

The

# KMA GUIDE

Box 89  
Altoona, Pa. 15521



November-December, 1975

# NEW REGIONAL SALES MANAGER



Paul R. Fry

Although he joined KMA back in May, this is the first opportunity to tell Guide readers about Paul R. Fry, KMA's new Regional Sales Manager.

Intervening issues of The Guide concentrated on the 50th anniversary celebration but did include a picture of Paul with the rest of the staff. A long-time broadcast executive, Paul for many years conducted his own media brokerage and consulting business based in Omaha and Denver. Prior to that he built and operated stations in Omaha, Lincoln and Fremont, Nebraska.

He served as president of the Nebraska Broadcasters Association, Nebraska AP Broadcasters Association and was a member of the Mutual Network Advisory Board and NAB Standards of Practice Committee. He represented the National Association of Broadcasters in the west for sometime.

A native of Omaha, he attended Creighton University. He served on the board of the Omaha Kiwanis Club and on a Citizens Advisory committee to the Omaha School Board. He is a past president of the Mr. and Mrs. Club of Omaha.

Paul and his wife, Oleva, celebrated their 36th wedding anniversary Sept. 6th.

(See Page 10 for Cover Story)

Station Manager "Andy" Andersen welcomes returning salesman, Duane Young.

# The KMA Guide

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They have two daughters, Mrs. Heath Barclay and Carol Fry, both of Omaha.

Because he travels the four state area calling on agencies and other clients, Paul and his wife are continuing to reside in Omaha. His wife is currently president of the Nebraska TTT Society and was its national president several years ago.

## Duane Young Rejoins Sales

Returning to KMA's Sales Department is Duane B. Young who has charge of the immediate Shenandoah area.

Duane worked for KMA in sales for two years before moving to Sidney, Ia., where he was employed in insurance and real estate.

Since his children are involved in Sidney school activities, the family plans to remain in that town. Included in the family are wife, Jean; son, Bruce, 17 and a senior in high school; daughter, Brenda, 15; and son, Scott, 14, plus a dog and cat.

Camping and square dancing, for which he does calling, are favorite family hobbies. Duane described his ideal vacation as "taking off in the camper, not being in a hurry and never having to be at a certain place at a certain time."



The KMA Guide

# A Chat With Edward May

So far this fall we have had an extended stretch of "Indian Summer." The origin of the term "Indian Summer" is lost in antiquity. Some say it originated from its peculiar haze which resembled "the smoke of the Indian fires in the hills." Another explanation is that this was the period when the Indians started out their fall hunting trips. Regardless, most of us have enjoyed the mild fall. However, we know cold weather is ahead and let's hope the winter isn't too severe.

None of us are able to look at the crystal ball and accurately forecast the weather during the next few months. However, there are a few signs that might tell us something. For example, a listener at Riverton, Iowa, always checks the seeds of the persimmon. If the seed is shaped like a knife, this indicates a severe winter is ahead. However, if the seed is shaped like a spoon, it calls for a mild winter. I am happy to report the persimmon seed indicates a mild winter. Another sign is that of the "woolly caterpillar." The saying is as follows: "The wider the middle band on the woolly caterpillar, the milder the winter." I have seen a few woolly caterpillars and they have an average middle band; hence, an average winter—only time will tell.

Speaking of time, Ed May, Jr. is counting the days until the day after Christmas when he joins fellow students at the University of Nebraska at Lincoln on a trip to Europe. The University is conducting various study tour to different parts of Europe. The section Ed Jr. is taking concerns international broadcasting. The tour leaves December 26 and returns January 11 in time for the start of the second semester. The class will travel to five European countries (France, Italy, Hungary, Switzerland and West Germany), visit significant broadcasting facilities in these countries, confer on specific topics (organization, operations, facilities, pro-

gramming, personnel, etc.), and meet with responsible representatives at each facility.

The tour is designed to provide an opportunity for the student to examine major, national and international broadcasting systems and should provide insight into the workings of the media in various European countries, resulting in a better understanding and appreciation of these systems of communication.

I envy Ed Jr. and what a wonderful experience he will have on the trip. I marvel at the opportunities young people have these days, and I am grateful Ed Jr. is in a position to avail himself of some of them.

Still on the subject of Ed Jr., his two principal hobbies are golf and hunting, particularly duck hunting. Recently he was voted into a group that has a "farm", part of which is devoted to duck hunting. The farm is off the beaten path and is a haven for wild life. In addition to hunting, the group also plants a large garden of two to three acres. All members (approximately 20) participate in all activities including planting and maintaining the garden, as well as the hunting activities in the fall.

Following his being voted into the group, Ed Jr. bought a four-wheel drive pickup which is shown in the picture. He considers this an investment, and undoubtedly will have the "truck" for a good many years. He thoroughly enjoys taking the pickup and going to the farm. Needless to say, he isn't home very often because of his school activities, but he is looking forward to graduation (a year from this December) and his return to Shenandoah. From then on he should be able to participate in the "farm" activities to the fullest.



# MAC'S FAX

Now that summer is over and winter is approaching, let's review our 1975 gardening accomplishments. Last summer was hot and dry. Some crops did well, some fair and some poor.

Our onions did very well and are now stored for winter use. We are using the red hamburger first as they will be the first to go bad in storage. Later on we will be using the yellow Bermuda which will keep better. I like a big juicy slice of onion with my meals nearly every day.

Our potatoes are in winter storage. Potatoes were outstanding this year, both in yield and quality. We had Mayfair, Cobbler and Kennebec. They came out of the ground so clean and smooth, it was a real delight to work with them. They are so flavorful I could eat spuds at every meal but must watch my waistline.

In spite of the dry weather, I thought our sweet corn was outstanding. We had Early Extra Sweet, Extra Sweet and Iochief which gave us about six weeks of delicious roasting ears. We froze 40 pints of corn for winter use.

The peas were great, all we could eat fresh and we froze 14 pints. We planted Progress No. 9. We had green beans running out of our ears. We planted Contender, gave a lot away and froze 12 pints.

Dry weather got to our tomato crop, but we did can 15 quarts. On October 11 we picked a nice mess for table slicing besides enough for table use most of the summer.

The beets were exceptional. We planted Detroit dark red and my wife canned 12 pints of beet pickles. You can't believe their beautiful deep red color. Beet pickles are not my favorite food.

My neighbor's cattle got into my garden and trampled my cucumber vines pretty badly. However, we had plenty of cucumbers for slicing and put up 10 pints of bread and butter pickles for winter. Are they something! Sweet, crisp, and delicious.

Weeds got ahead of us in our squash and melons. Between that and dry weather, they didn't do very well.

We are looking forward to a good crop of asparagus next spring. Our bed will be three years old and we fertilized heavily all summer with Earl May Garden Fertilizer, so we should enjoy asparagus.

All in all, 1975 wasn't the best gardening year, but it wasn't all that bad either.

In passing I'd like to suggest for 1976 that you use Marigolds in your yard in hot, dry places. These little fellows can take ad-

verse conditions and give you an abundance of blooms and color all summer right up to killing frost. We had about 50 plants on the south side of a brick wall in our drive and they have been exceptional.

Be sure and fertilize your lawn with Earl May Winter Lawn and Turf Food. This is a fine product, especially formulated to help your lawn through the winter. It is high in phosphorous and potassium to encourage root development and increase the grass' ability to resist disease and cold. It's also ideal for use when seeding and starting new lawns.

Be sure and protect your roses this winter with Rose Kones from Earl May Seed and Nursery Company. We are still picking beautiful blooms from our Hybrid Teas, and our floribundas are blooming their heads off.

Our son, Jack has completed six months of work with Banker's Trust in Des Moines and just loves it; he is in management training. Jack shares an apartment in West Des Moines with a fraternity brother from the University of Nebraska where they both graduated last December.

As I write this, it seems early to wish you a Merry Christmas and a Happy New Year, but when you get your next copy of the Guide it will be close to the holidays.

Have a good day and a better one tomorrow.



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P.S. Don't forget to order The Guide for yourself.



The KMA Guide

# RFD 960

By LYNN KETELSEN



It has been a busy fall for the KMA farm department, as I'm sure it was for many of you. Trying to stay on top of the crop situation proved to be a challenging but interesting job.

Overall, here in the KMA area, the crops were much better than many of us earlier thought they would be. For a while we feared we would have the same situation we had a year ago with the drought, but we did get some badly needed rains and have pretty much ended up with an average of 80 bushels per acre for corn and 35 bushels for soybeans.

We've attended quite a few very interesting meetings in the last few weeks including DeKalb Communication Days in DeKalb, Ill., and an Energy 75 Conference in Ames. In addition there have been many local Farm Bureau meetings (and a lot of good food I might add) plus crop outlook meetings and plot tours. A week rarely goes by without at least two or three other meetings. We enjoy getting out among you folks, and to me that is the most interesting part about working as a farm broadcaster.

The Energy Conference at Iowa State University at Ames was a very interesting meeting. The central theme of the meeting was to explore different sources of energy for the future. The sources that seem to have the most potential are solar and wind energy. Of course we've all heard of solar energy and its possibilities, but wind is something that has been forgotten recently. It's a common sight to travel around the midwest and see windmills in the middle of pastures and corn fields, few of which are used anymore. However, there are some experts who say we may be able to use the wind to help heat our homes eventually, and that it may be a very important source of energy in the future.

Not too long ago I went to a crop outlook meeting in Red Oak where Crop Spe-

cialist Dr. Robert Wisner and Livestock Specialist Gene Futrell, both from Iowa State University, made their predictions for market prices in the coming months.

Wisner sees strength in grain prices late this year, and then prices will ease off. He sees a seasonal average for corn at \$2.50 per bushel and soybeans at \$5.00 per bushel.

Futrell looks for downward pressure on cattle prices in the next few months because of an increase in supply, with an average price level at \$45-\$47 for the rest of this year, and \$40-\$45 price range for next year.

In hogs, Futrell sees an expansion in numbers this winter and next spring, but says it will still be two years before numbers are up to 1974 levels. As far as price goes, hogs should drop into the mid-50's in the next six months, and could drop to the lower \$40 price range.

The KMA Farm Department would like to wish you all a very Happy Thanksgiving and a Merry Christmas, and truly hope the coming year will be a happy and prosperous one for you all. Steve and I both plan to get home to our families for at least part of the Christmas holiday, and hope you all can do the same.



Competition between schools in athletics brings out the old "rah rah" spirit among the KMA staffers. As the Big Eight rivalries intensify, Lynn Ketelsen claims his alma mater, Iowa State will beat News Director Ned Dermody's University of Missouri when they clash at Ames Nov. 8 by a score of 24 to 17. Ned contradicts that saying the Tigers will win by 24 to 10.

## On Sports

Ken Trickey has begun his second-year as head basketball coach at Iowa State. It's probable that when anyone is asked about the Cyclones' up-coming basketball campaign, the first two words of response will be "Hercle Ivy." That reply is obvious after Ivy, a 6'3" senior guard blistered the nets last year at record clips to become the nation's number five leading scorer, and while Ivy will be the nation's number two returning scorer this winter, head coach Ken Trickey believes there will be more to the Cyclone show than the multi-talented St. Louis product. Two other starters return from last year's 10-16 club along with Ivy as the Cyclones return six lettermen. While Ivy rewrote the entire Iowa State record book with his 28.3 average and 29.9 Big Eight production, there is room for everyone in Trickey's aggressive game. Senior Art Johnson, a starter last year at forward who may see time at center this season, averaged 15.8 points and led all rebounders with 251 as a junior. Senior guard, Jeff Branstetter (Harlan) is the other returning starter. The team quarterback, the fiery Branstetter led the squad in assists while scoring at an 8.5 clip. Other lettermen are forwards Dale Smith, Lodell Burnett and Mike Benjamin. Steve Burgason, a starting forward last season, suffered a freak accident, this spring, and has been ruled out for this year. He will be missed. Treynor's Jim Murphy, a sophomore, figures to see playing time this year as a back-up center.

A key to Cyclone success could lie with the incoming recruits. The newcomers include two transfers from Connors, Oklahoma, Junior College, 6'9" center Steve Powell, and 6'5" guard Calvin Freeman, plus Charles Peake, a 6'7" forward from Columbia Basin Community College in Washington. The incoming freshmen are two bonafide All-Americans, 6'5" guard-forward Andrew Parker, and 6'3" guard Julian Butler.

Trickey's teams have always ranked among the national scoring leaders and with Ivy leading the way, Iowa State managed to crack the nation's top 20 with its league record 85.8 average. Follow the Cyclones on KMA. The schedule is a super one. '75-'76 is going to be an exciting year for Iowa State.

Lucky MERL DOUGLAS, Morning Announcer. He bought a \$2.00 chance on a shotgun and with the help of NORM KLING sold the gun for \$300. He never even saw the gun.

## CYCLONES' BASKETBALL 1975-76

November 29—Vanderbilt  
 December 2—South Dakota  
 December 6—at Drake  
 December 9—at TCU  
 December 12—Iowa  
 December 17—Creighton  
 December 26-30—Big 8 Tournament  
 January 8—at San Diego State  
 January 10—Nevada-Las Vegas  
 January 12—at St. Louis  
 January 17—at Oklahoma State  
 January 21—at Kansas  
 January 24—Missouri  
 January 28—at Kansas State  
 January 31—Colorado (TV)  
 February 4—at Oklahoma  
 February 7—Nebraska  
 February 11—Kansas  
 February 14—at Missouri  
 February 18—Oklahoma State  
 February 21—at Colorado  
 February 27—Kansas State  
 March 3—Oklahoma  
 March 6—at Nebraska

## ISU Football Schedule

The month of November will see the end of football with KMA Radio completing its broadcast schedule of the Iowa State University games.

KMA Sports Director Warren Swain does the play-by-play on each game with Station Manager "Andy" Andersen assisting with the "color".

The remaining Cyclones games can be heard over KMA starting at 1:00 p.m. with the Coach Earle Bruce pre-game show, followed by KMA's Pre-Game show and kickoff at 1:30 p.m.

Nov. 1—Colorado at Ames  
 Nov. 8—Missouri at Ames  
 Nov. 15—Nebraska at Lincoln  
 Nov. 22—Oklahoma State at Ames.

### BIG 8 TOURNEY

KMA Radio will provide complete coverage of the Big Eight basketball tournament, Dec. 26-30, from the Kemper Arena in Kansas City. KMA will broadcast all the night games and of course, will follow all three Iowa State games in the tournament.

### BUSY BASKETBALL SEASON

Although it is too early for schedules to be complete for the basketball season, KMA Radio will continue its featured high school basketball game of the week, plus all the Iowa State basketball games. In addition, selected Tarkio College and Iowa Western of Clarinda basketball games will be aired. Be sure to listen to KMA for another great season of basketball with Warren Swain and "Mac" MacDonald.



A wall of carpeting was installed on two sides of the Mini-Computer in the Accounting Department in an effort to abate the noise it creates. Putting up the carpet are Inie Allen and Norm Collins from the Maintenance Department at May Seed and Nursery Co.



## BROADCASTING INTERN

Terry Clevenger is the latest intern in a growing list of trainees who come to KMA Radio Station under the program co-sponsored by Northwest Missouri State University at Maryville.

Interested in radio since junior high school, Terry will graduate in May as a broadcasting major. He is currently Station Manager of the AM and FM University stations and is active in Delta Chi fraternity. He hopes to find a position in radio either in news or as a disc jockey in the future.

As an intern he spends one day a week for one semester in the KMA studios observing and learning from first-hand experience the tasks of news broadcasting and programming for radio.

Terry, 21, is the son of Mr. and Mrs. Donald Clevenger of Kansas City.

## NEW SWITCHBOARD

The new cordless push button console makes operating the telephone switchboard physically easier for Chief Operator and Receptionist, Lucille Lawson.

No longer hidden by a maze of wires, Lucy thinks this board, the third since she started with Earl May Seed and Nursery Company 30 years ago, facilitates the handling of nine trunks with approximately 100 phones; including two direct lines and two Wats lines. The 20-pound console installed in July also features a blackout line which means there would continue to be limited phone power in case disaster struck Shenandoah.

Lucy and her two assistants, Joy Brownlee and Jess Cox, took a brief training session to learn the console and now control hundreds of incoming, inter-office calls and a paging system with professional ease.



# HAPPY HOLIDAYS FROM KMA



Sampling the cookies are (left to right) Joan Rowe, Mrs. Owen Saddler, Mrs. Edward May and Mrs. J. D. Rankin, Jr., and Brenda Kay.



Lining up for the annual "shot".

Retired air personality, **FRANK FIELD** entered the hospital Oct. 17 for tests. His wife, **JENNIE**, reports the tests showed he had developed a duodenal ulcer and anemia, but she had hopes that he would be back home before this issue of The Guide came out.

The picture at right shows KMA Station Manager **ANDY ANDERSEN** shaking hands with Shenandoah clothier, **LELAND GOLDBERG**, to signify their membership in the Shenandoah Country Club "hole-in-one" club. They both made it in one swing on No. 6 this past summer.



Golfers congratulate each other.

Seldom does **The Guide** have the opportunity to photograph the wives of May Broadcasting executives in the studios nibbling cookies. The occasion arose when **JOAN ROWE** of Omaha came to KMA to promote the Children's Hospital Bazaar in Omaha. Coming with her on the trip to Shenandoah from Omaha was **MRS. OWEN SADDLER** whose husband is Executive Vice President and General Manager of May Broadcasting. They were joined in the studio by **MRS. EDWARD MAY** and **MRS. J. D. RANKIN, JR.**, whose husbands are President and Vice President respectively. Mrs. Rankin is also Treasurer of May Broadcasting. On **LIVING TODAY**, Mrs. Rowe talked about the sales of a cookbook and treated her friends with cookies she had made, using one of the recipes found in the cookbook.

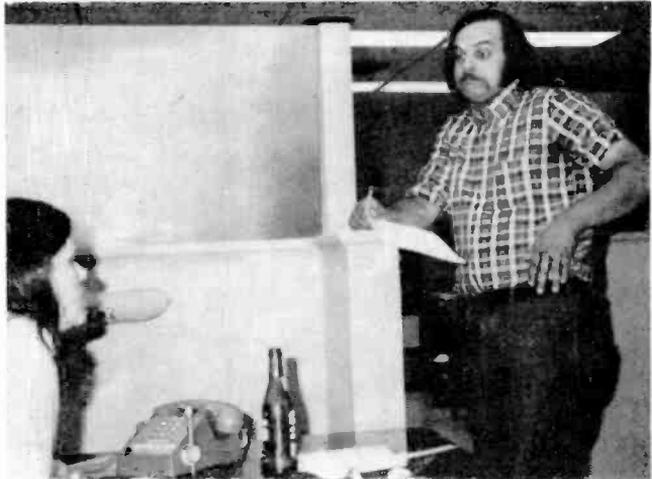
One afternoon is set aside each fall for the annual flu shots provided by the company for its employees. Shown in the picture are **IRENE HOWARD**, nurse, administering the needle to KMA Engineer **NORM KLING**. Next in line is Norm's wife, **MARGARET**; then **MAE DRIFTMIER** and **BOB FIELD**.

Whatever **MARSHA BROYLES** of Continuity said to get that reaction from **DON HANSEN** has been lost forever, but The Guide is happy to announce the promotion of Don to the position of Chief Announcer and Music Director. Don started with KMA while still in high school; later finished a radio engineering course and returned to KMA in the summer of 1974.

Related congratulations go to **KENT KELSEY**, son of **NADINE KELSEY** in Accounting. Kent, 14, completed the week-long bicycle ride in Aug. from Hawarden to Ft. Madison, Iowa, a distance of 400 miles, with the rest of RAGBRAI III participants. When he's older, he'll look back and marvel at his endurance and stamina like the rest of us.

Accountant **EARLE CROWLEY** while in Tucson, Ariz., met the actor who plays "Petrocelli" on TV. It seems Earle called him "Peppershellie" and when they met, the actor not to be outdone said, "I'm glad to meet you Carl."

**BILLIE OAKLEY** comes back to visit whenever she is in town. Representing Gooch products whose parent company Gooch Feeds advertises on KMA, she was handing out product samples to engineers **DON BURRICHTER** and **NORM KLING**.



Something Marsha said surprises Chief Announcer Don Hansen.



Distributing her "goodies" is Billie Oakley. That's Chief Engineer Don Burrichter and Engineer Norm Kling on either side.



It's not Billy the Kid, it's Mike Goodin holding up Evalyn Saner.

If you look closely, you can see the tiny gun sticking out of the child's cowboy hat that Operation's Director and Program Manager **MIKE GOODIN** is holding. His victim, Managerial Secretary, **EVALYN SANER**, cleaned out a closet for a garage sale and found the magical hat. The little pistol pops out of the hat and must have been the delight of Evalyn or one of her nephews. Mike claimed he was taking the gun hat home to his little girl, **ANGIE**, but we wonder who plays with it the most.



## 2nd ANNUAL WOMEN'S EXPOSITION

Two sessions of the 2nd Annual Women's Exposition drew nearly 500 women to the Liberty Memorial Building in Shenandoah Oct. 2.

KMA Women's Director, Brenda Kay, hosted the two programs which featured guest speakers Barbara Best, Consumer Affairs Representative from General Mills in Minneapolis; Jane Ann Stout, Extension Specialist from Iowa State at Ames; Dorothy Keith, Extension Home Economist of Page and Fremont Counties; Ester Cox of Sidney, free-lance Home Economist,

and Leta Youmans of Clarinda, Adult Education instructor.

Demonstrations and displays covered a broad spectrum including consumer concerns, specialized cooking, crafts and sewing.

Gifts, foods prepared on stage and bags of groceries donated by KMA and merchants were given away at both sessions.

### STORY ABOUT FRONT COVER

This panel of experts shared their knowledge with the hundreds of women who attended KMA Radio's 2nd Annual Women's Exposition this fall. From left to right they are Dorothy Keith, Barbara Best, Jane Stout, KMA's Brenda Kay, Leta Youmans and Ester Cox.



Jane Stout displayed many pieces of weaving and several looms.



"Questions People Ask" as consumers was the topic Barbara Best discussed.

# A MEMO FROM BRENDA KAY

Haven't we had a beautiful autumn? It's interesting to notice the abundance of color we have preceding a season of sparkling white.

Rich and I have been enjoying a busy fall season which started with our two weeks vacation to the East Coast, visiting Williamsburg, Virginia, Washington, D.C., Connecticut, New Jersey and New York City. It was a beautiful and meaningful trip, but it's always good to come home! Of course, Rich was especially happy to be home, because he had acquired an old '38 Ford and a new puppy right before we left. As for me, I had a dirty house and a large pile of laundry facing me, but together we gradually managed to get our house and our lives back in order.

Since winter is my favorite season, I am looking forward to the next few months. And with winter comes a good deal of entering. I've included several of my favorite recipes with this issue of the Guide which I hope you will try and enjoy. Remember to put your small appliances to work to help you in the kitchen.

Above all, remember to thank God for your life and loved ones during our Thanksgiving season, and for His Son during the Christmas holiday.



Esther Cox used the humorous touch in her demonstration on "Foods for Children."



In the basement kitchen before going on stage, Leta Youmans collects her ingredients for her talk on "Cooking with Herbs and Spices."



Dorothy Kelth showed the crowd the most economical way in "Cooking for 1 or 2".



## SCENES AT EXPOSITION

Pictures on this page show Brenda Kay on stage (top); her mother, Mrs. Virginia Crow (left center) who set up a display on craft ideas; Vivian Steinbauer behind her display on sewing and clothing; and (below) an interior decorating display presented by Carole Winter of Clarinda.

# HOLIDAYS AHEAD ➔

For a colorful vegetable dish, try . . .

## COPPER PENNIES (Marney Beemer, Corning)

Peel and slice 2 lbs. of carrots. Cook in salted water till tender.

Mix dressing:

- 1 can tomato soup
- 1 T. worcestershire sauce
- 1 c. sugar
- ½ c. vinegar
- ¾ c. oil
- 1 T. dry mustard
- Salt to taste

Slice 1 green pepper and 1 medium onion

Layer carrots, green pepper and onion in casserole. Pour dressing over all and marinate for 24 hours. Serve either hot or as a casserole or chilled as a salad. Will keep for 2 weeks.

\* \* \*

For weight watchers, here is a great substitute for sour cream . . .

## COTTAGE CHEESE TOPPING FOR BAKED POTATOES

- 1 c. creamstyle cottage cheese
- 1 T. chopped parsley or celery leaves
- ¾ t. chopped chives
- ½ t. dried dill seed
- ¼ t. salt
- Pinch pepper

Place all ingredients in blender and blend till smooth. This is enough topping for 4 potatoes.

\* \* \*

## CROCK POT POTATOES

Wash and grease potatoes and place in crock pot. You must fill the crock pot to half full, or the temperature will not get high enough to cook potatoes adequately. Do not add water. Cover and cook on low for 8 to 10 hours.

\* \* \*

## PEACH-TOPPED HAM

- 3 lb. fully cooked ham
- Whole cloves
- ½ c. packed brown sugar
- 3 T. maple-flavored syrup
- 1 T. prepared mustard
- Sliced peaches
- 1 T. peach syrup
- Coconut

Place ham on rack in shallow baking pan. Bake at 325° for 30 minutes. Remove ham and garnish with cloves. Return ham to oven for 15 minutes. Meanwhile combine brown sugar, syrup, mustard and peach syrup. Remove ham and spread with sauce. Arrange peach slices in spoke design or in a row on top of ham. Sprinkle with coconut. Bake another 15 minutes or till done.

## FROZEN FRUIT SALAD

- 1 pkg. orange gelatin (3-oz.)
- Dash salt
- 1 c. boiling water
- 1 can (8¼ oz.) pineapple tidbits
- 2 T. lemon juice
- ⅓ c. mayonnaise
- 2 c. whipped topping
- 1 medium banana, diced
- ½ c. diced mandarin oranges
- ¼ c. diced maraschino cherries
- ¼ c. chopped nuts
- ½ c. diced apricots

Dissolve gelatin and salt in boiling water. Drain pineapple and add other fruit juice or water to make ½ c. Stir into gelatin with lemon juice. Blend in mayonnaise. Chill till thick. Whip cream. Fold in fruits, nuts and whipped cream. Pour into 2 freezing trays or 9x5" loaf pan. Freeze till firm at least 3 to 4 hours. Other fruits may be substituted, drained, using a total of about 2 c. fruit.

\* \* \*

## DRIED BEEF CHEESE ROLL (Mary Williams, Guide Editor)

Combine all ingredients except dried beef, and then roll in dried beef.

- 1 8-oz. pkg. cream cheese, softened
- 2 t. worcestershire sauce
- 2 T. black olives, chopped
- 1 T. parsley
- 1 t. minced onion
- 1 T. milk or mayonnaise
- 1 3-oz. pkg. dried beef

Refrigerate till served.

\* \* \*

And for your sweet tooth . . .

## FRENCH APPLE WEDGES (Betty Burkland, Geneva, Ne.)

- 2 eggs
- ½ c. sugar
- ½ c. sifted flour
- 1 t. baking powder
- 1 c. finely chopped nuts
- ½ t. cinnamon
- ½ t. nutmeg
- ¼ t. salt
- 2 t. vanilla
- 2 c. pared, diced apples

Beat eggs till light. Sift dry ingredients together. Add to eggs and then add remaining ingredients. Mix well. Pour into ungreased 9" pie pan. Bake in moderate 350° oven 25 to 30 minutes. Cool. Serve with whipped topping or ice cream.

\* \* \*

JOIN BRENDA KAY every morning at 10:30 a.m., Monday thru Saturday.

# Entertain With These

## OATMEAL CHOCOLATE COOKIES (Mary Wilcox, Shenandoah)

- ¾ c. white sugar
- ¾ c. brown sugar
- 1 c. shortening
- 2 beaten eggs
- 1 t. vanilla
- 1½ c. flour
- 1 t. soda
- 1 t. salt
- 2 c. old-fashioned oatmeal
- 12 oz. chocolate chips
- 1 c. nuts, opt.

Cream shortening and sugar. Add eggs and vanilla. Add flour, soda, salt, oatmeal, chocolate chips, and nuts. Place on ungreased cookie sheet and bake in 350° oven for 10 to 12 minutes. Remove immediately. This is a crisp chocolate chip cookie.

\* \* \*

## GERMAN CARAMEL BROWNIES (Kay Herzberg, Clarinda)

- 1 14-oz. pkg. caramels
- ½ c. evaporated milk

Cook over low heat till melted. Set aside to cool. Combine the following:

- 1 pkg. German chocolate cake mix
- ¾ c. melted margarine
- ½ c. evaporated milk
- 1 c. chopped nuts

Press half of dough into greased 9x13" pan. Bake 6 minutes or until top of cake is puffed, but not completely baked. Remove from oven. Sprinkle with 1 c. chocolate chips. Pour cooled caramel mixture over top and sprinkle with remaining dough. Since dough is thick, you may have to drop dough by spoonfuls. Bake 15 to 18 minutes more. Refrigerate for 30 minutes then continue to cool at room temperature.

\* \* \*

## HOT MULLED CIDER

- ½ c. brown sugar
- 2 qt. cider
- 1 t. whole allspice
- 1½ t. whole cloves
- 2 pcs. stick cinnamon
- 1 orange, sliced

Place all ingredients in crock pot. Place whole spices in cheesecloth or tea strainer. If left loose, strain before serving. Cover and set on low for 2 to 8 hours. Serve from crock pot with ladle.

The rather heated city election in Shenandoah prompted KMA's Farm Man **STEVE HOFFING** to start a mayoral campaign for **BILL OVERBEY**, Advertising Director for May Seed and Nursery. Some of the bogus planks in the platform designed by the self-appointed campaign manager included: "Dogs will be allowed to roam the streets but children, 14 and under must be tied up; only those people

whose last name starts with X will have to pay property tax; to help save money the city council will only meet once a year; and Mondays will be city holidays, no work allowed." There seems to be no end to Steve's talents. Incidentally Steve serves as a volunteer fireman and complains that the bell in his house which calls him to a fire, sounds as loud as a bomb when it goes off.

About 80 women employees of May Seed and Nursery and KMA attended the annual steak fry at the Riverton cabin this past summer. Rain drove them inside.

## TRADITIONS

For the 29th year, KMA will broadcast the annual Christmas Choirs Concert which features an estimated 1,250 voices from KMA land. Scheduled for Dec. 24 and 25, the program presents the singing of choirs from the schools, colleges and churches in the area.

Another KMA tradition, marking its 15th year, is the annual drive for funds to provide Christmas Trees for the Glenwood State Hospital-School at Glenwood, Ia., which will begin soon on KMA. Listeners are asked to contribute so that about 100 trees can be set up to brighten the halls at Glenwood.

## 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. 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—Mrs. Duane Young
- Dec. 20—Dave, son of Earle Crowley
- Dec. 28—Ned Dermody
- Dec. 31—Barbara, daughter of Andy Andersen

**HAPPY ANNIVERSARY TO:**

- Nov. 4—Mr. and Mrs. Terry Broyles
- Nov. 10—Mr. and Mrs. Dee Martin
- Dec. 29—Mr. and Mrs. Mike Sherman
- Dec. 29—Mr. and Mrs. John Kidd

# FEEDBACK

By NED DERMODY

Normally, we would try to recap 1975 in our final installment for the year . . . and attempt to look at 1976 in light of what News expects and will try to anticipate. However, anticipating news in recent years has become extremely difficult. At this writing New York City is on the brink of defaulting on its short term notes . . . and officials are telling us that when that occurs it will reverberate throughout the world. Note . . . when not if. There seems little doubt that eventually, the city will default . . . and when it does . . . everyone will feel the effects. After all, you can't post a notice of bankruptcy at the city limits!

Perhaps New York City could come up with a bicentennial gimmick that would bail it out of its financial dilemma. That may be facetious but the big ripoff on the bicentennial is well underway, and virtually everyone is either trying to make a buck or ten or is being victimized by various cute games and gimmicks. The latest scheme, official of course, is the bicentennial coins. For nine dollars you can get, at any bank, a mint set that includes a 50-cent piece, a quarter and a dime in a special case. Undoubtedly, the set will be worth quite a bit someday . . . but nine dollars?

Communities, far and wide, are becoming bicentennial cities . . . villages . . . counties . . . official historical landmarks . . . ad nauseum. The Des Moines post office building (the old one of course) has become a national historical landmark. They'd better mark it well because the 1930 vintage building looks like a thousand other old post offices.

When the bicentennial year started, we paraphrased the Declaration of Independence and said we thought it would be a good opportunity to think and study about heritage, patriotism and history . . . the people who have directed our destiny as a nation. We still think it is a good time . . . provided one can escape the deluge of pseudo-biographical novels, congressmen presenting bicentennial flags and people selling "official" gimmicks at inflated prices.

On the other hand . . . it is free enterprise. After all, free enterprise has, our leaders say, been responsible for our greatness and, back to New York . . . New York is our greatest city, a national city, they tell us. Free enterprise in New York City has resulted in inflated salaries for public employees, inflated work rolls and super inflated welfare rolls. Who cares? Well all of us had better study New York's dilemma because, whether we like it or not, New York is a barometer of our national wel-



Three-year-old Amy poses with her daddy, Ned Dermody, KMA News Director, outside the KMA building.

fare. If it happens in New York . . . it will eventually happen at home.

The husband of NANCY STOTTS, KMA's Traffic Manager, sustained a severe cut on the nose when the corrugated roofing he was working with struck him on the side of the nose. Near Henderson, Ia., when the accident happened, Bob was rushed to a Council Bluffs hospital where plastic surgery was performed. He is due to return in November for more surgery. In the meantime, he changed jobs in August, becoming an officer with the Shenandoah police department, and attended a training program at Iowa Western Community College at Council Bluffs in October.

Just before school started this fall, RHONDA, the Stottses' 9-year-old daughter, gleefully discarded her glasses. She had worn them to correct a lazy right eye.

Engineer RALPH LUND and his wife, BETTY, drove through snow while vacationing in Colorado in October. In Denver, they visited his sister, Mrs. Ed Blaser.

Salesman LARRY HILLS' younger son, TIM, split his right knee open this summer and spent a week in an Omaha hospital. The accident occurred when his bike hit a cement slab near their home in the country.

NAN BONE, wife of Associate News Director, BILL BONE, is teaching first grade at Broad Street School in Shenandoah. She taught remedial reading in Hamburg, Ia., last fall.

LYNN PADILLA and her two children, GAYLEEN and DOUGLAS, moved into their newly finished home in May. In a future issue, The Guide hopes to show pictures of the house. In the meantime, Lynn is making plans for more landscaping.

POSTMASTER

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# Captain Stubby Pleases Crowd

KMA Station Manager Andy Andersen introduced Captain Stubby to the dinner guests. Facing the audience at the head table are new Chamber president, Fred Danforth, and his wife, Elaine.

The largest crowd ever to attend the annual meeting of the Shenandoah Chamber of Commerce turned out to hear radio personality, Captain Stubby in October. And the entertaining "country boy" who began many years ago in Chicago radio on the Don McNeill show kept the dinner guests gasping with laughter as he told one humorous story after another for about 40 minutes. The usual recognition of business leaders and cooperating media was conducted with KMA's own Andy Andersen acting as M.C. for the affair.



Andy and Stubby exchange quips after program.

Captain Stubby can be heard on KMA Monday through Friday at 11:55 a.m. and at 7:30 a.m. Saturday.

