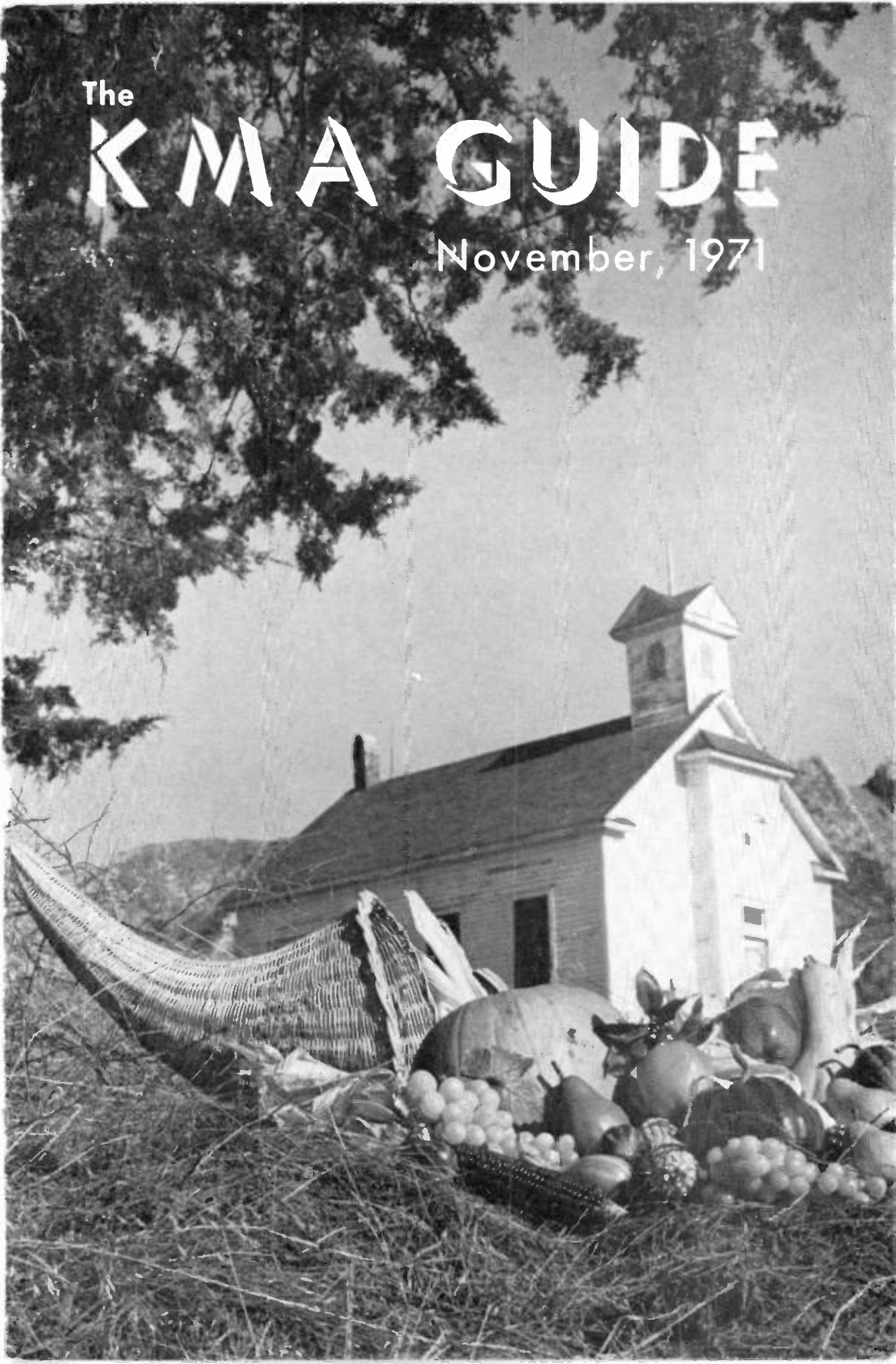


The

KMA GUIDE

November, 1971



COVER STORY

November is the month for Thanksgiving which also means nostalgic reflections for many Guide readers.

Nearing extinction, the one room school house, such as the one on our front cover stirs poignant remembrances. Once considered the prime means of inculcating knowledge about our country's history, a country school like this one would have been decorated with silhouettes of Pilgrims, turkeys and harvest vegetables at this time of year. In an effort to simulate that memory, The Guide photographer, Tom Taylor, placed a cornucopia in the foreground to embellish the Thanksgiving theme.

The school in the picture which was closed about 15 years ago is located near the Missouri River bluffs, seen in the background, in Missouri. It is the Star School located about five miles south of Hamburg, Iowa on Highway 275.



Student Takes On Radio Duties

Evenings and weekends Don Hansen becomes an announcer on KMA Radio. The rest of the week he is a senior at Shenandoah High School.

Don handles the control board Monday through Thursday from 5 to 7p.m. and 9 to 10 p.m. In addition, he can be heard from 7 p.m. to 12 midnight on Friday and Saturday and from 7:30 p.m. to 12 midnight on Sunday.

Born Sept. 29, 1954, in Shenandoah, Don is the son of Mr. and Mrs. Harold E. Hansen. He has one brother, Steve, and two sisters, Kelly and Kathy. The family resides at 609 9th Avenue in Shenandoah.

The KMA Guide

NOVEMBER, 1971

Vol. 28

No. 11

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 No. Elm St., Shenandoah, Iowa. Carl Andersen, editorial chairman; Mary Williams, editor. Subscription price \$1 per year (12 issues) in the United States, foreign countries, \$1.50 per year. Allow two weeks notice for change of address and be sure to send old as well as new address.

CONGRATULATIONS

Each year the Freshman class at Shenandoah Junior High School nominates outstanding citizens of Shenandoah. They interview each nominee and then elect on the basis of the interviews and evidence collected. This year they named as one of their award recipients, KMA's own **FRANK FIELD**. We think it is an honor well-deserved and add our congratulations!



Dee Martin Joins Sales Staff

KMA Radio announces the addition of Dominic Louis Martin to its Sales Department.

Better known as "Dee" the new salesman comes to KMA from Urana and Sons Construction in Omaha, Neb. Prior to that he farmed for 10 years and spent 26 months in the Army including 12 months as a helicopter pilot in VietNam. Dee returned to civilian life just about four months ago.

The new salesman was born in Council Bluffs and reared in Imogene, and attended college in Clarinda, Ia. and the University of Nebraska at Omaha.

Dee and his wife, Linda, reside at Hastings, Ia., with their sons, Jeff, 7, and Joe, 3. His mother Mrs. John Martin resides near Imogene. He has 3 brothers and 3 sisters.

A Chat With Edward May



It doesn't seem possible we are about to celebrate Thanksgiving again and shortly after that Christmas and then a new year. I don't know where the time flies but each year seems to go faster.

November will be a busy month at the May household but we will certainly enjoy it. Karen and the grandchildren are planning a visit of a week. They live in Wausau, Wisconsin, where Karen's husband is practicing dentistry. However, Jim will be attending some dental meetings for about a week so Karen and the children will take advantage of the time and come to Shenandoah for a welcome visit. This means we will be enjoying grandchildren, Amy and Bill, who are both growing extremely fast as small children always do. Each time we see them we notice a decided change.

Still on the subject of time, Eddie's senior year in high school seems to be going fairly rapidly. He doesn't think so but his mother and I do. His shoulder injury (a dislocation), which prevented him from playing football his senior year, seems to be healed. At least it doesn't bother him, although he still is rather careful with it. The real test of the shoulder will be in the spring when

the golf team starts to practice. Eddie has been on the Shenandoah high golf team for three years and, frankly, is a pretty good golfer and thoroughly enjoys the game. When he injured his shoulder, he asked the doctor if it would interfere with his golf swing. The doctor said he didn't think so. I hope not, because not only does Eddie enjoy the game but golf happens to be one of the few sports a person can participate in for practically a lifetime.

By now most of the crops have been harvested, and in spite of a severe drought over much of the KMA area, the harvest turned out quite well. The soy bean yield was below average but for the most part corn yields surpassed all expectations. Frankly, I think much of the credit for this must be given to the modern hybrid corns that are able to withstand more drought and adverse conditions than the old open pollinated varieties. Without hybrid corn I doubt very much if the farmers in the KMA area would have had more than a fourth of a crop. There would have been exceptions, of course, because a few areas received ample rainfall, but for the most part the rains were few and far between resulting in a severe drought.

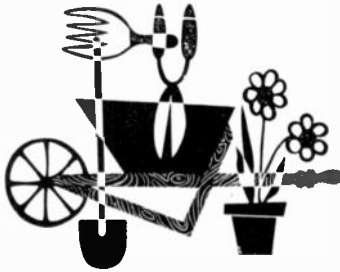
Earlier I mentioned that Christmas isn't too far away. We haven't made any particular plans for Christmas. I hope some of our family will have the opportunity to be together but that remains to be seen. Some one suggested we take a picture of some of the Christmas merchandise we have available. I must say we have come a long way from the days when we had only live Christmas trees. Now we have both live and artificial trees, decorations of all kinds, etc. In fact, many of the artificial items are so realistic you almost have to feel the item to determine whether it is live or artificial.

I think it is premature to wish you a Merry Christmas, but I will wish you a very Happy Thanksgiving.



Exceptionally beautiful, glittering chandeliers designed for Christmas, clever nutcrackers and candle-powered figurines (above) comprise just a few of the decorations which can be found in the Earl May Stores for the coming holiday season.

FRANK COMMENTS



By Frank Field

Last month on this page I told you that I had taken a new four-generation picture and would probably use it the following month. Well, here it is. Reading from left to right; Frank Field, Zoanna Fishbaugh, and John Fishbaugh, holding Scott Fishbaugh. At the time I was writing this page, Scotty was just 6 months old and already had 4 teeth, two above and two below. I think he is trying to cut several more from the way he stuffs everything into his mouth, and he chews just like a puppy. By the time you are reading this he will probably be crawling, as he already likes to get up on all fours, but so far his only way of getting places is to roll over and over. He certainly is a better baby than any of our four were, as I have never heard him cry yet.

Here at Shenandoah we have had an extremely dry summer and even drier fall, as practically all the good rains which other people have been getting, simply went around us and passed us by. The evergreens,

shrubs and trees have suffered where they were not given a good soaking occasionally. This has been especially true with trees and bushes which have been planted only a year or two. The Ross Root Feeder has come in mighty handy in such cases, as it is such a simple matter to apply the water down around the roots where it is needed. I know at our house I have been using the Ross Root Feeder about every 10 days, and will continue to do so until we get enough good soaking rains to give us the badly needed sub-soil moisture.

Yes, there is still time for planting Tulips, Hyacinths, Daffodils and all the other Dutch bulbs, if you give them a good thorough soaking as soon as you get them in the ground. I like to plant Tulips, Hyacinths and Daffodils in clumps of about a dozen in a hole at least 10 inches deep and 18 inches across, spacing the bulbs 6 or 8 inches apart each way. I fill the hole clear full with water. As soon as it has soaked away then I finish filling the hole. If you like Crocuses, and most folks do, stick in a dozen or so just before you finish filling up the hole, leaving the bulbs about 3 inches deep. The Crocuses will have bloomed and gone before the other bulbs begin to need the room, and will come on the following year just about as soon as the snow is gone. It is true that Tulips, Hyacinths and Daffodils do not make any growth above the ground until early next spring, but if you water them well as soon as they are planted, they will start making root growth immediately, and since you have them down 8 or 10 inches deep they can have a full root system made before the ground freezes that deep.

The one exception to that statement would be the Grape Hyacinths. They make a full complete top growth in the fall, just like the Madonna Lilies and the Oriental Poppies. Hard freezing weather doesn't seem to hurt them a bit because they always make a few more leaves early in the spring along with their beautiful little blossoms.

There is still time to apply Turf and Lawn Food Plus Weed Killer, as it will very quickly kill all those young Dandelions which are growing from seed which blew in from the neighbors. Just follow the directions on the bag. Now would also be a good time to use a liquid spray such as Lawn Weed Killer containing 24D, as there is no danger now of the drift damaging roses and other plants.

Four generations in Frank's family.



RFD 960

By CLIFF ADAMS



There are no contests and no competitions at one of the biggest farm shows held in the country . . . the Farm Progress Days held this year at Van Horne, Iowa. I might add there are no "name" politicians either and yet the show held on the Frye farm again drew over 300 thousand persons. What did they come for? To see all that is new in farming in the Midwest. One of the officials told me they like to see the big new tractors that the various companies have on exhibit and the actual field demonstrations. The picture you see on this page is an example of something new. It is a concrete bunker silo shown being filled by unloaders and packed by tractors. Obviously it is not the upright kind we normally see. Of particular interest to farm wives were the two new houses on the Frye farm. There was a steady stream of traffic through the houses which displayed the new ideas in home comfort.

Another fine meeting of the National Association of Farm Broadcasters was held this fall. I had the privilege of attending this one held at Kansas City. It was a most interesting session giving those who attended new insight into their fields of activity.

A farm broadcasting friend of mine, Dean Curtiss of Faribault, Minnesota, presided over his last meeting of the group as President. Dean, who has been with one station for 23 years as a farm director, was given an unusual plaque in a sort of "This is Your Life" type of presentation presided over by Herb Plambeck, assistant to the Secretary of Agriculture and a former farm broadcaster himself. The plaque had embedded on it mementoes of past events in Dean's life. Among them was a knob from a control panel at a broadcasting school Dean attended over 23 years ago, and a piece of wood from a grain binder he fell off of while working on the family farm. Dean was almost run over by the machine. Other items included a fork taken from the remains of a farm house that burned down, a homemade fishing lure, a picture of Dean when he first started broadcasting, wood from a gunstock he used to go hunting ducks with and many other items that were of great sentimental value. I was real happy for Dean who served for me once as a heart fund chairman when I was a field director for the Minnesota Heart Association several years ago.

The meeting in Kansas City allowed me to visit with some of the FFAers holding their annual National Convention. One of the more enterprising young men from Pennsylvania dismayed at the high cost of renting a bus, decided instead to buy an old bus and overhaul it. He brought over 20 members of his group along with him to the convention and didn't have a bit of trouble with the 1953 model vehicle. A farm mechanics course and the shop this young agri-businessman operates to repair and remodel farm machinery in paid off.



Farm Director Cliff Adams watched as this new concrete bunker type horizontal silage storage structure was filled with corn silage.

FEEDBACK

By Ned Dermody

Despite continued Government efforts to treat Broadcasting as a Public Utility, at least one Congressman has decided to recognize some of Broadcastings' "Sound" ideas. Nebraska Congressman Charles Thone has submitted the following:

"During my first nine months in office, I have been sending you materials marked, 'Press Release.' It has been brought to my attention that news media exist that do not utilize Herr Johann Gutenberg's invention. Therefore, you will recognize that I have noted the sound ideas of Signor Marchese Gugleimo Marconi and the moving discoveries of that Scottish lad, John Logie Baird. Henceforth, the heading on this form is labeled, 'News Release.'"

Edict of the Month . . . from the Dubuque office of the National Weather Service.

"Due to the Government Freeze on hiring and promotions, the personnel shortage at this office requires reducing hours of operations to 8 per day 7 days a week. Effective October 10, hours will be from 5:30 a.m. to 1:30 p.m. and will be extended during periods of severe or unusual weather."

COMMENT: One hopes, for Dubuque's sake, that the unusual weather is indicated before 1:30 p.m.!

Exchange of the month: (UPI) U. S. Secretary of State William Rogers told Australian Foreign Minister Nigel Bowen that perhaps one day a woman should become Secretary of State. Asked if a woman should ever ACCEPT the cabinet post . . . Rogers replied — "Yes, indeed. It would serve her right."

FARM ACCIDENTS

During harvesting, farm accidents take a high toll and one of the more unusual accidents covered by KMA Radio this fall was this spectacular explosion on the Jim O'Hara farm east of Shenandoah. A 1,000 gallon propane gas tank being used in corn drying operations exploded, injuring and burning several men, including O'Hara, Shenandoah firemen and policemen. The explosion ruptured two 16,000 bushel steel grain storage bins, and the corn spilled out burying the tank making clean-up operations harder. Guide readers will remember pictures of the O'Hara farm taken in the fall of 1969 at the Minimum Tillage Day.



Burned, bare limbs of trees testify to the ferocity of heat generated by the tank explosion.

City Elections On KMA 960

For the past three weeks KMA News prepared for the November city elections throughout Iowa. The News department logged many hours of background study in order to cover in-depth, elections in more than 100 cities in Iowa involving well over fifteen hundred persons. In addition, several cities had special elections on the ballot for the Nov. 2 voting which necessitated extra research by the department. KMA staffer Nancy Maher was in charge of the bulk of the election preparation. Next month, the Guide will feature some behind-the-scenes pictures of election night at KMA Radio.

Iowa State Football Schedule for Nov.

Nov. 6	At Nebraska Broadcast	at 1:20 p.m.
Nov. 13	Missouri	1:20 p.m.
Nov. 20	Oklahoma State	1:20 p.m.
Nov. 27	At San Diego St.	9:20 p.m.

Sad Story of the month: (AP) A motorist complained in Providence, Rhode Island, that a Judge increased his speeding fine in violation of the wage price freeze. He said he was charged \$13.50 for the first appearance and \$23.50 the second time. Good old Internal Revenue Service ruled that the freeze does not apply to Court fines.

KMA to Originate Bluejay Network with Play-by-Play by Warren Swain

KMA Radio will originate the broadcasts of all the Creighton University Bluejay basketball games and will feed them to the Bluejay Basketball Network which covers portions of six states.

Creighton Athletic Director Eddie Sutton announced that Warren Swain, sports director of KMA, will be the "Voice of the Bluejays" and will present the pre-game and post-game shows with Sutton as well as the play-by-play action for the 28 games, including the freshman-varsity pre-season exhibition. Creighton University is located in Omaha.

Included in the network are stations: KOWH-FM of Omaha, KHAS of Hastings, Neb., KCIM-FM of Carroll, Ia., and KTTT-FM of Columbus, Neb.

With the addition of the Bluejay broadcasts, KMA's sports programming now gives the most complete radio sports coverage in the Midwest and currently includes Iowa State football; Kansas City Royals baseball; the Big Eight Conference holiday basketball tournament; Big Eight Conference Sky-writers football coverage; feature games of Iowa State, Drake and Iowa University basketball; high school football and basketball Game of the Week; Iowa Western Community College basketball; and Tarkio College basketball.

Sports Director Swain notes that Creighton's schedule will bring exciting major college caliber basketball to this area including such national powers as Notre Dame, Marquette, Jacksonville, South Carolina, Ohio State, Kansas State, North Texas State, Tulsa, Southern Illinois, St. Bonaventure, New Mexico, St. John's of New York, St. Francis (Pa.), Brigham Young and Texas A and M.

Athletic Director Sutton says "We are elated to have this radio coverage because it will carry Bluejay basketball further than ever before in the school's history. Radio KMA is one of the Midwest's top sports stations, Warren Swain is an exciting announcer and the network stations provide wide coverage to our fans."

"The addition of Creighton basketball to our schedule adds another great feature

to our sports programming," KMA Station Manager Carl (Andy) Andersen commented, adding that "down through the years, we have carried an abundance of sports broadcasts. Creighton has a regional appeal both as a university and in basketball. Creighton belongs to the entire area and we want to be in there to help carry the coverage of the school's basketball program."

NOVEMBER GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

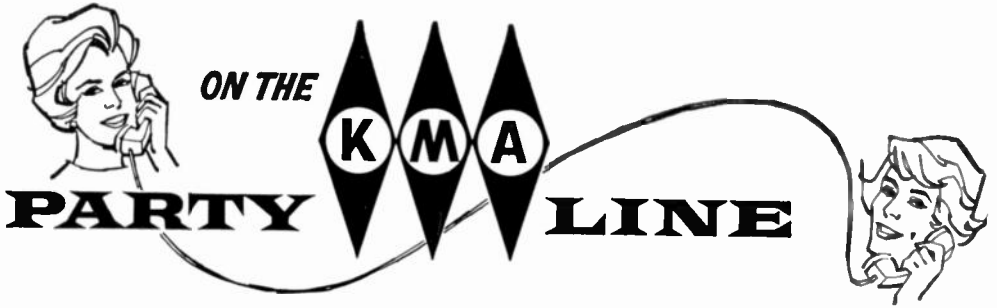
- Nov. 4 — Janis Andersen (Andy's daughter)
- Nov. 16— Steve Childs (Ralph's son)
- Nov. 20— Cynthia Adams (Cliff's daughter)
- Nov. 27— Larry Gilbert (Corinne's husband)
- Nov. 29— David Childs (Ralph's son)
- Nov. 29— Bob Kling (Norm's son)

HAPPY ANNIVERSARY TO:

- Nov. 27— Mr. & Mrs. Larry Gilbert



Swain and Sutton discuss upcoming Bluejay Basketball.



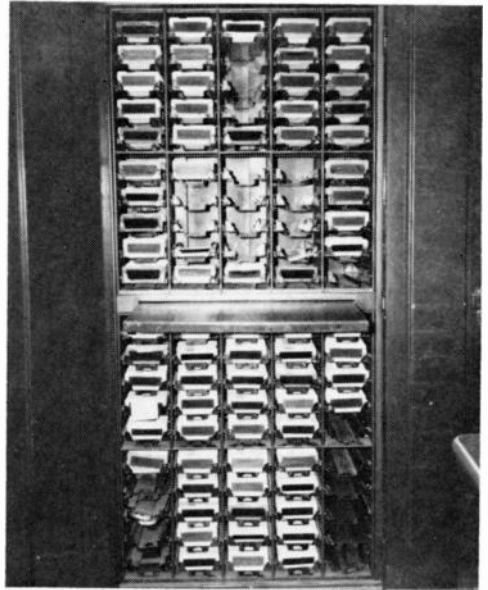
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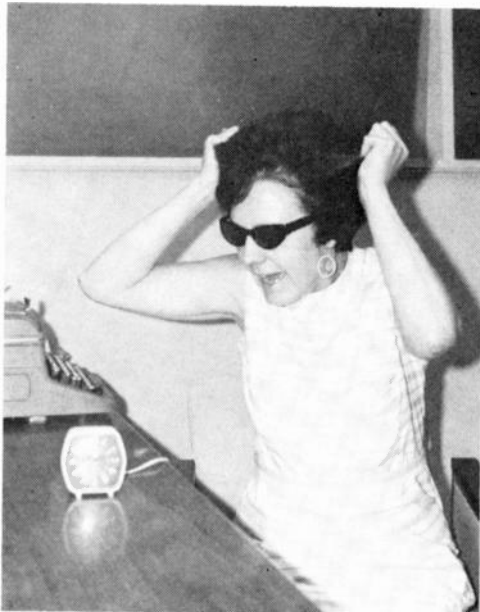
PARTY LINE

The KMA Guide extends sympathy to the family of Operations Director **JACK MIHALL** upon the death of Mrs. Mihall's mother, **MRS. LEOTA GRAY**, on Oct. 15 at Fayette, Ia. Mrs. Gray had suffered a stroke about five weeks ago while visiting the Mihall family in Farragut. She is survived by her husband, Kenneth Gray, and her daughter, Mrs. Mihall.

"My how time flies!" is a trite phrase, but in this case it has no meaning because Managerial Secretary **EVALYN SANER'S** clock runs backwards. It all started one morning when the electricity went off confusing the clock, so that when it came back on, the clock began running backwards. Evie brought the clock to work to make believers out of the skeptics, and as she was leaving the office, she dropped the clock. The clock must have felt it had such a bad day it would give up because it fell apart—the hands dropped off along with the face. Evie put the clock back together and it started again—Running backwards.



Subscription lists can be found in these trays in the circulation room of The Guide.



Time runs backward.

On the back cover of this issue of the Guide is an advertisement for the KMA Radio Station Magazine which we hope all Guide subscribers will use when they think of giving gifts for Christmas (or any other special occasion for that matter). The picture above shows the trays of stencils used to address the copies of the KMA Guide when it is mailed to the subscribers each month. There are hundreds, actually thousands of names in these trays, but The Guide needs more subscribers. Although it is a unique magazine, it suffers from the problem common to most magazines in this era, that is declining subscription lists. Many magazines such as the late-departed "Look Magazine" went out of business due to a combination of reasons, and we know that you faithful readers and KMA listeners would not want that to happen to the Guide.

MRS. ESTHER BURRICHTER, wife of Chief Engineer **DON BURRICHTER**, has returned to Shenandoah and her duties as school nurse after a short stay in an Omaha hospital.



JOHN R. TOPHAM

"Sure takes a lot of gas" **EARLE CROWLEY** commented about his first experience driving a self-contained motor home. The Crowley family took a week's vacation to the Lake of the Ozarks in a borrowed motor home which belongs to Earle's brother, Orville of Des Moines, Ia. Earle said it is easy to get on to driving the unit and feels he could take it through big city traffic easily. However, one problem developed which took Earle a half day to solve when he went locking for an electric adapter plug, but once they could get electricity the vacation went well. Jane enjoyed cooking in the compact kitchen and the three youngsters, Scott, Dave and Janet, really liked the lake at the park where they camped.

Operations Director **JACK MIHALL** obviously enjoyed this guest on a recent Open Line Show. She is **MISS JUDY STEPHENS** of Clarinda, Ia., who was selected Miss Iowa and participated in the Miss America pageant in Atlantic City, N. J. On the KMA program, Miss Iowa answered questions about her trip and talked to the KMA listeners about the beauty contest. After the show, Jack and the rest of the gang at KMA took the beauty winner on a tour of the KMA studios.

Topham Retires After 40 Years

John R. Topham, manager of the Earl May Seed and Nursery Company's Garden Seed Department for nearly forty years, began his retirement November 1.

A familiar voice on KMA Radio, John was frequently heard substituting for Ed May on the 12:15 p.m. weather program, and for Frank Field at 7:15 a.m.

Through the years, John was recognized as a leader in his field and recently served as chairman of the American Seed Trade Association's Garden Seed Division. He was an All-America judge, and director of the Earl May Seed and Nursery Company's Test Gardens which annually attract thousands of visitors.

He started with the company in 1928 in the garden seed department. Later he was transferred to stores in Omaha, South Omaha and Des Moines, returning to the home office in Shenandoah as department head in 1933.

His plans for retirement include devoting more time to farming and his livestock.

John lives north of Shenandoah on a farm with his wife, Alta. They have two grown children, Ann of Madison, Wisconsin, and Lee of Philadelphia, Pa.

KMA Station Manager ANDY ANDERSEN, acting as Toastmaster, sparked the annual Chamber of Commerce dinner meeting held in October in Shenandoah.

Guide Editor **MARY WILLIAMS** and her family spent a recent weekend in Mexico, Mo., visiting her mother, Mrs. **L. O. ROMDALL** and other relatives.



Miss Iowa tells of her experiences as a beauty contestant on the Open Line to Jack Mihall.

Adams House

311 Johnson Drive is the new address for the family of KMA Farm Director Cliff Adams. Cliff, his wife, Doris and their three daughters and the cat, "Sandy," moved to their new home about two months ago.

Split-level in design, the home is arranged with a front foyer with stairways leading up and down. The upper level contains the main living quarters while the lower houses a family room, bath storage and garage.

The living room which can be seen from the foyer extends into a dining area with an L-turn to the kitchen. These are all open areas with no walls separating them. A sliding glass door opens off the dining section to a small back porch. Views from the upper level are tremendous with picture windows and sliding doors providing the means. The hall running to the northwest of the living room leads to the three bedrooms, bath and closets.

The day the Guide photographer visited the residence, the draperies had not been hung but Doris good-naturedly allowed pictures to be taken anyway.

Eager to put the final touches to the home inside and out, the Adamses nevertheless, have found the house meets their needs and the neighborhood, delightful.

PICTURES

Cindy, Kathy and Mary Jane stand on the front porch of their new home. (Top)

Cliff and Doris pause in the foyer. The small table to the right of the picture in the upper level is a butterfly table Cliff brought back from Rio de Janerio. The table top is actually covered with butterfly wings. (Center)

Cleaning up the kitchen is the girls' task, and here Cindy (in the striped dress), Kathy dressed in hot pants, and the little one, Mary Jane, carry out their duties.



NOVEMBER - DECEMBER, 1971

MONDAY THRU FRIDAY

5:00 a.m.—KMA News
 5:05 a.m.—Music
 5:30 a.m.—AERN News
 5:35 a.m.—Music
 5:45 a.m.—KMA Sports
 5:50 a.m.—Music
 6:00 a.m.—KMA News/Weather
 6:15 a.m.—Music
 6:30 a.m.—R.F.D. 960
 7:00 a.m.—KMA News/Weather
 7:15 a.m.—Frank/Weather
 7:30 a.m.—Paul Harvey—AERN
 7:35 a.m.—Markets
 7:40 a.m.—KMA Sports
 7:45 a.m.—KMA News/Weather
 8:00 a.m.—Music
 8:30 a.m.—AERN News
 8:35 a.m.—Music
 9:00 a.m.—KMA News
 9:05 a.m.—Music
 9:30 a.m.—Back To The Bible
 10:00 a.m.—KMA News
 10:05 a.m.—Community Calendar
 10:10 a.m.—AERN News
 10:15 a.m.—Billie Oakley
 10:30 a.m.—Music/Local Features
 11:00 a.m.—KMA News
 11:03 a.m.—Open Line
 11:30 a.m.—Music
 11:45 a.m.—Markets
 11:55 a.m.—Captain Stubby
 12:00 Noon—KMA News
 12:15 p.m.—Ed May/Weather
 12:30 p.m.—Midwest Farmer
 1:00 p.m.—KMA News
 1:05 p.m.—AERN News
 1:10 p.m.—KMA Sports/Weather
 1:15 p.m.—Paul Harvey—AERN
 1:30 p.m.—AERN News
 1:35 p.m.—KMA Classified/Music
 2:00 p.m.—KMA News
 2:05 p.m.—Music
 2:30 p.m.—AERN News
 2:35 p.m.—Music
 3:00 p.m.—KMA News
 3:05 p.m.—Music
 3:30 p.m.—AERN News
 3:35 p.m.—Music
 3:45 p.m.—World of Commentary—AERN

3:50 p.m.—Music
 4:00 p.m.—KMA News
 4:05 p.m.—Music
 4:30 p.m.—AERN News
 4:35 p.m.—Music
 5:00 p.m.—KMA News
 5:05 p.m.—Market Final
 5:10 p.m.—Commodity Markets
 5:15 p.m.—Harry Reasoner
 AIRN
 5:20 p.m.—Edward Morgan
 AIRN
 5:25 p.m.—AERN Sports
 5:30 p.m.—AERN News
 5:35 p.m.—KMA Sports
 5:45 p.m.—Keith Jackson
 AERN
 5:50 p.m.—Frank Reynolds
 AERN
 5:55 p.m.—Focus 71
 6:00 p.m.—KMA News
 6:15 p.m.—Farmer's Market
 6:30 p.m.—AERN News
 6:35 p.m.—Community Calendar
 6:40 p.m.—Music
 7:00 p.m.—KMA News
 7:05 p.m.—Music
 7:30 p.m.—AERN News
 7:35 p.m.—Music
 8:00 p.m.—KMA News
 8:05 p.m.—Music
 8:30 p.m.—AERN News
 8:35 p.m.—Music
 9:00 p.m.—KMA News
 9:05 p.m.—Music
 9:30 p.m.—AERN News
 9:35 p.m.—Music
 10:00 p.m.—News/W'ther/Sports
 10:15 p.m.—Music
 11:00 p.m.—KMA News/Weather
 11:05 p.m.—Music
 11:55 p.m.—KMA News/Weather
 12:00 Midnight—SIGN OFF

MUSIC POLICY

5:00-6:00 a.m.—Country/Western
 Rest of Day—MOR

SATURDAY

5:00 a.m.—KMA News
 5:05 a.m.—Music
 5:45 a.m.—KMA Sports
 5:50 a.m.—Music

6:00 a.m.—KMA News/Weather
 6:15 a.m.—Music
 6:30 a.m.—R.F.D. 960
 7:00 a.m.—KMA News
 7:15 a.m.—Frank/Weather
 7:30 a.m.—Captain Stubby
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 2:00 p.m.—KMA News
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 5:00 p.m.—KMA News/Weather
 5:05 p.m.—AERN Sports
 5:10 p.m.—Music
 5:30 p.m.—AERN News

5:35 p.m.—Music
 5:45 p.m.—Hunting & Fishing
 5:55 p.m.—Focus 71
 6:00 p.m.—KMA News
 6:15 p.m.—Farmer's Market
 6:30 p.m.—AERN News
 6:35 p.m.—KMA Notebook
 6:40 p.m.—Music
 6:55 p.m.—Learning Resources
 7:00 p.m.—KMA News
 7:05 p.m.—Music
 7:15 p.m.—AERN Sports
 7:20 p.m.—Music
 7:30 p.m.—AERN News
 7:35 p.m.—Music
 7:45 p.m.—AERN Sports
 7:50 p.m.—Music
 8:00 p.m.—KMA News
 8:05 p.m.—Music
 8:30 p.m.—AERN News
 8:35 p.m.—Music
 9:00 p.m.—KMA News
 9:05 p.m.—Music
 9:30 p.m.—AERN News
 9:35 p.m.—Music
 10:00 p.m.—News/W'ther/Sports
 10:15 p.m.—Music
 11:00 p.m.—KMA News
 11:05 p.m.—Music
 11:55 p.m.—KMA News
 12:00 Midnight—SIGN OFF

MUSIC POLICY

5:00-6:00 a.m.—Country/Western
 6:00-7:00 p.m.—MOR
 7:00-12:00 M.—Country/Western

SUNDAY

KMA's sign-on Sundays will vary with sunrise. Programming begins at the hour listed.

NOVEMBER

7:15 a.m.—KMA News/Weather
 7:30 a.m.—Worship Service

DECEMBER

7:45 a.m.—KMA News/Weather
 8:00 a.m.—Radio Bible Class
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—KMA News/Weather
 9:05 a.m.—S. S. Lesson

9:20 a.m.—Social Security
 9:30 a.m.—AERN News
 9:35 a.m.—Music
 9:45 a.m.—Iowa Western
 9:55 a.m.—You and the U. N.
 10:00 a.m.—KMA News/Weather
 10:05 a.m.—Tarkio College
 10:20 a.m.—Music
 10:30 a.m.—AERN News
 10:35 a.m.—Music
 11:00 a.m.—KMA News/Weather
 11:05 a.m.—Music
 11:30 a.m.—AERN News
 11:35 a.m.—Music
 12:00 Noon—KMA News/Weather
 12:15 p.m.—Music
 12:30 p.m.—AERN News
 12:35 p.m.—Mental Health
 12:40 p.m.—Chalk Talk
 12:45 p.m.—Music
 1:30 p.m.—AERN News
 1:35 p.m.—Music
 3:00 p.m.—KMA News/Weather
 3:05 p.m.—Music
 4:30 p.m.—AERN News
 4:35 p.m.—Music
 5:45 p.m.—AERN Sports
 5:50 p.m.—Music
 6:00 p.m.—KMA News/Weather
 6:15 p.m.—Voice of Agriculture
 6:30 p.m.—AERN News
 6:35 p.m.—Music
 7:00 p.m.—KMA News/Weather
 7:05 p.m.—Music
 7:15 p.m.—Outdoor Nebraska
 7:30 p.m.—AERN News
 7:35 p.m.—Vietnam Update
 AERN
 8:00 p.m.—60 Plus
 8:30 p.m.—AERN News
 8:35 p.m.—Music
 9:00 p.m.—KMA News/Weather
 9:05 p.m.—Music
 9:25 p.m.—Education Today
 9:30 p.m.—AERN News
 9:35 p.m.—Billy Graham
 10:00 p.m.—News/W'ther/Sports
 10:15 p.m.—Music
 12:00 Midnight—SIGN OFF

MUSIC POLICY

Light Classical and Show Tunes

Guest Cook for November... *DORIS ADAMS*

A vivacious lady whose first choice of occupations is that of being a wife and mother shares her thoughts and recipes this month with Guide readers. She is Doris Adams, wife of KMA Farm Director Cliff Adams and the mother of three lively daughters, Cynthia, Kathryn and Mary Jane.

Doris has many interests such as sewing and cooking and lately decorating a new house which is featured on page 10 of this issue. She particularly enjoyed the past season's many flowers in Shenandoah and especially the Earl May Seed and Nursery Co. Trial Gardens. She explained that her own home did not seem complete until her mother-in-law arrived for a visit bringing Doris' own African violets which had been left in Minnesota during the transition to Iowa. Doris and the rest of her family are looking forward to planting time next spring when they can add the finishing touches to their new residence.

Although her recipes on this page are mostly family standbys and not for special occasions like Thanksgiving, Doris extends to the Guide readers and KMA listeners wishes for a very happy Thanksgiving.

LOVELY COOKIE

- 3 c. flour
- ½ t. soda
- ½ t. baking powder
- 1 c. butter
- salt
- 2 eggs
- 1 c. sugar

Mix, roll on pastry cloth and cut out. Bake at 425° 5-7 minutes. (This cookie has been enjoyed by our daughters since they were babies when I used many animal cut-outs and frosting.)

APPLE DESSERT

- 1 c. flour
- 1 t. baking powder
- ¾ c. sugar
- ½ c. butter
- pinch of salt

Add 1 egg, and mix well

Into an 8x8 inch pan, slice a thick layer of apples and cover generously with sugar. Drop mixture on apples by spoonful. Bake at 350° one hour. (For a quick and easy dessert this has always been my favorite as it can be eaten warm.)

BUTTERMINT SALAD

- 3 oz. box lime jello
- 1 7 oz. box buttermints (dissolved in hot water)
- 2 1 lb. cans crushed pineapple
- 1 10 ½ oz. pkg. marshmallows (add to warm mixture)

Place in air tight container overnight in refrigerator. Next day fold in Dream Whip (5 ¼ oz. size) and freeze. Thaw 1 hour before serving.

SWEDISH MEATBALLS

- 2 lbs. ground beef
- 2 c. bread crumbs
- 2 3 oz. pkgs. cream cheese
- ¼ c. dry onion soup mix
- ½ t. salt
- ½ t. nutmeg
- 2 ½ c. milk
- 2 T. all purpose flour

Mix and shape into balls and brown lightly in skillet. Cover and cook 20 to 25 minutes. Drain and remove from skillet.

Gravy - Melt 2 T. butter in drained skillet; stir in 2 T. flour, 1 beef bouillon cube; 1 ½ c. water, ½ t. instant coffee powder. Cook until gravy thickens. Add meatballs and simmer 10 minutes. (We love this with rice.)

POPOVERS

- 1 c. flour
- ½ t. salt
- 1 T. melted shortening
- 1 c. milk
- 2 eggs

Beat mixture until smooth and fill well greased muffin pans one-half full. Bake in hot oven, 425°, for 30 minutes. Turn off heat. Prick popovers with fork and let them remain in oven about 10 minutes to dry out before serving.

GREEN BEAN BAKE

- 2 1 lb. cans green beans (French cut)
 - 1 can Cream of Mushroom soup
 - 1 pkg. frozen French fried onions
- Drain beans and place in casserole dish; pour Cream of Mushroom soup over beans and place onions over top. Bake in hot oven, 400°, 20 minutes.

WHIPPED RICE PUDDING

- 1 ½ c. cooked rice (¾ c. uncooked & 1 c. water)
- 1 ½ c. diced marshmallows, or 1c. coconut
- ½ c. drained maraschino cherries
- ¼ c. chopped nuts
- ¾ c. evaporated milk
- 2 T. lemon juice
- ½ c. sifted confectioners sugar

Mix rice, marshmallows (or coconut), pineapple, cherries and nuts in bowl. Chill evaporated milk in refrigerator tray or bowl until soft crystals form around edge of tray or bowl (15 or 20 min.) then whip very stiff. Beat in sugar. Fold whipped evaporated milk mixture into rice mixture. Spoon into serving dishes.

CRANBERRY FLUFF

- 2 c. ground raw cranberries
- 3 c. min. marshmallows
- $\frac{3}{4}$ c. sugar
- $\frac{1}{2}$ c. seedless grapes
- 2 c. diced tart apples
- $\frac{1}{2}$ c. chopped walnut meats
- $\frac{1}{4}$ t. salt
- 1 c. cream, whipped

Combine cranberries, marshmallows and sugar. Cover and chill overnight. Add apples, grapes, nuts and salt, then fold in whipping cream and chill.

NEW SAUCES FOR PANCAKES

Orange-Raisin Sauce

- $1\frac{1}{2}$ cups syrup
- 1 cup orange sections, cut up
- $\frac{1}{4}$ cup raisins
- 3 T. butter

Boil syrup over medium heat for five minutes. Remove from heat and stir in remaining ingredients.

Peppermint Syrup

Add $\frac{1}{2}$ t. peppermint extract to $\frac{1}{2}$ cup syrup. Bring to a boil and let cool.

Spicy Syrup

Add $\frac{1}{8}$ t. ground cinnamon to $\frac{1}{2}$ cup syrup, bring to a boil and let cool.

* * *

PUMPKIN COOKERY

- 1 pumpkin
- $\frac{1}{2}$ stick butter
- Dash nutmeg
- Brown sugar
- Handful dry bread crumbs

Cut seeded pumpkin into six boat-shaped slices. Score flesh, deeply, in squares. Place in saucepan with cold salted water to cover and cook until soft. Mix melted butter with nutmeg and brown sugar to taste, spread over pumpkin slices and put in shallow baking dish. Sprinkle sauteed bread crumbs over pumpkin and broil til brown.

* * *

CHOPPED APPLE CAKE

- $1\frac{1}{2}$ cups sugar
- $\frac{1}{2}$ cup butter (1 stick)
- 2 eggs
- 1 cup coffee
- 1 t. soda in coffee
- $2\frac{1}{2}$ cups flour
- 1 t. baking powder
- 1 t. cloves
- $\frac{1}{2}$ t. cinnamon
- $\frac{1}{2}$ cup raisins
- $\frac{1}{2}$ cup nuts
- 1 cup chopped raw apple

Combine all dry ingredients, add butter and coffee. Beat and add eggs. Bake for 1 hour at 350°.

* * *

Dry pumpkin seeds overnight and fry in small amount of hot oil. Drain, salt, and serve as snack.

Billie Oakley's Macaroon Recipe

Hello there:

Time has been slipping up on me, dreadfully! Here it is, time for another issue of the ever-popular KMA GUIDE, and I am still sifting through the recipes for a favorite to send your way. I do hope you enjoy the one I have selected from our Martha Gooch Kitchen's files.

Speaking of recipes . . . isn't it fun to read the GUIDE and see the recipes selected for you by our KMA personalities and their cookmates? You can tell a bit about people when you discover their eating habits.

One reason time has gotten away from me, I have been traveling a little of late. On a recent trip to Minnesota I discovered, all over again, the wonders of that beautiful state. Friends took it upon themselves to show me some of the charm of the area. One place made such an impression I am planning to return soon to enjoy it all over again. I'm referring to the famous Lowell Inn, Stillwater, Minnesota, a small intimate sort of place, with three exquisite dining rooms, elegant food and old-world service. You'll love the delicate carved murals and especially the Matterhorn Room. Do visit it sometime. I'm hoping to dine there during the holidays, for they tell me they decorate to the rafters . . . and to quote a native, "you haven't lived until you've dined at the Lowell Inn when there's Christmas in the air." Whoopee! I'm for that!

Well, back to the skillet for me, and I hope you have a jolly old November . . . wherever you are.

Cheers!

Billie Oakley

APPLE MACAROON

- 3 cups sliced apples
- 1 cup sugar
- $\frac{1}{2}$ t. cinnamon
- 1 T. butter
- 1 egg
- $\frac{1}{2}$ cup sifted GOOCH'S BEST Enriched Flour
- $\frac{1}{2}$ t. baking powder
- $\frac{1}{4}$ t. salt

Peel apples and slice very thin. Place in a greased 8" pie plate. Sprinkle with half of the sugar and cinnamon. Cream together the butter and remaining sugar. Add beaten egg and mix well. Sift flour with baking powder and salt. Add to first mixture. Spoon over apples and bake in 375° oven 30 minutes. Cool.

Modern packaging is designed to protect what's inside. Do not buy foods in torn, damaged or dirty containers, even if the item is on sale. Contaminated food is no bargain.

Ninety Six Minutes On KMA

And that's just what it is, from 5:00 p.m. until 6:36 p.m. week nights when KMA has assembled a top team of reporters to bring you everything you want to know. It all started on October the fourth. If you haven't tuned in yet, this is what you are missing:

- 5:00 KMA News / Weather
- 5:05 Stock Market final.
- 5:10 Commodity reports
- 5:15 The Reasoner Report
- 5:20 The Shape of One Man's Opinion with Edward P. Morgan
- 5:25 A.B.C. Network Sports
- 5:30 American Entertainment Network News
- 5:35 KMA Sports with Warren Swain
- 5:45 Keith Jackson and World of Sports, alternating with Frank Gifford
- 5:50 Frank Reynolds
- 5:55 Focus 71 from KMA News
- 6:00 KMA News
- 6:15 Farmer's Market
- 6:30 American Entertainment Network News
- 6:36 Instant Weather

Ninety Six Minutes on K M A Try it Tonight. You will be completely informed.

FOCUS 71

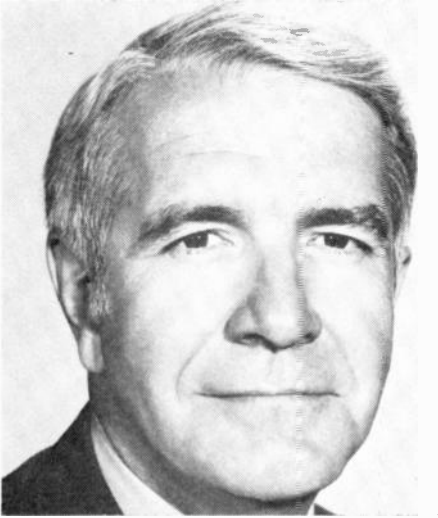
Focus 71 has become a focal point in KMA's new 96 minute block in the evening. Focus 71 is a four to five minute feature segment, highlighting interesting personalities, occurrences, politics or folklore in KMA-land. Ralph Childs is the usual anchorman on Focus 71 but assistant news director Tom Taylor and news director Ned Dermody can also be heard, and both Taylor and Dermody are involved in the production of each Focus 71 report. It may be a background report on politics, a profile of a personality, a commentary on events or a musical feature. Always a surprise and different approach for the dinner hour . . . Focus 71.

FOCUS ON BUSINESS

Focus on Business is a new feature in the Saturday evening dinner hour news block with assistant news director Tom Taylor. The five-minute report is an in-depth look at business activity during the week on the national and international fronts with accents on local and regional business news of general interest. Focus on Business — a new Saturday feature of KMA News.

In addition to these new features, 96 Minutes on KMA keeps up with markets, stock markets, weather and sports on the local, regional, and national scenes.

And the Topflight Reporters Who Will Keep You Informed



HARRY REASONER



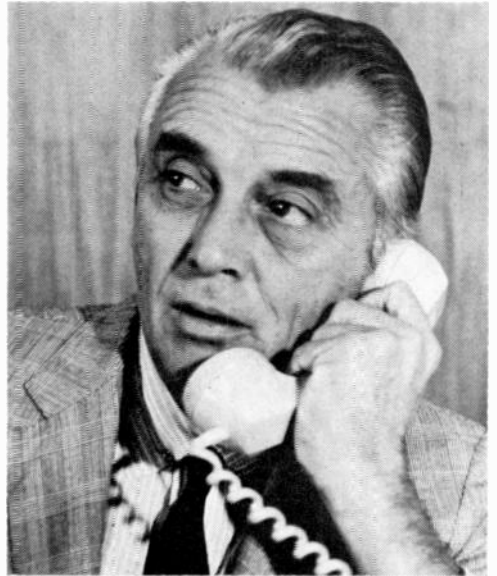
FRANK REYNOLDS



KEITH JACKSON



FRANK GIFFORD



EDWARD P. MORGAN

Harry Reasoner (upper left) will bring **THE REASONER REPORT** in the 96 Minutes block and Frank T. Reynolds, (upper right) the news. Edward P. Morgan (lower right) presents **THE SHAPE OF ONE MAN'S OPINION** and the network sports will come from Keith Jackson (middle left) and Frank Gifford (lower left).

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