

The

KMA GUIDE

Edward May

Brenda Kay

Ralph Childs

Edw. B. Demody

Bill Bone

Christy Hall

Don Hansen

Donna Myer

Chris Gornquist

Edward W. May Jr.



Clifford R. Adams

Steve Hoefing

Mark Douglas

Mylo Golder

Gordon Swain

Bill Overby

J. M. Mammey

Tom Weather

Andy Andersen

Henry Schuur

KMTV Celebrates 25th Anniversary



May Broadcast Company Executives

A series of special announcements and a special half-hour program marked the public observance of the 25th anniversary of KMTV in Omaha.

As most Guide readers know, KMTV is owned by May Broadcasting Company which also owns KMA Radio.

Staff members of KMTV joined in the 25th anniversary celebration at a luncheon held Sept. 8 at the Omaha Country Club.

President Ed May told the group about the first 25 years of KMTV. The first full programming of the television station went on the air Sept. 1, 1949.

Executives of the station were introduced including those in the picture above: (l to r) Norman Williams, Vice President and assistant General Manager; J. D. Rankin, Jr., Vice President; Owen L. Saddler, Executive Vice President and General Manager; Edward W. May, President; and Ray J. Schroeder, Vice President-Engineering.

Those attending the anniversary party from Shenandoah were Mr. and Mrs. Edward W. May, Mr. and Mrs. J. D. Rankin, Jr., Mr. and Mrs. James B. Shaum, Mr. and Mrs. Michael G. Sherman, Mr. and Mrs. John R. Kidd, Mr. and Mrs. Roger L. Parkins, Mr. and Mrs. Carl (Andy) Andersen, Mr. and Mrs. Earle T. Crowley, Laurine Lundgren, Joyce Dobernecker, Evalyn Saner, Nadine Kelsey and Lucille Lawson.

Long-time KMA Guide readers will recognize the names of several former KMA staff members who went to Omaha to join the KMTV staff including the following: Joni Baillon, Roger Peters, Ray Schroeder, Keith Ramsey, Warren Nielson, Nancy O'Day, Owen Saddler and Norman Williams.

As soon as he can find time away from the tractor, etc., to get his picture taken, The Guide will publish a picture of **DARRELL MURPHY**. A former staff member, Darrell has taken over the **BANDSTAND** show on Saturday nights. The rest of the time he farms near Coin.

COVER STORY

All members of The KMA Guide and KMA Radio staffs wish each of you a season of good cheer and joy as you celebrate Thanksgiving and Christmas this year. The KMA Christmas tree illustrated on the cover was designed by Bill Overbey, director of advertising for May Seed and Nursery Company, who can also be heard filling in on the weather broadcasts.

If any of you readers are interested in graphoanalysis, now is your chance to study the characteristics of KMA Radio air personalities whose names appear on the cover. We would be happy to hear from any of you who feel you can analyze people by their handwriting. Just send your analysis to Editor, KMA Guide, Shenandoah, Ia. 51601.

FRANK FIELD who retired from KMA last spring has been awarded the Certificate of Merit for Distinguished Achievement in Horticulture by the Iowa State Horticultural Society. The award was signed by J. E. Custer, president. Frank reports that his wife, **JENNY**, has been incapacitated by a bout of spinal arthritis. Although he has quite a bit of double-vision trouble with his eyes, he has been doing all of the housekeeping while his wife has been sidelined.

The KMA Guide

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The KMA Guide

A Chat With Edward May

As a proud father I would be neglecting my parental duty if I didn't use the following news item in my column in the Guide. The article as it appeared in the Shenandoah paper, The Evening Sentinel, on September 30:

ED MAY, JR. CAPTURES MEN'S CITY GOLF TITLE

"One of the youngest champions in Shenandoah golfing history was crowned Sunday, as Ed May, Jr. captured the Men's City Golf Championship.

"May, who is a junior at the University of Nebraska in Lincoln, defeated Jim Larson 1-up after 20 holes on Saturday to earn his spot in the finals.

"In the final match on Sunday, he finished with four birdies in all, while shooting a round of 35-35 — 70 even par."

Needless to say, his mother and I are extremely pleased with Ed winning the City Championship. He was equally pleased, although quite modest about the accomplishment.

Eddie started playing golf when about ten years old, and won the City Junior Championship a couple of times when in high school. However, he has now moved out of the junior bracket into the men's division.

While Ed enjoys golf immensely, and obviously plays a good game, he regards it strictly as a game—a sport to be enjoyed and one of the few where a person can enjoy it for years and years.

This can't be said of most sports. Golf is also a game that teaches a person humility. Regardless of how many others you are playing with, in a sense you are still playing against yourself. Sometimes you can do it—sometimes you can't, the latter is when the humility enters in.

When the golf season is over, Ed's sports interests turn to watching football games and basketball. As for participating in sports, he likes nothing better than hunting, particularly duck hunting. He also enjoys hunting pheasant and quail. In this regard he can enjoy all of these by living in southwestern Iowa. However, because of his school activities, he doesn't have much time for hunting, but if the opportunity does present itself he finds the 85-mile drive from Lincoln to Shenandoah a short distance for a pleasant weekend of hunting.

The first thing you know it will be Thanksgiving and then Christmas. Our plans have not materialized regarding Christmas, but it looks as if our family will be together at Thanksgiving time with Annette and her husband at Madison, Wis-



New City Golf Champion

consin. We hope to be joined there by Karen, Jim and the grandchildren, so we are anticipating a wonderful family reunion. Madison is approximately 425 miles from Shenandoah, while Wausau — where Karen lives — is only 150 miles from there. So Annette's house is a good meeting place for all.

During the Thanksgiving holiday there will undoubtedly be some discussion regarding plans for Christmas. We haven't made any plans as yet but I hope Christmas of 1974 will be an improvement over that of 1973, particularly on the national level. As you well remember, last year there was a fuel shortage coupled with the possibility of a power shortage. Because of the latter, most towns as well as individuals didn't have their beautiful Christmas decorations turned on. Somehow I felt last Christmas didn't have the anticipated Christmas spirit, no doubt due in part to the possible power shortage hanging over our heads. Perhaps this year we can turn on the beautiful decorations and better promote the Christmas spirit of "Peace on Earth, Good Will toward Men."

This might be a little premature, but from all of us at KMA, best wishes for a MERRY CHRISTMAS and a HAPPY NEW YEAR.

MAC'S FAX



Since we visited in the last issue, I have been to New York City and Campbell County, Wyoming.

My wife's niece was married September 27 at Dobbs Ferry on the Hudson River in New York, so my wife, Del, and son, Jack, and I went to the wedding.

Dobbs Ferry, a town of 10,000, got its name from a man by the name of Dobbs who operated a ferry plying the Hudson River. It is about one hour's ride on the commuter train to Grand Central Station in Manhattan. We spent two delightful days in the city of New York.

We visited lower Manhattan, viewed the Statue of Liberty, and had lunch at Fraunce's Tavern, which was built in 1712 when New York had a population of 5,000 people and is still operating in the original structure. The walls of the tavern are two feet thick, built of bricks which were imported from Holland and lumber cut from stands of a forest covering what is now downtown New York. The upper two stories of the tavern are a museum devoted to relics of the Revolutionary War and displaying guns, utensils, uniforms, flags and documents pertaining to the valiant fight for liberty. It was here that General George Washington entertained his officers before departing for Mount Vernon at the close of the war.

We strolled through Wall Street, the heart of the financial world of the United States. Wall Street also houses the banking institutions of the world.

At the end of Wall Street is Trinity Church with a small cemetery in the churchyard in which Alexander Hamilton is buried. The grave stones are so badly weathered that they are illegible.

We visited St. Patrick's Cathedral which is the most beautiful church I have ever been in.

We taxied through Times Square, past the United Nations building and Central Park. We spent several hours in the Museum of Natural History, which, if properly viewed, would take a week.

The people of New York City were very kind and helpful in giving us directions. One final word on New York City — it is very expensive.

For over twenty years, J. D. Rankin, Jim Shaum, both officers of the May Broadcasting Company, and myself have been going to the same ranch 35 miles north of Gillette, Wyoming, to hunt deer and antelope. Again we were successful in bagging our game.

If you have never visited the Big Horn Mountains of Wyoming, I would recommend it. The trip is beautiful from Sheridan on State Route 14 through Greybull down to Worland then east on State Route 16 through Ten Sleep and Buffalo. The scenery is breathtaking. Ten Sleep is in Johnson County where they waged a bloody cattle and sheep war over the grazing lands and the use of barbed wire fences.

Campbell County in Northeast Wyoming is booming with oil and coal and will continue to grow as more natural resources are mined and pumped.

The cattlemen are not too happy as Wyoming has been dry this summer and feed is scarce.

Back here at home, I have my soybeans harvested. They made about 25 bushels per acre. We have harvested 10 acres of corn which made 23 bushels per acre, the poorest part of my corn acreage. We have one hundred and fifty acres to go which, hopefully, will be better.

I have 40 acres of wheat planted with Registered Gage. The stand is excellent and the moisture over the weekend was gratefully received.

We are anxious to get the balance of our corn harvested, get the fall plowing done and put the farm to bed for the winter.

This will be our last visit in 1974. I hope you have a joyful Thanksgiving, a merry Christmas, and a successful 1975. Until then, have a good day for yourselves everybody.

RFD 960

By CLIFF ADAMS



By the time this article reaches you I will have undergone some surgery at St. Mary's Hospital in Rochester, Minnesota. It seems that I have the problem that I find affects many persons who have defective and malfunctioning gall bladders. Except in my case it went a little further than the gall bladder itself. The stones had passed into what is called the cystic duct where they are lined up like peas in a pod ready to do some further harm. Apparently one got loose the first part of August and caused an eruption of associated problems. I was in the local hospital in Shenandoah where the treatment was fine. Having recovered from the first blockage I still felt that I wanted to satisfy in my own mind what specifically was the problem. Since I had gone through the Mayo Clinic four and a half years ago, I thought it was about time that they give me a further checkup. They are able to accurately diagnose what is wrong because of some pretty sophisticated equipment that is simply not available in most local hospitals. The X-ray technique is different for gall bladders, and they were able to get pictures of the affected area to show me rather conclusively what the problem was. The surgery involves more than removal of the gall bladder, and I will have the advantage of surgeons who specialize in that area. Another advantage for me is the fact that my brother who is a general practicing physician in Minneapolis is able to visit me.

My associate, Steve Hoefing, will be sitting in for me on my programs for at least two weeks while I am hospitalized. Some of the events I had planned on participating in during October will, of necessity, have to take a back seat. The chief of the gastrointestinal division at the Mayo Clinic advised immediate surgery. I got a reprieve of a couple days to get things here in Shenandoah a little more organized before I enter the hospital the week this is being written.

During the past month I covered several events of interest to the KMA listening area. I attended the DeKalb Communication Days at DeKalb, Illinois, where I was completely surprised when I was named as one of three recipients of an "Oscar in Agriculture." The story appears elsewhere in the KMA Guide so I won't elaborate on it except to say I considered it the greatest honor I have received in approxi-

mately sixteen years of farm broadcasting. It is a beautiful trophy. The station received an attractive wall plaque to commemorate the award. One of the subjects discussed by officials of DeKalb AgResearch was the shortage of seed corn that will add to the problems of farmers in the coming year ahead. Of course the Midwestern drought is the principal cause. We received one report that a seed corn field near Shenandoah had a yield of only 2 bushels. This year was a rough one as far as weather was concerned. Not only the hot weather which interrupted the pollination process for corn but early and unexpected frosts in those areas of the country where they were expecting a good crop. In the immediate Shenandoah area, however, soybeans have been doing unexpectedly good. One field reported 50 bushels to the acre which is highly unusual. The corn is varied in its expected yield. Some are going to get 60 bushels to the acre while others will have nothing. The rains in August helped pull the soybeans through and also helped some corn.

I also attended another event in September which was of some interest and helped to give us an insight into the year ahead. It was the annual meeting of FS Services, Inc., at the Conrad Hilton Hotel in Chicago. I was impressed with the well-organized manner in which the meeting was carried out. Some "name" speakers at the event were Dr. Don Paarlberg, Chief Economist and Assistant Secretary of Agriculture with the USDA, and former HEW secretary George Romney. I sent back reports of their comments to our listeners.

The life or death struggle of the National Farmers Organization was covered by a trip to the national meeting in Des Moines. We carried excerpts of the talk given by the NFO's President Oren Lee Staley.

AKSARBEN provided us with some new history in 4-H livestock show in September. New high prices were paid for the grand champions with the largest amount of money going to a girl from Eagle Grove, Iowa. Chris Maier, 14 years old, walked off with \$14,640 dollars. The steer sold for a record \$12 a pound. Talk about inflation!

Editor's Note: At deadline time for The Guide, Cliff Adams had recuperated enough to return home and broadcast but was instructed to do little else.

WARREN SWAIN

On Sports

Associated Press has asked me again this year to serve on their selection committee to help choose AP's All-American and All-Big 8 college football teams. I sent my first list of nominations for the All-American team October 14. A final list of my nominations will be sent to AP in mid-November as well as my choices for the All-Big 8 team. For my first nominations to the All-American team I was quite limited. I could only go by teams I had seen play prior to and including the weekend of October 12, plus players I was aware of on the other Big 8 teams. Listed below is my first list of nominees for All-America recognition.

Texas Tech — Ecomet Burley, defensive tackle.

Washington — Dave Pear, defensive tackle.

Colorado — Billy Waddy, tailback.

Kansas — Emmett Edwards, flanker; Robert Miller, fullback; Steve Towle, line-backer; Dean Zook, defensive end.

Oklahoma — Joe Washington, running back; LeRoy Selmon, defensive lineman; Rod Shoate, linebacker; Randy Hughes, safety.

Nebraska — Dave Humm, quarterback; Rik Bonness, center; Marvin Crenshaw, offensive tackle.

Missouri — Lynn Evans, linebacker; Steve Sadich, offensive guard.

Oklahoma State — Tom Wolfe, offensive tackle.

Iowa State — Mike Strachan, tailback; Tom Goedjen, place kicker.

Kansas State — Theopilis Bryant, line-backer.



Annually employees are given free shots to ward off influenza by May Broadcasting and May Seed and Nursery companies. Shown in this picture is Dr. Kenneth Gee of Shenandoah who came to the assembly room in the May building and administered the shots. Here he is "shooting" Barbara Ginger, member of the KMA sales staff. Behind her in the picture is Evalyn Saner, managerial secretary of KMA.

Basketball Plans Firming Up on KMA

The Iowa State Basketball Tournament, March 18-22, at Veteran's Auditorium, in Des Moines will have a new look this year. The Boys High School Athletic Association has announced that Iowa boys basketball this season will consist of three classes instead of the previous two. This means that eight teams in each class will qualify for the state tournament, which will start a day earlier to accommodate the extra teams. The classes will be broken down into AAA, AA and A. You can hear complete coverage of both the girls and boys state basketball tournaments in March on KMA.

BOYS STATE BASKETBALL TOURNAMENT MARCH 18-22

Tuesday, March 18

- 12:30 — AA First-Round
- 2:15 — AA First-Round
- 4:00 — AA First-Round
- 7:05 — AA First-Round
- 8:45 — A First-Round

Wednesday, March 19

- 12:30 — A First-Round
- 2:15 — A First-Round
- 4:00 — A First-Round
- 7:05 — AAA First-Round
- 8:45 — AAA First-Round

Thursday, March 20

- 12:30 — AAA First-Round
- 2:15 — AAA First-Round
- 4:00 — AA Semi-Final
- 7:05 — AA Semi-Final
- 8:45 — A Semi-Final

Friday, March 21

- 1:35 — A Semi-Final
- 3:15 — AAA Semi-Final
- 7:05 — AAA Semi-Final
- 8:45 — AA Championship

Saturday, March 22

Afternoon

- A Consolation Game
- AA Consolation Game
- AAA Consolation Game

Evening

- 6:35 — A Championship
- 8:35 — AAA Championship

BIG VOICE

Final games of the exciting Big Eight football season can be heard on The Big Voice of Iowa State Football — KMA Radio — with Sports Director Warren Swain doing play-by-play and Station Manager "Andy" Andersen, the color.

ISU Football

- Nov. 2 — Oklahoma
- Nov. 9 — Nebraska
- Nov. 16 — at Missouri
- Nov. 23 — at Oklahoma St.



Intern Gaylor "Mac" McDonald with News Director Ned Dermody.



Program Director Mike Goodin and trainee Kathie Cross.

NWMSU Collegians Train at KMA

Two students from Northwest Missouri State University at Maryville are interning at KMA this semester. Under the intern program, the collegians earn college credit while gaining valuable on-the-job training and experience. Both students work at KMA on Thursday mornings.

Kathie Cross is serving her internship in programming and works directly with Program Director Mike Goodin. She is at KMA on Thursday mornings and from noon to 6 p.m. Sunday afternoons. A senior at NWMSU, she is majoring in speech and minoring in broadcasting. She will graduate in May, 1975. Kathie is the daughter

of Mr. and Mrs. Wendell Cross of Council Bluffs and is a 1971 graduate of Thomas Jefferson High School in the Bluffs.

Also graduating from NWMSU in May will be Gaylor "Mac" McDonald who is interning in the News Department under the supervision of News Director Ned Dermody. He trains on Thursday mornings at KMA. "Mac" is majoring in radio and television. He was married July 27th of this year and his wife, Francie, teaches at Conception Junction, Mo. "Mac" graduated from North High in Des Moines in 1971, and his parents, Mr. and Mrs. G. L. McDonald lived in Des Moines until retiring recently to Lexington, Tennessee.

KMA Sports Turn To Basketball

As the final gun sounds on the 1974 high school football season, the thoughts of Warren Swain and Mike Goodin turn to the bouncing of basketballs on hardcourts throughout the KMA-listening-area. Yes, Swain and Goodin will be together for yet another high school basketball season. Mike, formerly from Newell, Iowa, has informed me that he has already gone into a stringent training program for the up-coming basketball campaign. He hopes he will peak at state tournament time, as he has done in the past. I look to Goodin each year for leadership, which is something he has never provided. Seriously though, he and I are looking forward to bringing you the best of high school basketball and wrestling coverage in '74-75.

28th ANNUAL CHOIRS CONCERT

Every year at this time, KMA Radio makes its plans for the season of good cheer, and in order to make it a happier time for KMA Land, the Annual Christmas Choirs Concert is arranged for broadcast on Dec. 24 and Dec. 25.

Probably one of the most popular programs of the holiday, this will mark the 28th year for the musical Christmas card.

Organizing the personnel, technical equipment and transportation to fit with the schedules of schools, churches and colleges in the area poses quite a task for KMA Program Director Mike Goodin. However, each year the estimated 1,250 voices are put on the air with the cooperation of all those involved.

If you have enjoyed the concerts in the past, remind your friends and share this inspiring holiday event with them.

SEASON'S GREETINGS



Mini-Computer in accounting office.

Newest addition to the accounting office for May Broadcasting Company is not a person but a machine. According to **EARLE CROWLEY**, Accountant, the machine is next to human because it can do so many things. It is an NCR 399 Mini-Computer which can be programmed to handle a multitude of accounting tasks. It has two keyboards — an "alphanumeric" which has numbers and letters, and a "numeric" with only numbers plus a third battery of control switches. **NADINE KELSEY** who is busy learning to operate the machine is shown at the computer in this picture. The addition of the computer has necessitated a complete rearranging of the accounting office.

It wasn't intentional, honest, Night Peo-



Win Annual Awards



Station Manager **Andy Andersen** and Sports Director **Warren Swain** seem displeased with the picture taken of the Skywriters Tour group. In spite of the picture, Warren said he had a very good trip visiting all of the Big 8 college campuses just before football season began.

ple. Guide Editor **MARY WILLIAMS** was duly chastised by KMA night staffers, **CHRISTY HALL** and **DON HANSEN**, on their "commercial" for the KMA Guide recently. In case you missed their "spot", they talked about the Guide listing the birthdays of staff members and families EXCEPT Christy's and Don's who were not mentioned in the Sept.-Oct. issue as they should have been. Sorry about that — so Happy Belated Birthday to Christy for Oct. 24 and Don on Sept. 29. Also to quiet **MARLYS MEACHAM** who didn't mention that her birthday was Oct. 5.

Election night Nov. 5 was shaping up as a possible all night affair at KMA. News Director **NED DERMODY** will direct the operation and has charts made and lists drawn outlining the duties of the 23 staff members who will be working that night.

When the Southwest Iowa Theatre Group handed out its annual awards at a banquet in September, Guide Editor **MARY WILLIAMS** was presented the "Oscar" for Outstanding Service. She is shown in the picture at left flanked by the other winners, **LARRY MANNA-SMITH**, Red Oak, Director's Award; and **RICHARD FETTERER**, Shenandoah, Best Acting Award.

Wedding Held At Pocahontas

Bride and Bridegroom **ROBERT** and **NANCY LARSON** took an old-fashioned method of transportation at their wedding Sept. 21 in Pocahontas, Iowa. (at right) The mule-drawn wagon belongs to the bride's father, **JIM NAUGHTON**. Others in the picture are bridesmaids, **MARY DUGGEN**, Boulder, Colo.; **NANCY REITER**, Omaha; **SUSAN LARSON**, Cedar Falls, sister of the groom; **JACK McCARTAN** of Rolfe drove and seated next to him is **SARAH CUNNINGHAM** of Chicago. The bridegroom and his sister, Susan, are nephew and niece of KMA staffer, **EVALYN SANER**, who attended the wedding.



"Get Me to the Church on Time"

Personal radio at its best happened in late October. Regional Sales Manager **BOB CLINE** left on a trip to Kansas City and not too many minutes later, his wife, **BOBBI**, called to say that he had forgotten his suitcase full of clothes. **MIKE GOODIN** was the DJ on the air at the time and proceeded to tell that story on the radio. As Bob reports, he had KMA tuned in on the car radio and when he heard that he almost ran in the ditch peering around to look in the back seat to see if that piece of luggage was there. Since it was cheaper to drive the short distance back from Tarkio, Mo. to Shenandoah than to buy enough clothes for the weekend he returned for his missing luggage.

MR. AND MRS. JOHN KIDD are the parents of a second son, born Sept. 13 in Shenandoah. The baby weighed 9 pounds and 4 ounces and has been named **JEROD RANKIN**. His father is with the advertising department at May Seed and Nursery. His mother is the former **DIANE RANKIN**, daughter of **MR. AND MRS. J. D. RANKIN, JR.** Mr. Rankin is Vice President of May Broadcasting. Jerod's brother, **JORDAN** is almost two years old. His other grandfather is **J. R. KIDD** of Dallas, Texas.

Newlyweds Make Home in Atlantic

The wedding of **CAROL LEA KLING** and **DAVID MARK MILLER** was held Aug. 17 at the United Methodist Church in Shenandoah. That wedding involved the last of the three Kling children and leaves Engineer KMA Norman and his wife, Margaret, rattling around alone in their house. At least the newlyweds didn't move too far

away as they are living at Atlantic, Ia. In fact, Carol's two brothers who along with their wives, helped at the wedding, also live close to Shenandoah. Benny is at Sidney and Bob at Chariton. The groom's parents are Mr. and Mrs. Max Miller of Shenandoah.



Mr. and Mrs. D. Mark Miller

Women's Exposition 1974

Food preparation and a variety of displays attracted more than 700 women to the KMA Women's Exposition Sept. 19 at the Armory Community Center in Shenandoah.

KMA Women's Director Brenda Kay conducted the shows held both afternoon and evening. She was assisted by a group of professional home economists from southwestern Iowa including Leta Youmans and Dorothy Keith of Clarinda and Ester Cox of Sidney. All of these women have been on Brenda Kay's LIVING TODAY show.

Food prepared at the show varied from quick and easy recipes, bread baking, low calorie meals to elegant desserts. All the food was given as door prizes. Additional drawings for about 100 door prizes supplied by merchant sponsors were held throughout the day. Aiding with the drawings were the only men allowed on stage, KMA Station Manager "Andy" Andersen and Mike Goodin, KMA Program Director.



KMA Women's Director Brenda Kay had charge of the 1974 Women's Exposition.

Special guests introduced included Julia Hewgley, Consumer Affairs officer with the Food and Drug Administration; Linda Dunbar, 4-H Aide; Wilma Allen of Emerson, Doris Damewood, Clarinda, president and Crystal Sandahl, Shenandoah, representatives of the Page Co. Farm Bureau Women; and Margery Strom and Dorothy Johnson from Kitchen Klatter.

Displays were set up around the floor and centered on interior decorating, sewing techniques, consumer affairs and craft ideas.



Two popular speakers were Dorothy Keith (l) who discussed Low-Calorie Foods and Ester Cox (r) who gave Quick and Easy Meal Ideas.



Leta Youmans demonstrated Natural Foods and Bread Making.



Doris Damewood showed Page Co. Farm Bureau Women's crafts.



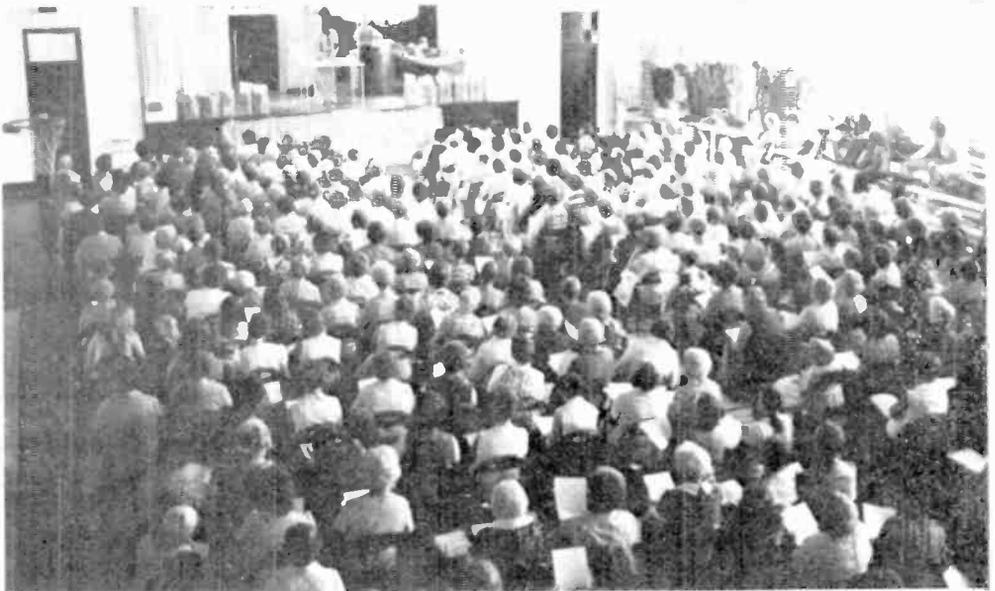
Wilma Allen displayed interior decorating ideas in her booth.



From the FDA office in Omaha came Julia Hewgley with consumer information.



Handiwork of the Page Co. 4-H'ers was displayed by 4-H Aide, Linda Dunbar.



Large crowds attended both sessions.

A MEMO

From **BRENDA KAY**

With Thanksgiving and Christmas just around the corner, I'm sure you are busily trying to plan your holiday activities. Once again, I am planning on entertaining my in-laws for Thanksgiving dinner. Since I have to work on Thanksgiving Day, we traditionally meet on the Sunday preceding Thanksgiving. After all, it's really not the day you meet, but the fellowship that is enjoyed that is important.

The largest part of my column this issue is devoted to recipes. Perhaps some of my favorite holiday recipes will help you as you plan your holiday menus.

May peace and love be in your heart this holiday season.

FESTIVE FOODS

HOLIDAY MACAROONS

Maxine Cagley, Clarinda, Ia.

- 2 eggs
- $\frac{3}{4}$ c. sugar
- $\frac{1}{4}$ c. flour
- $\frac{1}{4}$ tsp. baking powder
- $\frac{1}{8}$ tsp. salt
- 1 T. melted butter, cooled
- 1 tsp. vanilla
- $2\frac{1}{2}$ c. flaked coconut
- 2 oz. melted unsweetened chocolate
- $\frac{1}{4}$ tsp. cinnamon
- $\frac{1}{4}$ tsp. grated lemon rind

Beat eggs until foamy, add sugar and beat until thickened. Fold in flour, baking powder and salt; then fold in butter, vanilla and coconut. Divide batter in half. Blend chocolate and cinnamon in one half and lemon rind in the other. Drop by tsp. on greased and floured cookie sheet. Can be decorated with chocolate chips, nuts, candied cherries or sugar sprinkles. Bake at 325° until cookies brown around the edges — about 15 minutes. Cool a few seconds and remove from sheets.

The Pumpkin ladies came to KMA in October but they were pre-empted by no less a personage than President Ford. However, Brenda Kay did interview Joan Rowe, Chief Pumpkin Plotter for the Children's Hospital Bazaar in Omaha. Accompanying Ms. Rowe were Mrs. Owen Saddler, wife of the General Manager of KMTV, and Mrs. Russell, both of Omaha.

BLACK WALNUT CAKE

Leta Youmans — Clarinda, Ia.

- 1 lb. pitted dates, chopped fine
 - 2 tsp. baking soda
 - 2 c. boiling water
- Sprinkle dates with soda. Cover with boiling water. Cool.

Cream:

- $\frac{1}{2}$ c. butter or margarine
- $\frac{1}{2}$ c. sugar
- 2 eggs

Sift flour 3 times. Measure 3 cups sifted flour and sift with $\frac{1}{2}$ tsp. salt. Reserve 1 cup flour and sprinkle over 1 c. chopped black walnuts. Add 2 cups sifted flour to creamed mixture alternately with date mixture. Add 1 tsp. vanilla, 1 tsp. rum flavoring, and $\frac{1}{2}$ tsp. almond flavoring. Add the flour-nut mixture. (Blend this flour-nut mixture by hand.) Grease 2 9" square pans and line with waxed paper. You may also use a large cake pan and omit waxed paper. Sprinkle batter with $\frac{1}{4}$ c. sesame seeds. Bake at 350° for 30 to 35 minutes. Ice with caramel frosting.

* * *

EASY CARAMEL FROSTING

- $\frac{1}{2}$ c. butter or margarine
- 1 c. packed brown sugar
- $\frac{1}{4}$ c. milk
- 2 c. sifted confectioners' sugar
- 1 tsp. vanilla

Melt margarine and stir in brown sugar. Add milk; continue stirring until boiling. Remove from heat. Cool to lukewarm. Add sugar and vanilla. Beat at low speed. Beat on high until spreading consistency, about 2 minutes. Spread immediately.

* * *

SIMPLE CHEESE BALL

Sandy Karg — Clarinda, Ia.

- 1 8-oz. pkg. cream cheese, softened
- 1 small jar of Old English sharp cheese
- 1 small jar of blue cheese (Roka Blue)
- 2 dashes Worcestershire sauce
- 2 dashes of garlic salt

Mix together and roll in chopped nuts, and parsley, if desired.



TOFFEE TREASURE CAKE

- ¼ c. sugar
- 1 tsp. cinnamon
- 2 c. flour
- 1 c. sugar
- 1½ tsp. baking powder
- 1 tsp. soda
- ¼ tsp. salt
- 1 tsp. vanilla
- 1 c. dairy sour cream
- ½ c. margarine, softened
- 2 eggs
- ¼ c. chopped nuts
- 6 (⅞ oz. each) or 3 (1½ oz. each) chocolate toffee candy bars, coarsely crushed (crush easily if frozen)
- ¼ c. margarine, melted

Generously grease and lightly flour Bundt pan. Combine ¼ cup sugar with cinnamon; set aside. In large mixer bowl, combine remaining ingredients except nuts, candy bars and margarine. Blend at low speed until moistened; beat 3 minutes at medium speed, scraping bowl occasionally. Spoon ½ of batter into prepared pan. Sprinkle with 2 tablespoons cinnamon-sugar mixture. Spoon remaining batter into pan. Sprinkle with remaining cinnamon-sugar mixture, then with nuts and crushed candy bars. Pour ¼ cup melted margarine over batter. Bake at 325° for 45 to 50 minutes until top springs back when touched lightly in center. Cool upright in pan for 15 minutes; remove from pan. If desired, sprinkle with powdered sugar.

* * *

COLBY CHEESE TREATS

Valerie Olenius, Coin, Ia.

- ½ c. ripe olives, chopped
- ½ c. thinly sliced green onions
- ½ c. mayonnaise
- 1½ c. shredded Colby cheese
- ½ tsp. salt
- ½ tsp. curry powder
- 6 English muffins

Put the muffins in a toaster. Butter them and then spread with mixture of remaining ingredients. Place the spread muffins in oven and broil until bubbly. Watch closely. (You may prefer to heat them in slower oven.)

* * *

ENGLISH SPICE TEA

Norma Meier, Carson, Ia.

- 6 1" sticks cinnamon
- 2 T. whole cloves
- 4 c. water

Boil for 5 minutes. Pour over ¼ c. black tea. Let stand until well-steeped. Strain mixture.

- Add 2 cans frozen orange juice
- 3 c. sugar
- 30 c. water

Serves 40.

* * *

If candles are too large or small for candle holders, hold the bottom of the candle in very hot water to soften, then mold to fit.

TURKEY CHOW-MEIN

Margaret Hall, Villisca, Ia.

Cook ½ c. chopped onion in fat in a skillet. Add 1½ c. sliced celery; cook about 5 minutes. Add 1½ T. flour. Then add 1 c. stock or consommé; stir until slightly thickened. Add 1 can mushrooms, stems and pieces with the liquid. Add ½ tsp. salt (more if needed), 3 to 4 T. Soy sauce, 2 c. chunked turkey. (If you like Water chestnuts add 1 cup, sliced). Cook long enough for turkey to heat thoroughly. Add more consommé if needed. Serve over Chow Mein noodles or cooked rice.

* * *

CREAM STYLE GREEN BEANS

- 1 10-oz. pkg. frozen green beans
- 1 3-oz. pkg. cream cheese, soft
- 1 T. milk
- ¼ tsp. celery seed
- ¼ tsp. salt

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

* * *

CINNAMON APPLESAUCE SALAD

- 2 pkgs. lemon-flavored gelatin
- ½ c. red cinnamon candies
- 3 c. boiling water
- 2 c. unsweetened applesauce
- 1 T. lemon juice
- ½ c. broken California walnuts
- 2 3-oz. pkgs. cream cheese, softened
- ¼ c. milk or light cream
- 2 T. salad dressing

Dissolve gelatin and candy in boiling water. Stir in applesauce, lemon juice, and a dash salt. Chill till partially set; add nuts; and pour into 8x8x2 inch pan, 5 c. mold. Blend remaining ingredients, spoon atop, swirl thru salad to marble. Chill firm. Cut into 9 squares.

* * *

CHOCOLATE CARAMELS

Makes about 64 pieces

- 1 c. chopped pecans
- 2 c. sugar
- 1¼ c. light corn syrup
- 3 c. whipping cream
- 2 sq. (2 ounces) unsweetened chocolate, finely chopped or pre-melted chocolate
- 1 tsp. vanilla
- ½ tsp. salt

Butter baking pan, 8x8 inches. Sprinkle pecans evenly in pan. Mix sugar, corn syrup and half the cream in 3-quart sauce-pan. Heat to boiling over medium heat, stirring constantly. Reduce heat; simmer 10 minutes.

Slowly stir in remaining cream. Stirring occasionally, simmer over medium-low heat to 240° on candy thermometer, about 60 minutes. Stir in chocolate, vanilla and salt. Pour into pan; refrigerate.

Cut into 1-inch squares. Wrap individually in plastic wrap; refrigerate. Store no longer than 3 weeks.

NOVEMBER-DECEMBER GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- Nov. 3—Mrs. Ed May
 Nov. 4—Janis, daughter of Andy Andersen
 Nov. 18—Larry Hill
 Nov. 18—Tim, son of Larry Hill
 Nov. 20—Cynthia, daughter of Cliff Adams
 Nov. 21—Tracey, son of Barbara Ginger
 Nov. 28—Marsha Broyles
 Dec. 3—Mrs. Henry Schnoor
 Dec. 5—John Kidd
 Dec. 7—Janet, daughter of Earle Crowley
 Dec. 10—Don Burrichter
 Dec. 19—Jordan, son of Mr. and Mrs. John Kidd
 Dec. 20—Dave, son of Earle Crowley
 Dec. 28—Ned Dermody
 Dec. 31—Barbara, daughter of Andy Andersen
 Dec. 31—Scott, son of Barbara Ginger
- HAPPY ANNIVERSARY TO:**
- Nov. 4—Mr. and Mrs. Terry Broyles
 Dec. 27—Mr. and Mrs. Robert Cline
 Dec. 29—Mr. and Mrs. Mike Sherman
 Dec. 29—Mr. and Mrs. John Kidd



Cindy Goudie

New Addition To Accounting

Assisting in the Accounting office is Cindy Goudie who came to KMA in October.

Cindy is married to Devin Goudie and resides in Shenandoah. She is a graduate of Essex High School and had one year at junior college.

Her parents are Mr. and Mrs. Jack Tudor of Essex. She has two sisters, Kim and Christie.

A lover of outdoor sports and music, she currently has for pets, seven gerbils with more on the way.

GLENWOOD TREES

Starting in November, the 14th annual drive for funds to provide Christmas Trees for the Glenwood State Hospital-School at Glenwood, Ia., will begin on KMA Radio.

As in the past, listeners will be asked to contribute in order to brighten the lives of those confined to the School-Hospital. Each year 92 trees are needed and with listen-

ers' contributions, the trees are bought at cost from the Earl May Seed and Nursery Co. which also provides the loading help. Vernon Barnes of Red Oak drives his tree-laden truck to the school early in December.

It goes without saying that those fragrant Yule symbols create a very special atmosphere of joy in the school.



KMA Farm Director Cliff Adams and his wife, Doris, flanked here by Mr. and Mrs. Lyle Nelson float down the Missouri River on the Belle of Brownville. The river excursion was held by Midlands Chapter of National Agri-Marketing Association in September. Cliff is a Director and also Editor of the chapter's newsletter. Mr. Nelson is sales manager of KFAB in Omaha.

FEEDBACK

By NED DERMODY

The end of a year is perhaps a good time for retrospect . . . Reflection on what has been going on. This year, we wonder, just what in the world is going on?

We would just as soon leave the obvious out . . . resignations of a president and vice president . . . Watergate . . . cover ups . . . plea bargaining and the like. Watergate is still with us . . . but waning. It is not likely that it will fade entirely and that is good. Watergate should be indelible . . . unforgettable. Now, the headlines scream inflation. The figures are double digit except the percentage of increase and in some cases, prices are up several hundred percent over the previous year. The cost of borrowing money is up, and the lenders are screaming for higher interest rates and for good reason. It costs the lenders more to obtain the available money. Home mortgages are simply out of sight and overall home construction is hurting. Bankruptcies are on the increase; banks in some areas are being forced to reorganize, the earmarks of hardtimes. Not necessarily dust bowl, apple peddling, soup kitchen hardtimes of the 30's. That is not likely. Control apparatus generally discount that kind of depression, but very tight situations that will take individual innovations to combat. "Its" been that sort of year!

We wonder, though, what kind of retrospect would appear if we eliminate inflation and Watergate. We have watched for more than eighteen months . . . a story that interests us beyond the reportorial aspect. We remember Wounded Knee.

Wounded Knee, South Dakota made a lot of front pages and six o'clock newscasts a couple of Februaries ago. Remember? For 71 days a group of militant Indians occupied the village of Wounded Knee on South Dakota's Pine Ridge reservation. Shortly after the occupation, they were surrounded by federal men, U. S. marshals, FBI, Bureau of Indian Affairs representatives; then came the reporters, followed shortly by the politicians. The occupation ended and preparations were made to bring those responsible to trial. The Indians had hoped that the occupation would gain them national notoriety (it did) and point out the plight of the once proud Oglala Sioux. What happened next? We're not really sure. We know that the 71-day occupation cost the taxpayers about one million dollars a day. We know that the subsequent trial held in St. Paul/Minneapolis on a change of venue lasted longer than the occupation. We know that the government case was thrown out of court because of "chicanery" on the part of the federal agents at Wounded Knee and the prosecution at St. Paul. We also know that conditions at the Pine Ridge Indian reservation have not changed . . . except for the worse. What we don't know . . . is why? Happy New Year.

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CLIFF ADAMS WINS "OSCAR"



Thomas Roberts, Jr., President of DeKalb AgResearch, Inc., presents Cliff Adams of KMA with trophy and plaque.

KMA Farm Service Director Cliff Adams was named the outstanding agricultural communicator in the area of radio and television at the recent DeKalb Press Days in DeKalb, Ill.

Presented an "Oscar in Agriculture," for his "superior contribution furthering the advancement of American agriculture," Adams won on the basis of his one-half hour radio documentary program entitled, "Plight of the Cattle Feeder." In it he reviewed the Iowa cattle feeders' story during a year of "boom and bust" in hopes that consumers would better understand the farmers' situation.

Two other "Oscars" were presented by DeKalb AgResearch, Inc., to winners in the categories of farm magazines, won by Don

Razee, Managing Editor of the California Farmer of San Francisco, California; and in farm writing in newspapers which was won by Richard E. Wanner, Editor of the Lancaster Farming newspaper of Lititz, Pennsylvania.

In addition to the silver alloy individual trophy given Adams, KMA Radio Station was also presented a plaque commemorating the award.

No stranger to the award winners' spot, Adams was the only Iowa radio Farm Director honored during the Nebraska Animal Agriculture Week in 1973 and he also won first place in the documentary division at last year's Iowa Broadcast News Association awards' meeting.