



The

KMA GUIDE

January, 1971

INTRODUCING . . . SAM W. LEE

After a month on Radio KMA, the distinctive, subtly authoritative voice of Sam W. Lee has become synonymous with the delivery of accurate and complete coverage of news that KMA listeners expect.

The new Director of News can be heard Monday through Friday at 6, 7, 7:45 and 9 in the morning and again at 12 noon. On Saturday, he gives the 6, 7, 7:45, 9, and 10 a.m., newscasts.

While employed in Albuquerque, New Mexico, Sam won the award for the best feature story during 1970, covering campus violence at the University of New Mexico. His documentary entitled "Narcotics—New Mexico Style," an intensive search into the drug problem in that state, and his editorials concerning discrimination and marijuana are slated to receive awards in 1971 from the New Mexico press.

A 1961 graduate of Mitchell, Neb., high school, Sam attended the University of Nebraska, University of Wyoming and completed his education at Chadron (Neb.) State College.

His involvement in broadcasting began in 1962 while doing color for a TV sports special from the National Little Britches Rodeo Association in Denver, Colo., which was later incorporated into the Disney film, "Bronco Kids." The following fall he went to work for a radio station in Laramie, Wyo. In 1967, he was drafted into the army where he served as chief announcer for the American Forces Korea Radio and Television network based in Seoul, Korea. During his Korean tour, Sam spent special duty in most parts of Asia on behalf of the Moon-WHA Broadcasting Corp. of Korea making feature movies and TV commercials.

During his tour, he was one of few free-world journalists to cover the release of the U.S.S. Pueblo crew, the shooting down of a Navy EC-121 plane the following May and the North Korean mass infiltration assassination plot to kill President Park Chung-Hee. Sam received two citations while in the military: one from Vice President Hubert Humphrey and another from Korean President Park Chung-Hee.

He has traveled with Senators Barry Goldwater, Peter Domini, and Gale McGee, Vice President Spiro Agnew, and President Nixon during recent campaigns.

While a student at the University of Wyoming, he was awarded an internship from the National Center for Education in Politics and served as coordinator of the 1962 campaign for the Wyoming Democratic Central Committee and also served as president and co-founder of the Wyoming Association of pre-law students.

The KMA Guide

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The 28-year-old, single man has served on the Scottsbluff County American Red Cross Board of Directors, Scottsbluff County Agricultural Society, the National Thespian Society, the National Quill and Scroll and was chaplain of the Mitchell, Neb., Masonic Lodge.

He has had several articles published in national publications and in industrial news organs. He is a member of the American Legion, VFW, Masonic Lodge and the Episcopal Church.

Sam's mother, Mary, resides in Yakima, Washington, and his sister, Shirley lives in Scottsbluff, Neb.



New Girl in Circulation

A capable and pleasant young lady has taken over the circulation desk for The KMA Guide. She is Corinne Gilbert.

She is a new bride, having married Larry Gilbert of Shenandoah on Nov. 27. Larry is in the trucking business in Shenandoah.

Corinne was graduated from Shenandoah High School and attended Northwest Missouri State College at Maryville. For the past ten years she has worked for Northwestern Bell Telephone in Omaha.

Her parents are deceased, but she has one sister, Mrs. Max Moore who lives at Sidney, Ia.

A Chat With Edward May

With this issue of the Guide we start a new year—1971. Personally, I have no complaints about 1970, although I hope 1971 will be better. Last year had more strife, unrest, unemployment and uncertainty than we have seen for many years. This is why I hope 1971 will be an improvement over 1970.

Card from "Bad Boy"

During the holidays I received a Christmas card from a former well-known KMA entertainer by the name of Lem Hawkins. Unless you happen to be a long-time listener of KMA, you might not have heard of Lem Hawkins. Lem was a star performer during the days of "Country School." Just in case you haven't heard of Country School—during the 1930s and part of the 1940s, there was a daily, outstanding variety show on KMA called "Country School." All of the entertainers would pool their talents and perform at their best. The program was, without a doubt, the most popular program ever heard regularly on KMA. I would venture to say there isn't a person in the KMA area over forty years of age who hasn't heard about "Country School." Either the person made a trip to Shenandoah and Radio Station KMA specifically to visit the Station and Country School, or listened to the program over the radio. The "bad boy" of Country School was the comedian, Lem Hawkins. The whole purpose in telling you about Lem and Country School is to relate to you what Lem said in his Christmas card, which was: "I have retired and now live in Skidmore, Missouri, and have talked about having a reunion of us old KMA Country School members. Do you think it could be arranged?" Personally, I think Lem has a marvelous idea, and I am going to write Lem and tell him so. If there should be a former KMA Country School member who reads this issue of the Guide, I would appreciate your writing me and giving me your address in an effort to locate as many former members as possible.

Weather for New Year

I hardly think we should pass the first of the year without making reference to a weather sign or two. One sign says, "Watch the wind on the first day of January for it will tell you what kind of weather you will have for the next forty days: For it never leaves that direction over 24 hours at one time for the next forty days. If it is in the north or northwest, you can look

for lots of cold weather with plenty of snow. If it is in the south, you can look for the weather to be mild and pleasant. If from the east, you can look for lots of rain and probably some snow for the next forty days." The other sign I want to mention is, "Watch the first 12 days of January as they rule the 12 months of the year, with each day corresponding to a given month of the year." I cannot vouch for the accuracy of these, but we might keep track and see how accurate they are in 1971.

Popular Story

In closing, I would like to use the story I recently read on the radio and many people asked about it. It pertains to a farmer who bought a new car with a lot of extras and later selling a cow to the car dealer. The story is as follows:

"The story is told about an Oklahoma farmer who discovered that he had bought a new car with a lot of extras which increased the cost of the car considerably.

"Some time later the same farmer sold a cow to the car dealer, and when it came time to be paid he listed these things as part of the deal:

Basic cow	\$200
Two toned exterior	45
Extra stomach	75
Product storage compartment	60
Dispensing unit, 4 spigots	40
Genuine Cowhide upholstery	125
Dual horns and automatic flyswatter	50

Total \$595"

Best wishes for a Happy New Year.



Vernon Barnes, Red Oak, stands beside the truck load of Christmas trees which he delivered to the Glenwood State Hospital-School. KMA listeners contributed generously to this annual campaign to add to the holiday joy of those at the Glenwood school.

FRANK COMMENTS

It is becoming increasingly difficult as the years go by to get all of the Field tribe together at one time, but we almost made it on Thanksgiving day this year. The only ones who couldn't make it were our daughter, Peggy Crowson and her family from Ft. Worth, Texas. However, Peggy did fly up for a week with us in mid-December. They were going to be tied up at Christmas time so that they couldn't get away then either. Our daughter, Zo Fishbaugh, had the gang at her place on Thanksgiving Day and our son, John, has asked the tribe to gather at his place for Christmas dinner.

Reading from right to left in the picture, Jenny and I are seated on the davenport and next to us our son, Bob Field, and his wife, Elsie; seated in the chair are Bob's son, Bill Field, holding his son, Stevie, and daughter, Sondra. In other words, there are four generations seated, all bearing the name Field. Stevie is five and Sondra is six and both of them are in school this winter.

In the rear row standing, Robert and Zo Fishbaugh are at the right end and next to them are their son, John Fishbaugh and his wife, Carol. Next comes our son, John, and his wife, Maxine, and their children, Polly, who is still in high school and their son, Dan, who is taking journalism at the University of Missouri, at Columbia, in order to assist his father in publishing the Hamburg Reporter, which John has done ever since he too took journalism at the University of Missouri. John Fishbaugh is with his father in the Security National Bank here in Shenandoah. Bob Field is in the advertising department here at the Earl May Seed and Nursery Company, where he

has been for the past 25 years or more. He operates the machinery which prints all those circulars and leaflets, including the moon sign leaflet. Bill Field works in Omaha, but still manages to get back to Shenandoah every month or so.

Last month, we discussed the advisability of giving the roses some extra protection during the winter months; and it won't be very long now until you can help pass away the long winter evenings by going through the catalogs very carefully and making up a tentative list of what you want to plant next spring. In spite of anything you can do, it isn't at all unusual to lose 2 or 3 roses, and it is not a good idea to wait until the last minute to replace them. Not only the Earl May Mail Catalog, but also all of the Garden Centers as well, will be featuring the four new All-America-Award Winners, which I am sure you will want to try if you can find room for them. You can rest assured that any new variety has been very thoroughly tried out in the trial grounds, on the south edge of Shenandoah, for at least two years. You also know by now, that it would not be listed in the catalog unless it had proven itself to be well adapted to this area.

I have been talking about roses, but the same thing holds true for vegetables and flowers as well.

Maybe next month there will be space to talk a little about some of those newer vegetables and flowers so that you can get them in that tentative ordering list that I mentioned.

Incidentally, there is still time to ask for your copy of the 1971 spring catalog if you have the remotest idea that your name might not be on the mailing list. Give us your zip code too.



RFD



with
Jack Gowing



As I am writing this month's column, I have just returned from covering the annual convention of the American Farm Bureau Federation in Houston, Texas. The temperature there got into the high seventies, and one day it got up to eighty degrees, but during that week it was in the forties here, too.

Houston Is Major City

Houston is a bustling city of a little over one million eight hundred thousand people. One of the newer industries there is the Space Center; of course, one of the largest, if not the largest, is the oil industry.

Houston is the nerve center of all United States manned space flights. They have exhibits on Gemini, Mercury and Apollo programs which include photos and actual space flight gear, capsules, food and clothing. There is an outdoor mock-up of the moon landing module, "The Eagle."

We should mention shipping, too, because the Port of Houston ranks as the third largest in tonnage in the nation.

The world famous Astrodome is home of the Houston Astros, Houston Oilers and the University of Houston Cougars. Nowhere else can you enjoy comfort and luxury while witnessing such a spectacular variety of events including baseball, football, bullfights, polo, rodeos and Hollywood headliners. Quite a few who attended the Farm Bureau Convention got to see the Houston Oilers and the Cleveland Browns in a pro football game.

Our seats were up pretty high so we could look right down on the field. It was a real view of a ballgame, with lots of color, and the acoustics are terrific. They have a traffic problem though. I guess every city has this one problem which nobody seems to have the answer to as yet.

Members Surprised at Resignation

Farm Bureau members were quite surprised when Charles Shuman resigned as the president of the American Farm Bureau. He hadn't told any of the staff members of his intentions. Allan Kline, who was the president before Shuman, resigned without any previous announcement too. William Kuhfuss of Illinois was elected president of the American Farm Bureau before the convention closed.

Next month, I will report on the National Farmers' Organization Convention.

Resolution for Pork Producers

You pork producers should make a New Year's resolution to sell your hogs under 220 pounds. It looks like this would be one of the most economical things you could do, and also it would be one of the quickest ways to cut down on the tonnage of total pork.

What will 1971 bring in the way of change in agriculture? How many more people will leave the farm? Or, to put it another way, how many fewer farms will we have before this year is out?

What is the truth on imports? Do they really hurt us or should we let the foreign producers have unlimited access to our market?

Why should some of our national policy-makers be talking about the need for more meat imports when livestock is in a distress situation?

Who Should Make Decisions?

Who should make some of these decisions: The people who will make a profit on the imports, the consumer or the producer who is producing the bulk of our requirements today? What will really happen if the domestic producer cannot at least break even? Will he continue to stay in business hoping for a better shake from the policy-makers later on?

Questions for 1971

These are some questions that will have to be answered, and maybe 1971 is the year we will have to face up to them. Agriculture cannot wait much longer.

JANUARY GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- Jan. 3—Amy Sislo (Ed May's granddaughter)
- Jan. 12—Mrs. Don Burrichter
- Jan. 14—Denell Schnoor (Henry's daughter)
- Jan. 18—Denise Mihall (Jack's daughter)
- Jan. 25—Jack Mihall
- Jan. 26—Norman Kling

HAPPY ANNIVERSARY TO:

- Jan. 4—Mr. and Mrs. Don Burrichter
- Jan. 27—Mr. and Mrs. Pat Patterson

On News

KMA News is presenting total comprehensive news. There are new plans already in operation and some that are forthcoming. Jack Reynolds has been hired as assistant news director for KMA. The schedule for the three newsmen will be Monday through Friday: 6 a.m. to 9 a.m., Sam W. Lee; Ralph Childs from 10 to Noon; Lee, Noon; Childs again from 1 p.m. until 2:30 p.m., and Jack Reynolds doing the 3 p.m. to 7 p.m. slot. On Saturday, it is Sam W. Lee 6 to 10 a.m., and Jack Reynolds, 11 a.m. until 3 p.m. Ralph Childs has all of Sunday.

KMA News has already had statewide and regional audio service to more than 30 radio and TV news departments concerning several big stories in the past month. KMA News was the first in the region to broadcast actualities from the demonstrations at SUI and Kansas University. State Senator Andrew Varley was interviewed concerning high room and board rates at Iowa's three universities. State Representative Maurice Van Nostrand gave KMA News reports on the legislative tax study committee proposals for funding state aid to public schools and a Neb. U.S. Representative commented on President Nixon's press conference and the bombing at Kansas U.

In continuing with past policy, KMA News is again broadcasting school closings and comprehensive road condition reports when the weather is inclement. Each school in the KMA area has been notified as to the KMA News department's intention. District Four of the Iowa Highway Patrol is providing statewide road reports.

A new feature for KMA News is the selection of an OFFICER OF THE DAY chosen from the KMA area. The law enforcement official is selected from the members of the police, sheriff's departments and highway patrol in the 4-state area. The OFFICER OF THE DAY is cited for his excellent job in performing law enforcement duties for the public's benefit. These are aired six times daily, Monday through Saturday.

KMA News solicits your interest in providing us with news. As a KMA correspondent you receive as benefits — hard work, long hours, a worn out telephone, poor wages and a satisfaction that you're doing your part in keeping the public informed of the facts. The public has a right to know!

Most all of you are familiar with Ralph Childs. Well, if you're not, you haven't been in the KMA area for more than two days. Ralph is the man I've put on what I call Housewife Time (10 a.m. to 3:30 p.m.)

JACK REYNOLDS JOINS NEWS STAFF



Jack L. Reynolds, Jr., has joined the KMA News Department as Assistant News Director. He can be heard Monday through Friday on newscasts from 3 to 7 p.m., and on Saturday from 11 a.m. to 3 p.m. In addition to newscasts, Jack will gather, write and edit news as it happens.

He comes to KMA Radio from an NBC affiliate in Pittsburg, Kansas. He attended radio broadcasting school in Kansas City, Mo., after three years in the U.S. Army. He is a veteran of Viet Nam where he spent a year in the First Cavalry.

Born in Chillicothe, Mo., in 1945, Jack lived there until the ninth grade when he moved to Kirksville, Mo., where he graduated from high school and attended Kirksville State Teachers' College. He also attended the University of Kansas for two years as a theatre major. He held a technical theatre assistantship at KU and worked as a scenic artist for the Starlight Theatre in Kansas City during summer vacations.

A bachelor, Jack has one brother, Richard, and one sister, Peggy, who reside with their parents, Mr. and Mrs. J. L. Reynolds, Sr., at Chillicothe.

because of his smooth voice and delivery. Ralph is an asset to the KMA News department and especially to me, moving into the area from more than 1,000 miles away. His perfect command of English and knowledge of Iowa and the 4-state area are assets to this department far too valuable to assess properly.

In the next issue of The Guide, I'll write my feelings as to today's news and the task of a broadcast journalist in presenting the public with the facts as he gets them. We'll call it "Tellin' it like it is . . ." or "Four easy ways to become frustrated."

On Sports

What a race the Hawkeye Seven is this year. The title could go to any one of five teams. I have never seen a season where the home court advantage did not mean a thing. Creston has a small gym, and yet, Creston Coach Dennis Nelson told me that his team's best performances have been on bigger playing floors. All the Hawkeye Seven Basketball coaches are just shaking their heads about the conference race.

The Tarkio Owls of Coach Wayne Davidson are rapidly maturing into a fine college basketball team. For a young, inexperienced basketball squad, they have certainly done a commendable job at this stage in the season. Watch out for the Owls, they are going to surprise a lot of teams.

Doing the Big Eight Tournament in Kansas City, again, was a lot of fun, but, at the same time, it was a great deal of hard work. I got a chance to meet and talk with a lot of interesting people. I hope you enjoyed the coverage on KMA Radio.

On Dec. 31st, the day following the wrap-up of the Big Eight Tournament, I left Kansas City by plane to fly to Miami, Florida, to cover the Orange Bowl Game between the Nebraska Cornhuskers and the LSU Tigers. More about that in next month's Guide.



(Sentinel Photo)

KMA Sports Director talks with Iowa State Football Coach, Johnny Majors, at the annual Kiwanis Football Banquet, honoring the Shenandoah football team.



Another New Face In News Department

Completing the roster for the KMA News Department is Bruce O. Ridnour who will work the early shift from 5 a.m. to 9 a.m. His job will be to gather news by telephoning all the sources KMA uses to keep you informed on what is happening in the 4-state area.

Bruce is enrolled at Iowa Western Com-

Tarkio Owls Schedule

- Jan. 2—Baker University at Tarkio
8:55 p.m.
- Jan. 3—Pershing College at Tarkio
3:55 p.m.
- Jan. 8—Cent. Methodist at Fayette, Mo.
7:25 p.m.
- Jan. 9—Drury Coll. at Springfield, Mo.
7:25 p.m.
- Jan. 16—Westminister at Tarkio
7:25 p.m.
- Jan. 21—St. Benedicts at Atchison, Kan.
7:25 p.m.

KMA Sports Director Warren Swain assisted by Mike Goodin will do the play-by-play on all of these games.

munity College at Clarinda and plans to obtain a degree in law enforcement and correction. He is a 1967 graduate of Walnut High School and worked for the FBI in Washington, D.C., before serving in the Army from Feb. 1969 to Nov. 1970. He served with the Seventh Army in Heidelberg, Germany.

Bruce's parents are Mr. and Mrs. Ralph Ridnour of Walnut.

ON THE
KMA
PARTY LINE

By MARY WILLIAMS



Recently KMA Salesman **PAT PATTERSON** bought a new pickup truck. Now he has added a new camper which is outfitted with all the necessities including a furnace. Pat, his wife, **SUE**, and their son, **JEFF**, hope to do lots of camping and

traveling. Pat stands beside his new truck and camper in the picture.

If you take the right road, **HENRY SCHNOOR'S** farm isn't hard to find, but following directions seemed too mundane for a driver like Guide Editor, **MARY WILLIAMS** who drove two miles out of the way. But the honors go to KMA disc jockey **DARRELL MURPHY** who spent several hours (at least that's the story we heard) winding around in the hills before he found the farm recently.

College students who came home for the holidays included: **JAN ANDERSEN** of Northwest Missouri State College, Maryville, Mo., at KMA Sales Manager **CARL (ANDY) ANDERSEN'S**; **BOB KLING** coming from Cedar Falls' University of Northern Iowa to Engineer **NORM KLING'S**; **TOM WILLIAMS** from University of Nebraska at Omaha in Station Manager **NORM WILLIAMS' home**; and **LORY WILLIAMS** from Western New Mexico University at Silver City, N.M., to Guide Editor **MARY WILLIAMS'**.

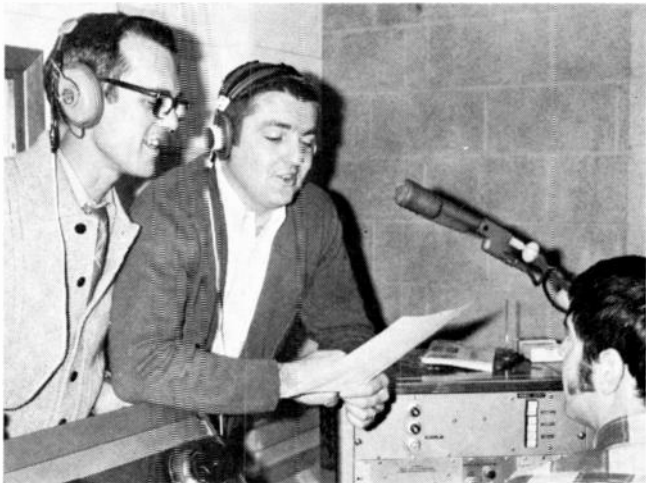
The **WILLIAMSES, CHARLES, MARY** and son, **LOCHE**, drove to Kansas City to meet **LORY** who flew there from New Mexico. **CAROL BURRICHTER** came from Iowa State, Ames, to the **DON BURRICHTERS' home**.

Since her picture was published in the Guide last month with the handmade gifts, **EVALYN SANER** has had several fan letters requesting more information about her crafts.

KMA Operations Director **Jack Mihall** took his father-in-law, **Kenneth Gray** of Fayette, Ia., on a tour of KMA in December when Mr. and Mrs. Gray were visiting with the Mihalls. In the picture are Mr. Gray, Denise, Darla and Jack. For Christmas, the families got together again at the home of Mrs. Edna Gorkow and her daughter, Wendy, at Walford, Ia. Mrs. Gorkow is an aunt of Jack's wife, Marty.



Apparently enjoying the sound of their voices are (l. to r.) Dennis Boldra and Keith Ramsey. That's Mike Goodin at the controls. Dennis and Keith were making a singing commercial, which ran in December over KMA, when this picture was taken.



A farewell party was held at the end of December for **KEITH RAMSEY**, KMA salesman, who is moving on to sales for KMTV in Omaha. The party started at the home of Station Manager **NORM WILLIAMS** and progressed to the Country Club for dinner. Good luck in Omaha, Keith.

EVALYN SANER, Managerial Secretary, showed up in another good-looking pants suit which was made by her sister, **ESTHER JOHNSON**.

Victim of the Christmas travel rush was Farm Director **JACK GOWING**. Jack attended the National Farmers Organization meeting in Louisville, Ky., in December. He traveled by plane from Louisville to Chicago where he made the connection for Omaha, but his suitcase full of clothes and tape recordings did not. At press time, Jack was still anxiously waiting for the return of his luggage.

KMA Newsman **RALPH CHILDS** stretched out the holidays with his children coming on different days for visits. Stopping briefly before leaving for his new assignment in Hawaii on Dec. 19, was Sgt. **MIKE CHILDS** and his wife, **NANCY**. Nancy and their son, **ERIC**, hope to join Mike later. They are staying with her parents at Bloomfield until that time. **STEVE CHILDS**

came for Christmas from Omaha, and another son, **DAVE**, and his wife, **BONNIE**, arrived later in the month. Dave was discharged from service Dec. 28 and plans to attend SUI The Childses' daughter, **SUSAN**, and her husband, **FRED HAGEMANN**, of Chicago spent Thanksgiving in Shenandoah but Christmas at Waverly with his parents.

KMA Salesman, **DENNIS BOLDRA** is a patient in Clarkson Hospital, Room 557, in Omaha where he is undergoing treatment for cancer. His condition is reported as satisfactory, and we are all hoping that he will be out soon and back with us.

DARRELL MURPHY, KMA Announcer, has a new roommate or to be more correct—someone to share his apartment. He is **GARY KELLEY** of Braddyville who was recently discharged from the Marine Corps, having served overseas. The young men went through school together, and both graduated from South Page High School. Young Kelley has taken a job with DeKalb in Shenandoah.



Engineer Norm Kling and his wife, Margaret, are grandparents for a second time. Their son and daughter-in-law, Benny and Susan Kling are the parents of a son born Dec. 3 in Shenandoah. Weighing in at six pounds and 11 ounces, the boy has been named Jeffrey. The young Klings seem to favor December because their other child, Melanie, will be two years old Dec. 31. At left in the picture, Norm Kling discusses grandchildren with Merle Douglas (far left) who has one grandchild, Michelle Stevens.

Here's That Big Sport Himself In His Own

BACHELOR PAD

Candid camera catches Warren Swain doing his housekeeping.



Sports Director goes about his monthly chore—making his bed. He just ignores anything on, hanging on or under it.



The picture on the wall shows the charter members of the Warren Swain fan club.



Warren tackles that quarterly job of dish-washing.



Warren admires picture of his long lost relative who had great influence on his sports broadcasting career.



Warren can side-step the garbage until the end of the month when he covers the field with it.

Sales Department Adds Two New Men

Two new salesmen will give added impetus to the KMA Sales Department for the New Year. They are Byron L. Stoner and Douglas Sheffield.

Byron Stoner comes to KMA after selling his Phillips 66 dealership in Shenandoah in November. Prior to running the service station, he farmed southeast of Bedford, Ia., from 1952 to 1968.

A graduate of Sheridan, Mo., High School, he served two years in the army with duty in Germany.

He is married to the former Beulah Allee. They have three children, Penni, 15, Kelly, 14, and Christina, 9. They also have a pet dog, "Heidi." His parents, the Virgil Stoners, live in Sheridan, Mo. He has one sister, Mrs. Eleanor Snow.

His hobby is hunting with a stay in a remote area where he can hunt and fish is his idea of an ideal vacation.

Douglas R. Sheffield, who prefers being called "Doug," joins the staff after working for Triple K Manufacturing in Shenandoah.

Doug is a bachelor but comes from a large family. He has five brothers, Scott, Rick, Greg, Jeff, and Tim, and two sisters, Susan and Tereasa, who live at home with



Byron Stoner (left) and Doug Sheffield join KMA staff.

their parents, Mr. and Mrs. Richard B. Sheffield, in Bedford, Ia.

Born in Creston, Ia., Doug attended grade school at Prescott, Ia., and was graduated in 1968 from Bedford High School.

Sports cars and being a spectator at all major sports are hobbies that interest Doug. He would like to take a vacation where he could ski and swim.



Members of the newly organized Explorer Scouts will have KMA's Mike Goodin for their leader. These young men will learn about various phases of radio in their monthly meetings throughout the school year. Attending the first meeting were (l. to r. standing) Gregg Scott, Steve Berning, Jim Larson, Bill Hillman, Stephen Warren, Terry Rennack, Randy Tyner and Mark Stockstill. In the front row (l. to r.) are Ed May, Jr., Sam Bartles, Carl Mutchler, Tim Mathis and Mike Goodin.

GUEST COOK for January . . . ELEANOR MAY

With the New Year, The KMA Guide inaugurates a new feature on its recipe pages. Called "Guest Cook," it will bring to you the family or personal favorite foods prepared by that individual.

Appropriately, the first "Guest Cook" to have her recipes printed is none other than Eleanor May, the wife of Ed May, Sr., president of Earl May Seed and Nursery Co. and May Broadcasting.

Personal preferences on brands and other references have been retained as noted on the recipes because these additions give the food that extra personal fillip and touch of experience. These notations after all are what make recipes special.

CHOW MEIN

- ¼ cup shortening
- 2 lbs. lean pork cut in strips
- 1 cup onions, chopped
- 1 t. salt
- 1/16 t. pepper
- 2 cups celery (cut in 1" pieces and then strips lengthwise)
- 1½ cups hot water
- 1 can Mixed Chinese Vegetables, drained

For flavoring or thickening

- 2 T. cold water
- 2 T. cornstarch
- 2 t. soy sauce (I prefer Shoyu Sauce)

Sear meat in shortening quickly without browning or burning. Add onions and fry five minutes. Add celery, salt, pepper, and hot water. Cover and cook for 5 minutes. Add drained mixed vegetables. Mix thoroughly and heat to boiling point. Combine and add flavoring and thickening. Stir lightly and cook one minute. Serve over Chinese noodles or cooked rice. Add soy or Shoyu sauce to taste.

* * *

DATE PUDDING

- 4 eggs well beaten
- 2 cups sugar
- 4 T. sweet milk
- 3 T. flour
- 3 t. baking powder
- 2 cups English walnuts, coarsely chopped
- 2 cups dates, chopped

Beat eggs and sugar until light. Add flour, baking powder, and milk. Stir in dates and nuts. Turn into a greased 7"x12" baking dish and bake in a pan of hot water in 350° oven for 40 minutes or until crust is golden brown. Serve with sweetened whipped cream.

* * *

FROZEN FRUIT PUNCH "SLUSH"

Combine:

- Juice of 2 oranges and 2 lemons
- Rind of 1 orange, grated
- 3 bananas, cut fine
- 1 No. 2½ can pineapple, crushed
- 1 scant cup sugar
- 1 large bottle gingerale

Freeze. Remove about one hour before serving so it will be as the name implies—slush.

SEATTLE LUNCH

(Why? I don't know.)

- 1 lb. hamburger
- ½ lb. grated cheese
- 1 green pepper, chopped
- 1 large onion, chopped
- 1 can corn, whole kernel
- 1 can mushrooms plus liquid (stems and pieces)
- 1 can tomato soup
- ½ lb. package spaghetti cooked and drained

- 1 T. Worcestershire sauce
- Salt and pepper to taste

Brown onion and meat. Combine with other ingredients in a greased casserole. Cover with crushed potato chips. Bake in 350° oven for one hour.

* * *

MEXICAN TACOS

- 1 package of taco shells
- 2 lbs. ground beef
- 1 small head of lettuce, shredded
- 1 package of radishes, chopped
- Shredded cheddar cheese

Warm taco shells as directed on package. Brown the ground beef and season with salt and pepper to taste. Drain well. To serve: Stuff each taco shell with the meat. Add some lettuce, radishes, cheese and tomato sauce and eat by hand.

Tomato Sauce

- 1 large can tomatoes, crush tomatoes
- 1 small can tomato paste
- 1 large chopped onion
- 1 med. green pepper, chopped
- 4 or 5 dashes of Tabasco sauce
- Salt to taste

Allow to season several hours or overnight in the refrigerator.

* * *

PUMPKIN BREAD

Sift together:

- 3½ cups sifted flour
- 2 t. soda
- 1 t. cinnamon
- 1 t. nutmeg
- ½ t. salt
- 3 cups sugar

Mix and add to dry ingredients:

- 1 cup salad oil
- 4 eggs, beaten
- 1 can pumpkin (2 cups)
- ¾ cup water

Bake in greased loaf pans (2 large or four 7"x3") at 325° for over one hour.

BROWNIES

- 1 cup butter or margarine
- 2 cups sugar
- 2 t. vanilla
- 4 eggs
- 2 squares chocolate
- 1 cup flour
- 1 cup chopped walnuts

Cream shortening and sugar, add eggs, beat thoroughly. Blend in melted chocolate and vanilla. Stir in flour and nuts. Bake in a 9"x13" pan for 30-35 minutes at 325°. When done, lightly press around edge of pan with the bottom of a glass to make the top level. Cool. Spread with fudge frosting.

Frosting

- 6 T. butter or margarine
- 6 T. milk
- 1½ cups sugar

Bring to rolling boil. Boil 30 seconds. Add small 6 oz. package of chocolate chips and 1 tsp. vanilla. Beat until melted.

* * *

This recipe is from the Guide Editor's sister-in-law, Mrs. R. C. Romdall of Mexico, Mo. It tastes great and stays moist a long time.

COCA COLA CAKE

- 2 cups unsifted flour
- 2 cups sugar
- 2 sticks butter
- 3 T. cocoa
- 1 cup Coca Cola
- ½ cup buttermilk
- 2 beaten eggs
- 1 t. vanilla
- 1 t. soda
- 1½ cups miniature marshmallows

Combine flour and sugar in mixing bowl. Heat butter, cocoa and Coca Cola to boiling and pour over flour-sugar mixture, mixing thoroughly.

Add buttermilk, eggs, soda, vanilla and marshmallows, beating together and mix well. This will be a thin batter with marshmallows floating on top. Bake in flat pan, 1 inch deep at 350° for 30 to 35 minutes. Ice while hot.

Icing

- ½ cup butter
- 3 T. cocoa
- 6 T. Coke (remainder of King size bottle of Coke)
- 1 box confectioners' sugar
- 1 cup pecans, toasted

Combine butter, cocoa and Coca Cola and heat to boiling. Pour over confectioners' sugar. After beating well, add 1 cup chopped pecans which were toasted while oven was preheating. (toasting-optional) Spread over hot cake.

* * *

TURKEY: THE SECOND TIME AROUND

Roasting a turkey? Plan for leftovers to use in a host of delicious dishes.

Cranberry Crowned Turkey Salad: Using unflavored gelatin, make a two-layer mold

Billie's Letter

Hello There!

What do you know? . . . It's a brand new year again! I always have the same old hope in my heart that the year will bring only happiness and joy to all of you. We are all realistic enough to realize that is not completely possible, but what a beautiful dream it is!!!

We're up to our old tricks in the Martha Gooch Kitchen . . . collecting and testing new recipes, and we'll share 'em with you in the months to come. Fact is, I'm going to haul off and share one with you right now.

Min - Barbara - Deanna - and all the friendly folks at Gooch wish to extend their wishes, along with mine, for a wonderful year 1971.

Sincerely, Billie Oakley

OYSTER AND MACARONI CHOWDER

From Charlyn Law

- 2 cans (8 oz. ea.) whole oysters, drained, reserve liquid
- 2½ cups water
- 2 t. salt
- 1 cup finely chopped celery
- 1 cup finely chopped carrots
- ½ cup finely chopped onion
- 1 cup shell macaroni
- 4 cups milk
- ¼ cup chopped parsley
- ¼ t. pepper
- ⅛ t. ground sage
- 2 T. enriched flour
- 4 T. butter or margarine

Combine liquid from oysters, water, salt and vegetables in large pan. Heat to boiling. Gradually add macaroni. Cover. Reduce heat and simmer 15 minutes or until macaroni is tender. Stir in 3 cups milk, parsley, pepper and sage. Blend remaining 1 cup milk with flour until smooth. Add to chowder and cook, stirring constantly, until thickened and bubbly. Meanwhile, saute oysters in butter until edges curl. Stir into chowder. Serve immediately.

—the top layer boasts a tangy cranberry relish, while the bottom layer contains your favorite turkey salad medley.

Hot Turkey Potato Salad: Combine cubed cooked turkey and potatoes, sliced celery and chopped toasted almonds. Gently blend in a perky flavored salad dressing and pile lightly into baking pan. Sprinkle with grated cheese and crushed potato chips. Bake at 450 degrees for 10 minutes, to heat thoroughly.

Swiss Turkey Sandwich: For each open-face sandwich, begin with a slice of rye bread and add a slice of Swiss cheese, lettuce, two tomato slices, a slice of cooked turkey and ½ cup Thousand Island dressing. Garnish with hard-cooked egg slices, cooked bacon and ripe olives.

PROGRAM NEWS FOR JANUARY, 1971

Dial 960 — K M A — 5,000 Watts

NORM'S FORUM

By
Norman Williams
Station Manager

Musical Memories

Last month, I devoted this column to a look at the December, 1950 edition of the KMA Guide. It was fun to look back and see where many of the KMA family were twenty years ago. This month, let's reminiscence through the medium of music. Music is a distinctly human phenomenon. People associate all kinds of events in their lives with music.

Two Old Favorites

In 1871, two songs became universally popular in this country. They were "Onward Christian Soldiers" and "Silent Night! Holy Night!" The tunes people were humming in 1881 were "Paddy Duffy's Cart" and "Tell It Out Among the Nations (Heathen)" That the Lord Is King." 1891 started a trend toward what we recognize today as "popular music." It featured such greats as "Ta-ra-ra-boom-te-a," "The Pardon Came Too Late" and "Life's Railway to Heaven." Do you remember "I've Grown So Used to You," "Way Down in Old Indiana"? They came from 1901. In 1911, everything started to change. Parents held their ears when they heard such tunes as "Alexander's Ragtime Band," "If You Talk in Your Sleep, Don't Mention My Name" and "Oh, You Beautiful Doll." Maybe you are not old enough to remember those ancient songs. Try these. "April Showers," "Love Will Find A Way," "Second Hand Rose" and "The Wang, Wang Blues" were the hit tunes of 1921.

Depression Days

Ten years later, the songwriters were really turning them out in bunches. 1931 featured such old favorites as "Between the Devil and the Deep Blue Sea," "Dancing in the Dark," "Out of Nowhere," and "When Yuba Plays the Rhumba on the Tuba." Wonder if they played that last number on KMA?

Vintage Year

If 1941 wasn't as prolific as 1931, it was certainly a vintage year for music. Maybe it's my age. That is the year you heard "Chattanooga Choo Choo," "Dolores," "I Don't Want to Set the World on Fire," and "The White Cliffs of Dover."

More Recent Tunes

Maybe 1951 is getting too modern for some of you. I'll bet you enjoyed "Cold, Cold Heart," "On Top of Old Smokey," "I Whistle a Happy Tune" and "It Is No Secret."

The Beat

1961? What could that year offer in the way of good music? Rock 'n Roll was sweeping the country. The sound and the beat were driving the over-35 generation to cover. Looking back, it was certainly not a vintage year. It did produce some great music which is still enjoyed today. "Exodus," "Moon River" and "Love Makes the World Go 'Round" are easy to remember, but try "Pony Time," "Wimoweh" or "Little Sister." Maybe somebody relates to those numbers. They are not mine, but somebody probably relives a glorious moment in their life everytime they hear those songs. One man's music is another man's noise. What's yours?

SUNDAY LISTENING ON KMA RADIO

There are many interesting programs heard every Sunday on KMA which serve a variety of tastes.

RELIGIOUS PROGRAMS

- 8:00 a.m.—RADIO BIBLE CLASS with Richard DeHaan
- 8:30 a.m.—YOUR WORSHIP HOUR with Rev. Everest
- 9:05 a.m.—SUNDAY SCHOOL LESSON with Rev. Edythe Stirlen
- 9:35 a.m.—WORSHIP SERVICE by the Shenandoah Ministerial Association
- 9:00 p.m.—HOUR OF DECISION with Billy Graham
- 9:35 p.m.—REVIVAL TIME by the Assemblies of God

EDUCATIONAL PROGRAMS

- 9:45 a.m.—IOWA WESTERN COMMUNITY COLLEGE
- 9:55 a.m.—YOU & THE UNITED NATIONS with Jacky Adams
- 10:05 a.m.—TARKIO COLLEGE

OTHER PROGRAMS OF INTEREST

- 9:20 a.m.—SOCIAL SECURITY QUESTION BOX
- 6:15 p.m.—VOICE OF AGRICULTURE by the Iowa Farm Bureau
- 7:15 p.m.—OUTDOOR NEBRASKA OF THE AIR by Nebraska Game Forestation & Park Comm.
- 7:35 p.m.—VIETNAM UPDATE
- 8:00 p.m.—SIXTY PLUS by Iowa State University
- 9:25 p.m.—EDUCATION TODAY by the University of Iowa
- 10:15 p.m.—INTERVIEWS ON ALCOHOLISM by the Iowa State Commission on Alcoholism

JANUARY, FEBRUARY, MARCH, 1971

MONDAY THRU FRIDAY

5:00 a.m.—KMA News
 5:05 a.m.—Music
 5:30 a.m.—Network News
 5:35 a.m.—Music
 5:45 a.m.—KMA Sports
 5:50 a.m.—Music
 6:00 a.m.—KMA News/Weather
 6:15 a.m.—Music
 6:30 a.m.—R.F.D. 960
 7:00 a.m.—KMA News/Weather
 7:15 a.m.—Frank/Weather
 7:30 a.m.—Markets
 7:35 a.m.—Paul Harvey
 7:40 a.m.—KMA Sports
 7:45 a.m.—KMA News/Weather
 8:00 a.m.—Music
 8:30 a.m.—Network News
 8:35 a.m.—Music
 9:00 a.m.—KMA News
 9:05 a.m.—Music
 9:30 a.m.—Back To The Bible
 10:00 a.m.—KMA News
 10:05 a.m.—Community Calendar
 10:10 a.m.—Network News
 10:15 a.m.—Billie Oakley
 10:30 a.m.—Music
 11:00 a.m.—KMA News
 11:03 a.m.—Open Line
 11:30 a.m.—Music
 11:45 a.m.—Markets
 12:00 Noon—KMA News
 12:15 p.m.—Ed May/Weather
 12:30 p.m.—Midwest Farmer
 1:00 p.m.—KMA News
 1:05 p.m.—Network News
 1:10 p.m.—KMA Sports/
 Weather
 1:15 p.m.—Paul Harvey
 1:30 p.m.—Network News
 1:35 p.m.—KMA Classified/
 Music
 2:00 p.m.—KMA News
 2:05 p.m.—Music
 2:30 p.m.—Network News
 2:35 p.m.—Music
 3:00 p.m.—KMA News
 3:05 p.m.—Music
 3:15 p.m.—World of Business
 3:20 p.m.—Music
 3:30 p.m.—Network News
 3:35 p.m.—Music
 3:45 p.m.—Network Features
 3:50 p.m.—Music
 4:00 p.m.—KMA News

4:05 p.m.—Music
 4:30 p.m.—Network News
 4:35 p.m.—Music
 5:00 p.m.—KMA News
 5:05 p.m.—Stock Market &
 Commodity Report
 5:10 p.m.—Lou Boda
 5:15 p.m.—Music
 5:15 p.m.—Hunting/Fishing
 Report (Friday)
 5:30 p.m.—Network News
 5:35 p.m.—KMA Sports
 5:45 p.m.—Life Line
 6:00 p.m.—KMA News
 6:15 p.m.—Farmer's Market
 6:30 p.m.—Network News
 6:35 p.m.—KMA Commentary
 6:40 p.m.—Community Calendar
 6:45 p.m.—Edward P. Morgan
 6:55 p.m.—Joseph Harsch
 7:00 p.m.—KMA News
 7:05 p.m.—Music
 7:15 p.m.—World of Sports
 7:20 p.m.—Music
 7:30 p.m.—Network News
 7:35 p.m.—Music
 8:00 p.m.—KMA News
 8:05 p.m.—Music
 8:30 p.m.—Network News
 8:35 p.m.—Music
 9:00 p.m.—KMA News
 9:05 p.m.—Music
 9:30 p.m.—Network News
 9:35 p.m.—Music
 10:00 p.m.—KMA News/
 Weather/Sports
 10:15 p.m.—Music
 11:00 p.m.—KMA News/Weather
 11:05 p.m.—Music
 11:30 p.m.—Network News
 11:35 p.m.—Music
 11:55 p.m.—KMA News/Weather
 12:00 Midnight—SIGN OFF

SATURDAY

5:00 a.m.—KMA News
 5:05 a.m.—Music
 5:45 a.m.—KMA Sports
 5:50 a.m.—Music
 6:00 a.m.—KMA News/Weather
 6:15 a.m.—Music
 6:30 a.m.—R.F.D. 960
 7:00 a.m.—KMA News

7:15 a.m.—Frank/Weather
 7:30 a.m.—Network News
 7:35 a.m.—KMA Sports
 7:45 a.m.—KMA News/Weather
 8:00 a.m.—This Week In
 Wrestling
 8:10 a.m.—Music
 8:30 a.m.—Network News
 8:35 a.m.—Music
 9:00 a.m.—KMA News
 9:05 a.m.—Music
 9:30 a.m.—Back To The Bible
 10:00 a.m.—KMA News
 10:05 a.m.—Community Calendar
 10:10 a.m.—Network News
 10:15 a.m.—Billie Oakley
 10:30 a.m.—Music
 11:00 a.m.—KMA News
 11:05 a.m.—Music
 12:00 Noon—KMA News
 12:15 p.m.—Ed May/Weather
 12:30 p.m.—Midwest Farmer
 1:00 p.m.—KMA News
 1:05 p.m.—Network News
 1:10 p.m.—KMA Sports/
 Weather
 1:15 p.m.—Paul Harvey
 1:30 p.m.—Network News
 1:35 p.m.—Music
 1:45 p.m.—Network Sports
 1:50 p.m.—Music
 2:00 p.m.—KMA News
 2:05 p.m.—Music
 2:30 p.m.—Network News
 2:35 p.m.—Music
 3:00 p.m.—KMA News
 3:05 p.m.—Music
 3:30 p.m.—Network News
 3:35 p.m.—Music
 3:45 p.m.—Network Sports
 3:50 p.m.—Music
 4:00 p.m.—KMA News
 4:05 p.m.—Music
 4:30 p.m.—Network News
 4:35 p.m.—Music
 5:00 p.m.—KMA News
 5:05 p.m.—Music
 5:30 p.m.—Network News
 5:35 p.m.—KMA Sports
 5:45 p.m.—Life Line
 6:00 p.m.—KMA News
 6:15 p.m.—Farmer's Market
 6:30 p.m.—Network News
 6:35 p.m.—KMA Commentary
 6:40 p.m.—KMA Notebook

6:45 p.m.—Edward P. Morgan
 6:55 p.m.—Learning Resources
 7:00 p.m.—KMA News
 7:05 p.m.—Music
 7:15 p.m.—Network Sports
 7:20 p.m.—Music
 7:30 p.m.—Network News
 7:35 p.m.—Music
 7:45 p.m.—Network Sports
 7:50 p.m.—Music
 8:00 p.m.—KMA News
 8:05 p.m.—Music
 8:30 p.m.—Network News
 8:35 p.m.—Music
 9:00 p.m.—KMA News
 9:05 p.m.—Music
 9:30 p.m.—Network News
 9:35 p.m.—Music
 10:00 p.m.—News/W'ther/Sports
 10:15 p.m.—Music
 11:00 p.m.—KMA News
 11:05 p.m.—Music
 11:55 p.m.—KMA News
 12:00 Midnight—SIGN OFF

SUNDAY

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

FEBRUARY

7:15 a.m.—KMA News/Weather
 7:30 a.m.—Worship Service
 7:45 a.m.—KMA News/Weather

JANUARY

7:45 a.m.—KMA News/Weather
 8:00 a.m.—Radio Bible Class
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—KMA News/Weather
 9:05 a.m.—S.S. Lesson
 9:20 a.m.—Social Security
 9:30 a.m.—Network News
 9:35 a.m.—Worship Service
 9:45 a.m.—Iowa Western
 9:55 a.m.—You and the U. N.
 10:00 a.m.—KMA News/Weather
 10:05 a.m.—Tarkio College
 10:20 a.m.—Music
 10:30 a.m.—Network News
 10:35 a.m.—Music
 11:00 a.m.—KMA News/Weather
 11:05 a.m.—Music

11:30 a.m.—Network News
 11:35 a.m.—Music
 12:00 Noon—KMA News/Weather
 12:15 p.m.—Music
 12:30 p.m.—Network News
 12:35 p.m.—Music
 1:00 p.m.—KMA News/Weather
 1:05 p.m.—Music
 1:30 p.m.—Network News
 1:35 p.m.—Music
 1:45 p.m.—Network Sports
 1:50 p.m.—Music
 2:00 p.m.—KMA News/Weather
 2:05 p.m.—Music
 2:30 p.m.—Network News
 2:35 p.m.—Music
 3:00 p.m.—KMA News/Weather
 3:05 p.m.—Music
 3:30 p.m.—Network News
 3:35 p.m.—Music
 3:45 p.m.—Network Sports
 3:50 p.m.—Music
 4:00 p.m.—KMA News/Weather
 4:05 p.m.—Music
 4:30 p.m.—Network News
 4:35 p.m.—Music
 5:00 p.m.—KMA News/Weather
 5:05 p.m.—Edward P. Morgan
 5:30 p.m.—Network News
 5:35 p.m.—Music
 5:45 p.m.—Network Sports
 5:50 p.m.—Music
 6:00 p.m.—KMA News/Weather
 6:15 p.m.—Voice of Agriculture
 6:30 p.m.—Network News
 6:35 p.m.—Music
 7:00 p.m.—KMA News/Weather
 7:05 p.m.—Music
 7:15 p.m.—Outdoor Nebraska
 7:30 p.m.—Network News
 7:35 p.m.—Viet Nam Update
 8:00 p.m.—60 Plus
 8:30 p.m.—Network News
 8:35 p.m.—Music
 9:00 p.m.—Billy Graham
 9:25 p.m.—Education Today
 9:30 p.m.—Network News
 9:35 p.m.—Revival Time
 10:00 p.m.—News/W'ther/Sports
 10:15 p.m.—On Alcoholism
 10:30 p.m.—Music
 12:00 Midnight—SIGN OFF

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JAN

KMA Land Attraction

After many years of collecting, Mr. and Mrs. Otha Wearin and daughters, Martha and Rebecca, assembled "The House of A Thousand Bottles" in 1956. The collection which is housed on the second floor of their farm office building near Hastings, Ia., can usually be seen on Monday, Wednesday and Friday or by appointment.

Composed almost entirely of character or figural types in glass, china and ceramics, the bottles come in a variety of shapes. Mr. Wearin explains that "a figural bottle is simply a fancy package in which to sell a product, but when emptied, it is also a delightful, decorative object."

Figural bottles have been made for centuries. They have played important roles in political campaigns, promotion of foods, autos, planes, railroads, clothes and towns.

The Wearin bottles have come from all over the world, second hand stores, antique shops, dumps, junk piles, candy and cosmetic counters and liquor stores. Each has a story including what it contained and where it was made. Ranging in height from an inch and a half to as much as 19 inches, more than a dozen nations are represented in the museum.



Mr. Wearin calls the book bottle his wife holds a hypocrite bottle. It was made in Bennington, Vt. He holds a mermaid flask.



Joan of Arc is an opaque French decanter.



Collector and authority on bottles, Otha Wearin stands by just one of many show cases in his "House of A Thousand Bottles."



The House of a Thousand Bottles.