

The

KMA GUIDE

December, 1971



COVER STORY

For the first time in several months, The Guide is able to print a four generation family portrait of the Mays. In this picture are the matriarch, Mrs. Earl May, her son, Ed, and his daughter, Karen (Mrs. James Sislo) with her two children, Amy and Bill. A holiday visit by the Sislos who reside in Wausau, Wisconsin, gave The Guide photographer, Tom Taylor, a chance to obtain this picture of the family who joins KMA Radio and The Guide in wishing each of you a Merry Christmas and Happy New Year.

Tree Fund for Glenwood Patients Keeps Growing

For the 11th straight year, KMA listeners have generously opened their hearts and pocketbooks to contribute to the fund to buy Christmas trees for the Glenwood State Hospital-School at Glenwood, Ia. There are still several weeks to respond to the appeal, and it is hoped that every hall and lounge at the Glenwood institution will be aglitter with twinkling lights on a beautiful, symmetrical, pine-scented tree as a result of these contributions.

Since there are no state funds available to buy the trees, your donations make the trees possible and May Seed Company takes care of all the rest—trucking, handling, etc.

If a donor could see the delight in the eyes of those patients to whom Christmas is so extra-special, he, too, would get an extra-special glow to carry over for the whole Yuletide.



Ed May's grandchildren.

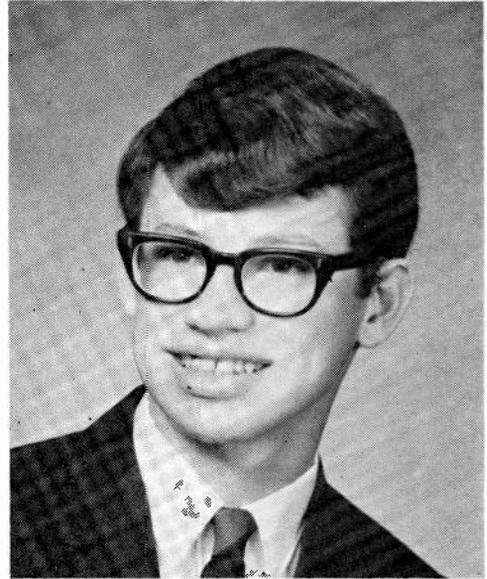
The KMA Guide

DECEMBER, 1971

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KMA News Adds NWMSC Student

Dwight Lee Anderson, who answers to the nickname of "Skip" joined the KMA Radio staff this fall as a weekend news reporter. During the rest of the week he attends Northwest Missouri State College at Maryville, Mo., where he is a senior majoring in the communications field.

Born in Fort Dodge, Ia., "Skip" has resided with his family on a farm seven miles southwest of Renwick, Ia. His parents are Mr. and Mrs. Cledis Anderson and he has two brothers, Tony, who is employed in San Francisco, Calif., and Alan.

After graduation from high school, "Skip" received an associate arts degree from ICCC at Eagle Grove, Ia. He has worked as sports editor for the Eagle Grove Eagle.

Among his interests are sports, music and politics and as a hobby, he collects clippings pertaining to these areas.

Because of his class schedule, this young KMA staffer is heard only on Friday mornings.



❧ *Merry Christmas from Ed May* ❧

It doesn't seem possible another December has arrived but here it is. December, of course, is highlighted by the celebration of Christmas. In keeping with the Christmas spirit, the following — by Henry Van Dyke — contains some useful thoughts in the keeping of Christmas:

KEEPING CHRISTMAS

Are you willing
to forget what you have done for other
people, and to remember what other
people have done for you;
to ignore what the world owes you, and
to think what you owe the world;
to stoop down and consider the needs
and desires of little children;
to remember the weakness and loneliness
of people who are growing old;
to bear in mind the things that other
people have to bear in their hearts;
to put your rights in the background, and
your duties in the middle distance, and
your chances to do a little more than
your duty in the foreground;
to believe that love is the strongest
thing in the world — stronger than hate,
stronger than evil, stronger than death;
and that the blessed life which began
in Bethlehem nineteen hundred years ago
is the image and brightness of the
eternal love.

Are you willing to do these things even for a day?
Then you can keep Christmas.
And if you can keep it for a day, why not always?
But you can never keep it alone.

—Henry Van Dyke

Karen and the grandchildren spent a week in Shenandoah during the month of November. One night we went to my mother's house and while there took some pictures showing the four generations. One of these pictures is shown on this page. On

page 2 are grandchildren Amy and Bill in front of a Christmas tree. Amy will soon be three years old and Bill is a year and a half. It is always a pleasure seeing them, and I am sure they will have an exciting Christmas this year. I hope you do, too.

Season's Greetings

FROM FRANK

Last month on this page you got a look at a four generation Field family picture including Scotty, the youngest great-grandchild, John Fishbaugh's boy. This month you are getting a closer look at him with his grandmother, Zo Fishbaugh. Scotty had a sober streak the morning I wanted to take his picture to use on this page. He was perfectly willing to pose all right, but nothing we could do or say would bring even a ghost of a smile. His mother, Carol finally thought of giving him a mirror and that did the trick. He loves to admire himself in the mirror. He has finally learned how to crawl, and the only way that Carol can keep track of him for any length of time is to put him in his play-pen, which has sides high enough to keep him confined.

It is time now, if you haven't already done so, to get the roses and hardy perennials ready for winter. The roses here in the middle west need a certain amount of protection, to carry them through our sub-zero winters safely, and this protection can be any one of several methods. One of the most satisfactory is the rose cone. Being rather substantially made of styro-foam, they not only do a very satisfactory job in carrying the rose bushes through the winter safely, but they will also last for a number of years, as they can be used over and over again. In order to use them, it is necessary to cut the rose bushes back to about 12 inches and then tie the stubs loosely with a strip of rag, so the rose cones may be slipped down over them. Then cut some pieces of stiff wire about a foot long and bend them like hair pins and stick one down through each corner of the base of the rose cone. This will hold them firmly in place no matter how strong the wind blows during the winter. Some folks get the same effect by piling some dirt around the base of each cone, but I like the wire hair pins better.

If the idea of rose cones doesn't appeal to you, you can carry your roses through the winter very nicely by pulling up all of your frosted annual flower plants and stuffing them in around the bases of the rose bushes to a depth of about 10 or 12 inches. This would include Petunias, Marigolds, Zinnias and in fact, any of the annuals which will have to be pulled up now and disposed of anyway.

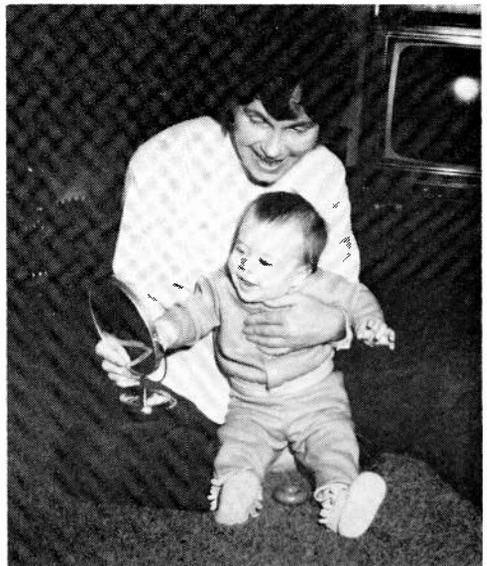
Another old-time method of rose protection is to pour about one-half a bushel of dirt down in the center of each rose bush making a mound about 10 or 12 inches high. This will protect the roses beautifully during the winter, but the draw back is that this dirt will have to be removed and put somewhere else when spring comes. Still another method is to use crushed corn cobs instead of dirt to make a mound

around each rose bush. This does just as good a job of protection as the dirt, and is really not very expensive either. For several years now we have used ground corn cobs on all of the roses out at the trial grounds, and will again this winter as soon as the boys can get around to it.

Most of the perennial flowers are perfectly hardy with very little, if any winter protection, but I like to cut the chrysanthemums off at the ground just as soon as we have our first hard freeze. These tops are then laid right back on the ground over the mum plants. Peony tops should be cut back to the ground with the first hard freeze and carried away and burned in order to destroy any virus or botrytis blight which might have shown up on the leaves in the form of black spots or blackening of the stems. Iris tops can be cut back almost to the ground anytime now and the tops either allowed to remain on the ground or raked up and burned. Either way seems to be all right.

Most of the lilies, except the Madonnas, have their bulbs down 8 or 10 inches deep where they don't seem to mind what kind of winter weather we have. The Madonnas appreciate an extra 2 or 3 inches of light mulching material through the winter as their bulbs are very shallow, and in fact, the leaves stay more or less green throughout the winter.

As I am writing this page, Bob Field, my son, is still recuperating from a three-week stay in the Shenandoah Hospital, during which time he had his gall bladder and appendix removed. By the time you are reading this, he hopes to be well on the road to complete recovery and able to eat a lot of things which had been on the forbidden list.



RFD 960 SENDS GREETINGS

My duties as farm director at KMA included a news event of general interest during October when President Tito of Yugoslavia paid a visit to Des Moines, Ia. The event was to have included a visit to an Iowa farm near Des Moines but because of a delay at the Los Angeles airport, the farm tour was cancelled. Farm reporters were disappointed, of course because the reaction of President Tito to the John McKee farm would have made interesting copy. As it turned out, the John McKee farm family visited with Tito at the Air National Guard headquarters at the air terminal. Reporters, all 50 or more including myself and Tom Taylor of KMA News Department, were barred from covering that conversation presumably because of security precautions which seemed a little ridiculous at times. The conversation with Gov. Robert Ray and Mrs. Ray was also not allowed to be covered and the information given to us about the content of both conversations was second-hand. The conversations were mostly pleasant generalities according to the information received. Tito was reported to have stated that the number of persons engaged in agriculture in Yugoslavia was too many . . . something like 45 percent and that he would like to have this reduced to about 20 percent. This is compared with the United States percentage of approximately 5 percent directly engaged in Agriculture. The same complaint was registered during the visit recently to Iowa by West German Agriculture official, Dr. Wichard Harrack of Bonn, Germany. In West Germany the percentage is approximately 10 percent. Dr. Harrack explained that they have a labor shortage in his country and have had to import workers from several other countries. Many farmers, especially the younger ones, are being encouraged to take technical training to try to fill this demand. This would mean that the farms would have to be enlarged. Corporation farming is prohibited in West Germany by a law enacted in the period following World War II.

Getting back to the Tito visit, there was speculation about why Tito landed in Des Moines where he was brought by Air Force One, the Presidential jet used by our President. The Yugoslavian plane was flown to Des Moines to continue the flight from Des Moines to Ottawa, Canada. The mystery was never fully explained but once again in the area of world diplomacy it quite frequently never is.

It nevertheless provided this reporter with some unique experiences. Whenever a foreign dignitary comes to this country, news reporters are always placed in a competitive situation to try to get the big scoop. It becomes a real hassle to cover an event when you are in competition with 50 or more reporters scrambling to get the best report possible. There were some situations at

the Des Moines Airport during the Tito visit that gave Tom Taylor and me some satisfaction under this situation. First was an unscheduled visit aboard the Yugoslavian plane, a Russian built model. The commander of the plane invited us aboard while the rest of the news "pack" happened to be somewhere else. Tom and I were among only five reporters that viewed the interior of President Tito's plane. The second event happened when the "pack" was scattered somewhere else and I maneuvered myself into a most advantageous position to get the official statement of the Tito visit to this country. The picture on this page will attest to that. I think this accounts for my smile or laugh. KMA was thus able to give its listeners coverage of an event of National interest and of an event that doesn't happen too often in Iowa.

One of the big farm stories covered by KMA was the resignation of Secretary of Agriculture Clifford Hardin. When the rumor was first released on a wire service, KMA's associate farm director Jack Mihall contacted Iowa Congressman William Scherle. Scherle was able to confirm that the resignation was taking place. We were then able to furnish the additional information to the wire story which gave KMA Radio credit for the confirmation. Hardin's replacement has since been announced. He is Earl Butz who served as assistant secretary of agriculture under Ezra Taft Benson during the Eisenhower administration. Dr. Butz is an excellent speaker and has a most thorough knowledge (from an academic standpoint at least) of agriculture and its problems.

The November crop report was released just before I finished this article. It shows an even greater yield than previous reports, placing the production of corn and other grains at record proportions. It has given rise to concern that unless controlled it could result in greater feeding of livestock eventually affecting and lowering their prices. It will be interesting in the days ahead to see how the new Secretary of Agriculture handles this problem.



For pictures of the Yugoslavians visit to Iowa turn the page.

On the Spot Coverage of Tito's Visit By KMA

KMA's Cliff Adams and Tom Taylor covered the visit of Yugoslavian President Tito at the Des Moines airport last month. Tom took this picture of (left to right) Mrs. Betty Ray, wife of Governor Robert Ray who is next in line; President Tito; Mrs. John McKee, whose farm Tito was scheduled to visit; and Mrs. Tito.



Yugoslavian pilot Col. Nikola Zutich, 43 of Belgrade, (middle) stands beside the Russian built Ilyushin-18 presidential plane of Yugoslavian President Josip Tito. With Col. Zutich are two of the five crew members.

After Zutich posed for this picture for KMA newsman Tom Taylor, he invited Tom and KMA Farm Service Director Cliff Adams aboard for a close look at President Tito's quarters. It was the first time either had been inside a Russian airplane. They were among only five newsmen who were allowed inside the plane. The interior of the plane was furnished with couches and comfortable chairs, also tables. Drab in color, the addition of two bouquets of flowers from a California stop-over lightened the inside a little.

KMA Farm Service Director Cliff Adams was almost lost in the mob of newsmen interviewing Yugoslavia's Foreign Minister of North and South America, Miroslav Kraecic, at the Des Moines airport. Kraecic spoke officially for President Tito who did not talk to newsmen. Tito spent one hour at the airport before changing planes and flying on to Canada. Des Moines was the last stop on Tito's six-day American visit.



WARREN SWAIN

On Sports

In addition to KMA carrying every Creighton University basketball game, this season Radio 960 will also broadcast selected basketball games involving Iowa Western Community College of Clarinda, Ia., and Tarkio College, of Tarkio, Mo.

Enthusiasm Reigns At IWCC

Lots of lettermen, a tough schedule, some exciting freshmen, new coach, student body enthusiasm and loyal community support. These are the ingredients for a successful basketball season at Iowa Western Community College at Clarinda. Coach Stanton will return to the job after a retirement of a year and promises to provide some real fan appeal with a pressing defense and a run and gun offense. Previously, Stanton-coached Bluejays have averaged 90 plus points per game while winning 83 and losing 33 games. The schedule is a tough 26 game grind against the top junior college teams in Iowa, Nebraska, Missouri and Kansas with national champion Ellsworth heading the list. Other perennial powers on the schedule include Burlington, Moberly, Mo., Fort Dodge, Grand View, Platte, Nebraska, and arch-rivals such as Southwestern J C of Creston, and Centerville. Stanton inherits a group of eight lettermen from last year's 8-18 team. Coach Walt Stanton's evaluation of the team thus far is (1) Quickness is our greatest asset. (2) Shooting is excellent. (3) Rebounding is adequate and will get better. (4) Defense is unknown at this time.

The five remaining Iowa Western basketball games that KMA will carry are as follows:

- DEC. 8 AT STATE FAIR J C IN SEDALIA, MO. ----- 7:55 p.m.
- JAN. 11 AT CENTERVILLE J C ----- 7:25 p.m.
- JAN. 19 GRAND VIEW J C --- 7:25 p.m.
- JAN. 25 AT BOONE J C ----- 7:25 p.m.
- FEB. 7 AT SOUTHWESTERN J C OF CRESTON ----- 7:25 p.m.

Attends Seminar

Every member of the KMA Radio Sales Department and Mrs. Lynn Padilla of the Continuity Department attended a one-day advertising seminar in Kansas City, Mo.

Attending the accelerated course from KMA were Pat Patterson, Dennis Boldra, Byron Stoner, Dee Martin and Mrs. Padilla. Others came from a six-state area for the meeting. The KMA group left early in the morning traveling in the May Seed and Nursery Co. plane.

December, 1971

Tarkio Joins New Conference

Tarkio head basketball coach, Wayne Davidson, has five returning lettermen, four returning squadmen from the freshman team, and four transfers. Jim Martin, a returning sophomore center, averaged 11 points a game last year and led the Owls in rebounding last year. Also returning are Charlie Parker, a junior guard, from Kansas City, Marlin Everts of Grundy Center, Del Morley of Lenox, and Mark Dalbey of Tarkio. Tom Moore transferred to Tarkio last February from the University of Missouri. Bill Blanton is returning to college after three years in the U. S. Navy. Rick Butt is a junior college transfer, Vance Parks transferred to Tarkio in September when Hiram Scott discontinued their academic program. Promising freshmen include: Paul Fell of Mount Ayr, Dave Brown of Kansas City, Barry Keith from Spencer, Indiana, Larry Manz from Shelby-Tennant High School. The 1971-72 schedule will be a real challenge to the Owls. Tarkio is entering into the new Heart of America Collegiate Conference, and will play such strong independents as Drury, Rockhurst, Peru, and Missouri Western. Two tournaments are also included: The Hillyard Christmas Classic in St. Joseph and The University of Dubuque Tournament. The four remaining Tarkio College basketball games that will be broadcast by KMA include:

- DEC. 4 AT DRURY COLLEGE - 7:25 p.m.
- JAN. 8 AT CENTRAL METHODIST ----- 7:25 p.m.
- FEB. 5 AT OTTAWA UNIVERSITY ----- 7:25 p.m.
- FEB. 12 GRACELAND COLLEGE ----- 7:25 p.m.

December Basketball On KMA Radio

- DEC. 1 — Wisconsin St. at Creighton
- 3 — Montana St. at Creighton
- 4 — Tarkio College at Drury College
- 6 — Idaho St. at Creighton
- 8 — Iowa Western at Sedalia, Missouri
- 10 — High School Game of the Week
- 11 — Creighton at Brigham Young
- 13 — Creighton at Kansas State
- 17 — High School Game of the Week
- 20 — San Jose St. at Creighton
- 21 — High School Game of the Week
- 22-23 — Creighton at New Mexico Tournament (other teams St. John's of New York, Texas A & M, and New Mexico)

ON THE
KMA
PARTY LINE



Nadine Kelsey gets a surprise gift.

When **NADINE KELSEY** found out that her husband, **BOB**, had won an all-expense paid trip to Las Vegas, Nevada, she literally exploded from her desk in accounting to tell the rest of the **KMA Radio-Guide** staff. From then until the day she left, her wardrobe was carefully reviewed in morning coffee sessions with the girls and by the time she left, she had bought several new outfits including mostly pants suits which she particularly likes to wear. The group got together one evening after work for a little "bon-voyage" party and the day before she left the **KMA** girls and **LUCY LAWSON** from the switchboard presented her with a "secret" gift. It is understood that Nadine ate the gift by the time the plane landed in Las Vegas. She reported having a great time and seeing many fine entertainers.

Along with the party for Nadine's trip, the staff also joined in a farewell party for **CORINNE GILBERT** of Guide circulation. They presented Corinne with a gift for her baby who is expected sometime around the New Year.

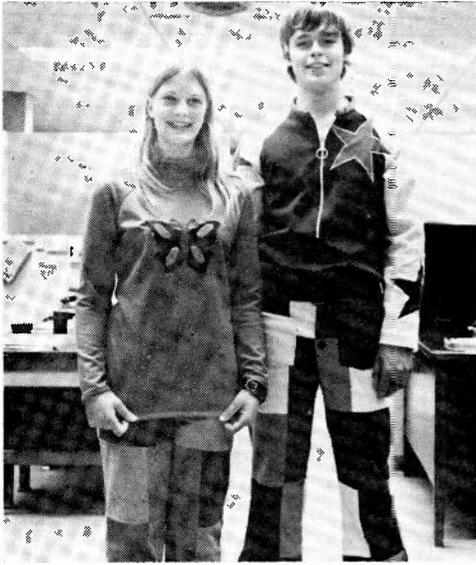
Taking Corinne's place in the circulation department is **MARY WILLIAMS** who is adding that task to her job as editor of *The Guide*.



Pranksters leave "calling card."

After Halloween when the fun-lovin' mischief-makers had deposited the old outhouse on the May parking lot, many of the office wits came up with such remarks as it must be "a new office building," "toll booth to May's entertainment palace" and some thought Newsman Tom Taylor, who was snapped peeking out, was the gate keeper. The picture of Tom and the "outdoor commode" was taken by Chief Announcer Mike Goodin on a very rainy day. If they had waited one more day, they would have missed the outhouse because the city workers removed it that evening.

KMA newsman Tom Taylor attended the Nebraska-Missouri football game in Columbia October 9th. While there, Tom says he heard a story about a Nebraska football fan who was on his way to the game and got stopped by the highway patrol, apparently for speeding, near Kansas City. The man had been going 77 in a 70 mile per hour zone. The patrolman stepped up to the car and said he'd have to give the man a ticket. A moment later the driver had **FOUR** tickets . . . all to the football game. It seems a friend of the patrolman had given him the tickets, which the patrolman couldn't use after all, so he stopped the first car he saw with Nebraska license plates and gave them away.



Patch pants — the latest mod fashion.

It is not unusual for a daughter to ask her mother for something special in the way of wearing apparel but **JOAN ANDERSEN**, Station Manager **ANDY ANDERSEN'S** wife, got a double request. Daughter, **BARBARA**, wanted shirts and pants not only for herself but for her boyfriend, **RANDY GOWING**. Fashioned in the latest patch design favored by teenagers, the pants are made of multi-colored corduroy with knit tops featuring butterfly and star motifs. Of course, Barb figured her mother would know how to put it all together since she is the Home Ec teacher for the Shenandoah Junior High.

Students at Shenandoah High School recently staged a talent show entitled "Homecoming Hullabaloo." Taking part in the variety program were **DON MULLISON**, son of **ARDENE MULLISON**, Traffic Manager, who played a solo on the "Jews harp" much to the enjoyment of the crowd. Also on the stage that night were **LOCHE WILLIAMS**, son of Guide Editor **MARY WILLIAMS**, who was in a band skit, and **PENNI STONER**, daughter of Salesman **BYRON STONER**, who portrayed her role of Bianca in a sketch from the fall school play, "The Taming of the Shrew." Incidentally, the play was given Nov. 12 and 13 and also in the cast was Manager **ANDY ANDERSEN'S** daughter, **BARBARA**, who played a Hatmaker and a Gentlewoman. Other items about students from KMA staff families includes the news that Loche Williams was one of the students eligible for the American Field Service exchange program and **CAROL KLING**, daughter of Engineer **NORM KLING** has been named secretary of the Girls Glee. The senior class elected **ED MAY, JR.**, president and he was named student body VP.



"Sugar Blues" soloist reminisces with Jack Mihall.

Acting on a tip from Mrs. **ED MAY SR.**, **JACK MIHALL** made contact with a musician well known to KMA listeners who are in the "over-30" age bracket. The musician is **CLYDE MCCOY** whose famous "Sugar Blues" recording will be remembered by those who recall the days of the big-name bands. McCoy played a date in November at the Hamburg, Ia., American Legion Club and dropped in to the KMA Studios for an interview. He told Jack that he has a 5-man combo now and travels by car while in the old days he had 40 to 50 men in his orchestra and they rode in a bus. He still makes one-night stands and was headed for Arkansas after his Hamburg date. Although his hair is white and thinning, he revealed that he wouldn't change his life. His schedule calls for playing summer engagements in the northern states and winter ones in the southland with vacation in between.

TOM TAYLOR says that during a recent weekend trip to his hometown of Sedalia, Missouri, he discovered he was able to tune in KMA on his car radio while parked in one particular spot in his parents' driveway. That's 250 miles away from Shenandoah, but Tom says the station comes in as clear, most of the time, as if he were listening right here in Shenandoah . . . even at night time. Tom drove all around Sedalia with his radio tuned to KMA, but couldn't pick it up except in his parents' driveway.

KMA's engineers are skeptical about Tom's claim, but he says he heard KMA clear as a bell. Tom suggests that maybe the engineers are doing a better job than they realize.

Besides, Tom's parents, Mr. and Mrs. Lewis Taylor, have been known occasionally to sit in their car in the driveway and listen also. They also have a Halicrafter short-wave receiver set in the house which picks up KMA, but not as clearly as that one spot in the driveway.



This shows a group of women as they filed past the tables laden with over 5000 home-made cookies, some just looking, others busy copying the recipes.

Hosting the afternoon of recipe exchanging and entertainment were Billie Oakley and Jack Mihall.

Cookie Festival Draws Large Crowd

"A dozen cookies, a recipe and thou," to paraphrase, admitted each of the estimated 400 women into the KMA-Gooch Cookie Festival Nov. 18 at the Shenandoah Liberty Memorial Building.

Over \$400 worth of prizes were awarded to the lucky gals whose names were drawn from the barrel by Jeff Patterson, son of KMA's Pat Patterson.

Cookies left over were taken by KMA staffers to Our House, Shenandoah; Powell School, Red Oak; Page County Home; and the Glenwood State School.



Crowd of women relaxed and enjoying entertainment by Shenandoah Singers of the Shenandoah High School and a fashion show produced by merchants in Shenandoah.

FEEDBACK

By NED DERMODY

Random Thoughts with which to end one year and start another: **KMA Radio scooped the world on the Resignation of Clifford Hardin as Secretary of Agriculture.** Jack Mihall picked up the rumor and immediately phoned Congressman Bill Scherle in Washington. Scherle confirmed that Hardin indeed was resigning and followed with some rather descriptive opinions on Hardin and who he (Scherle) wanted as a replacement. The Story . . . when filed with Associated Press and United Press International flashed nationwide. Interest in Iowa and Nebraska was obvious when stations from both states flooded the KMA switchboard with requests for actualities. A followup on the appointment of Earl Butz to Hardin's post drew requests for actualities from Des Moines, Davenport, Ames, Sioux Center, Decorah, Waterloo, Fort Dodge, Oelwein, Cedar Rapids, Mason City, Omaha, and Lincoln.

This points up the fact that News Stories, big news stories, are not always originated by Washington, New York or other Government Centers. Still the report makes headlines across the nation. News Coverage is better and more wide spread. A listener may not like what he hears on the News . . . but he will get an opportunity to hear it and then make a judgment on its value.

There has been a great deal of criticism of "The Media" as the year ends . . . and there will be more . . . much more . . . as we move into 1972 . . . a Political Year. Virtually everyone seems unhappy with "The Media" and what is said, who says it . . . and how it is presented. Some criticism is of value . . . indeed some is deserved. A great majority is not. Politicians are perhaps the greatest critics . . . but the first to rush to the reporter when election time rolls around. Journalism is not a profession in the sense of medicine or law . . . because there are no hidebound code of ethics or mandatory regulations for violation of ethical behaviour. But then there is no strict code of ethics governing the politician, businessman or union representative. There are bad reporters . . . but they are in the minority and are quickly weeded out through their own errors. There are young reporters who must grow in their profession and old reporters that are too bound by what they have done in the past. Still . . . reporters are more capable, better equipped and more intelligent today . . . than at any time in the past.

KMA News was one of only three broadcast representatives at a special televised news conference with Governor Robert Ray in Des Moines. KMA's Assistant News Director Tom Taylor was one of eight reporters at the news conference which was tele-

vised by the Iowa Educational television network.

Second hand reporting . . . is an ominous sounding phrase. It somehow sounds dishonest . . . but in fact . . . it is an important tool in Journalism. i. e. Congressman Bill Scherle told KMA that Clifford Hardin had resigned as Agriculture Secretary. Hardin didn't tell us . . . nor did he tell Scherle. Scherle's source was "close" to Hardin. The story was accurate **AND** important. It was second hand reporting. In fact . . . perhaps **THE** most important story was best reported . . . second hand.

Christmas brings a great deal of songs, advertising, preaching and pleasant thoughts. At the same time . . . Christmas morning . . . virtually everyone attending Church . . . will hear the Story of Christmas or the Gospel . . . according to St. Luke. Second Hand Reporting . . . and a pretty good job too.

KMA News . . . Nancy Maher, Skip Anderson, Ralph Childs, Tom Taylor and myself . . . wish you a Blessed Holiday . . . a prosperous New Year and . . . Peace!



MUNICIPAL ELECTIONS

meant long hours of planning and broadcasting for the KMA News team. Nancy Maher manned the telephone taking returns as soon as they were available from the 100 Iowa cities in KMA-land. Prior to election night, Nov. 2, she had contacted each city and mapped the area to facilitate the reporting. On that night, News Director Ned Dermody and Operations Director Jack Mihall (above) kept the listeners informed of each development as it came in, running late into the night. Wrap-up stories were presented the next day by Newsmen Tom Taylor and Ralph Childs.

Guest Cook for December - *Esther Burrichter*

The slightest hint from the children that they'll be home sets Esther Burrichter to baking and cooking according to her husband, Don, who is Chief Engineer for KMA.

Well-known for her culinary arts, Esther is also an artist of another kind. She likes to paint and has taken classes in oils and acrylics. However, she doesn't get to paint as frequently as she would like since she is kept very busy as the school nurse for the Shenandoah Community Schools. She has been the school nurse for the past 10 years. Among her other interests are reading and nature study. She and Don feed a pet squirrel all winter and have managed to keep a robin feeding at their bird feeder during the winter months.

Of primary concern to Esther are her children and grandchildren. The children are Ed of Ottawa, Kansas, who has two sons, Mike and Tim; Carol who is Mrs. Stephen Peters of Shenandoah and her children, Lori and Andy; Connie who is Mrs. Jim Myers of Council Bluffs, Ia., who has a son, Mark; and Mary who graduated last month from Iowa State University at Ames.

The recipes on these two pages represent Esther's tested family favorites which she has used through the years.

POINSETTIA POTATOES AU GRATIN

- 8 cups cold cooked diced potatoes
- 1 can cream of mushroom soup
- 1 can cream of celery soup
- 1 cup grated pimento cheese
- Salt and pepper to taste

Heat soup and cheese in double boiler until cheese is melted. Pour over potatoes and put in greased casserole. Heat thoroughly in 350 degree oven about 1 hour. When ready to serve, garnish top with poinsettia made from pimento, using green pepper for stem.

OLD TIME POPCORN BALLS

These easy-do popcorn balls make gay gifts for your holiday guests or friends. Wrap in saran, tie with ribbon, insert a candy cane thru bow.

- 5 quarts popped Earl May popperized pop corn
- 2 cups sugar
- 1½ cups water
- ½ t. salt
- ½ cup light corn syrup
- 1 t. vinegar
- 1 t. vanilla

Keep pop corn hot and crisp in slow oven, 275°. Butter sides of sauce pan. In sauce pan, combine sugar, water, salt, corn syrup, and vinegar. Cook to hard-ball stage (250°). Stir in vanilla; slowly pour over hot popped corn, stirring just till mixed through. Butter hands lightly. Shape popcorn in 4-inch balls. Makes approximately 9.

CHICKEN-N-STUFFING SCALLOP

This is great for church pot luck, club luncheons, company dinners.

- 1 8-oz. pkg. (3½ cups) herb-seasoned stuffing
- 3 cups cubed cooked or canned chicken
- ½ cup butter or margarine
- ½ cup enriched flour
- ¼ t. salt
- Dash of pepper
- 4 cups chicken broth
- 6 slightly beaten eggs
- 1 recipe pimento mushroom sauce

Prepare stuffing according to package directions for dry stuffing. Spread in a 13x9x2 baking dish. Top with a layer of chicken. In a large sauce pan, melt butter; blend in flour and seasonings, add cool broth; cook and stir till mixture thickens. Stir small amount hot mixture into eggs; return to hot mixture; pour over chicken. Bake in slow oven (325) 40 to 45 minutes or till knife inserted halfway to center comes out clean. Let stand 5 minutes to set; cut in squares and serve with **Pimento Mushroom Sauce**.

Pimento Mushroom Sauce

Mix 1 can condensed cream of mushroom soup, ¼ cup milk, 1 cup dairy sour cream, and ¼ cup chopped pimento. Heat and stir till hot. Makes 12 servings.

ASPARAGUS CASSEROLE

- 2 10½-oz. cans of green asparagus tips
- 2 10½-oz. cans of mushroom soup
- ½ lb. sharp cheese
- Salt and pepper to taste
- 1½ cups cornflakes crumbs

Arrange asparagus tips on bottom of greased baking dish. Combine soup and seasonings. Pour over vegetable. Grate cheese over top and sprinkle with crumbs and bake at 300° for about 25 minutes. 6 portions.

BAR-B-QUED BEEF

Sauce:

- 1 cup chopped onion
- 4 T. brown sugar
- 2 T. paprika
- 2 t. salt
- 2 t. dry mustard
- ½ t. chili powder
- ¼ t. cayenne
- 2 cups tomato juice
- ½ cup catsup — I use Brooks
- 1 cup water
- 2 t. Worcestershire
- Few drops tabasco

Mix and simmer for ½ hour — add pieces of beef from rump roast or other beef roasts. Simmer 1 hour. Serve in hamburger buns.

Favorite Cookies

VANILLA REFRIGERATOR COOKIES

- 1 cup shortening (I prefer $\frac{1}{2}$ butter and $\frac{1}{2}$ oleo)
- $\frac{1}{2}$ cup granulated sugar
- $\frac{1}{2}$ cup brown sugar (packed)
- 2 eggs
- $1\frac{1}{2}$ t. vanilla
- $2\frac{3}{4}$ cups all-purpose flour
- $\frac{1}{2}$ t. soda
- 1 t. salt

Mix shortening, sugars, eggs, and vanilla thoroughly. Measure flour by dipping method. For sifting — (1) Dip measuring cups into canister. (2) Level off with spatula. Do not pack or tap flour in cup before leveling off.

Blend dry ingredients together; mix into shortening mixture. Mix thoroughly with hands. Press and mold into a long smooth roll about $2\frac{1}{2}$ inches in diameter. Wrap in waxed paper. Chill several hours or overnight.

Heat oven 400° (mod-hot) cut in thin slices ($\frac{1}{8}$ to $\frac{1}{16}$ inch thick). Place a little apart on ungreased baking sheet. Bake 6 to 8 minutes. Makes 6 dozen.



SPRITZ COOKIES

Crisp, fragile and buttery tasting. Use different cooky press plates.

- 1 cup butter
- $\frac{3}{4}$ cup sugar
- 3 egg yolks
- 1 t. flavoring (almond or vanilla)
- $2\frac{1}{2}$ cups all purpose flour

Heat oven to 400° (mod. oven). Mix butter, sugar, egg yolks and flavoring. Measure flour by dipping method or by sifting. Work in flour, using $\frac{1}{4}$ dough at a time. Force dough through cooky press on ungreased baking sheet in desired shapes. Bake 7 to 10 minutes. Makes 6 dozen. Green and red food drops may be added to dough for color.



SUGAR COOKIES

- 2 cups sifted flour
- 1 t. baking powder
- $\frac{1}{2}$ t. salt
- $\frac{1}{2}$ cup butter or margarine
- 1 cup sugar
- 1 egg unbeaten
- 1 T. milk
- 1 t. vanilla

Measure flour, baking powder, and salt into sifter. Cream butter until soft in medium sized bowl; add sugar gradually, creaming after each addition until well blended. Beat in egg, milk, and vanilla. Roll out this basic recipe and have the children help with cutting out the traditional shapes of trees, stars, bells. I used this for many years when our children were small. Bake 375° F. about 5 to 7 minutes. Makes 4 dozen.

BILLIE OAKLEY SENDS XMAS GREETINGS

Hello there:

For the last time in 1971, I'm saying Howdy to you all. This has been such a great year for all of us. It is my sincere hope that you feel the same about '71. Now to look forward to another year coming up, and pray that it will be a peaceful, happy one for all.

At this writing we are clear up to our ears in holiday preparations. I have one more trip to make . . . to Coffeyville, Kans., for a Cookie Festival. After that I can settle back and hibernate . . . like an old bear. Frankly, I'm looking forward to that. Marcie and I are planning a couple of days of Christmas shopping early this month. Hopefully I won't have to be shopping Christmas Eve . . . as has happened many times before.

Let's all do our bit to simplify Christmas this year. Keeping the Christ in Christmas has always been a pretty saying. This is a very good year to make it a reality. I hope you will have your loved ones with you for the special days. My plans are to be at Marcie's for Christmas Day (since she has the little ones.) The day after Christmas I shall join some of the rest of the family for a get-together. Friends and family are what it's all about.

Have a merry, wonderful Christmas, every one of you.

With love,
Billie

APRICOT SNOWBALLS

- $1\frac{1}{2}$ cups dried apricots, ground
- $2\frac{2}{3}$ cups flaked coconut
- $\frac{3}{4}$ cup sweetened condensed milk
- Confectioners' sugar

Combine apricots and coconut. Add sweetened milk and blend. Shape into small balls. Roll in confectioners' sugar. Let stand till firm, about 2 hours. Makes about 5 dozen.

* * *

NO COOK FUDGE

- 1 cup chocolate chips
- 1 box powdered sugar
- 6 T. evaporated milk
- 1 t. vanilla
- $\frac{1}{4}$ t. salt
- $\frac{1}{4}$ cup soft butter or margarine
- 1 cup chopped nuts

Melt chocolate chips over hot water. Combine the powdered sugar, milk, vanilla and salt in a mixing bowl. Stir until smooth. Add the melted chocolate. Stir in the butter, then when mixed add the nuts. Drop on waxed paper until set.

NUT REFRIGERATOR COOKIE

Make cookie dough above — add $\frac{1}{2}$ cup nuts to dough; also dates may be used $\frac{1}{2}$ cup. (Also blend 2 squares unsweetened chocolate melted and cooled in shortening mixture.)

KMA CHRISTMAS CHOIR CONCERT MARKS 25th ANNIVERSARY

CHRISTMAS EVE FRIDAY DEC. 24.

- 6:45 p.m. - Carson Macedonia
- 7:30 p.m. - St. Paul's, Atlantic
- 7:15 p.m. - Harlan High School
- 7:35 p.m. - Shenandoah Grade Schools
- 8:00 p.m. - Red Oak High School
- 8:15 p.m. - Iowa Western, Clarinda
- 8:35 p.m. - Essex Schools
- 9:15 p.m. - Oakland High School
- 9:30 p.m. - Shenandoah High School
- 9:45 p.m. - Tarkio College
- 10:15 p.m. - Rock Port High School
- 10:30 p.m. - Back to the Bible Choir

CHRISTMAS DAY SAT. DEC. 25.

- 8:00 a.m. - Clarinda High School
- 8:15 a.m. - St. Cecelia, Hamburg
- 8:30 a.m. - Corning High School
- 9:00 a.m. - Hamburg High School
- 9:15 a.m. - Glenwood High School
- 9:30 a.m. - Back to the Bible
- 10:00 a.m. - Sidney High School
- 10:30 a.m. - Avoha High School
- 10:45 a.m. - Farragut High School
- 11:00 a.m. - Creston High School
- 11:15 a.m. - Nebraska City
- 11:45 a.m. - N. W. College, Maryville, Mo.
- 12:45 p.m. - Atlantic High School

KMA News Dept. Begins Winter Service

Winter Road service and school closing reports are an integral part of the KMA News Department activity.

A network of 30 reporting stations has been established in the four state area for road condition reports. The reporting stations are truck stops and service stations within a 200 mile radius of Shenandoah. In addition the regular reporting services maintained by the Highway Patrol offices in the four states will be utilized. The network should enable motorists and truckers to receive speedy and accurate reports on road conditions throughout the area.

School closings and event postponements have always been a service of KMA Radio, and school districts throughout the area are dependent on KMA to assure that students, parents and faculty are notified when schools are closed. KMA News will provide this service to more than 200 individual schools in Iowa, Missouri, Nebraska and Kansas. Each school is coded and identified to prevent false reports and to assure that the reports are accurate.

Music fills the air and has for the past 25 years on KMA as choirs and choruses join in the annual Christmas Choir Concert on Christmas Eve and Christmas Day on Radio 960.

An estimated 1200 voices join in the joyous singing of Christmas music to add to the festive spirit of the holiday for KMA listeners.

Jack Mihall and the rest of the KMA staff have been busily engaged traveling to the schools and churches in the four state area to tape the singers for the past several weeks.

The concert begins on Friday evening, Dec. 24 and will continue through Dec. 25. The schedule at left will show you when the group you may be particularly interested in can be heard, and it is hoped that you will find time to listen to at least part of the inspiring message of Christmas as it is conveyed in song over KMA Radio.

DECEMBER GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- Dec. 3 —Mrs. Henry Schnoor
- Dec. 7 —Janet Crowley (Earle's daughter)
- Dec. 10—Don Burrichter
- Dec. 20—David Crowley (Earle's son)
- Dec. 23—Valerie Roulstone (Merl Douglas' daughter)
- Dec. 28—Ardene Mullison
- Dec. 28—Mrs. T. J. Mikkelsen
- Dec. 31—Barbara Andersen (Andy's daughter)
- Dec. 31—Tom Boldra (Dennis' son)
- Dec. 31—Amy Mullison (Ardene's daughter)

HAPPY ANNIVERSARY TO:

- Dec. 25—Mr. and Mrs. Byron Stoner
- Dec. 28—Mr. and Mrs. Dennis Boldra

BRRR — WINTER AHEAD

Morning Announcer **MERL DOUGLAS** has announced that the past winter in the country proved one thing — he won't stay for another. He moved back to town as soon as he could find a house.

KMA GUIDE TO PUBLISH SIX TIMES A YEAR

Commencing with the January, 1972 issue, The KMA Guide will be published every other month, making six issues per year.

Because of the continued increase in the cost of producing and mailing, The KMA Guide must take this step so it may continue to serve the thousands of loyal subscribers who have enjoyed this magazine for the past 27½ years.

The KMA Guide was started in 1944 with a subscription price of \$1.00 per year for 12 issues. Starting with 1972, the price will be the same, but six issues will be published each year.

The Guide will be published on the following schedule in 1972 and following years: January, March, May, July, September and November.

Subscribers of record as of November, 1971 will be sent the KMA Guide until they have received 12 issues for their subscription. All new or renewal subscriptions received after **December 1, 1971**, will receive 6 issues of the Guide for their year's subscription.

The KMA Guide will continue to be filled with pictures and information about your KMA Radio family.

Making plans for the Holidays

Are Chief Announcer Mike Goodin and his wife, Jackie, who will drive to northwestern Iowa the weekend before Christmas since Mike has to work that day. They will visit his parents, Mr. and Mrs. James W. Goodin at Newell and her folks, Mr. and Mrs. Lester Haisiak at Schaller.

Coming for the holidays will be Mrs. Raymond Genovese and daughter, Nicole, to be with her parents, Ardene (Traffic Manager) and Dick Mullison. Mrs. Genovese is living in Denver, Colo., while her husband is in service. The Mullisons will spend part of Christmas day with relatives at Coin, Ia.

Chris Rowan from Continuity will be helping with the family dinner at her parents, Mr. and Mrs. Harold Rowan's house at Coin. Other guests at the dinner will be the grandparents, Mr. and Mrs. Don Meads of Shenandoah and Mrs. Thelma Rowan of Coin.

The Jack Mihall family after being hosts at their Farragut home for the traditional Thanksgiving dinner will go to Walford, Iowa, for the Yule holiday. They will be with Marty's aunt, Mrs. Edna Gerkow and will be joined there by Marty's father, Ken Gray.

Hoping to work in a holiday visit with his parents is Warren Swain who has to squeeze time out from the busy basketball schedule. His folks are Byron and Mary Swain at Pisgah, Ia.

Newsman Ralph Childs hoped all of his

children would make it home for Christmas but wasn't sure they could. His son, Steve, of Omaha, Neb., was able to spend Thanksgiving in Shenandoah and planned to be back for Christmas. His daughter, Susan, and her husband, Fred Hagemann, will come from Des Moines for the Yule. Because David is working in addition to attending Iowa University, the plans of that son and his wife, Bonnie, and their little boy, Willie, were not complete. The same also applies to another son, Mike, who is at Iowa U, his wife, Nancy, and their son, Eric. All of the family got together for Thanksgiving.

Other college students arriving at different times for the happy season, are Mary Burrichter, who graduated from Iowa State University in November. She will visit her parents, Chief Engineer Don and Esther Burrichter. Dan Andersen from Peru State (Nebraska) will spend the vacation with his folks, Station Manager, Andy, and Joan Andersen. Bob Kling, will come from the University of Northern Iowa at Cedar Falls, to visit his parents, Engineer and Mrs. Norm Kling. Salesman Dennis Boldra's son, Tom, will come from Council Bluffs where he attends Iowa Western, and Lory Williams will make the long trip back from Silver City, New Mexico, where she is a student at Western New Mexico University to spend the holidays with her parents, Guide Editor, Mary, and Charlie Williams.

POSTMASTER

Address Correction Requested

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SEASONS GREETINGS



"HARK THE HERALD ANGELS SING" rings out as these third grade youngsters from Broad Street School in Shenandoah respond to their director, Miss Cynthia Svendgaard, elementary vocal music instructor. They will be part of the 25th Anniversary Christmas Choir Concert on KMA to be heard Christmas Eve and Day. Operations Director Jack Mihall, along with other KMA staffers, has been taping the singing of school, college and church groups all over KMA land in order to present the spirit of Christmas in song in this annual — now traditional — KMA Radio Christmas program. More than 1200 voices will bring Christmas into your home if you tune into the 25th annual Christmas Choir Concert Dec. 24 and 25. For the schedule of the choirs to be heard, turn to page 14 of this issue.