

December, 1970

The
KMA GUIDE

Cover Story On Chief Announcer

As likeable as he sounds on Radio KMA, the young man on the cover is none other than Mike Goodin, Chief Announcer and Music Director for KMA, Mike can be heard every afternoon Monday through Friday, and sports fans hear him doing color for football and some play-by-play for basketball games. In addition to these duties, he handles the KMA Classified program too.

Mike came to KMA in 1967 as a bachelor, but by August of the following year he was married to the former Jackie Haidsiak of Schaller, Ia. Since then, the couple has acquired a house.

His favorite foods include his wife's recipe for baked beans, steak and Chinese food. When asked about his color favorites, he made the distinction between colors for cars where he prefers black or competition orange and for clothes, where his choice is green.

Recently, he has been busy in his spare time with his new house and the joys of home ownership like raking leaves, but he tries to get in some hunting and fishing. He plays the harmonica and to quote him "messes around with cars."

Some day he would like to tour the eastern United States, but his idea of a relaxing vacation is to fish and watch the K.C. Royals play baseball.

He feels that too many people have

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chosen sides on political or social issues and just won't listen to the other side.

Mike's parents, Mr. and Mrs. James W. Goodin reside in Newell, Ia. He has one brother, Bill, who lives in Tulsa, Okla., with his wife and three children, Dale, David and Dyann. His sister, Pat makes her home with her husband, Mark Telfer, and daughter, Stacie, in Petaluma, Calif.

A graduate of Brown Institute in Minneapolis, Minn., Mike also studied at Buena Vista College, Storm Lake, Ia., and was graduated from Schaller High School. He was born Feb. 24, 1943 at Nemaha, Ia.

IT'S A GOODIN'

Remember when a student was in the principal's office, it meant the student was in trouble; now it means the principal's in trouble.

Some people made a big mistake this summer. They should have sent their dogs to camp and their kids to obedience school.

CHRISTMAS GIFT SUGGESTION

Send the KMA Guide as a gift this year.

We'll also send them a gift card in your name so they'll know the gift is from you.

ENCLOSE \$1.00 FOR EACH GIFT

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A Chat With Edward May

I am pleased to have two pictures this month in my column. They were taken recently when Karen and her two children were visiting for a week. The pictures show the grandchildren. If you are a grandparent, you can imagine the fun and enjoyment we had during the short time Karen and the grandchildren were with us. Petite, blue-eyed Amy is now twenty-two months old and is an active, busy little girl. Her brother, Bill, who is anything but petite, will probably grow up to be a professional football player. Bill is going on seven months and already weighs nearly as much as his sister. When little Bill's Uncle Ed picked him up; Uncle Ed said, "He makes me think of Winnie The Pooh."

Their visit ended all too soon, but perhaps this is the way it should be. After Karen and the children left, the house seemed too quiet until we made the adjustment back to our normal routine.



Amy and 'little' Bill Sislo.

One of the things we are doing with this issue of the KMA Guide is to make some predictions as to 1971. I can assure you my crystal ball is no clearer than anyone else's, but regardless, I am going to make a prediction or two as to what I think will happen along certain lines throughout the year 1971.

My first prediction is to the effect that I think 1971 will be a good year from the standpoint of weather. I think we will have good crops as a result of sufficient moisture. I base my prediction upon an old weather sign told me by a friend, who said the gophers recently started working on higher ground, indicating they expect wet ground in the low lands in 1971.

Another prediction is to the effect that damage from corn blight in 1971 will not be as extensive as some people predict. I base my conclusion upon the fact that the blight was widespread in 1970, because of a combination of unusual weather factors which I don't believe will recur in 1971.

Last, but not least, my final prediction is that by the end of 1971 the war in Vietnam will rapidly be drawing to a conclusion with the complete withdrawal of American forces being made as rapidly as possible.

A year from now it will be interesting for me to look back and see how right, or wrong I was in trying to read something from a hazy crystal ball. In the meantime, I hope you had a very pleasant Thanksgiving, and I want to take this opportunity to wish you a very Merry Christmas and a Happy New Year.

Ed and Eleanor May with
Karen (Mrs. James Sislo)
and her children.

FRANK COMMENTS

All that rain we had in September was apparently just what the trees and shrubs needed to put on a really spectacular show of autumn coloring. I can't remember such vivid coloring. Of course the Sugar Maples are always quite showy, but this fall they really out did themselves with colors ranging from pale yellow through the various shades of orange to scarlet. The Pin Oaks were mostly in shades of crimson and maroon with the Birches following up with a clear lemon yellow. In the shrubs, the really outstanding ones were the Dwarf Burning Bush, *Euonymus Alatus Compacta*. The ones which were planted where they could be in full sun most of the day were nearly blood red for several weeks. Yes, we sell the Dwarf Burning Bush in the spring of the year and you will find it in color on page 33 in last spring's catalog.

Our mild autumn weather came to a grinding halt on Sunday, November 15th, when we had our first really hard killing freeze of the season. We had had a number of light frosts but nothing colder than 28 or 30 degrees. On the morning of November 15th, it was down to 16 degrees for 3 or 4 hours, which of course, killed all of the hardier annuals which had merely shrugged off the previous light frosts.

This immediately brings up another question. What is the best way to protect the roses for winter and when should it be done? Well, there are at least four different ways that I can think of, off hand, to give them that necessary winter protection. This warm fall with plenty of rain caused the Hybrid Teas to grow considerably higher than they usually do, so the first thing to do is to cut them back somewhat to keep the winter winds from whipping them around, and get them down to a height where it will be much easier to work the winter protection around them. If you haven't already done so, go out right now and cut your Hybrid Tea Roses back to about 18 inches high. Then take some strips of rag and pull the tops rather loosely together and tie them in place. That is all you have to do at this time. No further mulch need be applied until it gets cold enough so that the ground starts freezing a little at night. However, in the meantime you can go to your nearest Earl May Garden Center and pick up enough Rose Cones to cover all of your roses. Properly applied, they do a perfect job in carrying your delicate roses through the winter unharmed, and since they can be used over again year after year, the cost is very little compared to the three or four dollars apiece which the newer and finer roses will cost you. When the proper time comes to put the rose cones in place, take a pair of pliers and cut up some old coat hangers

into wire hairpins about 6 inches long. Push these down through the corners of each cone so the wind will not blow them away. That is all there is to it.

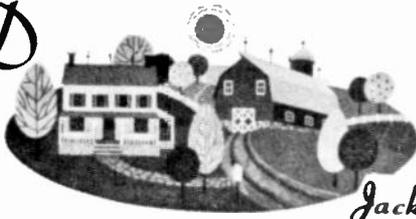
If you were going to use mulching material instead of rose cones this winter, there are at least three different kinds of material which do a very good job. You can, if you like, go out to the garden and haul in ordinary dirt in the wheel barrow and pile it about 12 inches high around the crown of each rose bush. Don't dig up dirt from between the bushes to do this, as their roots are quite shallow and you might damage them seriously. The tops will kill back to the level of your dirt mound but that doesn't hurt a thing, as they should be cut back in the spring to about 6 inches high anyway.

If you have enough old annual flowers, they make ideal winter mulch for roses. Just work them in around the base of the plants to a height of 6 or 8 inches. Use whatever you happen to have, such as petunias, marigolds, to name a couple. If you don't have enough annual flowers to do the job use them as far as they go and then cover them up with the leaves raked from the lawn. If you don't have enough leaves hay of any kind works very nicely.

When it comes to taking care of the climbing roses for the winter, you don't have so many choices. In fact you have two. You can take them down off of their trellis or wall, lay them down on the ground and cover them up with some kind of mulching material. This can either be dirt, straw, hay or ground corn cobs. I know it is a lot of work, but it will protect them thoroughly and beautifully. Your other choice is to do absolutely nothing. Leave them tied up against the wall or the trellis and hope for a mild winter. The odds are better than 50-50 that they will come through in good condition. Our experience has been that in three years out of five the climbing roses come through all right without any winter protection. In one year in five, they kill back about two-thirds the way but still give you bloom on the bottom two or three feet of each cane. In one year in five, they kill back almost to the ground and that year you get no blooms. I always used to take my climbing roses down and either mulch them or wrap them in gunny sacks for the winter, but for the last 10 or 15 years I have just left them up on the trellis, and that is what I am going to do again this year. You can do as you like.

I haven't said anything at all about winter care of the perennial flowers, but most of them are pretty hardy things and take just about anything Old Man Winter can give them, and still come up smiling the next spring. After all we may get a lot of snow this winter, and snow is the finest mulch and winter protection we can get.

RFD



with
Jack Gowing



The year 1970 is nearing the end, and it is time to begin balancing the book so to speak.

In my travels over the KMA area, I find most people are quite well pleased with crop yields. They were much better than most of us ever thought they could be with such a dry, hot summer.

We did have plenty of trouble getting the crops harvested, but maybe we can look at the bright side, and that is the fact that we won't go into the winter so dry.

The experts will probably devote quite a bit of time to the making of suggestions as far as minimizing corn leaf blight this coming year. I'm sure that before planting time next spring they all will pretty much agree on a general plan that most corn growers can and will follow.

Convention time is here again. We had our annual Farm Broadcasters' convention in Chicago in the closing days of November. The National 4-H Club Congress and the International Livestock Exposition are always held at the same time. Farm organizations start having their conventions this month, and several livestock groups have theirs right after the new year begins, so the next couple of months will be busy ones.

Doesn't seem like Christmas time should be here yet but the year has gone by quickly. Will we have a white Christmas? My daughter, Julie will become a teenager on Christmas Day. She has been doing more painting and sketching now that she has an art class. She and her brother, Randy, both seem to keep busy with school work and activities.



John Dotson, St. Joseph, Mo., manager of Far-Mar-Co. Inc., presented Jack Gowing, KMA's Farm Director, with the Farm Newsmen of the Month Award for October. The award is presented to a farm writer or broadcaster for outstanding service in telling the story of agriculture. Jack won over nominations from Kansas, Nebraska, Missouri, Iowa, Colorado, South Dakota, Wyoming and Oklahoma. Each monthly winner will be eligible to compete for the annual award of Farm Newsmen of the Year to be given next spring by the Hutchinson, Kansas, based company. KMA Station Manager Norm Williams (r) looks on as Jack receives his plaque.

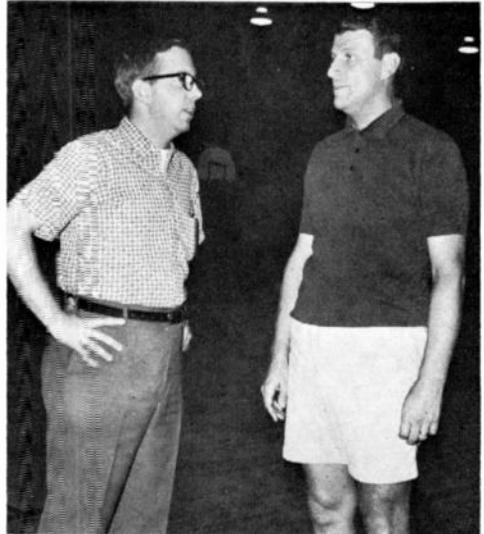
On Sports

It's hard to believe that the 1970 High School football season has come to an end. The Atlantic Trojans of Coach Bob Younger won the Hawkeye Seven, outright. Harlan and Lake City shared the honors in the Midwest Conference. Fremont-Mills finished undefeated to win the Corner Conference crown. Greenfield was really the spoiler in the Tall Corn Conference. Greenfield upset Corning, 8-0, which forced the Red Raiders to share the conference championship with Lenox.

The KMA Sportsman at 5:35, Monday through Saturday, will continue to spotlight High School area games as well as interviews with the coaches. Courtside can now be heard every Friday night at 7:30. KMA area college and junior college coaches will be featured as well as major college coaches from Iowa State, Drake, Iowa University, and Creighton University.

Before every KMA basketball Game Of The Week, listen to High School Basketball Preview. Guests on the program will be the two combating coaches on the Game Of The Week.

You can hear all the basketball scores, High School and College on KMA Radio.



Warren Swain discusses basketball with Shenandoah coach Duane Rexroth.

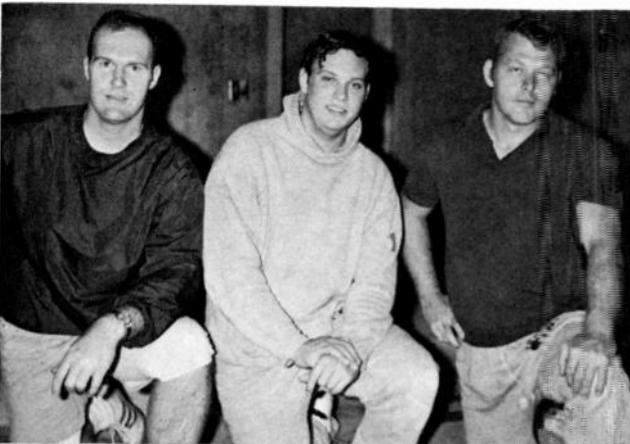
It was certainly a pleasure to journey to Oakland on Nov. 9, to speak at the Oakland Football banquet. I really enjoy these opportunities to meet people throughout the KMA area.

KMA Co-Sponsors Wrestling Clinic

Because wrestling is a comparatively new sport in KMA Radio's area, the Sports Department of KMA in cooperation with Shenandoah High School organized a wres-

ting clinic to acquaint the public with this phase of athletics.

Under the direction of KMA's Darrell Murphy, who covers all wrestling in the area with his 8 a.m. Saturday show "This Week in Wrestling," the clinic was set up for November 23 at 7:30 p.m., at the Shenandoah High School.



Shenandoah Coach Larrie Palmer, KMA's Darrell Murphy and Head Wrestling Coach M. Mosley relax after work out. By regular practice with the team, Darrell expects to know more about wrestling and get in better physical shape.

Acting as master of ceremonies was KMA Sports Director, Warren Swain. Shenandoah wrestling coach, Marion Mosley, was one of the coaches on hand to explain some of the rules and fundamental moves in wrestling. Assisting in the program were guest coaches, Dan Hill, wrestling coach from Harlan, Ia., and John Harris, head wrestling coach, and Fred Searer, assistant wrestling coach, both from Corning, Ia. Wrestlers from Shenandoah, Harlan and Corning demonstrated the basic moves and positions in wrestling matches.

It was the first chance that the public has had to meet the new wrestling squad from Shenandoah as this is the first year the school has competed in this sport.

MIKE CHILDS GETS BRONZE STAR

Sgt. Mike Childs, son of KMA Newsman Ralph Childs and his wife, Muriel, was awarded the Bronze Star medal for distinguishing himself through meritorious service in connection with military operations against hostile forces in Vietnam.

Returning to Iowa in the middle of November on a 30-day leave, Mike saw his baby son, Eric Michael, for the first time. His wife, Nancy, and the baby had been living with her parents, Mr. and Mrs. C. O. Spilman at Bloomfield, Ia., while Mike was overseas.

Mike was stationed as supply sergeant with Co. D, 4th Battalion, 9th Infantry, 25th Infantry Division at Cu Chi Base Camp. He will report for duty in Hawaii after visiting with family and friends in Iowa and Nebraska.



Although still disoriented from four days of flying, Mike Childs agreed to pose for this Guide picture with his parents, Ralph and Muriel Childs, and brother, Steve, of Omaha. Steve drove Mike down to Shenandoah from Omaha for the reunion with his parents and his wife, Nancy, and son, Eric, who arrived after this photographing session.

Kansas City Chiefs

Dec. 6—1:05 p.m.—Denver at Kansas City

Dec. 12—3:00 p.m.—Oakland at Oakland

Dec. 20—3:00 p.m.—San Diego at San Diego

DECEMBER GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- Dec. 1—Kelth Ramsey
- Dec. 3—Edith Schnoor (Henry's wife)
- Dec. 7—Janet Crowley (Earle's daughter)
- Dec. 8—John Williams (Norm's son)
- Dec. 10—Don Burrichter
- Dec. 20—Dave Crowley (Earle's son)
- Dec. 23—Valerie Roulstone (Merle Douglas' daughter)
- Dec. 25—Julie Gowing (Jack's daughter)
- Dec. 28—Ardene Mullison
- Dec. 31—Tom Boldra (Dennis' son)
- Dec. 31—Barb Andersen (Andy's daughter)
- Dec. 31—Amy Jo Mullison (Ardene's daughter)

HAPPY ANNIVERSARY TO:

- Dec. 13—Mr. and Mrs. Terry Hadden
- Dec. 28—Mr. and Mrs. Dennis Boldra

KMA Listeners Contribute to Trees

Although the final contribution is not in, KMA listeners have proved again that they are generous and thoughtful as they respond to the appeal for Christmas trees for the Glenwood State Hospital-School.

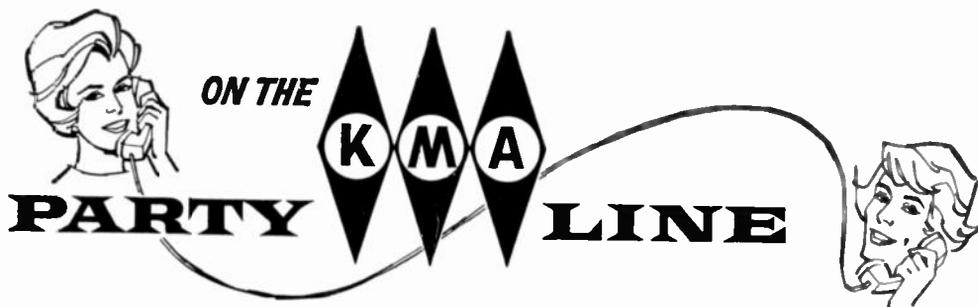
Donations go to purchase all the trees used in the various buildings. This year there will be eighteen - 8 ft. trees; fifty-eight - 6 ft. ones; and eighteen - 4 ft. trees placed at the school to decorate the halls and rooms. The beauty they bring, and the joy they add to the lives of those, young and old, who reside there cannot be measured. KMA is grateful for your wonderful response to this annual campaign to share in the Christmas Spirit of Giving.

Tarkio Schedule

For the first time, KMA Radio will carry the Tarkio College basketball games. Handling the play-by-play will be KMA Sports Director, Warren Swain, who will be assisted by Mike Goodin.

Head coach for the Tarkio Owls is Wayne Davidson.

Each month, The Guide will publish the Owls' schedule. There will be two games in December; on Dec. 10 they play Missouri Valley of Marshall, Mo., with air time set for 7:25 p.m.; and on Dec. 21, their opponent is Rockhurst of Kansas City, at 7 p.m.

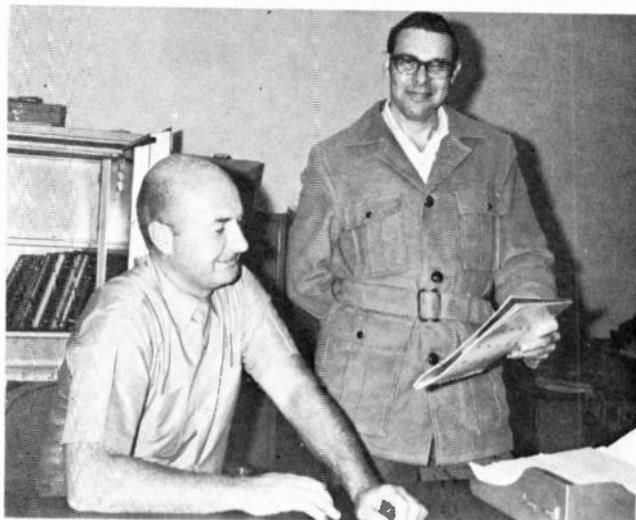


ON THE

KMA

PARTY LINE

By MARY WILLIAMS



John Sawyer who formerly worked for KMA accounting department holds calendar depicting attractions of his adopted state, Arizona, which he presented to Earle Crowley, KMA accountant. John transferred to May Broadcasting affiliate, KGUN-TV in Tucson two years ago. After visiting here with relatives, he took his mother, Mrs. Raymond Sawyer back to Tucson to spend the winter months with him. (at left)

KMA Station Manager **NORM WILLIAMS'** son, **JOHN**, who lettered in football this fall has gone out for wrestling at Shenandoah High School. This is the first year for the sport at the school.



Spending a few days at the end of November relaxing in the warm climate of Nassau, Bahama Islands, were **SHARON** and **BRIAN VINCENT**. Brian won the trip by making the top ten salesmen list for his employer, Standard Oil. Sharon does double duty for KMA in the Guide circulation and continuity departments.

BILL TARPENNING has resigned from KMA news to accept the position of Farm Director for a Lexington, Nebraska, radio station. Best wishes from the staff, Bill.

Traffic Manager **Ardene Mullison** (left) took the time to make these outfits for a doll supplied by one of KMA's clients. In one of the more charitable ideas for Christmas, a KMA client sponsored a Dress-a-Doll contest. They provided the nineteen-inch dolls to be dressed and offered prizes to the best dressed. The dolls with their outfits were then distributed by a local charitable organization to needy families at Christmas. Actually we think **Ardene** showed a great share of generosity since she not only works full time, but has six children (five at home) and husband to take care of in addition to sewing many of her own and children's clothes.

CHARLES E. WILLIAMS, husband of Guide editor, **MARY WILLIAMS**, was presented the "Layman of the Year" award by the Shenandoah Education Association in ceremonies held recently at Shenandoah High School. Charlie was elected to the Shenandoah school board in 1961 and served until this fall. He was twice named president of the board and was president of the Southwest Iowa Board Association in 1969 and served on the legal advisory committee for the Iowa State School Board Association.

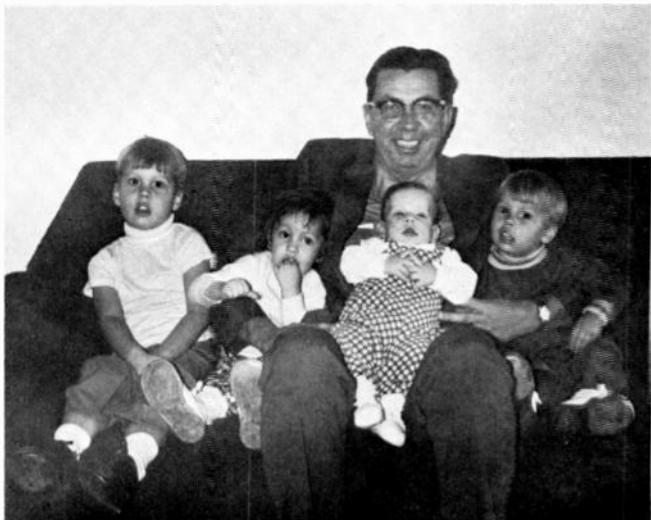
Recently, "Grandpa" **Don Burrichter** (KMA's Chief Engineer) corraled four of his lively grandchildren together long enough to get this picture. He and Esther were visiting at their daughter, Carol's home in Kansas at the time. In the picture are (l-r) **Tim Burrichter**, son of Ed Burrichter of Ottawa, Kan.; **Lori Peters**, 4-month-old **Andy Peters**, children of Carol and Stephen Peters; and **Mike Burrichter**, Ed's younger son.

In his Norm's Forum this month, KMA Station Manager **NORM WILLIAMS** mentions **GAYLE MAHER** who worked for many years for KMA and The Guide. The latest information about Gayle is her marriage on Nov. 14 to **RAY WEBER** of Nebraska City. She will continue her employment in the accounting department of May Seed and Nursery Co.

Three members of the KMA Radio Staff are looking forward to becoming grandparents sometime in the near future. They are **RUTH PALM** in Continuity Department, **ARDENE MULLISON**, Traffic Manager, and **DENNIS BOLDRA** in the Sales Department. We might add that we have two expectant mothers on the staff but will wait for the big day to make the announcements.

This is the first chance The Guide has had to show a picture of KMA's Operations Director, **Jack Mihal's** wife, "Marty." She is standing here with their daughters, **Denise** (left) and **Darla**. By the way, Darla's arm is now out of the cast, and she is playing basketball.

Miss **MARY BURRICHTER** senior at Iowa State University at Ames, spent ten days with her parents, **DON** (KMA's Chief Engineer) and **ESTHER BURRICHTER**, during the break at the end of the first quarter and will also be home for Christmas.



ELECTION NIGHT

Continuous coverage of election returns in the 4-state area kept most of the KMA staff busy through the night in November. The pictures show some of the activities required to keep you informed.



Warren Swain, Jack Mihall, Bill Tarpenning and Keith Ramsey get assignments for the night.



Darrell Murphy stayed at the controls all night.



Dennis Boldra and Keith Ramsey record county's report.



Mike Goodlin rushes latest report to Ed May who announced it on the air.



Ardene Mullison and Nancy Maher compiled totals.



Lucy Lawson connected all the right plugs in the switchboard.

Now for a look into the future

Looking forward to the New Year, The KMA Guide asked KMA Radio staff and office personnel to make their predictions for 1971. This request generated many ad lib comments, but in the final analysis, the actual predictions ranged from humorous inner-office jokes to serious prognostications about world events.

FRANK FIELD "I predict about a normal winter, as far as temperatures go, with no more than three mornings as cold as ten below, and the coldest not more than fifteen below. However, I do expect more snow than we have had for several years, with as much as two feet on the ground at least once."

MIKE GOODIN "Russia will build a manned space station. Nebraska's football team will be No. 1 in the nation, and Iowa State will be 5-2 in the Big 8."

WARREN SWAIN "I predict the Drake Bulldogs will again be in the NCAA Basketball Playoffs. Nebraska will win in the Orange Bowl no matter who the opponent is."

MERL DOUGLAS "I predict there will not be too many six inch round eggs in 1971."

DARRELL MURPHY "I predict that Warren Swain will learn some new jokes; that the Open Line Show will run from 8:00 to 11:30 a.m. for Jack Mihall's enjoyment; that Lee Hughes will bleach his red hair (he heard that blondes have more

fun); and that Ruth Palm will finish 1969's copy orders."

JACK MIHALL "On the serious side—an answer will be found in relation to cancer. A cure will not be announced. However, a giant discovery in 1971 will open eyes and prevent many kinds of cancer from advancing. President Nixon's inflation curbs will not work. We will have higher prices and more taxes. There will be talk about price freezing. The farmer will be making less profit than he has in ten years. On the lighter side—Mike Goodin will shoot a pheasant in 1971. However, he will probably not find it, and no one will believe him. Warren Swain will not play any polkas on his music segment at 11:30 a.m."

NORM WILLIAM predicts "The beginning of government control of television programming. The Federal Government will start with the censorship of children's programming on TV."

JACK GOWING "We will have a white Christmas. We will begin to take more positive steps towards cleaning up our environment. Merl Douglas will learn how to make good coffee."

RALPH CHILDS "There will be more 3 and 4 day weekend holidays—with more people killed on the highways. The war will be wound down to the point of minimum complaint. There will be more unemployment with more G. I.'s released to the labor force. Iowa will not go to the Rose Bowl."

CHRISTMAS GIFT IDEA

For those of you who like to give Christmas gifts with your own special handmade touch, Evalyn Saner, KMA's Managerial Secretary, offers this idea. She takes old books, glues the pages together and hollows out the inside as can be seen in the picture. The next step is gluing pictures to the book inside and out, and the final step is applying special paints and coating mixture, which can be bought at craft and drug stores. The total project takes about a week because each step must be allowed to dry thoroughly. Evalyn shows several in the picture that she plans to give as gifts during the holidays. These decorated "boxes" can then be used to hold



jewelry or other precious items. They make a decorative and pleasing gift.



SAY MERRY CHRISTMAS

CRUMBLE-TOPPED PUMPKIN PIE

- 1/2 pkg. (22 oz.) pie crust mix
- 1 can (1 lb.) pumpkin
- 1 can (15 oz.) sweetened condensed milk
- 1 egg
- 1/2 t. salt
- 3/4 t. cinnamon
- 1/2 t. nutmeg
- 1/2 t. ginger

Orange Topping (below)

Heat oven to 375 degrees. Prepare pie crust mix as directed on package for one-crust pie. Line pie pan. Beat pumpkin, milk, egg, salt and spices with rotary beater. Pour into pastry-lined pie pan. Sprinkle Orange Topping over pie. Cover edge with 2- to 3-inch strip of aluminum foil to prevent excessive browning; remove foil last 15 minutes of baking. Bake 50 to 55 minutes.

Orange Topping

Mix remaining pie crust mix, 2 teaspoons grated orange peel and 1/2 cup brown sugar (packed) until crumbly.

* * *

SNOWBALLS

- 1 lb. box of vanilla wafers
- 1 c. walnuts or pecans
- 1 c. butter or margarine
- No. 2 can crushed pineapple (undrained)
- 1 c. powdered sugar
- 1 pt. whipping cream (flavored with vanilla and sugar)
- 1 can moist coconut
- 10 birthday candles

For filling: grind nuts and mix with butter, pineapple, powdered sugar. Use 5 vanilla wafers stacked. Spread filling between each layer. Whip cream and add vanilla and sugar to taste. Frost stack of wafers and filling. Sprinkle with coconut. Top with lighted candle. Makes ten snowballs. Best when left overnight.

* * *

ANGEL SALAD

- 2 pkgs. lime gelatin
- 2 c. hot water
- 2 3-oz. pkgs. cream cheese
- 1 small can crushed pineapple (drained)
- 1 2-oz. jar pimentos, chopped
- 1 c. celery, diced
- 1 c. pecans, chopped
- 1/2 pt. whipping cream

Mix gelatin into 2 cups hot water, let cool. Mash the cream cheese and add the pineapple, pimentos, celery and pecans. Fold this mixture into the cooled gelatin and refrigerate until it becomes thick but not firmly congealed. Whip the cream and fold it in. Rinse a mold in cold water, pour in the mixture, and chill until firm. Serves 12.

ROAST DUCK WITH SWEET DRESSING

Pare and dice 3 or 4 apples, (not too tart), 2 or 3 cups fine bread crumbs, 1/2 cup raisins. Mix well. Sprinkle 1 tsp. salt, 3 or 4 tsp. sugar over mixture. 1/4 to 1/2 cup of milk may have to be added if mixture seems unusually dry. Stuff bird and close opening. Put in roaster uncovered and without any water. Roast at 325 degrees for nearly two hours. Pour off excess fat, prick skin and release as much fat as possible. Add 2 or 3 cups of water and set oven to 350 degrees, continue roasting for 1 1/2 to 2 hours or until done. Sprinkle a little more salt over bird upon returning to the oven. Amounts are indefinite because size of bird varies.

* * *

COLA SALAD

(Don't forget this old favorite which is perfect for the holidays).

- 1 pkg. raspberry gelatin
- 1 pkg. cherry gelatin
- 1 can seedless white cherries
- 1 large can crushed pineapple
- 1 c. pecans
- 1 8-oz. pkg. cream cheese (frozen)
- 2 Colas (partially frozen)

Dissolve gelatin in juices (heated) from cherries and pineapple. Then add colas, cherries, pineapple and nuts. Grate frozen cream cheese over top of molds (gives the appearance of snow). Place in refrigerator to congeal. The "frozen" colas make congealing faster. Serves 10.

* * *

GOLDEN BROCCOLI

- 2 pkgs. frozen broccoli
- 2 t. salt
- 2 T. lemon juice
- Pepper to taste
- 1 10-oz. can cream of chicken soup
- 1/2 c. grated cheddar cheese

Cook broccoli in salted water as directed on package until tender. Drain. Place broccoli in shallow serving dish. Sprinkle with lemon juice, pepper and cover with soup. Sprinkle cheese on top and place under broiler for 10 minutes or until cheese is melted and bubbly. Serves 8.

* * *

CRANBERRY A GO-GO

- 1 c. cranberry juice cocktail, chilled
- 1/2 c. orange juice, chilled
- 2 t. sugar
- 1 egg white, unbeaten
- 2 scoops vanilla ice cream

Combine cranberry juice and orange juice. Add sugar and egg white. Shake in a tightly closed jar or beat with a rotary egg beater until foamy and well blended. Pour mixture into tall glasses. Top with scoops of ice cream. Serve at once with straws. Serves 2.

WITH THESE DELECTABLES



CHOCOLATE BARS

- 1/4 lb. butter
- 1/2 c. vegetable shortening
- 4 T. cocoa
- 1 c. water
- 2 c. flour
- 2 c. sugar
- 2 eggs
- 1/2 c. buttermilk
- 1 t. soda
- 1/2 t. salt
- 1 t. vanilla

In saucepan, combine cocoa, water, butter and vegetable shortening. Bring to a boil, pour this mixture over the sifted flour and sugar. Beat. Add 2 beaten eggs and continue to beat. Add the soda, salt and vanilla to the buttermilk, and add this to your batter. Beat well. Pour into greased 10x15 pan. Bake at 400 degrees for about 20 minutes. During the last 5 minutes of baking time mix the Chocolate Glaze and frost the cake as soon as it is removed from the oven.

CHOCOLATE GLAZE

- 1/4 lb. butter
- 1 lb. powdered sugar
- 6 T. buttermilk
- 4 T. cocoa
- 1 t. vanilla
- 1 c. finely chopped pecans

In saucepan, combine butter, cocoa and buttermilk, bring this to a boil. Stir this into the powdered sugar and beat until smooth and creamy. Add vanilla and finely chopped pecans. Spread over hot cake. Cut into bars. These bars are moist and easy to keep.

* * *

POTATO CASSEROLE

- 6 baked potatoes
- Container of commercial sour cream
- 1/8 lb. of butter
- Salt

Scoop potato out of shells. Whip with sour cream in mixer bowl, add salt. Pile into an oiled baking dish and drizzle melted butter over the top. Bake at 350 degrees for 1/2 hour.

* * *

FRUIT SCONES

- 2 c. all-purpose flour
- 1/4 c. sugar
- 3 t. baking powder
- 1 t. salt
- 1/4 c. shortening
- 2/3 c. milk
- 1 egg
- 1/4 c. currants
- Flour

Spoon flour into measuring cup and level off. Pour into mixing bowl. Add sugar, baking powder and salt to flour. Stir well to blend. Cut in shortening with pastry blender until mixture looks like coarse meal.

Add milk, egg and currants. Stir with fork until all ingredients are moistened. Turn out onto lightly floured cloth-covered board. Knead gently 20 times. Roll dough into an 8-inch circle. Cut into 6 wedges. Sprinkle with flour. Place on ungreased baking sheet a few inches apart. Bake at 425° for 10-12 minutes. Serve hot with butter. Yields 6 large scones.

* * *

DATE PUDDING ELEGANCE

- 1 c. sugar (white)
- 1 c. flour
- 2 t. baking powder
- 1 t. vanilla
- 1 c. chopped dates
- 1/2 c. chopped nuts
- 1/2 c. milk

Combine first six ingredients and then add milk, mix by hand. Spread in a greased 8x8 inch pan.

Mix together:

- 2 c. boiling water
- 1 c. brown sugar
- 3 T. butter

Pour over the batter (unbaked). Then bake in a 350 degree oven for 45 minutes. Serve topped with whipped cream or ice cream.

* * *

3-BEAN CASSEROLE

- 1 lb. ground beef
- 1 can kidney beans
- 1 can butter beans
- 1 can pork and beans
- 1/2 c. catsup
- 1/2 c. brown sugar
- 1 t. dry mustard
- 2 T. vinegar

Brown beef and season with salt and pepper. Combine with remaining ingredients and bake in casserole at 350 for one hour.

Billie Oakley Sends Greetings

Happy holidays to all of you! from your friends in the Martha Gooch Kitchen. Barbara, Min, Billie and the entire staff.

PEANUT BUTTER BALLS

Melt one stick margarine; pour into mixing bowl with 16 oz. jar of crunchy peanut butter. Beat well. Add one lb. box of powdered sugar. Beat or work with hands. Add 3 1/2 cups Rice Krispies. Form into one inch balls. Over hot water, mix in sauce pan one 8 oz. plain Hershey candy bar, one 6 oz. package of chocolate chips, about 3/4 of a paraffin bar.

Use toothpicks to pick up peanut butter balls and dip into hot or very warm chocolate. Place on wax paper to set. Makes about 90 peanut butter balls.

PROGRAM NEWS FOR DECEMBER, 1970

Dial 960 — K M A — 5,000 Watts

NORM'S FORUM

By
Norman Williams
Station Manager

Twenty Years Ago

It is fun to spend a few hours browsing through the old KMA Guides. I wasn't here twenty years ago, but there are a lot of people here who were. The cover girl for the December, 1950, edition of the Guide was Connie Burrichter, daughter of Chief Engineer Don. Connie was pictured mailing a letter to Santa Claus. She was four years old. Today, Connie is Mrs. James Myers and lives in Council Bluffs where she just sent her five-year-old son off to school this fall.

Ed May and his wife, Eleanor, were pictured with their two children, Annette and Karen. Eddie, Jr., wasn't on the scene yet. Karen now has two children of her own. Her son was on the cover of the August Guide this year.

On page four there was a big story about three of our big hunters, Norm Kling, Ralph Lund and Warren Nielson. Norm and Ralph are still here, and Warren left this spring to become farm director for our sister station in Omaha.

The Party Line tells a cute little story about Phil Everly singing when the lights went out. Phil and his brother are now big stars in the entertainment field. Two bowling teams are pictured. In the women's team is Gayle Maher. She is still around but now working for the May Seed Co. On the men's team is Don Burrichter and Frank Field, both looking 20 years younger.

The program schedule is very different. All the live performers are gone along with the Lone Ranger, Inner Sanctum, Cisco Kid, Robert Montgomery, Sammy Kaye's Serenade and many more.

Adella Shoemaker and Bernice Currier supplied the recipes which included Christmas Tree Cone Salad and Cherry Cookies.

Billy Graham was pictured on page 14. KMA still carries his program "The Hour of Decision." It is heard Sunday evenings at 9:00 p.m. On page 15 is a little fellow all dressed up in his daddy's suit coat and hat. It is David Childs, son of newscaster, Ralph. David was seven when this picture was taken. Last month he was seen on page 9 of the Guide enjoying a swim with his 2½-year-old son. David will finish four years in the Army this month and will be entering law school after his discharge.

A lot of things have changed in those twenty years. But the price remains the same for the KMA Guide.

Thousands Participate In Annual Concert

For the twenty-fourth consecutive year, KMA Radio will present its annual CHRISTMAS CHOIR CONCERT featuring thousands of voices from school, college and church groups in KMA Land.

Many second generations are represented in this yearly event as the parents of the current students sang for KMA when they were in school.

To enrich your holiday and your listening enjoyment, the following schedule of Yuletide music has been arranged:

Thursday, Christmas Eve, Dec. 24

- 6:45-7:00 p.m.—Carson-Macedonia High School
- 7:00-7:15 p.m.—St. Paul's Lutheran Church Chancel Choir - Atlantic
- 7:15-7:30 p.m.—Harlan High School Choir
- 7:35-8:00 p.m.—Shenandoah Community Grade School
- 8:00-8:15 p.m.—Red Oak High School Choir
- 8:15-8:30 p.m.—Iowa Western Community College, Clarinda
- 8:35-8:50 p.m.—Essex High School
- 9:15-9:30 p.m.—Oakland High School Choir
- 9:30-9:45 p.m.—Shenandoah High School Choir
- 9:45-10:00 p.m.—Tarkio College Choir
- 10:15-10:30 p.m.—Rock Port, Mo., High School Choir
- 10:30-11:00 p.m.—Back To The Bible Christmas Tape

Friday, Christmas Day, Dec. 25

- 8:00-8:15 a.m.—Clarinda High School Choir
- 8:15-8:30 a.m.—St. Cecelia Choir, Hamburg
- 8:30-8:45 a.m.—Corning High School Choir
- 8:45-9:00 a.m.—Bedford High School Choir
- 9:00-9:15 a.m.—Hamburg High School Choir
- 9:15-9:30 a.m.—Glenwood High School Choir
- 10:00-10:15 a.m.—Sidney High School Choir
- 10:30-10:45 a.m.—Avoha High School
- 10:45-11:00 a.m.—Farragut High School Choir
- 11:00-11:15 a.m.—Creston High School Choir
- 11:15-11:30 a.m.—Nebr. City High School Choir
- 11:30-11:45 a.m.—Auburn, Nebr., High School Choir
- 11:45-12:00 Noon—NW Mo. State College Choir, Maryville
- 12:45-1:00 p.m.—Atlantic High School Choir

KMA CUTUPS CONTEST WINNER ANNOUNCED



Jack Mihall, KMA Operations Director, presented the grand prize of a digital clock-radio to Lorraine Fischer of Shenandoah who won the KMA Cutups Contest.

Winner of the KMA Cutups Contest is Lorraine Fischer of Route 2, Shenandoah. She matched all twelve heads and bodies correctly and topped it off by guessing the tie-breaker question exactly right. She was presented the grand prize, a digital clock-radio.

Twelve-years-old, Lorraine is a student in seventh grade at Shenandoah Junior High School. She was born July 8 in Shenandoah and resides on a farm three and one-half miles east of town. Her parents are Mr. and Mrs. Loren Fischer. She is active in Tarkio Bluebells 4-H Club and plays piano and the baritone horn in the band. Incidentally, there are two winners in the Fischer family as Mrs. Fischer is a runner-up.

Ten runners-up who will receive one year's subscription to The KMA Guide are: Mrs. Loren Fischer, Shenandoah; Mrs. George Keep, Jr., Coin; Horace Richardson, Hastings; Mrs. O. C. Durham, Red Oak; Mrs. Richard McIntyre, Farragut; Kathy Stanbrough, Essex; Mrs. David Freeze, Shenandoah; Mrs. Hazel Simpson, Shenandoah; and Mrs. Arnold Kiersch, Silver City, all Iowa; and Mrs. Wayne Davison, Quitman, Missouri.

The correct letters and numbers with the proper names are as follows:

- A — 4 Darrell Murphy
- B — 3 Jack Mihall
- C — 1 Frank Field
- D — 2 Merl Douglas

- E — 7 Jack Gowing
- F — 8 Bill Tarpinning
- G — 6 Mike Goodin
- H — 5 Ed May, Jr.
- I — 12 Lee Hughes
- J — 11 Ed May, Sr.
- K — 9 Warren Swain
- L — 10 Ralph Childs

The exact gross weight for all twelve men totaled 2000 pounds. They are now known as one ton of talent after this contest. The estimates on the weights caused certain individuals to start worrying about diets. These guesses ranged from an half ounce, which supposedly was for the paper, with the minimum pounds at 1,700 and maximum at 2,232 pounds. One entrant who said she had taken the Guide for only four months guessed the weight exactly.

Many contestants wrote that they enjoyed the contest, and one wished she would win because her radio is thirty years old. Another hoped the men liked the heads she chose for them. In one entry, the contestant said, "This was lots of fun. I feel I know KMA people better." Several entries came in on postcards, but most were in letters with some containing nicely pasted layouts using the pictures from The Guide. People participated from Iowa, Missouri, Kansas, Nebraska and Minnesota.

The KMA Guide and KMA Radio wishes to thank each of you who took the time to send in your entry. Congratulation to all the fine winners!

POSTMASTER

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*Merry Christmas and Happy New Year
From the KMA Staff*

