 67. Cow's Foot
- 68. Arrow Poison
- 69. Black Bird
- 71. Kansas Town
- 73. Puts
- 74. Run: Past Tense
- 75. One of the Seven Wonders



SHIRLEY WENNIHAN

**DOWN**

- 1. Wife of 1 Across
- 2. Conduct
- 3. Pause
- 4. Lincoln's Nickname
- 5. Royal Library: Abbr.
- 6. One of Earle Crowley's Entries
- 7. Sounds on Afternoon Action
- 8. To the Same Degree
- 9. What Denise said to Gary Wright
- 10. A Little Island
- 11. Tea
- 12. Small Bird
- 13. Eldest Daughter of 1 Across

- 19. American Medical Association: Abbr.
- 21. Universal Language: Abbr.
- 24. From: Latin
- 27. To Correct
- 31. Raw Materials
- 32. Son of 1 Across
- 33. Second Daughter of 1 Across
- 35. Emergency Broadcasting System: Abbr.
- 38. Ten Cent Coins
- 40. — 960, with Jack Gowing
- 42. Army Post Office: Abbr.
- 43. Sister of 1 Across

- 46. Northwest Missouri Town
- 48. — Agent 0096
- 50. Southwest Iowa Town
- 52. Foot Apparel
- 54. Husband of 43 Down
- 55. Red Dyes
- 56. Kind of Lettuce
- 57. Curl
- 60. Lytton Heroine
- 61. Type Measure
- 63. Page County Town
- 65. Rhine Tributary
- 67. Home Loan Headquarters: Abbr.
- 70. North America: Abbr.
- 72. News Teletype Service