



The
KMA GUIDE

December, 1966

CHRISTMAS TREE ORNAMENTS

Shining faces decorate our Christmas Tree cover. These air personalities of KMA Radio take this opportunity to give you a face-to-face Holiday Greeting, wishing you the very best Christmas and a Happy New Year. From the top of the tree with Ed May, President of May Broadcasting, the ornaments are from left to right: Norm Williams, KMA Radio Station Manager; Frank Field, Ralph Childs, Warren Nielson, Jack Gowing, Duane Johnson, Joni Baillon, Jim Ross, Andy Andersen, Dale Eichor, Darel Bargar, Merl Douglas, and Chuck Warren.



Merry Christmas
and
Happy New Year
from all of us
KMA Radio
KMA Guide

The KMA Guide

DECEMBER, 1966

Vol. 13

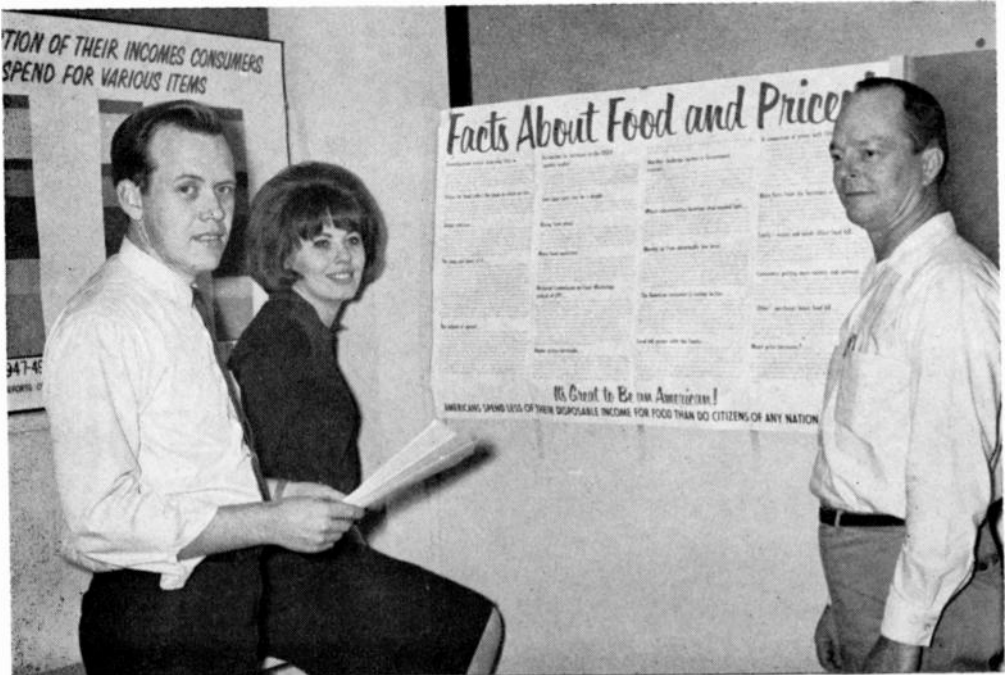
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THE PRICE PICKETS

KMA NEWS with the combined talents of the Farm Service Department and Women's Director compiled an hour-long documentary on the food price war during November. **THE PRICE PICKETS** discussed the nationwide boycott by women of supermarkets and their trading stamps, games and high food prices. Through interviews with representatives of the homemakers, farmers, processors, and retailers, Chuck Warren, Duane Johnson, Ralph Childs, Joni Baillon, and Jack Gowing produced **THE PRICE PICKETS** in the public interest for KMA listeners.

Duane Johnson, Joni Baillon and Jack Gowing compiled facts on food and prices for special program.





A Chat With Edward May

Sometimes when I give thought to writing this column I scratch my head and ask the question, "What can I write about this month?" However, this wasn't the case this time. This month it is a question of finding enough space to tell about the major events taking place. There are two very important events I particularly want to tell you about. One concerns the May Broadcasting Company and the other the May Seed & Nursery Co.

New TV Tower

In regard to the former, Friday, November 25, the May Broadcasting Company put into use its new tall tower at Television Station KMTV, Channel 3, in Omaha. This represents the culmination of six years of detailed planning and working on the part of many individuals. The tower is 1,345 feet high, which makes it almost 100 feet taller than the Empire State Building in New York City and 790 feet taller than the Washington Monument in Washington, D. C. The tall tower will expand the television coverage of KMTV by 8,000 square miles. If you are already within the KMTV coverage area, your picture shall improve immeasurably. Whereas, if you have been on the fringe area in the past, you should

now be within the new coverage area and receive a much improved picture. The completion of this tall tower represents a tremendous forward step and we are proud to be a part of this progress.

Plan Open House

The other, equally important event, is the completion of the beautiful new two-story May Seed & Nursery Co. office building. This replaces the well-known Mayfair Auditorium, and by the time this issue of the Guide reaches you, the first persons will have moved into the new building. Including the basement, the two-story building contains approximately 25,000 square feet. Except for the basement and the fairly large assembly room—which will accommodate upwards of 125 persons—and the snack shop, the building is composed entirely of office space. The snack shop, which is pictured on this page, has been in use for about three weeks. As soon as we are completely moved and settled we intend to have an open house. I realize many of you might not be able to attend this open house but, nevertheless, any time you might be in Shenandoah you are invited to stop and go through the building.

Holiday Greetings

I certainly couldn't write a column for the month of December without wishing you a Very Merry Christmas and a Happy New Year. We are anxiously looking forward to the Christmas holidays at our house because this will be the first time the entire family will have been together since our two daughters left for college the latter part of September. It will certainly be nice having the family together again, but I know the Christmas holidays will go all too fast.

Best wishes for a Merry Christmas and a Happy New Year from everyone connected with the May Broadcasting Company and the May Seed & Nursery Co.



Dorothy Corey, manager, served eager customers in cafeteria before clamps were removed from counter.

Frank Comments

By FRANK FIELD

Yes, it is true. By the time you are reading this, Jennie and I will have been married 50 years. We hadn't planned on saying anything about it and just celebrate quietly at home, but our kids wouldn't hear of such a thing. They just took charge and made all the arrangements in spite of anything we could say or do. The result is that we are holding "open house" at the Shenandoah American Legion Club the afternoon of Sunday, December 4th. The exact date is actually December 2nd, but the kids thought it would be better to hold the "open house" on Sunday.

By far, the largest part of that 50 years has been spent right here in Shenandoah, but in the earlier years we did live 7 years in Council Bluffs, 3 years in Norfolk, Nebraska, and 1 year in Sioux Falls, South Dakota. We moved back to Shenandoah in 1937 and have been here ever since. We have 4 children, 7 grandchildren, and 2 great grandchildren and they are a mighty fine lot and we are proud of them. Bob and Zo live right here in Shenandoah, John and his family are in Hamburg, just 25 miles away, and only Peg and her tribe are very far away. They are still in Ft. Worth, Texas. One rather odd thing is the fact that not one of the children or grandchildren followed in my footsteps. Zo's husband is a banker, John is a newspaper publisher, Bob is a printer, and Peg is secretary to the president of the Ft. Worth Chamber of Commerce. Even the grandchildren are all following different lines of work. Not one is in radio or T.V. or connected in any

way with horticulture. How come? I am in my 41st year of radio and 17th year in T.V. Yes, my first radio program was on August 6, 1926 and my first T.V. program was in September of 1949.

First House

Jennie and I started our married life in a little house which still stands on Broad Street here in Shenandoah, although it has been considerably remodeled since. It did have electricity, but no gas, and in the winter Jennie cooked on a Topsy stove and in the summer on a 3-burner oil stove. For heat in the winter time, we had one of those old-time base burners which burned hard coal. We lived there a couple of years and then moved to a farm 3 miles south of town. The house was not modern and didn't even have water nearby. We had to carry the water from a well down at the barn. We lived there 1 year, and from there moved to Council Bluffs where we lived for 7 years while I worked in Omaha for Schollman Brothers in the plumbing and heating business. In August of 1926, we moved back to Shenandoah and I got started in this new-fangled business called "radio", and have been in it ever since. The last 26 years, of course, have been with station KMA and the Earl May Seed & Nursery Company.

We have always tried to have a garden spot wherever we lived, although sometimes it was pretty small. Jennie, of course, has always done her share in planting, tending, and harvesting the crops and naturally she has retaliated by insisting that I help her with the canning.

All of the foregoing may be news to the younger generation, but I know there are plenty of you old-timers who have followed right along with us. Just think, in 25 more years we can celebrate our diamond wedding anniversary.





with
Jack
Gowing

Most of the harvest is in at the time I am writing this. I believe that we had exceptional yields this year when we consider what the rainfall has been over the area. We didn't receive any rain at the farm from April 28th to June 28th, 60 days without rain at that time of the year is really some kind of a record.

Our corn test plot did quite well. We had 20 acres planted with a six row Sidewinder. We planted in brome grass sod that had been in brome grass for eight years. With the Sidewinder, we put everything on as we planted, in other words, we did a once-over operation and did nothing to the field until harvest.

The Sidewinder tilled an eleven inch strip where the seed corn was dropped and left a 19-inch strip of sod between the rows untouched. We applied 323 pounds of 6-24-24 starter fertilizer which was tilled in by the Sidewinder. We applied the insecticide. The Atrazine herbicide was applied with a spray attachment at the rear of the Sidewinder. The Atrazine was mixed into the nitrogen solution material. We applied 150 pounds of actual N, so we had about 170 pounds of actual N, 78 pounds of phosphorous and 78 pounds of potassium per acre. We planted the corn at the rate of 20,000 plants per acre.

We got good to excellent weed and grass control with the Atrazine. We had very little rootworm problem but did have some corn borer infestation.

Jack watches harvesting machine. In picture at right, his children, Randy, 12 and Julie, 8, haul heavy bushel of corn.





Christmas Customs

In talking with the many folks at KMA Radio, we found several quaint Christmas customs that are carried out in their homes each holiday season. The greater percentage of the KMA staff has real evergreen trees each year, decorated sometimes by their youngsters. Many of the women make decorations for their homes and sometimes, like **RALPH LUND**, the fellows do the honors. **RALPH** and his family celebrate on Christmas morning at their house which usually sports a specially-made door wreath made by our engineer.

FLORENCE NIELSON favors Christmas time and spends many hours at work on decorations for the house and gift ideas for others. In fact, **WARREN** says that Christmas is such a popular time at their house that daughter **HOLLY** was specially named for the season. It is customary for the **NIELSONS** to spend Christmas Eve in Farragut and celebrate with many family members on Christmas Day. **WARREN** usually receives one gift for his many hobbies and he in turn, often surprises **FLORENCE** with different packages. One year **WARREN** wrote a note explaining that her present was inside a pill capsule, frozen in an ice cube. Poor **FLORENCE** had to melt all the ice cube trays before she could find her gift.

Newsman **CHUCK WARREN** and his family usually can't wait till Christmas Day to open their gifts. **CHUCK** says his wife **SHIRLEY** is becoming an expert at opening packages long before the special day. The youngsters decorate the tree. Every Christmas at the **WARRENS** is a special reminder of the first December 25th **CHUCK** and **SHIRLEY** celebrated together after being married. They had a piece of log from that first tree made into a holder for several candles and display it every year.

Station Manager **NORM WILLIAMS** and his wife, **LOIS**, have memories of Christmas from nineteen years ago. When their oldest was just a little tyke, the **WILLIAMSES** started to take 8 mm color film of every Christmas celebration and now have many hours of that joyous occasion on film. There are usually two trees at **NORM'S**, one in the living room and another in the family room downstairs.



Two trees are the custom at the **BAILLON** house in Mendota Heights, St. Paul, Minnesota. **JONI BAILLON** will be home this year to celebrate Christmas with her brothers and parents. **JONI'S DAD** usually decorates the outside of the house around the shrubs and on the lamppost. In previous years, **MR. BAILLON** made wooden candles that are set in all the windows to glow. In addition to many kinds of cookies, the **BAILLONS** sometimes celebrate with a few traditional Norwegian pastries.

Accountant **JOHN SAWYER** celebrates Christmas on that morn and usually has a get-together with his brother **TOM** and family in Shenandoah.

DENISE JOHNSON was planning to spend at least one Christmas at the new home in Essex, but it looks like the celebration this year will be the last on the farm. **DENISE** and her family always spend the 23rd with grandparents in Red Oak, then travel back to Essex for the 24th at her aunt's home when all the relatives meet and attend church services. **MRS. JOHNSON** makes sure there are plenty of homemade fruit cakes around and serves the traditional Swedish Sausage on Christmas Day.

KMA's Afternoon Action announcer, **DAREL BARGAR**, plans to be in his home town of Lincoln, Nebraska, to join the family for December 25th. One idea they have to keep the Christmas gift list from getting too long, is to buy a gift for a man or woman. It's not like exchanging names because the gifts are placed under the tree in a "grab bag" fashion. **DAREL** and his family usually have plenty of Lingonberries and Swedish cheese to pass around the dinner table.

JIM ROSS and his family celebrate on Christmas Eve. They all help to put up the tree and decorations. **JIM** has in previous years, made photographic cards to send out. A traditional custom since **TERRI** was small is to have the Christmas gifts out on the porch, and the youngsters are sent out to bring in whatever Santa has left.

Homemade beef Chop Suey is the yearly Christmas Eve fare at the **JACK GOWING** home, and they're looking forward to that already. **JACK** says the youngsters get the tree in shape about a week before, and they always celebrate that special occasion on Christmas morning.



of KMA Families



The **REX FISHERS** will have their whole brood back together again after a few months away at school. **CRAIG** and **CATHY** will join **JEFF** at home and then travel with their folks to the **FISHER** headquarters in Des Moines. **BEV** can hardly wait. Her mother-in-law is a great cook and is always asked to repeat her special potato salad with dried fish dish. **BEV's** father and step-mother also live in Des Moines so the **FISHERS** will be kept busy.

Under the tree at the **ANDY ANDERSEN'S** home is a jar of olives. Every single Christmas since his wife **JOANNE** was age six, her parents have made sure a jar of the little green things are under the tree. **JOANNE** loves olives to this day, and at her brother's home, the same tradition holds true. Christmas morning is when the **ANDERSENS** exchange gifts. **ANDY** feels that the only needed ingredient at the Christmas dinner is the turkey it took to make the gravy to put on the dressing, with cranberries to brighten it up.

MAE and **HOWARD DRIFTMIER** go where the children are on their Christmas holiday. Now that there are two grandchildren in the family, there'll be even more fun and happiness. **MAE** always bakes fruit cakes and has bayberry candles displayed in her home. Among other traditions is one that will have to be discontinued due to lack of ornaments. When daughter **DONNA** was small, **MAE** purchased a Christmas ornament in the shape of a box . . . all very prettily decorated . . . each Christmas, **DONNA** found a small gift inside. But now, with two granddaughters, **MAE** doesn't know what to do.

One of the nicest Christmases to remember for the **DUANE JOHNSONS**, took place while they were residing in Rapid City, South Dakota. In that area of our great country, people have the opportunity to buy a ticket that entitles them to go into a certain wooded area and cut down their own tree for the holidays. **DUANE** and **MARLENE** had a lot of fun doing just that. Of course, with four youngsters around the house, the **JOHNSONS** have no lack of gaiety. This year they hope to spend Christmas with **MARLENE'S** folks in Howard, South Dakota, and visit with **MARLENE'S** sister and husband who will

return from a tour of duty with the Navy in Puerto Rico.

A trip to the northern section of Iowa is in store for **PAT** and **SUE PATTERSON** this Christmas season. **PAT'S** folks live in Laurel and **SUE'S** in Marshalltown. They plan to spend Christmas Eve at one home and celebrate Christmas morning at the other. **PAT** said that **SUE** has been very busy making gifts for Christmas, especially with her knitting needles.

Nothing against the people who raise turkeys, but **FRANK FIELD** and his family just do not enjoy the bird. **FRANK** and his family alternate having Christmas at their homes. But, wherever the **FIELDS** congregate for the holidays you can be sure there'll be ham and probably roast beef, but not a turkey in sight.

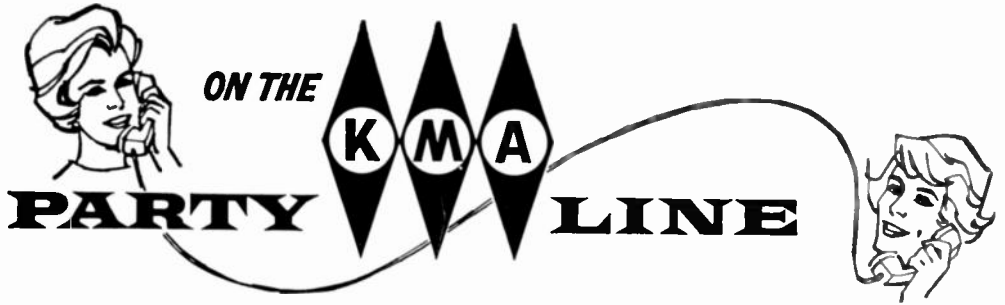
One member of the **RALPH CHILDS** family will spend a second Christmas in Saigon, Viet Nam; that's **STEVE CHILDS**. The rest of the brood will be home from school. One traditional custom that begins when children are small has continued through the years at the **CHILDS**. The Christmas stocking is still hung for everyone, filled with little surprises, including candy and nuts. No special dinner is planned, each member of the family likes to fix steaks at anytime during the day. On Christmas Eve, one of the **CHILDS'** young people will be appointed to hand out the gifts from beneath the tree.

DON BURRICHTER and his wife expect to have some company for the holidays. They're hoping that their daughter, **CAROLE**, will be able to join them. **DON'S** son, **ED**, and new grandson were able to be home for Thanksgiving.

In our poll about Christmas, we found that the great majority of **KMA** staffers have real trees in their home on Christmas. Several have thought of the artificial but were voted down by their children. **NORM KLING** and his family have a real tree and celebrate the exchange of gifts on Christmas Eve.

The entire **KMA** family extends its wish for a Merry Christmas and Happy New Year. May all of you enjoy the peacefulness of this season surrounded by your own customs and family.





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

By **Joni Baillon**

Football season may be over, but here at KMA, **BEV FISHER** is buzzing with the news that son, **CRAIG**, was awarded the Outstanding Freshman Trophy at Simpson College this November. The FISHERS traveled to most of the weekend games to watch **CRAIG** in his fullback position on the team.

Several members of the KMA family participated in the 14th Annual Knights of Columbus Dinner-Dance and Talent Show held on November 14 at the American Legion Country Club in Shenandoah. The proceeds are used to help finance the Annual K. C. Children's Christmas Party. Twenty-seven acts involving singing, dancing, commercials, and skits were presented. From KMA, were **EVALYN SANER**, **EARLE CROWLEY** (and friend **ELMER MATTERN**) doing a pantomime of Peter, Paul, and Mary. Have to find out how Evie keeps her hair so straight and nice. We think Earle looks pretty good in a beard. Singing in the sextet which presented "Just a Closer Walk With Thee" were **JONI BAILLON** and **ISABELLE HANZLICK**, the May Seed Tour Director. (Joining in also were Marcella Shough, Francis Laughlin, Joe McGargill and Lou Saner.)

DENISE JOHNSON won't be in her new

house for the holidays, but, **EVALYN SANER** is right now. After applying a few coats of fresh paint to the living and dining area, **EVALYN** is now moved into a very nice new home in Shenandoah.



In recognition of "patriotic service in support of the United States Savings Bonds Program", KMA Radio was recently presented the 25th Anniversary Award from the United States Treasury Department. Mr. **HARRY ROSS**, representing West Page County, presented the certificate to **WARREN NIELSON** of KMA.

CHUCK WARREN of the KMA News Department, reports that he turned up an old time KMA performer unexpectedly the other day. In the course of making plans for news coverage of the coming legislative sessions in the four state KMA area, he called **ORVILLE HAZEN**, Chief Clerk of the Kansas House of Representatives. During the conversation, Chuck learned that Orville used to sing on KMA in the early days about 1926-27. In those days Orville was known as "The Farmer Tenor." He now resides at Denton, Kansas.



Looks like five but one is hiding on back row.

Jottings from Joni's Journal



May I be one of the first to wish you and your family, a very Blessed and Merry Christmas and promising New Year. It is sad that we sometimes forget that the spirit of Christmas, which is so bright, should remain throughout the year. The comfort of the family circle at this holiday season, sparkling with gifts of love and the sweet smell of burning logs and fresh pine, and the children's eyes reflecting all the wonder of this time, mean much to me.

Christmas will be lovelier than ever for my family this year as we will all be together again after five years. The past years, my Christmas morning has been spent behind the mike, and enjoyed, since playing music of the holidays made up the program. As at Thanksgiving, my friends were wondering in extending an invitation to share December 25th with them, but after 5 years, it will be wonderful to have my family all at home. It has been a whole year since I have seen my oldest brother, JIM, who is at Iowa City. Christmas is an extra special day for him, it's his birthday. Brother JOHN and I celebrate in September, and JEFF, right after New Year's.

Many of you delight in decorating your homes for the holidays with things you've made yourself. It's the same at my house. In this column is a picture of a few items that have followed me around every Christmas since I left home. They were easy to make and inexpensive. It is fun to experiment with real evergreen around stairways, and even draped on mantels and hung from walls. Every year, a few more ornaments are added to my tree. Christmas is an ideal time for me to entertain since an open house is easier to give in an apartment than a sit-down dinner. Even though single, I've found myself repeating some of the same recipes and decorations which are developing into traditions of Christmas apart from those of my family.

Thanks to Contributors

We would like to extend a hearty thanks to the many KMA listeners who contributed so generously to the Glenwood Tree Fund again this year. All the residents at the Glenwood State-Hospital and School are thoroughly enjoying the bright trees you made possible. The 93 trees occupy every corner . . . living and dining areas included. The staff at Glenwood joins in wishing you the very best for your thoughtfulness and a happy Christmas and good New Year.

The author of this following piece is unknown, but certainly echoes our thoughts.

OUR RECIPE FOR A MERRY CHRISTMAS

TO:
1 Crisp December Night

ADD:
A Generous portion of Frosty Air
A Large Handful of Stars

BLEND IN:
The Fragrant scent of an Evergreen Tree

MIX:
Into a family circle with a large scoop of love
A Child's Smile
The Sparkle in his eyes
The Touch of a Red-nosed Reindeer
A Sprig of Mistletoe
Set mixture beside the fire in the warmth of that age-old tiding
"PEACE ON EARTH"

GARNISH WITH:
The light of the Star in the East

SERVE:
To the Tune of a Favorite Carol

NUMBER OF SERVINGS:
Will serve all people everywhere

COST OF SERVING:
Absolutely nothing!

Thank you for your friendship these past months. I truly hope that your Christmas will be as happy as mine.

Joni



"A Sleigh Full of the Season's Best"

Merry Christmas Wreath

- 1 pkg. active dry yeast or 1 cake compressed yeast
- ¼ cup water
- 1 cup scalded milk
- ¼ cup sugar
- ¼ cup shortening
- 1 t. salt
- 1 well-beaten egg
- 3½ cups sifted enriched flour

METHOD: Soften active yeast in warm water, compressed yeast in lukewarm water. Combine milk, sugar, shortening, salt. Cool to lukewarm. Add yeast and egg. Gradually stir in flour to form soft dough. Beat vigorously. Cover, let rise in warm place till double, about 2 hours. Grease 10 inch ring mold; spread bottom with sugar.

Fruit Topping:

Melt 2 tablespoons butter, add 2 tablespoons light corn syrup and ½ cup brown sugar. Place halved candied cherries, cut-side up, and almonds on sugar mixture. Shape dough in small balls; roll in melted butter; place 2 rows deep in pan. Let double. Bake in 400° oven for 25 minutes. Loosen, turn out quickly. Serve with whipped butter.

* * *

This next candy recipe, was sent in by Mrs. Artis Clymens of Hopkins, Missouri.

Marshmallow Creme Divinity Candy

Cook together till the hard ball stage (245-248°) is reached:

- 1½ cups white sugar
- ½ cup water
- Pinch of salt

Place in large bowl at room temperature, 1 pint jar of marshmallow creme. Pour hot mixture over marshmallow creme and beat with an electric mixer till firm, stiff peaks form. Add ½ cup nuts and 1 teaspoon vanilla. Drop by teaspoonful on waxed paper. Makes about 1½ pounds.

* * *

Ice Cream Snowballs

Roll scoops of ice cream in coconut, nuts or cookie crumbs. Place in ice cream tray and freeze. Serve with hot fudge sauce, or creme de menthe dessert syrup for the holidays. You might also roll the ice cream in chopped pieces of peppermint candy.

* * *

Dancing Snowballs

Here's a clever idea to use as a centerpiece for the holidays. You need:

- 1 quart of water
- 1 cup vinegar
- 1 heaping tablespoon soda
- Mothballs

Put the water and vinegar together in a large glass bowl . . . or rose bowl. Put in mothballs and add the soda. The mothballs combined with the other ingredients, will dance up and down within the bowl. To re-activate, add more soda.

Hot Cranberry Punch

- ½ pound or 2 cups cranberries
- 3 pints water
- 1¼ cups water
- ½ cup red hots
- Juice of 1 lemon
- Juice of 2 oranges
- 4 or 5 whole cloves

METHOD: Cook cranberries in one pint of water until tender; strain and press through sieve. Add the sugar and red hots, stirring until sugar is dissolved. Stir in juices and whole cloves. Heat and serve hot. Serves 8-10.

* * *

Vegetable Medley

- One 10-ounce pkg. frozen cauliflower, cooked, OR, 1¾ cups cooked cauliflower
- 2 packages frozen peas and carrots, cooked, OR, about 3 cups canned vegetables
- 1½ cups dairy sour cream
- 1 T. instant minced onion
- 1 t. salt
- 3 T. toasted bread crumbs
- 1 tomato, sliced
- Parsley

METHOD: If using frozen vegetables, cook according to package directions, drain well and combine. Fold sour cream, onion and salt gently into vegetables; place in casserole and top with bread crumbs. Garnish baking dish with a circle of tomato slices. Bake at 325° for 20 minutes. Place parsley sprig in center just before serving.

* * *

Holly-Berry Peaches

- One No. 2½ can cling peach halves
- ¾ cup sugar
- 1 T. mixed pickling spices
- Watercress or butter lettuce
- 2 t. prepared horseradish
- ½ cup commercial sour cream
- ½ cup water
- ½ cup vinegar
- Red food coloring
- Seedless green grapes
- Dash of salt

METHOD: Drain peaches and to the syrup, add the water, sugar, vinegar, and spices. Color bright holly-berry red with about ¼ t. food coloring. Boil 5 minutes. Add peaches and simmer 5 minutes longer. Refrigerate peaches in the syrup overnight. At serving time, arrange water cress or lettuce in wreath on large serving platter. Top with peach halves. Heap center of ring with clusters of green grapes. Beat horseradish, and 1 T. pickling syrup into sour cream. Put a spoonful in each peach. These peaches are a perfect relish for turkey or ham. Stick cinnamon may replace the pickling spices.

Floating Orange Punch

- 1½ quarts fresh orange juice
- ½ cup fresh lemon juice
- 1 quart apple cider
- 1 cup brown sugar
- 3 whole sticks cinnamon
- 2 cups water
- 5 whole oranges with whole cloves

METHOD: Mix orange juice, lemon juice, cider, sugar, cinnamon and water in large kettle. Stud whole unpeeled oranges with whole cloves; drop into kettle. Heat to boiling point; pour liquid into punch bowl. Add fancy lemon slices and the whole clove-studded oranges for garnish. Serve immediately. Makes 25 to 30 punch cup servings.

* * *

Turkey Soup

Break the carcass in pieces . . . add any leftover stuffing. Put in kettle with remnants of the meat; cover with cold water, bring slowly to boiling point and let simmer about 4 hours. Add 1 onion, sliced, ¼ cup diced celery, and ¼ cup diced carrots. Let boil ½ hour longer. Strain; remove fat. Serve with noodles or dumplings.

JONI NARRATES WOOL CONTEST

Corning, Iowa was the site of the Southwest Iowa District "Make It Yourself With Wool" Contest on November 19. KMA's Women's Director, JONI BAILLON, narrated the wool fashion show. Ninety entries from sub-deb to adult were represented and judged according to appearance in their garment and its construction. The winning Junior, Senior, and Adult attend the state contest in Ames in December.

The winners of the contest divisions shown in the picture are from left to right: first place in the Sub-Deb division was awarded to Karla Kay Jensen of Massena, modeling a wool flannel sleeveless A-line jumper with a box pleated front. Top Junior winner was Jo Ann Miller of Griswold who entered a navy and burgundy wool houndstooth checked coat . . . straight in style, double-breasted with full length raglan sleeves and stand-up roll away collar. Kay Rock of Avoca will represent the Senior Division in her pumpkin shade collarless dress with bracelet length bell sleeves accented with a removable scarf and sleeve bands of contrasting wool plaid. Adult winner was Mrs. Wayne Myers of Oakland who sewed a brown and tan plaid slim line coat with roll collar and full length sleeves.

Congratulations to the District winners and to all who entered on their fine use of wool and sewing talents in the 12th Annual Iowa Contest.

Crisp Chocolate Squares

- ¾ cup sugar
- 1 egg, well beaten
- ¼ t. salt
- 1 cup crushed corn flakes
- 1 T. milk
- ½ t. vanilla
- 2 squares unsweetened chocolate, melted
- 2 T. butter or other shortening

METHOD: Beat egg and add sugar gradually. Add salt, ½ cup of the cereal, the milk and vanilla. Combine chocolate and butter; add to egg mixture and blend. Sprinkle ¼ cup of the cereal in greased 8x8x2 inch pan. Pour in remaining ¼ cup of cereal. Bake in slow, 325°, oven for 40 minutes, or until done. Cut in squares before removing from pan. Makes 16 squares.

* * *

Cranberry Dressing

- ¾ cup sugar
- 1 t. dry mustard
- 1 t. onion juice
- 1 orange
- ½ cup sugar
- 1 t. salt
- ½ cup vinegar
- 1 cup oil
- 1 cup cranberries

METHOD: Combine dry ingredients, mix with vinegar to dissolve. Combine onion juice and oil with above, and beat until well blended. Wash and cut orange into segments, removing seeds. Grind with cranberries. Stir in sugar and blend with oil mixture. Use over pear or banana salad. Put in a covered jar and this will keep nicely in a cool place. Stir well before each serving. Makes 1 quart.



Four winners in Wool Contest.

DALE EICHOR ATTENDS DJ CONVENTION

Interviews Country Music Stars in Nashville

From the moment of arrival on, a full and hectic schedule kept Dale Eichor busy at the 16th annual Country Music DJ Convention held recently in Nashville, Tenn.

As KMA music director-DJ, Dale was one of 4,000 people registered at the meeting which also observed the 41st anniversary of the world famous Grand Ole Opry broadcasts from Nashville. Along with WSM Radio and the Opry playing host to everyone, the major record companies produced shows displaying their top country artists throughout the 3-day affair.

Meeting and visiting with country music artists, record company personnel, promoters, other DJs and programmers interspersed with the major planned affairs of breakfasts, luncheons, and business meetings proved to be tremendously successful. Dale took along a KMA portable tape recorder and came home with over 25 interviews with many of the stars for playback on KMA Bandstand, Country Style which he has played on Saturday nights for the past month.

This big celebration helps Nashville live up to its reputation as the second largest and busiest recording center in the world ranking only behind New York City. The get-together was held in Nashville's Municipal Auditorium, downtown hotels, and the Ryman Auditorium, home of the Grand Ole Opry.



No. 1 country artist, Buck Owens, with Dale.



Dale talks to recording star, Sonny James.

Dale's junket to Nashville was made with his wife, Esther. They left Shenandoah shortly after midnight on a Wednesday after Dale had signed off the air at midnight. Driving the KMA station wagon straight through, a distance of 720 miles, they arrived early Thursday afternoon. The return trip was another non-stop drive reaching home in the wee hours of Monday morning. Luckily for Dale, he didn't have to be back at work until Monday night.

The two pictures on this page, both taken by his wife, show Dale visiting with the number one country artist today . . . both in record sales and as a box office attraction, Buck Owens, and the other with one of the hottest and most consistent artists in music today, Sonny James.

After reviving from the strenuous trip and round of events, Dale reports the whole thing was quite an experience and looks forward to another convention.

Big 8 Tourney Scheduled

KMA Radio will bring you basketball fans some of the top basketball action in the nation when KMA Sportscasters travel to Kansas City, Mo., for the annual Holiday Tournament Dec. 27-30 at Municipal Auditorium. First round pairings starting at 7:30 p.m. Tuesday show Oklahoma State vs Iowa State; 9:30 p.m. Nebraska vs Kansas State. Wednesday at 7:30 p.m. sees Missouri vs Oklahoma; and at 9:30 p.m. Kansas vs Colorado. The tourney closes with the final game at 9:30 p.m. Friday. Andy Andersen will handle the play by play broadcasts.

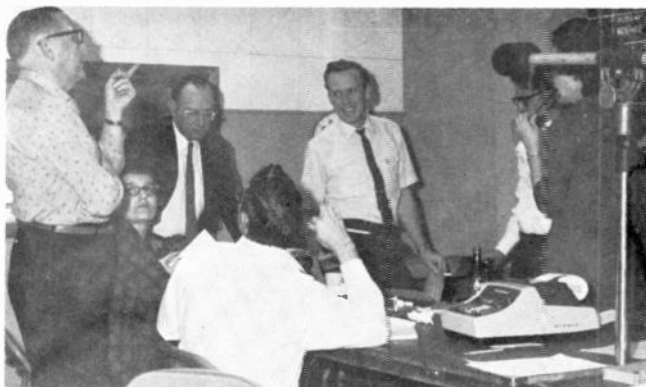
Station Manager Teaches School!

Friday, November 11 had extra meaning for KMA Station Manager Norm Williams. That was the day he taught school! For one day he instructed 8th and 9th grade science classes at Westbrook Jr. High School in Omaha's District 66. And for an extra twist, the subject he taught was Television.

To answer the immediate question about why a manager of a radio station would teach television, we offer the following explanation. Two years ago, when Norm was still Production Manager at KMTV in Omaha, he was asked by the school district to act as a substitute teacher, along with many other Omaha businessmen, while the science teachers attended a one-day seminar. This year the school called him again. They had forgotten that he had moved on to Shenandoah and was now in radio, but that did not make any difference. The invitation was extended, and Norm decided to take advantage of the irony of it and teach TV to science classes for one day. Oh yes, Norm informs us that all the classes were properly oriented toward Radio 960 KMA.



Teacher explains technicalities.

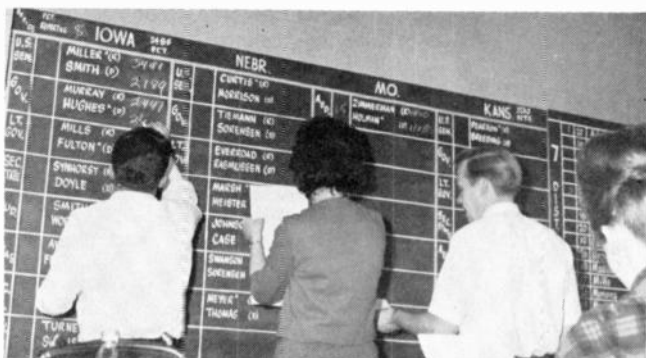


Another Long Night

Everyone including Ed May, broadcasters, and office staff helped tally election returns Nov. 8 as these pictures show.

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PROGRAM NEWS FOR DECEMBER 1966

Dial 960 — K M A — 5,000 Watts

NORM'S FORUM

By

Station Manager Norman Williams

The mailman delivered some interesting and challenging letters this month. Several letters objected to a commercial advertising a product which poisons rats. The manner in which this commercial was presented seemed to be offensive to the people who wrote to us. We at KMA do our best to adhere to the high standards of our industry code as set forth in the "Radio Code" of the National Association of Broadcasters. All commercials which we broadcast are scrutinized by the "Code" standards. Our evaluation of a commercial is guided by this statement in the Radio Code.

"In consideration of the customs and attitudes of the communities served, each radio broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. These standards should be applied with judgment and flexibility, taking into consideration the characteristics of the medium, its home and family audience, and the form and content of the particular presentation."

We do not claim our judgment to be infallible. What may prove to be offensive to one individual can be acceptable to another. The product involved here is a good one and does a necessary job. The objections concern the manner in which it was presented. I have no immediate solution except that your response aids us in being more sensitive to your particular tastes. This will help us in future judgments of this kind.

Letter from Missouri

Received a letter from Rock Port, Missouri, complaining about talk shows on KMA between 10 and 11 a.m. on Sunday. For a few weeks we did have a talk show in that time period, but we have returned to our custom of playing good music at this time. However, Sunday, we feel is a good time to broadcast certain significant special programs because the entire family can have the opportunity to hear them. I remind you of the comprehensive documentary program called "The Price Pickets" which we played on Saturday and Sunday.

Wishing you a very Merry Christmas.

Norm

Christmas Choir Concert Marks 20th Anniversary

One of the most beautiful, popular Christmas traditions on KMA Radio is the annual Christmas Eve Choir Concert which will be presented for the 20th consecutive year during this holiday.

From 7 p.m. until midnight you can enjoy the voices of friends and relatives or their children as they sing the glorious music of Christmas.

This year to observe the significance of the anniversary, more groups than ever before will be tape recorded for your enjoyment. Because of the increased number of participating groups, many will be heard on KMA on Christmas Day.

In order to obtain the tape recordings, various members of the KMA staff journey throughout KMA-land to record outstanding musical groups from grade school, junior high, senior high, junior college, college and church and professional units.

As the KMA Guide went to press Warren Nielson was already busy making appointments with singers in Clarinda, Red Oak, Shenandoah, Tarkio, Nebraska City, Maryville, Bedford, Auburn, Omaha, Glenwood, Treynor, Corning, Hamburg, Sidney, and Stanton.

KMA To Carry Hawkeye Basketball

State University of Iowa basketball starts on KMA Radio Dec. 2 and runs through March 11. KMA will carry the games from the Hawkeye network with Gene Clausen doing the play-by-play.

HAWKEYE SCHEDULE

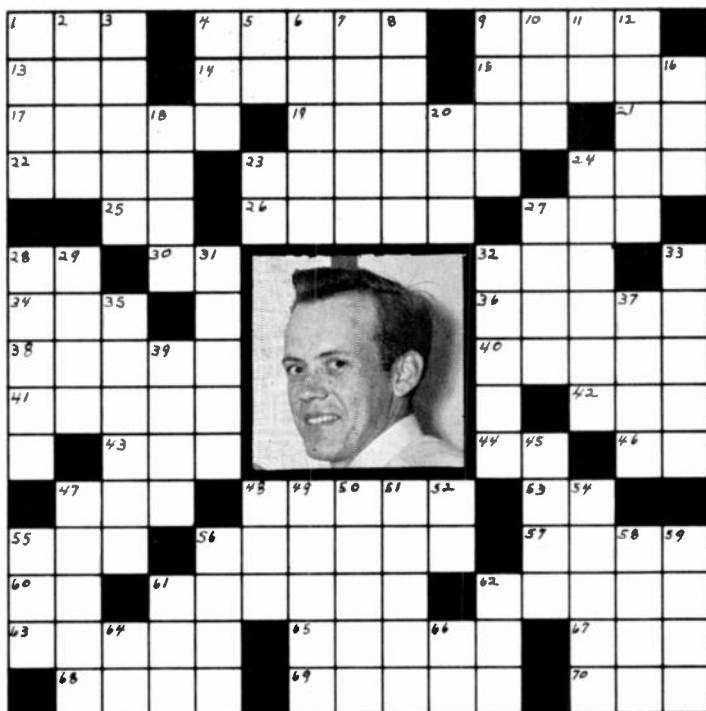
Broadcast Time
(CST)

Dec. 2—Washington at Seattle	9:55 p.m.
Dec. 3—Washington at Seattle	9:55 p.m.
Dec. 5—Creighton at Omaha	7:55 p.m.
Dec. 10—Drake at Des Moines	7:55 p.m.
Dec. 17—Drake at Iowa City	7:25 p.m.
Dec. 21—California at Iowa City	7:25 p.m.
Dec. 23—Stanford at Iowa City	7:25 p.m.
Dec. 28—Wichita State at Iowa City	7:25 p.m.
Dec. 30—Cincinnati at Chicago Stadium	9:30 p.m.

KMA Crossword

ACROSS

1. Radio Station _____
4. Pictured News Director
9. Business of 4 Across
13. Irrate
14. Found in Frank's Garden
15. Incites
17. Railway vehicle
19. Visions
21. Near To
22. To Charm or Beguile
23. Buds: Biology
24. Route: Abbr.
25. Social Security: Abbr.
26. Slender Brazilian Palm
27. Drone
28. Wave Length: Abbr.
30. Observation Post: Abbr.
32. Belongs to Al
34. KMA is "On the _____"



DOWN

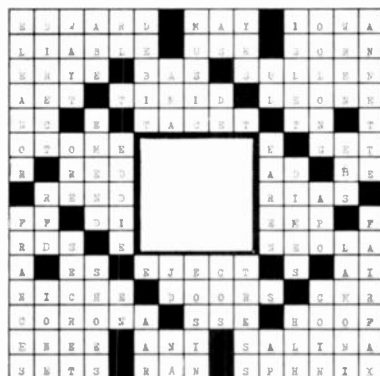
36. True or Real
38. Tendency
40. Small Groove or Channel
41. A Frolicsome Leap
42. Trinitrotoluene: Abbr.
43. Singular
44. Territorial Force: Abbr.
46. In Equal Degree
47. Sooner Than
48. Secret _____ 0096
53. Internal Revenue: Abbr.
55. Obese
56. KMA Midwest _____
57. Wind Indicator
60. Control Room: Abbr.
61. Room for Business Transaction
62. A Medical Student: Colloquial
63. Girl's Name
65. Medium: Plural
67. "I": German
68. Ages
69. Untidy
70. Office of Economic Opportunity: Abbr.

1. Channel 3, Omaha
2. Buddhist Spirit of Evil
3. Southwest Iowa County
4. KMA Engineer
5. United Nations: Abbr.
6. Assistants
7. KMA "_____ Forum"
8. Liquid Injection
9. Title
10. Emergency Broadcasting System: Abbr.
11. Us
12. KMA Four _____ Radio
16. Sainte: Abbr.
18. Itself: Latin
20. American Army Intelligence: Abbr.
23. Georgia: Abbr.
24. Spa
27. To Sop up Ink
28. KMA Tornado _____
29. Italian Coin
31. Spanish Priest or Monk
32. Item of Value
33. What Joni does on "Open Line"
35. KMA Road _____
37. Actress, _____ Louise
39. Hawaiian Goose
45. Half a Decade
47. KMA Accountant
48. Army Air Force: Abbr.
49. Fairy Tale Author

SHIRLEY WENNIHAN

50. Master of Ceremonies
51. Necessities
52. Terbium: Chem. Symbol
54. Transmitter
55. Federal Communication Commission: Abbr.
56. Future Farmers of American States: Abbr.
58. Pleasing
59. Name of a man-made Satellite
61. Italian Day Breeze
62. President Ed _____
64. Argon: Chemical Symbol
66. Exist

LAST MONTH'S SOLUTION



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**Guide Subscribers
Please Note**

New postal regulations have brought about changes for all including the KMA Guide. With this issue The Guide hopes to expedite the change-over to zip code in order to meet the deadline set by the government.

Since January 1, 1967 is the deadline for all mail not sent first class, like the Guide, the circulation department has been industriously rearranging all Guide subscription files according to zip code. Remember to send in subscriptions to The Guide with the name, address, and zip code. Please add the zip code number to your requests for any mailer from KMA Radio also.

**RENEWAL INSERTS
REPLACE STARS**

One other change in The Guide is the utilization of special inserts to remind you when your subscription expires. These inserts have been put in The Guide in recent months, but they will now be the exclusive method used to remind subscribers to renew. The inserts replace the old system of the red star placed by the name and address on the magazine.

Please address all correspondence to

The KMA Guide
Shenandoah, Iowa
51601

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