



MERRY CHRISTMAS

The

KMA GUIDE

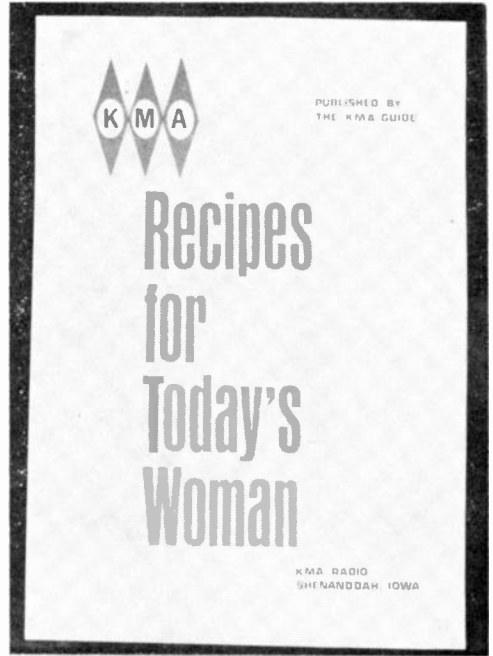
December, 1969

KMA GUIDE CHRISTMAS SPECIAL

"Recipes for Today's Woman"

32 pages of a variety of recipes contributed by famous personalities and KMA Staff Members plus the Family Favorites of Jo Freed, KMA's Women's Director.

ORDER NOW THROUGH
DECEMBER 10TH FOR
CHRISTMAS GIFT
DELIVERY



**For only \$2.00
You Receive**

**One year's subscription to the
KMA Guide and the cook book.**

To take advantage of this Special Offer Order a new, renewal or gift subscription to The KMA Guide. Specify who is to receive The Guide and who is to receive the cook book on the blanks below. Make checks payable to the KMA Guide and address all correspondence concerning this offer to CHRISTMAS SPECIAL, KMA GUIDE, Shenandoah, Iowa, 51601.

SEND GUIDE TO:

Name _____
Address _____
City _____
State _____ Zip _____
Gift from: _____

SEND COOK BOOK TO:

Name _____
Address _____
City _____
State _____ Zip _____
Gift from: _____

COVER STORY

Organized 100 years ago, the Fremont Evangelical Lutheran Church of rural Red Oak, Iowa, better known as Nyman, is located in a part of southwest Iowa known as "The Halland Settlement." This area of Iowa was settled by pioneer Swedish immigrants who were directed to this part of the country by the Rev. Bengt Halland in the late 1860's. The Fremont Congregation was organized by him on May 18, 1870. The present church edifice was built in 1902, replacing the original which was destroyed by fire. The congregation will cele-

brate the church centennial during the summer of 1970. The congregation has been served by 15 pastors during the last 100 years, and at present Melvin Suhr is pastor.

The KMA Guide DECEMBER, 1969

Vol. 26

No. 12

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 No. Elm St., Shenandoah, Iowa. Norman W. Williams, editorial chairman; Mary Williams, editor; Jo Freed, feature 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.

A Chat With Edward May

Here we have the final month of 1969. Frankly, I don't know where the year has disappeared but, needless to say, it has. I hope that 1969 has been a good year for you—it was for the May family. I also hope 1970 will be even better for all concerned.

These next few months are the cold months of the year. Personally, I hope the winter isn't too severe. According to the Farmer's Almanac, we are to have an "atrocious, fickle" winter that will make you "freeze one day, and bake the next." The Almanac says temperatures this winter will be warmer than normal. However, it also says, "The ingredients for heavy snows, blizzards, frozen pipes and toes, are all here."

Time will tell how correct the Almanac is in predicting weather, but whether it's right or wrong, KMA will continue to concentrate on weather and road conditions, and will keep parents informed of school closings, as well as other events brought about by any inclement weather.

I imagine most of you have your Christmas plans made by now. We are anticipating a wonderful Christmas at our house as it appears our family will all be together again. Our daughter Annette and husband (David) spent last Christmas with David's parents in West Virginia so they are planning on being with us in Shenandoah this Christmas. Karen and Jim (and, of course, granddaughter, Amy) have indicated they, too, will be able to join us. Since this will be Amy's first Christmas, she will undoubtedly be too young to understand the meaning of the occasion, but with the family together, won't we have a fun time at our house. I know the days will pass all too rapidly but we will enjoy every minute of it. (Incidentally, Jim, who is a dentist and started his practice the first of October in Rhineland, Wisconsin, is already extremely busy and obviously picked a town where another dentist was needed.)

With thoughts still turned

toward Christmas, I ran across the following thought which I would like to pass along to you.

"A happy child once asked, 'Why can't Christmas come every day?' Men of good will might ask the same question. There is no reason why the warmth and good feeling of Christmas have to disappear as fast as a drumstick on a child's plate. Ben Franklin observed, 'A good conscience is a continual Christmas.' If we in America can develop the skill to make Tommy's sled and Suzy's skates last for years, can't we develop a spiritual force that will keep the spirit of Christmas alive for 364 more days?"

1

In case you are wondering about the picture on this page, it was taken in October showing most of the back yard at the house. It is too bad the picture isn't in color because the yard is extremely colorful all spring, summer and fall, with all kinds of flowers, ranging from tulips, daffodils, hyacinths, irises, peonies, lilies, roses, petunias, snapdragons, marigolds, as well as other annuals and perennials too numerous to mention. I always dread to see the killing frost in the fall because it brings an end to the beauty which we see, but it is a consolation to know that come spring and the warmer temperatures the back yard, as well as other things, will again come to life and once again thrill us with their beauty.

Best wishes for a Merry Christmas and a Happy New Year.



FRANK COMMENTS



By Frank Field

Most folks are familiar with the Dieffenbachia plant which is being used more and more. In fact, it is probably the most popular of the so-called decorator plants. However, very few people know that they occasionally bloom when conditions are just to their liking, and still fewer people have ever seen a Dieffenbachia in bloom. Well, take a good look at the picture on this page this month. Now look closely at the very top of the main stem, in between the two top most leaves. The larger one of those three white streaks is a fully opened bloom and the other two, which look like lead pencils, are the buds for two more blooms which should be opened fully before the first bloom fades.



The bloom itself looks very much like a skinny elongated Calla Lily bloom. The principal difference is in the color, which in a Calla Bloom is pure white, and the Dieffenbachia bloom is very pale green. The anther bearing spike in the Calla is golden yellow, and in this one is still cream colored, as the anthers have not yet opened. Maybe it too will be golden yellow when it is ready to shed its pollen.

This plant belongs to Mrs. John Butcher, here in Shenandoah, and is really the talk of the town. She bought it in the Earl May Store here about 7 years ago. At that time it had only 3 leaves and was less than 2 feet tall. It now has 18 leaves and is just a few inches short of hitting the ceiling, which is 8 feet from the floor. Mrs. Butcher reported a couple of weeks ago that she thought it was going to bloom, as it had a very peculiar bud forming at the top which didn't look like a leaf bud. I told her it would look a good deal like the bloom of a Jack in the Pulpit or a Calla Lily, as it belonged to the arum family the same as they do. I asked her to be sure and let us know when it opened out, as I had never seen a Dieffenbachia bloom. She called this morning and here is the picture as it looked on Thursday, Nov. 13th. I will try and get another picture after the other two buds open, and will try and make it a real close up so you can see better just what they look like.

Yes, as soon as it is through blooming Mrs. Butcher is going to cut it off about 3 feet down from the top, and re-root it and start it all over again. In the 7 years she has had the plant she has already done this twice before without setting it back in the least. It seems to be very happy with its location, which is in the northeast corner of the living room, where it gets full north light all day and strong east light up until noon. Those perpendicular venetian blinds are kept opened at all times so that it really gets plenty of light. She keeps it well watered at all times, never letting it get completely dry. This seems to be just what it likes.

Yes, we are going to put in a larger stock next spring of the Burning Bush plants (*Euonymus Alatus Compacta*). Scarcely a day goes by, but what we have from one to three branches in the mail, wanting to know what is this glorious bush. "I want to plant one or two next year." Now turn to page 33 of the 1969 Earl May Catalog and you will see the Dwarf Burning Bush in all its glory. The prices are over on page 32. The color is a beautiful dark green up until about the middle of October and then they turn the most glorious fiery red you can imagine. I don't know of any other bush that can put on such a display of color. There is just one thing to remember, plant it where it will get full sun all day. They do not color well if they are in part shade.

RFD

With JACK GOWING

About a year ago at the time of this writing, we had had a pretty good snow storm and things had come to a standstill for awhile. At the time I am writing this column, we haven't had any snow, but we have had a few days of disagreeable weather. We hope that by the time you are reading this that everyone will have finished their harvest. In this day of large acreages and mechanized farming, harvesting can become quite a problem. We experienced such a situation earlier in the season when it rained on several weekends, just enough to stop the harvest until the next rain. This makes everyone a little edgy, but then when a good break came, of course, a lot of work was done in a short time. One of the bottlenecks seemed to be the long lines waiting at the elevators to get the grain unloaded after getting it harvested.

This is the Holiday season, where has 1969 gone? Do you have any special ways of celebrating for this season? We will be celebrating another birthday at our house. Julie will be twelve years old. She likes to spend her spare time making things, and she is real good at it too. Randy is an outdoor boy and will spend all of his spare time hunting when he can.

We probably will spend our Holidays at home, since I will be doing RFD 960 as usual. That reminds me too of some tips for safe winter driving, since many of you will be traveling someplace for the Holidays, we will pass these tips along. Here they are:

ACCEPT YOUR RESPONSIBILITY . . . Do all in your power to drive without an accident. Winterize your car, yourself and your driving before winter comes. Don't blame the weather for an accident, you are the only one who can avoid getting yourself into trouble.



December, 1969

USE GOOD TIRES AND TIRE CHAINS

. . . Whether you use regular tires or snow tires, be sure the tread is in good condition and not worn smooth. Use reinforced tire chains on snow and ice. They cut stopping distances in half and give four to seven times more traction than regular tires. But, even with the help of the best snow tires or tire chains, slower than normal speeds are a must on snow and ice.

KEEP YOUR WINDSHIELD AND WINDOWS CLEAR . . .

Clean all the snow and ice off your windshield and all other windows on the side and back of your car. Be sure your windshield wiper blades are in good condition and that they do not streak. Wipe off the inside of all your windows and make sure your heater and defroster are working properly. You have to see danger to avoid it. Don't forget, danger may approach from the sides or rear as well as from the front.

FOLLOW AT A SAFE DISTANCE . . .

Keep well back of the vehicle ahead. Give yourself plenty of room to stop. Remember, it takes three to twelve times as far to stop on snow and ice as on dry pavement. It's hard to explain why you could not stop when the other fellow did.

PUMP YOUR BRAKES . . .

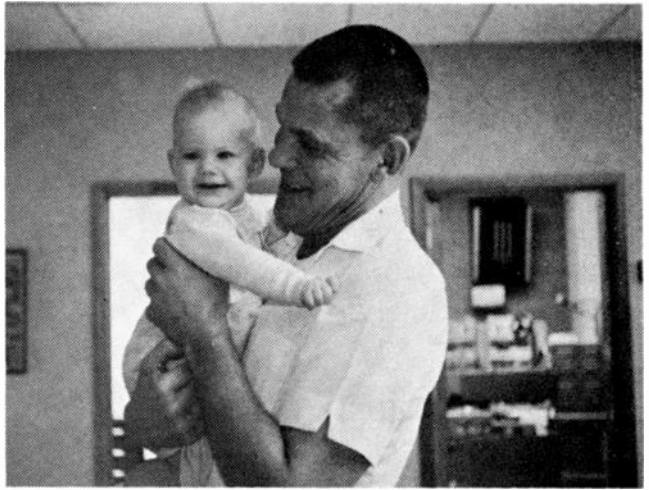
On snow and ice, the best technique for stopping quickly and with full control of your car is fast pumping of your brakes.

We should mention the latest soil moisture report shows that Southwest Iowa is in pretty good shape this year compared with other years. The top foot of soil has ample moisture, but the northern part of the Council Bluffs Extension area shows a shortage in the lower depths. The Page and Montgomery County area shows 6 to 7 inches under both corn and meadow ground.



Since Julie Gowing celebrates her 12th birthday Dec. 25, we thought a comparison of pictures was in order. These pictures show Julie, at age 2 with brother Randy, 5, and how they look today.

Seven-month-old Michelle Joeth Stevens is just a little young to say "I love you Grandpa," but she shows it by giggling when Grandpa Merl Douglas teases her. Just wait until the next time her mother and father, Sharon and Rick Stevens, bring her home, she will really give grandpa lots of lovin'. Michelle spent almost two weeks in Shenandoah with her two sets of grandparents recently and now she has returned to her home in Ft. Rucker, Alabama, where Daddy—Rick is a helicopter instructor in the Air Force. (Grandpa Merl is KMA morning announcer.)



"I Love You Grandma and Grandpa"



After giving his grandpa, Ralph Childs, a big hug, Willie Childs looked up and gave his grandpa a big smile. How's that for showing affection? Willie was here with his parents, David and Bonnie Childs, after they returned from David's army stint in Germany. Grandpa Ralph really missed the little tike after he left Shenandoah and spent hours telling of all of the mischievous things which little Willie did while he was visiting their home. (Isn't that just like a grandpa?)



"I love you Grandma!" and then a great big hug was one of the last little jabberings Michelle Lynn Palm said before she went back to Ft. Knox, Kentucky, with her parents, Steve and Linda Palm. This grandma, Ruth Palm, is just one of her grandmas and grandpas who enjoyed spoiling her while she was here on vacation for two weeks in October. Blonde-haired, brown-eyed, Michelle visited with Grandpas and Grandmas Bus and Ruth Palm of Farragut (Ruth is KMA Continuity Director) and LaVerne and Arlyne Collins of Shenandoah (both LaVerne and Arlyne work at Earl May Seed and Nursery Company); and Great-Grandpa and Great-Grandma Mr. and Mrs. Henry Floberg of Essex; and another pair of great-grandparents, Mr. and Mrs. Fate Collins of Shenandoah. Now you know what Ruth meant when she stated "We had her thoroughly spoiled by the time she left!"

The annual Knights of Columbus Variety Show held in Shenandoah last month had many employees of the May Seed and Nursery Company and KMA Radio in the large cast. Among the stars were the "BANJO IKES," — ISABELLE HANZLICK, KMA tour guide; ELEANOR HAYES of Shenandoah and EVALYN SANER, KMA managerial secretary. They also sang with the group of "Hit Parade" singers and in other parts of the show. This year the theme was "Old-time Radio" and featured portrayals of many of the favorite old-time entertainers.

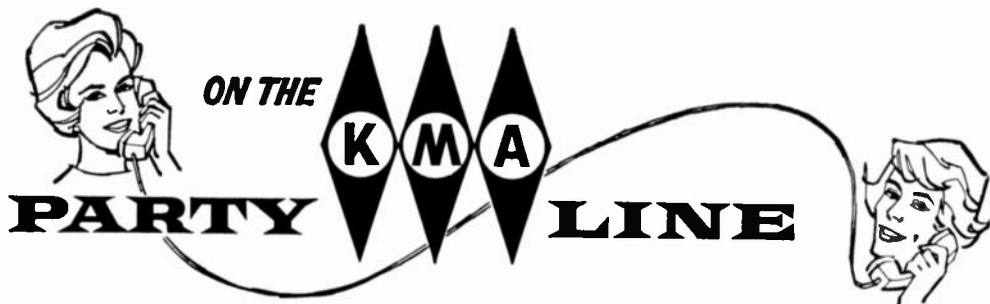


Shenandoah Happenings

Mrs. Earl May is shown preparing her table for the "Hall of Flame" held in Shenandoah recently. The event, sponsored by the Home and Garden Club, was directed by Mrs. Lee Gingery, who was interviewed on Jo Freed's "Today's Woman" show recently. Tables bathed in candlelight with the loveliest of place settings and centerpieces were viewed by hundreds of persons in the Shenandoah American Legion Country Club.

Among the members of the Shenandoah All State Music quartets were two from KMA employees' families, LORY WILLIAMS, daughter of MARY WILLIAMS, Guide Editor; and TOM BOLDRA, son of DENNIS BOLDRA, KMA salesman. The quartets participated in a concert by the Shenandoah vocal department recently.



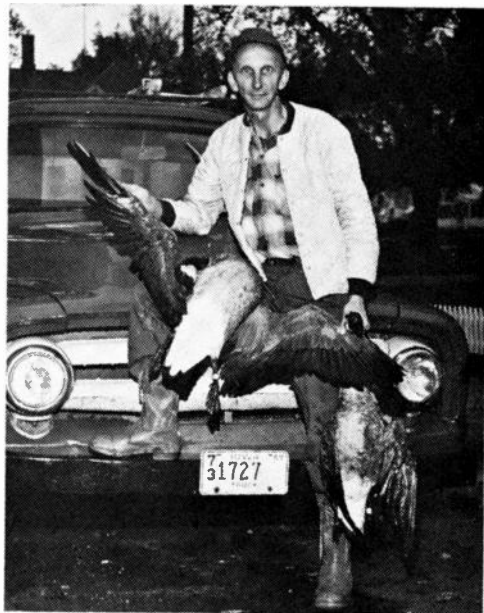


**ON THE
PARTY
KMA
LINE**

It's "Ride 'em cowboy" time at the **LARRY MILLER** house when the KMA News Director's son, **BRADLEY**, bounces into the saddle.

Who has the fanciest, psychedelic tree stump in Southwest Iowa? None other than **DON BURRICHTER**, KMA Chief Engineer. During his vacation, Don cut down one of the unneeded trees in his back yard and didn't know what to do with the stump . . . so he just used up some paint and painted it, orange, red, blue, green, black and white.

Shenandoah High school junior, **DAN ANDERSEN**, son of KMA Sales Manager **ANDY ANDERSEN**, shows his kicking style for all those extra points during the football season. (Dan is one person I would rather walk behind than in front of.)



Engineer **NORM KLING** spreads wings of Canadian goose he shot near the forks of East and West Nishnabotna Rivers. Both geese weighed about 9 pounds each and wore bands which have been sent in for information.



(Sentinel Photo)

KMA newsman **BOB TARBELL** interviewed Democratic State Senator candidate **OTHA WEARIN** of Hastings, Ia., at three county convention held in Shenandoah last month. Wearin was defeated in the special election by fellow Mills Countyman, **EARL BASS**, Republican, of Malvern, Ia., who will serve as state senator for the sixth district of Iowa, representing Fremont, Page and Mills Counties.



(Sentinel Photo)

MIKE (KMA's Music Director) and **JACKIE GOODIN** were guests over the Thanksgiving holiday of Mr. and Mrs. Wayne Briggs in Shenandoah. Jackie and Mrs. Briggs work together at the AVCO company. Also guests of the Briggses were their daughter, Vicki, and her fiance, Mike LePorte, who are both students at Kansas University and who will wed Dec. 27. Mike LePorte is a former KMA announcer. A recent guest of the Goodins was her sister, Miss Dottie Haidisiak of Sioux City.



When it comes to sports, those that want to know the latest scoop or re-hash last night's game, stop at the desk of KMA Sports Director **BRUCE PILCHER**. Discussing the latest basketball ratings and scores with Bruce is none other than sports-minded **FRANK FIELD**.

IF I WERE SANTA

I would present **DON BURRICHTER** with a large medal for his behind the scene's production in helping make the Cookie Festival such a success.

I would wrap up a 4-string banjo, tagged for **EVALYN SANER**, as her five-string banjo seems to be a little difficult to play. Or better yet, I would look for one that played itself, like a player piano.

I would try to locate an extra ear for **BRUCE PILCHER**, so he could talk on two phones at a time when interviewing and receiving scores in his busy sports department.

I would give **JO FREED** a kitchen at KMA to test the recipes and use the KMA staff as guinea pigs instead of her family. Or at least this is the wish Jo's family has whispered into Santa's ear.

Two **BIG** harmonicas for **MIKE GOODIN** and **MERL DOUGLAS**. When playing their

harmonica duet, they inhale a lot, and we wouldn't want them to lose their little instruments.

Oars are a little big to gift wrap, but I would try to wrap them up for **LARRY MILLER** to go with his new shoes.

A new **Grandma's Brag Book** for **RUTH PALM** would be just the thing, as her other is so full of Granddaughter Michelle, it is over-flowing.

I would invent a tape recorder, typewriter, telephone and filing cabinet combination, so **WARREN NIELSON** could carry it along with him when he has appointments with the "duck blind" each chilly fall morning. When there were no ducks in sight, Warren could patiently wait and work at the same time.

I would gift wrap two beautiful, unattached females for KMA's two bachelors, **BOB TARBELL** and **KEITH RAMSEY**.

KMA Concert Features 23 Vocal Groups

Twenty-three vocal groups will take part in the 23rd annual KMA Christmas Eve and Christmas Day Concert. According to Warren Nielson who arranged the programming, high school, college and church choirs throughout the KMA area will present the two-day event, making it the largest endeavor in its history.

Below is a list of groups and the times they will be heard on Radio KMA.

WEDNESDAY NIGHT--CHRISTMAS EVE

- 7:00-7:15 p.m.—St. Paul's Lutheran Church Chancel Choir—Atlantic
7:15-7:30 p.m.—Harlan High School Choir
7:35-8:00 p.m.—Shenandoah Community Grade School Choirs*
8:00-8:15 p.m.—Red Oak High School Choir
8:15-8:30 p.m.—Iowa Western Community College—Clarinda
9:00-9:15 p.m.—Nishna Valley High School Choir—Hastings
9:15-9:30 p.m.—Oakland High School Choir
9:30-9:45 p.m.—Shenandoah High School Choir
9:45-10:00 p.m.—Tarkio College Choir
10:15-10:30 p.m.—Malvern High School Choir

THURSDAY--CHRISTMAS DAY

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

*All shows except this one are 15 minutes in length.

Winter Services From KMA News

On those cold winter mornings when the snow is flying, thousands in the four-state area will listen to KMA's "School Closing Service" to find out whether the schools in their area will be opened or closed.

Some 103 schools are participating in the service. When bad weather necessitates cancelling classes, school officials notify KMA, which in turn broadcasts the official decisions as to whether or not school will be held.

Plans are to broadcast most of the announcements between 7 and 7:30 in the morning. In years past, this has been an extremely valuable aid to parents, children and school administrators, and we're looking forward to another beneficial season.

In addition, KMA News through its full-time weather wire and numerous contacts with highway authorities and other strategically located personnel will keep listeners informed of the latest area road conditions.

Another Busy Sports Season On KMA 960

This month is a big month in the sports world. We start our wrestling program on December 6, and we are hoping for a good response. This will be a weekly show on Saturday mornings, lasting throughout the wrestling season. The program will be concerned with interviews, scores, schedules, and human interest material in regard to wrestling. We do hope you will dial our way every Saturday morning at 8 a.m.

In regard to basketball, KMA will once again bring you the top games around the region every Friday evening. In addition to this, from time to time we will broadcast important games on Saturday and Tuesday. Also, this month we will be at the Big Eight Tournament over the Christmas holidays, Dec. 26-30, so you can see that Bruce Pilcher and Mike Goodin will be busy.

KMA will also air your way the Iowa Hawkeyes basketball slate for your enjoyment. The Hawks have a veteran team back and they could be strong. Gene Claussen will again have the play-by-play.

IOWA BASKETBALL ON KMA

- Dec. 6—Southern Illinois—8:00 p.m.
Dec. 9—St. Francis, Pa.—7:25 p.m.
Dec. 11—Duquesne—7:25 p.m.
Dec. 18—Cincinnati—7:25 p.m.
Dec. 20—Creighton—7:25 p.m.
Dec. 22—Drake—7:25 p.m.

All in all, the month of December is a busy month and in the sports world there is no exception.

Cookie Festival

It had been 10 years since KMA had sponsored a Cookie Festival, and on Nov. 17 one-thousand persons turned out to show their appreciation for the cooperation and efforts of the Shenandoah merchants and KMA and Gooch Products for their promotion of another Cookie Festival.

Ed May opened the program with a welcome and introductions. Two style shows were produced by seven of the dress shops in Shenandoah. In the afternoon, the Tarkio College Singers of Tarkio, Mo., presented about 10 minutes of vocal music. The audience in the evening enjoyed listening to the "Blue Clefs" directed by Nelson Crowe from Iowa Western College in Clarinda, Ia.

Many prizes were given away including two automatic washers, food blenders, transistor radios, Gooch products and other miscellaneous items.

There was no admission except for a plate of one dozen cookies and their recipe. All of the cookies left over were distributed to the Christian Home in Council Bluffs and to the Page and Montgomery County Homes.



The Tarkio College Singers directed by Bruce Gardner of Tarkio, Mo., present their vocal musical entertainment to the large afternoon audience.



Offering their congratulations to one of the winners at the Cookie Festival are Billie Oakley, KMA-Gooch radio home-maker; (Grace Roller winner of the automatic washer given away in the afternoon;) and Jo Freed, KMA women's director and Andy Andersen, KMA sales manager.



More chairs were added but part of the throng had to go to the balcony as seen in picture at left, while others gathered around the vast assortment of cookies on the tables.

TODAY'S WOMAN

By JO FREED

Hello all! By the time you are reading this column, we will possibly have finished the corn and bean harvest. We are truly thankful for the bountiful crop this year as last year our corn was about a foot tall. When the crops are in and everyone has been saved from any serious accidents with the machinery, we are thankful again and begin getting into the Christmas spirit.

Looking forward to Christmas are our two daughters and the dog, Candy. He is looking forward to it, because he gets to open all of the presents under the tree . . . that is when we don't know about it. He just doesn't realize that they aren't for him because you know he can't read. I only said that (trying to be cute) because our two daughters think he is just one of the family and treat him as such.

As always, at Christmastime, our thoughts turn to ideas for holiday decorations and gifts. Naturally we're all on the lookout for something that's just a little bit different . . . off the beaten track, something uniquely satisfying, symbolizing the serene beauty and meaning of the Christmas story.

In this area, we have enjoyed candle making demonstrations and have followed



Mrs. Arvid Sandahl and Mrs. Francis Sandahl of Shenandoah have given several candle making demonstrations in this area recently. Here they pour one of the popular new flower-candles.

through by making Christmas candles and getting into the swing and excitement that goes along with the holidays. The unusual ones which have been made are with the plastic poinsettias and holly imbedded in the candle when it is poured. After it is solidified it is rolled in very hot water to melt the outside of the wax off which leaves portions of the flowers sticking out, giving it a three dimensional effect.

Another fun candle we learned to make at these demonstrations was the floating candle which makes a lovely holiday centerpiece. You can use your star-shaped cookie cutter for a mold or even your $\frac{1}{4}$ cup measuring cup. You simply melt your candle wax in a double boiler or on low heat in a large coffee can (which has been bent to shape a pouring spout) and add color chips or wax crayon until you have the desired color. Allow the wax to cool until a thin film forms on top and insert a small wick in the center of the candle. You could sprinkle vari-colored or gold glitter over the wax surface while it is still warm to give it that holiday look. Sounds funny, but it does float while lit.

Hope you have as much fun making candles and trying out a few of your own ideas as we have had at our house, then you too can enjoy an especially glowing holiday with your own specially designed candles!

It has been a wonderful year with you, and I have thoroughly enjoyed visiting with each of you at various occasions and especially with the hundreds of wonderful people who braved the weather and attended our KMA Cookie Festival last month. We have a special page of pictures of the Cookie Festival in this issue which I'm sure you'll enjoy

This year's holiday season is a very special one . . . in terms of history. Just think, we have gone to the moon twice this year, I never thought I would ever see the year in which our astronauts would reach the moon, but we have even come to the point where we take television for granted and I never thought that would happen either. Then to put the two together, viewing the astronauts on TV, on the moon, yet . . . almost too much to believe, isn't it?

Christmas means so much to each one, family get-togethers and special holiday parties, so I sincerely wish each of you and yours a blessed holiday and the best of everything to you next year.



HAPPY HOLIDAY HINTS



Time was, it's said, when every family had its own treasured eggnog recipe—jealously guarded, carefully concocted and served with ceremony. If you're the proud possessor of one of those recipes, now's the time to get it out—along with the punch bowl and the guest list. But if you're short on family recipes, or just short on time, isn't it nice to know you can still have traditional holiday eggnog, thanks to the ready-to-serve kind from the dairy case? Personal touches are quick and easy to add. For instance: Add cool richness by combining 1 quart of softened vanilla ice cream with 1 quart of chilled dairy eggnog. Two tablespoons rum extract make for extra mellowness. And this Eggnog Float proves that seven is a lucky number—the recipe yields seven cups, two servings apiece for seven lucky holiday callers. Serve it—like any cold eggnog—very cold indeed.

Here are a pair of colorful holiday notions: Deck a punch bowl full of cold creamy eggnog with greenery—in the form of lime sherbet scoops. A maraschino cherry half atop each scoop makes the holiday color scheme even more so. If you don't have a punch bowl, a tall pitcher with ribbons tied to the handle will do prettily for Peppermint Eggnog. It's a refreshing combination of 1 quart chilled dairy eggnog—that ready-to-serve hostess helper—and ¼ teaspoon peppermint extract. Serve in glasses with candy canes or peppermint sticks for stirrers!

After the holidays, what? Some fortunate folk wing off to warmer climates. If you're not among them, console yourself with a nog that combines the convenience of instantly-pourable dairy eggnog with the sunny flavors of lemons and bananas. Here's how: Mash 2 ripe bananas in a large mixing bowl. Add ½ teaspoon grated lemon peel and ¼ cup lemon juice—beat well. Gradually add 1 quart dairy eggnog; beat until foamy. Serve in chilled glasses with a sprinkle of mace, nutmeg's aromatic sister spice.

Especially during the holidays guests tend to drop in unexpectedly. At such times it is convenient to be able to serve something extra special without a lot of time spent in its preparation. A dessert topping is often such an extra special item. One dessert topping which will come in very handy is Eggnog Dessert Sauce. In a saucepan combine 1 cup (2 sticks) of butter, 1½ cups sugar and 1 cup dairy eggnog; heat over low heat, stirring occasionally, until hot. Stir in ½ teaspoon rum extract. Serve the sauce over steamed pudding, ice cream or a piece of cake. This sauce may be refrigerated several days or cooled, wrapped and frozen for several months. To heat: Thaw in refrigerator overnight. Wrap in foil, re-heat at 325 degrees about 45 minutes.

Looking for an impressive holiday dessert? How about cream puffs? A lush filling with a holiday flavor takes just three ingredients: 2 tablespoons cornstarch, 2 cups dairy eggnog and ½ teaspoon vanilla. In a saucepan blend the cornstarch with a little cold eggnog, then stir in the remainder of the eggnog. Cook over low heat, stirring constantly, until the mixture thickens. Cook 2 additional minutes. Add vanilla. Cover and chill. Fill baked cream puffs just before serving. Top them off with chocolate sauce or tinted butter frosting. Sprinkle with chopped nuts or colorful sugar.

What kind of frosting is scrumptious enough for a holiday cake? It has to be homemade, of course—the occasion demands meltingly good flavor—and, for the sake of the cook, it should be a speedy, easy production number, please. So Browned Butter Frosting should make everyone happy, down to the lucky frosting bowl licker. In a 1-quart saucepan, brown 1 stick butter over low heat, stirring occasionally, until it's a light amber color. Then, in a small mixing bowl beat together the melted butter, a 1-pound package confectioners' sugar, ¼ teaspoon salt and 1 teaspoon vanilla while gradually adding 4-5 tablespoons light cream or half and half. Continue beating until smooth and of spreading consistency. This recipe makes enough to frost and fill a two-layer 8-inch cake—and it does splendid things for just about any cake you care to whip up at holiday time or any other time!

DECEMBER GREETINGS

THIS IS YOUR DAY:

HAPPY BIRTHDAY TO:

- Dec. 1—Keith Ramsey
- Dec. 3—Mrs. Henry (Edith) Schnoor
- Dec. 7—Janet Crowley (Earle's daughter)
- Dec. 8—John Williams (Norman's son)
- Dec. 9—Wilbur Freed (Jo's husband)
- Dec. 10—Don Burchichter
- Dec. 20—Dave Crowley (Earle's son)
- Dec. 23—Valerie Roulstone (Merl Douglas' daughter)
- Dec. 25—Julie Gowing (Jack's daughter)
- Dec. 28—Ardene Mullison
- Dec. 31—Amy Jo Mullison (Ardene's daughter)
- Dec. 31—Barbara Andersen (Andy's daughter)
- Dec. 31—Tom Boldra (Dennis' son)

HAPPY ANNIVERSARY TO:

- Dec. 28—Mr. and Mrs. Dennis Boldra
- Dec. 28—Mr. and Mrs. Larry Miller

PROGRAM NEWS FOR DECEMBER 1969

Dial 960 — K M A — 5,000 Watts

NORMS FORUM

By
Norman Williams
Station Manager

WHY DO YOU PLAY THIS MUSIC

MUSIC ON KMA

If some one asked you what kind of music you prefer, how would you answer? Some might say they like country-western music, or gospel songs, or popular music. Some might not know what to call the music they like, but they have definite ideas about what they don't like. They don't like "jazz" or "modern music". There is a great variety in musical taste. Consequently there is a vast variety of different kind of music. In the "Popular Music" genre alone there are eight major classifications with 12 sub-classifications.

WHAT KIND OF MUSIC DOES KMA PLAY

The station manager sets the music policy, and he is aided by the musical director, Mike Goodin. The policy simply stated is this: between 5 and 6 a.m. and on Saturday evening we play country-western type music; for a brief period on Sunday morning we play hymns; the rest of Sunday is a mixture of film music, show tunes, standards and light classical; the other hours in the week KMA plays what is known as "middle-of-the-road" music which is a sub-classification of general popular music.

Experience has shown us that certain types of music have a broader appeal than others. The "middle-of-the-road" type has the largest following among adult listeners. Therefore this type of music occupies the largest amount of music program time. The type is broad enough to include the current popular hits, some country-western and standards. Our Saturday night "Country Bandstand" program has a long tradition, and we want to give the people who like this type of music a chance to hear it on KMA. Our hour of C-W in the early morning is tougher to justify. No complaints about it, however. KMA's Sunday Concert type of music is an attempt to please those people who want a change of pace or just prefer the light classical touch.

We study the experience of other radio stations. We read the charts published in music industry magazines, and we apply our best judgment and knowledge to all the facts we can muster.

We study the characteristics of the audience we can expect to attract. We know that taste in music is clearly divided into age categories. Therefore, applying all of these factors we try to arrive at a music policy which will satisfy the largest number of people of the audience we want.

Music is just too large a subject to be confined to one column. This will be continued next week when you will be taken behind the scenes of the KMA Music Department.



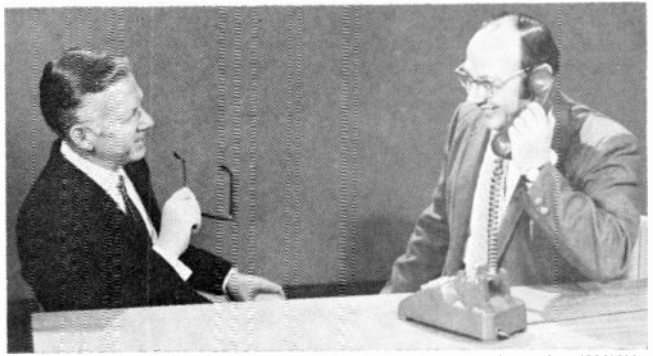
Clowning around with a Santa face in the May Seed Store across from the KMA studios are Eddie May, Lee Hughes and Darrell Murphy. Eddie May, sophomore in the Shenandoah High school, is in training as an announcer for KMA. Lee Hughes is a senior in high school and works part-time as an announcer, and Darrell Murphy, student at Iowa Western College in Clarinda, is also a part-time evening announcer. They spin many musical records for your listening pleasure.

OPEN LINE

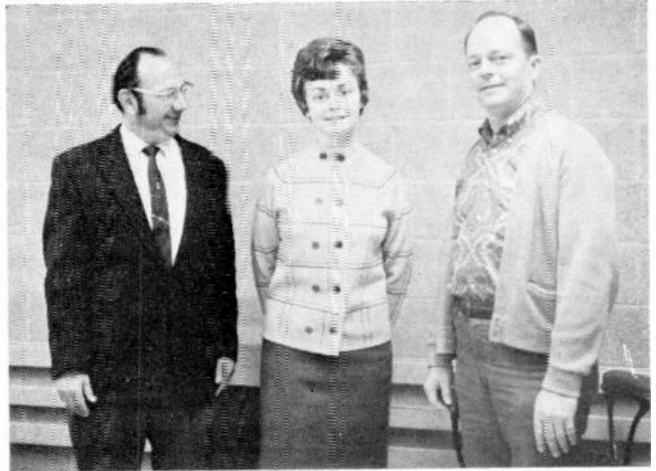
By WARREN NIELSON

Recently we talked about the subject of objectionable movies on television. The movie that many parents were concerned about was going to be shown on Channel 3, so I called **LEW JEFFREY**, program manager of KMTV. Jeffrey told me that mature-type movies are still only a small part of the total movie fare offered by the television networks, and that no "Adults Only" movies have been shown.

The young lady pictured with **JACK GOWING** and me is a former army nurse, Miss **KAY DOWELL** of Coin, Iowa. Kay had just completed a year's tour of duty in an American hospital in South Vietnam when she was on the "LINE." She commented on the lack of sanitation and the filthy conditions that the South Vietnamese live under, and she said that Communist VC's (Viet Cong) soldiers were easy to spot because of their belligerence and their indoctrination. She told me that our soldiers' morale was surprisingly high.



(Photo by KMTV)



"Becoming a happy, well-adjusted, useful adult" is one of the major goals of Miss Cheryl Jean Jackson who was crowned 1969 Northwest Missouri State College Homecoming Queen. Pictured are the top 5 finalists in the Homecoming Queen contest which KMA Women's Director Jo Freed helped judge in the semi-finals; the student body voted the final queen selection. (L to R) Charlene Rush, Cheryl Jackson, Joyce Hatcher, Rebecca Nelson and Dee Waterworth, with their escorts. Rebecca Nelson, second from right, was named Miss Maryville for 1969 and at the Missouri Pageant, she received the title of Miss Congeniality. Jo Freed assisted in the judging of that contest also last spring in Maryville.

POSTMASTER

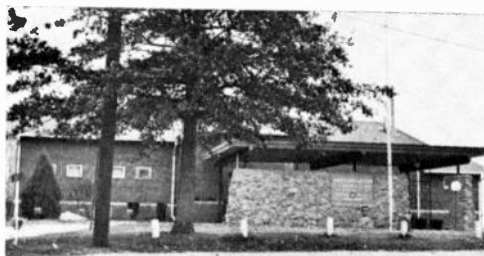
Address Correction Requested

Tom Thumb Publishing Co.
Shenandoah, Iowa
51601



"Don't Drink the Water" was the name of the last production by the Southwest Iowa Theatre Group. Many of our KMA employees have played roles and participated in the productions of this active theatre group. SWITG maintains its own 160 seat theatre which is attached to the Rose Garden, a Shenandoah Park Board owned building near the municipal swimming pool in Sportsman Park.

(Photo by K. J. Gee)



The newly remodeled and redecorated American Legion Country Club maintains a top notch nine hole golf course. An eternal flame burns as a memorial in front.

KMA Guide Good Neighbors

Located in the fertile Nishnabotna River valley is the "Seed and Nursery Center of the World," Shenandoah, Iowa. The well-kept nursery and farm land surrounding this progressive town attracts thousands of tourists throughout the year. Shenandoah is the home of KMA Radio and four nurseries including the Earl May Seed and Nursery Company and is also the home of about 7,000 citizens. Shenandoah was named for the beautiful Shenandoah Valley in Virginia and was incorporated in 1871.



Aerial view of the Shenandoah business district and the main street of Sheridan Avenue. Shenandoah is serviced by state highways 48 and 2, and U. S. 59, airport, 2 railroads, bus line, and 3 truck lines.