



CENTENNIAL HDQTRS

The

KMA GUIDE

July, 1971

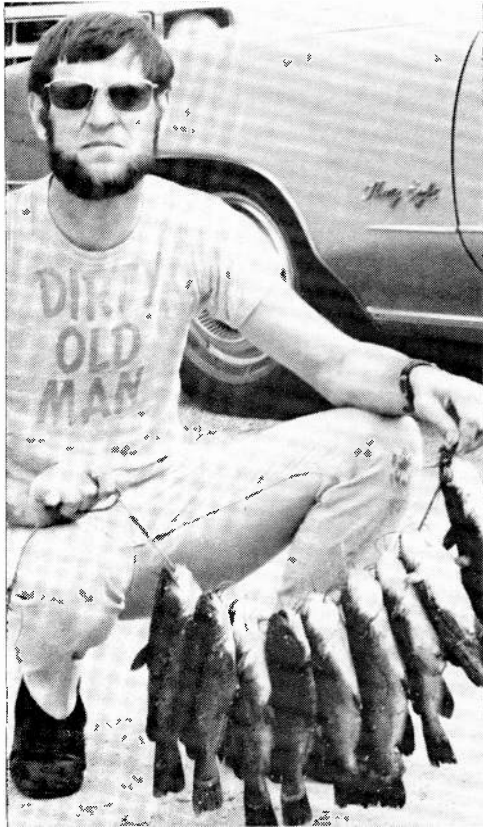
COVER STORY

Since most of the men had promised to shave their mustaches and beards after the Shentennial was over, this is probably the last picture The Guide will be able to publish of the still-bearded trio on the front cover.

By the time The Guide reaches its readers, Shentennial — Shenandoah's 100th birthday celebration — will have passed into history, but this picture of KMA staffers, Mike Goodin, Pat Patterson and Jack Mihall standing in front of Shentennial Headquarters, will remain for posterity.

The Guide wants the reader from Mound City, Mo., who wrote that she "thinks the beards, mustaches, side burns and long hair make the men look horrible" to know that most of the men here grew their hirsute extras especially and only for Shentennial.

For more pictures of the big birthday party in Shenandoah see page 7.



Mike Goodin can back up his fish story with the proof. His latest outing with fishin' pole brought in this nice string.

The KMA Guide

JULY, 1971

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Sharon Smith assumes duties in KMA Accounting Department.

New Face In Accounting

Mrs. Sharon Smith has joined the Accounting Department at KMA. A native of Shenandoah, Sharon is the daughter of Mr. and Mrs. Kenneth Weland of Shenandoah.

Sharon was graduated from high school here and attended business school in Des Moines. She has been recently employed as a secretary in Shenandoah.

She has two children, Teresa, 10, and Terry, 7. There is a Siamese cat in the family named "Ming" and a wild rabbit called "Sugar."

IT'S A GOOD'N

Now that Continental Can has bought out the Fred Harvey restaurants, will the Harvey Girls be known as the Can-Can girls?

Know what a farm is? It's what a city man dreams of at 5 p.m., but never at 5 a.m.

A race horse is an animal that can take a lot of people for a ride at the same time.

The KMA Guide

A Chat With Edward May

The "Shentennial" has come and gone, and those who have an interest in Shenandoah's 100-year history had a wonderful time during the Shentennial activities. Naturally, KMA was extremely active in centennial affairs, because the Station has been a part of the Shenandoah community for nearly half of the 100 years since Shenandoah was founded. KMA has played a major role in making Shenandoah a household word throughout mid-America.

The Shentennial was fun for both young and old. It provided a common interest for all and helped unite the entire community in achieving a goal—that being a successful centennial. It was a tremendous success and required the talents and efforts of hundreds of individuals.

Each day of the week long activities was designated as Pioneer Day, Youth Day, Church Day, etc. As far as I was concerned, each day was interesting, but the Sunday program was one of the highlights of the activities. This was the day the Shenandoah Council of Churches presented the famous Blackwood Brothers Quartet. The Blackwoods are undoubtedly the most successful gospel quartet in the entire United States. They record for RCA Victor and have sold over four million records, nearly four times as many as any other gospel group in the country.

With the spotlight being on the Blackwood Brothers, those of us at KMA took a great deal of pride in the Blackwoods as they are among the famous KMA alumni, and the Blackwoods enjoyed being in Shenandoah to renew some of the friendships that have existed for many, many years.

I had the pleasure of introducing the Blackwoods to the audience. While doing my homework in preparation for the introduction, I enjoyed gleaning some material from a book entitled, "Above All," which is the fascinating and true story of the lives and careers of the famous Blackwood Brothers Quartet. In this book, James Blackwood says, "We were on the road to our new home base in Shenandoah, Iowa. It was midsummer of 1940. Now we were entering a new area to meet an entirely new audience. The question uppermost in our minds was, could we do it again?" Later, in the same chapter, James Blackwood says, "For ten years, beginning in 1940, except for the period when events of World War II had forced our temporary disbandment and move to the West Coast, we had served the Gospel cause from our Shenandoah, Iowa base, Radio Station KMA. Shenandoah was good to us and so

rewarding for our efforts, we will be forever grateful."

Now that the Shentennial is over the townspeople are rapidly resuming their normal activities, although a better community exists as a result of the centennial. Most beards, mustaches, and sideburns are a thing of the past, and it may be sometime before the town undertakes another major project such as the centennial.

Many KMA listeners have told us they enjoyed hearing the activities, and the staff of KMA is happy that it was able to play such an important role in promoting the activities. To me, this is a role KMA does well. We enjoy reflecting past events, but we certainly can't live in the past. I assure you KMA will be just as active in future affairs as they have been in past events. So, keep your dial on 960, and by means of this issue of the Guide as well as future radio programs, I personally want to extend an invitation for you to come to Shenandoah on Sunday, July 18. This is the day of the Open House at the Earl May Trial Grounds. You are always welcome at the Trial Grounds and there will be a great deal to see from now until we have a killing frost in the fall. So any time you might be in the vicinity of Shenandoah, you are cordially invited to visit the Trial Grounds and also Radio Station KMA. You—our friends—have made this all possible and we invite you to stop and see us.



Live entertainment, hijinks and interviews highlighted KMA's downtown broadcasts for several Saturdays preceding Shentennial. Each Saturday at 12:15 p.m., Ed May gave his weather information from the Shentennial outdoor stage above). Ed is shown interviewing Centennial workers, C. W. Fishbaugh and Herald Fishbaugh.

FRANK COMMENTS

The picture this month shows me in the rose garden on the south side of our house. In front of me, there are a number of different hybrid tea roses which were popular 16 years ago at the time the house was built. Included are Mirandy, Peace, Golden Rapture, Aztec, Crimson Glory, Rubaiyat, Rose of Freedom, Helen Traubel and Charlotte Armstrong, to name a few. The climber which I am admiring in the picture is an old time variety called American Pillar. It was introduced back in 1908 but is extremely difficult to locate nowadays as practically no rose nursery grows it any more. I still remember what a time I had trying to locate one at the time I was making the rose garden. I finally located it in a little nursery down in Alabama, and that firm is now out of business so I don't know where you could locate one.

Its principal drawback, and the reason it lost its popularity, is that it is too vigorous. It thinks nothing of sending out 8 or 10 canes which, by the time the summer is over, have reached a height of 20 or 25 feet. In this picture you are actually only seeing about $\frac{1}{3}$ of the bush, and ordinarily it will easily grow to the roof of a 2-story house. To keep it under control, I just allow it to make 2 new canes each year and when they get about 15 or 20 ft. high, I clip them off. Just as soon as the flowers fade I cut out the old canes clear back down to the ground and cut out all the new canes except the 2 strongest and best ones which will carry next year's bloom.

The individual flowers are about 2 inches across and are a dark pink with a white center and a cluster of golden yellow stamens. These flowers come in clusters of 15 or 20 on stems about 18 inches long.



Luckily this variety is so strong and vigorous that it apparently doesn't have any problems at all with disease or insect enemies, so it doesn't get the weekly dusting or spraying that the Hybrid Teas require. Up until the last 6 or 8 years, Black Spot used to be a serious problem with practically all of the Hybrid Teas, but with the advent of Phaltan it is a simple matter to keep Black Spot under perfect control. If chewing bugs or worms put in an appearance, just add Sevin to the spray and that problem is taken care of. If Aphids or plant lice show up, you have your choice of either Malathion or Isotox, either one of which will quickly dispose of the sucking insects.

Of course in order to do their best, roses will require a reasonable amount of two things — plant food and water.

My roses get about a tea cup full of plant food early each spring before they even start to grow. This is applied in a circle on top of the ground about 6 or 8 inches out from the bush. What kind you use is unimportant. The principal thing is to follow the directions on the bag absolutely. They would appreciate it if you would use Mayway Rose Food which is formulated especially for roses, and they seem to like it very much. If you happen to have on hand a bag of Mayway Garden and Plant Food, it will do almost as well. Sometimes I use one, sometimes the other, depending on which I have on hand at the time.

By the latter part of June, the roses will have completed their first big burst of bloom and usually rest two or three weeks, which is the proper time to give them their second shot of rose food. At this time I give them about one-half cup each, applied on top of the ground so the rains can dissolve it and carry it down to the roots. Be very careful in hoeing and cultivating around the roses, to just stir the surface. Rose roots are very shallow and hoeing or cultivating more than an inch deep will damage them severely.

Another important point is to cut off the faded flowers just as soon as they drop their petals. Don't allow them to make seed pods. It takes a lot of plant food and energy to mature a crop of seed pods, and this is done at the expense of further flowers. Some varieties of roses will not put out any more flowers at all if you let the first few go to seed, so keep them picked off.

After the first hard killing frost in the fall, my rose bushes are cut back to about 18 inches high to keep the wind from whipping them around in the winter time. Then I pull up the old annuals such as petunias, marigolds and zinnias, and work them in around the base of the roses about 8 or 10 inches deep. Being on the south side of the house they really don't need a great deal of winter protection anyway. At any rate, we still have the original rose bushes we started with 16 years ago. How did your roses do this year?

RFD 960

With Cliff Adams
KMA FARM DIRECTOR

By the time this article is out the Cliff Adams family will be living in Shenandoah . . . well, on the edge of it at least. I was able to find a house on the edge of the city limits to rent. While it is a little small for the 5 of us, it will suffice for the present. We can look out the back at farm fields and the Shenandoah valley. The house and its surroundings will be a new experience for our children who were all raised in medium sized cities. Perhaps I can sell them on the values of country living which I think is the greatest. I think that the trend will definitely see more people, including manufacturing companies coming back to the country. Good examples of this are the Red Oak Manufacturing company which located in the fine community of Red Oak and recently celebrated its 4th year in that community and the Shenandoah community's acquisition of the Fuller Transmission company plant now under construction. These industries recognize the values of locating in rural areas because of the lower taxes, quality of the labor market, proximity to markets and the quality of the environment.

But lest we forget, Agriculture is still the United State's greatest industry. Its 3 million producing farms employ 4.6 million workers which is more than the combined employment in transportation, public utilities, the steel industry and the automobile industry. Total gross agricultural assets of \$307 billion is two-thirds the value of current assets of all corporations in the United States and one-half the market value of all

corporation stocks on the New York Stock Exchange. Three out of every 10 jobs in private employment are related to agriculture and 8 million people have jobs storing, processing and merchandising the products of agriculture. Six million people have jobs providing the supplies farmers use. Yet with its great efficiency, the U. S. farmer is in the lowest income bracket in the U. S.

Farm Economics

I think the comments from the last issue of the Agricultural Letter published by the Federal Reserve Bank of Chicago should be relayed to our readers to give us an idea of what things are like down on the farm economically. We quote "Expenditures on farm machinery and equipment dropped below year-earlier levels during the first quarter. This marked the fifth consecutive year in which a decline was recorded in the first quarter." The article continues by stating that machinery purchases so far this year have been in marked contrast to expectations. Let us remember that the greatest market for steel is Agriculture. While I am not an economist, my common sense tells me that what is good for Agriculture will be good for the national economy.

Still Need Rain

Southwestern Iowa still needs more rain. The latest crop outlook report shows us an inch below normal for this time of year. Rainfall has been spotty and has caused some damage in many areas. Talk of new rural water supplies is gaining some momentum in Southwest Iowa where it may be practical to consider irrigation. The use of grain sorghums rather than corn is another recommendation by an area agronomist I talked to recently. Grain sorghums are drought resistant.

Pork appreciation days were in full swing in the nation during the month of June as well as Dairy Days. Both Jack Mihall, our associate farm director, and myself attended some of these events. Pork barbecues were the highlights of these observances. May I suggest you try a pork barbecue or pork burger during this month and wash it down with a glass of milk.

See you down on the Ponderosa!



KMA Farm Director Cliff Adams works in his garden.

MIKE GOODIN

On Sports

With vacation here, it's time for my once a year "chance" to fill in for Warren Swain in print. Since last I wrote the column, a lot of big sports news has crossed the desk.

In baseball, Thomas Jefferson of Council Bluffs went to the state tournament, again. Though Tee Jay lost in the first round, we know the Council Bluffs fans were proud.

Football saw fine team play from such schools as Harlan, Treynor, in Iowa, and Rockport, Mo. Rockport made it to the Missouri playoffs, losing in the finals. Outstanding stars, such as Tom Winchell of Treynor and Todd Nelson of Harlan made the season even more interesting.

In basketball, Shenandoah made it to the sub-state, for the fifth time in six years. Treynor went to the state tournament, and South Page was ranked as one of the best Class A teams in the region.

In girls ball, Farragut again dominated southwest Iowa play, but also showed the rest of Iowa how it's done. The Adettes brought back the big trophy from Des Moines, proving that they don't "choke."

The program "This Week in Wrestling" highlighted top wrestlers from the KMA area. Several won state titles.

Track saw the Manilla girls again take the Iowa title. One of the top pole vaulters in Iowa was Jim Davey of Shenandoah.

In golf, Audubon, for the second year in a row, won the state boys title. Much of the credit goes to second year coach, Rich Olenius, a South Page grad.

You may recall, last year I said the Kansas City Chiefs would have a rough time repeating as pro football champs. There's one for me. Let's try some more.

PREDICTIONS

The Chiefs will again find the going too rough. Iowa State footballers will finish 3rd (or better) in the Big Eight. The Kansas City Royals win their division but lose to Baltimore in the playoffs. (Quick, somebody stop Oakland.) Iowa State basketballers and new head coach Maury John make a big splash in the Big Eight winning the holiday tournament at Kansas City, but placing second in the conference to Kansas. Now, if someone can help me out of this big hole I just dug . . . Mike Goodin.

KMA Sports Director wrote a letter to Vice President Spiro Agnew inviting him to the "Shentennial" and received the following letter in response.

Dear Mr. Swain:

The Vice President has asked me to thank you for your cordial invitation.

Unfortunately, the Vice President's heavy schedule this summer will make it impossible for him to accept. He regrets that he will not be able to be with you, but I am

Royals Schedule For July On KMA

Listen to K. C. Royals games on KMA at these broadcast times:

- July 1—California—9:40 p.m.
- July 2—Chicago—7:10 p.m.
- July 3—Chicago—7:10 p.m.
- July 4—Chicago—1:10 p.m.
- July 5—Chicago—1:25 p.m.
- July 6—Milwaukee—7:40 p.m.
- July 7—Milwaukee—7:40 p.m.
- July 8—Milwaukee—1:10 p.m.
- July 9—Minnesota—7:40 p.m.
- July 10—Minnesota—12:55 p.m.
- July 11—Minnesota—12:55 p.m. (dbl. h.)
- July 12—No Game
- July 13—No Game
- July 14—No Game
- July 15—Cleveland—7:10 p.m.
- July 16—Cleveland—7:10 p.m.
- July 17—Cleveland—1:10 p.m.
- July 18—Detroit—1:10 p.m. (dbl. h.)
- July 19—Detroit—7:10 p.m.
- July 20—Baltimore—7:10 p.m.
- July 21—Baltimore—7:10 p.m.
- July 22—Baltimore—7:10 p.m.
- July 23—Cleveland—6:25 p.m.
- July 24—Cleveland—1:00 p.m.
- July 25—Cleveland—11:40 a.m. (dbl. h.)
- July 26—No Game
- July 27—Detroit—7:40 p.m.
- July 28—Detroit—7:40 p.m.
- July 29—Detroit—7:40 p.m.
- July 30—Baltimore—6:40 p.m.
- July 31—Baltimore—6:40 p.m.

JULY GREETINGS

THIS IS YOUR DAY!

HAPPY BIRTHDAY TO:

- July 6—Ed May, Jr.
- July 6—Mrs. Earle Crowley
- July 8—Donald Mullison (Ardene's son)
- July 10—Mrs. Carl Andersen
- July 17—Jeffrey Patterson (Pat's son)
- July 28—Ed May
- July 28—John Mihall (Jack's son)

HAPPY ANNIVERSARY TO:

- July 16—Mr. and Mrs. Jack Mihall
- July 21—Mr. and Mrs. Charles Williams

sure you can understand the many demands on his time.

The Vice President does appreciate your thoughtfulness in inviting him and hopes that your program will be a success.

Sincerely, John M. Damgard
Assistant to the Vice President



"Shameless" office girls at KMA show off their ankles! Attired in the working clothes of women 100 years ago are Evalyn Saner, Ardene Mullison and Pat Tinnell.



KMA Operations Director Jack Mikall interviews Mayor Gene Leahy of Omaha who was thrown in jail by Keystone Kops Saner and Schooling. He was later placed in the stocks and proclaimed a "notorious person" (below). Incidentally, Evalyn is a cousin of Mayor Leahy.



Keystone Kops Evalyn Saner of KMA and Doris Schooling arrest Billie Oakley (heard daily on her own show on KMA). It seems that Billie had baked a cake with a file in it to help prisoners get out of the Shentennial jail.



SHENTENNIAL

KMA Radio and its staff took an active part in the week-long observance of Shenandoah's 100th birthday. Shentennial Sounds heard over KMA each Saturday broadcast the weekly show held downtown prior to the actual celebration.

Mayor Gene Leahy of Omaha and a native son of neighboring town of Imogene, Ia., came to Shenandoah at the invitation of KMA to kickoff the party one Saturday.



Beautiful flowers and beautiful girls appropriately adorn the float for the Earl May Seed and Nursery Co. This float appeared at the Shentennial parade in Shenandoah.

ON THE
PARTY **KMA** **LINE**



When she couldn't find the earrings to match her new dress, continuity writer, Pat Tinnell was not discouraged. She bought a couple of ping pong balls, painted them to match the fabric, attached the ear pieces and is shown wearing them to the office.

MERLE DOUGLAS decided he had not seen his aunt for a while so he took a couple of days off, hopped on the bus and went to Council Bluffs to visit his Aunt Edna who is **MRS. GRANT BERGSTROM**.

When **CLIFF ADAMS** moved his family from Mankato, Minn., to Shenandoah, he also moved two Siamese cats—"Lena" who belongs to Cliff's parents and "Sandy" who is a member of Cliff's household.

Cliff's parents, **MR. AND MRS. KENNETH ADAMS** of Mankato, had gone out of town to attend a wedding, so Cliff and his family drove 340 miles with both cats. "Lena" was later picked up by the elder Adamses.

"Don't touch" signs were in order when continuity writer, **LYNN PADILLA** returned from Big Lake, Mo. She came back looking more like a lobster than copy writer.

AMY JO MULLISON, daughter of Traffic Manager, **ARDENE MULLISON**, has gone to Portsmouth, Va., to spend some time with her sister, **MRS. RAYMOND (JODIE) GENOVESE**. Another guest in the Genovese home is Ray's mother, **MRS. SAM GENOVESE**. All are awaiting the birth of Ray and Jodie's first child which was due at Guide deadline time.

Another Mullison, **JANIE**, has been spending several days with her maternal grandparents, **MR. AND MRS. DON ARMSTRONG** on a farm near Northboro.

Latest report on the youngest Mullison, **EMILY**, is that she has two teeth and knows how to use them.

JOHN WILLIAMS, son of Station Manager **NORM WILLIAMS**, attended the **OUTWARD BOUND** camp, north of Vail, Colorado last month. This four week camp is not a camp but an experience. Teams of boys under the direction of adult leaders are constantly on the move through the valleys and over the mountains of Colorado. John's first letter to his parents said it was a lot tougher than he thought it would be, and he had expected it to be rugged. John has planned for three years to attend this camp in survival training. His parents, Norm and Lois Williams, took him to Colorado.



Sign painter Harley Greenwalt paints letters on the new **KMA Station Wagon** which arrived just in time to pull the Earl May Seed & Nursery Co. float in the Shentennial parade.

Salesman **PAT PATTERSON** took the plunge and entered the 7th annual Rodeo sponsored by the Nishna Valley Saddle Club as a calf roper. Pat has been an active member of the club for several years, but this is his first attempt at actual "rodeoing."

Operations Director **JACK MIHALL** and his wife, **MARTY**, and children are spending the first of July vacationing in several western states. Although their plans called for a leisurely, unscheduled trip, they did hope to sightsee in Colorado, New Mexico, Wyoming and Montana.

MIKE and **JACKIE GOODIN** aren't planning any special trips for their vacation. They claim they will work around their house and garden, probably visit their parents in the northern part of Iowa and just plain take it easy. Mike also wants to do a lot of fishing as the picture on page 2 will testify.

The KMA Radio and Guide extends sympathy to the **EARLE CROWLEY** family upon the death of Mrs. Crowley's father.

Summer fun was spoiled for **CAROL KLING** in June when she had to undergo major surgery. She has made a fine recovery however. She is the daughter of

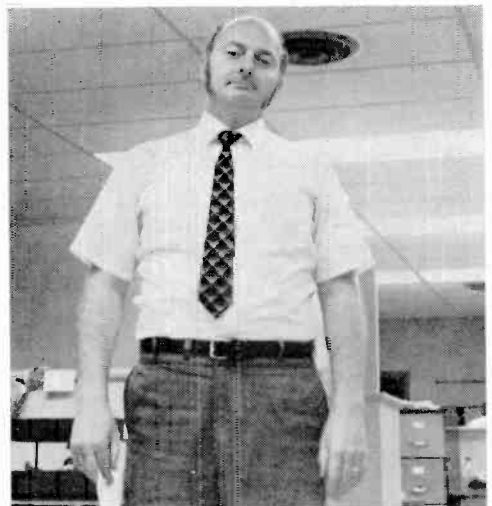


We don't know who is training whom, but this newly engaged couple has solved two problems rather neatly. Because Announcer **Lee Hughes** often works through the dinner hour, he must grab a bite when he can. And because his fiancée, **Janice Rowen** doesn't get to see him as often as she would like, the couple solved both problems by having Janice bring Lee his supper as she is doing in this picture.

Engineer **NORM KLING**. Her brother, **BOB**, is home for the summer after attending the University of Northern Iowa the past year.



Margaret Kling, wife of Engineer **Norm Kling**, sat down for a minute to pet their dog, **Heidi**, and her husband took this picture. **Heidi** is a 4-year-old Beagle-Manchester and belongs to their daughter, **Carol**.



Accountant **Earle Crowley** shows off his sideburns which incidentally were red.

The next voice you hear will be that of your *NIGHT-TIME ANNOUNCER*

Every night on KMA Radio right up to Midnight, three young men keep you informed about the news, weather, and sports in addition to spinning the recorded music you like to hear. They are T. J. Mikkelsen, Ed May, Jr., and Lee Hughes. At present, these three are working a double-up shift because of vacations so you may hear them during the day-time too. Their regular duties include running the control board, playing records and giving the news and weather.

It is a complicated task to set up a pre-recorded message on tape at the same time you are telling listeners about the time and temperature, but these calm fellows manage to do just that each night. The next time you hear that familiar station break — this is Radio Station KMA in Shenandoah, Iowa, remember the man is probably cueing a record or tape recording simultaneously. At the end of his announcement

when the music or commercial comes on, you will know he did his job perfectly.

To acquaint you with the announcers who work at night, the Guide presents these pictures taken on the job by the Chief Announcer Mike Goodin.

A local boy who returned to Shenandoah to pursue a radio vocation is T. J. Mikkelsen. He was graduated from the State University of Iowa at Iowa City and spent three years in the army. He served as teletype specialist and records clerk and was in Vietnam for one year with the 25th Division at Cuchi. The remainder of his active duty was at Ft. Dix, New Jersey.

TJ calls himself a sports nut, but he loves music too and tries his hand at writing poetry.

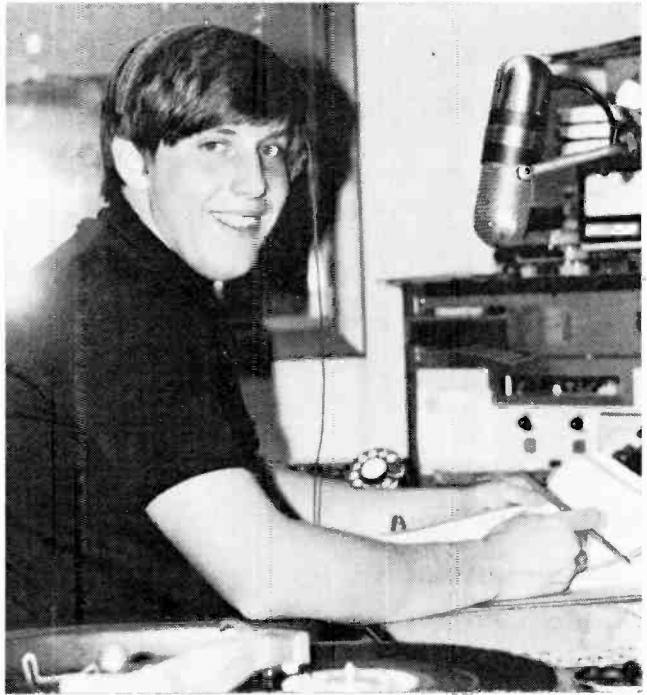
His future plans include getting established in broadcasting. He was recently married to a local girl, the former Nicki Clarke.



T.J. Mikkelsen sits surrounded by complex equipment handled nightly by KMA announcers.

No stranger to KMA listeners or Guide readers is Ed May, Jr. His life has been chronicled in the Guide. He is following in his father and grandfather's footsteps as he speaks into the KMA microphone.

Ed will be a senior at Shenandoah High School this coming fall. He is spending the summer working at the radio station but hopes to take some time off before school to vacation in Wisconsin with his family. Shortly after vacation, Ed will start football practice with the Mustangs. Ed is a member of the varsity squad and was also an outstanding member of the golf team. He manages to get in golf during these summer days since he works at night.



Ed May carries on a family tradition, making it the third generation behind a KMA mike.



Lee Hughes has gained two years of experience at KMA Radio.

The oldest of eleven children, Lee Hughes has worked for KMA Radio for two years. Lee graduated in the upper third of his class this spring at Shenandoah High School and plans to attend the Radio Engineering Institute in Omaha next year. He will take an 18-month-course which will qualify him for a first class radio engineer's ticket and also in industrial electronics and computer repair.

In high school Lee participated in speech and dramatics receiving "I" ratings in radio speaking and play reading.

Lee just recently became engaged to Janice Rowen, daughter of Mr. and Mrs. Jim Rowen of Route 1, Farragut, Ia. They plan to marry after Lee finishes his schooling.

KEEP THE LIVING EASY

Cookouts, barbecues, picnics are in order for hot summer days.

SMUGGLER STEAK

- 1 can (12 oz.) beer
- ¼ cup salad oil
- ½ cup chili sauce
- 1 T. mustard
- ½ t. Tabasco
- ¼ t. liquid smoke
- 1 medium onion, coarsely chopped
- 2 cloves garlic, crushed or garlic salt to taste
- 3 lb. sirloin steak, 1½ to 2 in. thick
- 1 t. salt
- ½ t. pepper

Mix all ingredients except steak, salt and pepper; simmer 39 minutes. Brush meat with hot sauce. Grill steak on medium-hot coals 15 minutes on each side; baste frequently with sauce. Season with salt and pepper after turning and removing from grill. Serve with remaining sauce. Serves 8.

* * *

MINUTE STEAKS ON ONION ROLLS

Select 8 minute steaks, ¼ inch thick. Grill on hot coals 4 to 5 minutes turning once. Slice and butter lightly 8 onion rolls. Toast cut side down on grill 3 minutes. Spread with blue cheese salad dressing. Season steaks with salt and pepper and serve on onion rolls. Serves 8.

* * *

GRILLED PORK CHOPS

For each serving, trim excess fat from 1 to 1½ inch thick pork chops. Place on grill 4 inches from medium coals. Cook 60 to 70 minutes, turning every 15 minutes or until meat is done—no pink showing in center. If desired, chops may be brushed with a glaze after 30 minutes of grilling.

* * *

CAPRI BURGERS

- 1 beef bouillon cube
- ½ cup boiling water
- 1 lb. ground beef
- ⅓ cup dry bread crumbs
- 1 t. grated lemon peel
- 1 t. lemon juice
- ½ t. salt
- ½ t. pepper
- ½ t. ground sage
- ½ t. ginger
- 4 or 5 hamburger buns, toasted

Dissolve bouillon cube in boiling water; mix thoroughly with beef, crumbs, lemon peel and juice, and seasonings. Shape into 4 or 5 patties; chill thoroughly. Grill 4 in. from hot coals until done about 7 minutes on each side. Serve on toasted hamburger buns. 4 or 5 servings.

HERBY CHICKEN HALVES

- 1 cup sherry or apple juice
- ½ cup salad oil
- 1 large onion, grated
- 1 T. prepared mustard
- 1 T. mixed herbs (such as thyme, marjoram, rosemary, oregano)
- 1 t. garlic salt
- ½ t. ground pepper
- ¼ t. salt
- 1 T. Worcestershire sauce
- 1 t. soy sauce
- 3 broiler-fryer chickens (2 lbs. each), split in half

Measure sherry, oil, onion and next 7 seasonings in large jar. Shake well to blend. Place chicken in shallow glass dish; pour marinade over chicken. Cover dish with plastic wrap. Refrigerate several hours, turning meat occasionally. Remove chicken from marinade; reserve marinade. Place chicken halves bone side down on grill 5 inches from medium coals; cook 20 to 30 minutes. Turn chicken and cook 30 to 40 minutes longer, basting frequently with marinade. Serves 6.

* * *

AVOCADO FILLETS

Clean and fillet a 3 lb. fish. Wash and pat dry with paper towels; brush with salad oil. Place in hinged grill or on well greased grill 3 to 5 inches from medium coals. Grill 5 to 7 minutes on each side or until fish flakes easily with a fork. Baste frequently with mixture of ½ cup melted butter and ¼ cup lemon juice. Just before serving sprinkle with salt and pepper. Makes 4 to 6 servings.

Note—Thawed frozen fish fillets grill deliciously.

* * *

VIKING SALAD LOAF

- 1 cup dried red beans, cooked according to package directions
- ½ cup white rice, cooked according to package directions
- 5 green onions, chopped
- ½ small cucumber, unpeeled and thinly sliced
- 2 cans (3¼ oz.) Norwegian sardines, packed in oil, drained
- 4 anchovies rolled with capers, drained and chopped

Dressing

- ½ cup olive oil
- 4 T. red wine vinegar
- 1 T. lime juice
- 1½ t. salt
- 1 t. freshly ground pepper

Combine all salad ingredients in serving bowl. Make dressing and pour over salad. Toss lightly until thoroughly mixed. Makes 8 servings.

PACKET VEGETABLES

Potatoes, thinly sliced
Carrots, cut in strips
Green pepper, cut in strips
Butter
Water
Cooked bacon bits

For each serving: On double thick rectangles of aluminum foil, place about 6 potato slices, 6 carrot strips and several green pepper strips. Add 1 tablespoon butter, 1 tablespoon water and 1 teaspoon bacon. Fold foil down onto vegetables in tight double fold; fold ends over up close to vegetables. Place on grill folded side up; cook 20-35 minutes or until vegetables are tender.

* * *

HEARTY SUPPER SALAD

½ pound thinly sliced frankfurters
1 T. salad oil
1 green pepper, cut in narrow strips
½ cup thinly sliced celery
2 cooked potatoes, diced
½ cup finely chopped onion
½ cup zesty dressing
1 t. salt
¼ t. pepper
1 head lettuce, shredded
¼ cup Swiss cheese, cut in thin strips
2 tomatoes, cut in thin wedges

Saute frankfurters in salad oil until lightly browned. Combine frankfurters, green pepper, celery, potatoes, onions, zesty dressing, salt and pepper. Cover and chill. Just before serving add lettuce, cheese and tomato wedges. Toss gently and mix thoroughly. Makes 8 to 10 servings.



These are two of Billie's grandchildren — Kerry Maurine Anderson - 2½, and Ross Edward Anderson - 15 months. They are the children of Ed and Marcie and live in Omaha.

Billie Oakley Sends Picture

There's a popular song that advises us to take it "nice and easy" . . . and I think we should all take it to heart this summer. Some of you who say you can't get away for a real vacation . . . or want to wait until winter and get away from the snow and the cold for your vacations . . . can have a sort of "vacation at home." Cut down on extensive and expensive entertaining and do it the relaxed way. Use those convenience foods to save time and effort and bring nutritious meals to your table. Serve picnic-type meals when you do entertain, using attractive disposable plates, napkins and so on. Give yourself a break and enjoy reading a good book while swinging in a hammock for a special relaxer. There are many ways of "taking it nice and easy," and I hope you employ all of them!

I enjoyed participating in the Shentennial fun last month, and seeing some of you good KMA listeners in the process. This is the month of the big Gooch Red Circle Auction near Brookville, Kansas, and KMA's Evalyn Saner is traveling with me to this event. I'll take good care of her and get her back to KMA in good shape.

Hope you enjoy meeting my two cute little grandkids in this issue of the Guide. They're awfully close in age, so Marcie really has her hands full keeping them out of mischief and busy.

My recipe gift to you this month is a real winner (as long as you don't count the calories!). Makes a good dessert salad or luncheon salad.

Have a jumpin' July and enjoy yourselves. It's the good old summertime!

Billie

PINEAPPLE-CHEESE SURPRISE

1 can (No. 303) crushed pineapple, undrained
1 pkg. (3 oz.) lemon gelatin
2 cups (1 pt.) heavy cream, whipped
2 T. mayonnaise
½ cup finely diced American cheese
¼ cup chopped maraschino cherries
¼ cup chopped nuts (pecans or walnuts)

Place pineapple in saucepan. Bring to a boil. Add gelatin; stir to dissolve. Place saucepan in bowl of ice water, stirring occasionally, until thick and syrupy. Gently fold pineapple mixture into whipped cream. Quickly fold in mayonnaise, cheese, cherries and nuts. Chill before serving. Note: This salad does not set up so that it can be cut.

To make cheese curls, run a vegetable parer down the side of a ½ pound loaf of process cheese. Roll each thin shaving and use as a garnish for your favorite salad.

PROGRAM NEWS FOR JULY, 1971

Dial 960 — K M A — 5,000 Watts

NORM'S FORUM

By
Norman Williams
Station Manager

CATV

Cable Television is an iceberg. It looks beautiful above the water, but it is treacherous because of the unseen mass below the surface. There are people in this country who are working to have **wired** broadcasting replace over-the-air broadcasting. They call this "The Wired Nation" concept. They paint glowing pictures of what a wonderful service this would be. You would have about eighty channels coming into your television set. These channels would supposedly supply you with five to eight television signals, some unknown number of radio signals, channels for pay TV, channels that would provide you with all kinds of individualized services.

Sounds great? Wait a minute. Who is going to pay for this? **You are**. If you want to be connected to this "Wired Nation," you will have to pay a monthly fee for the service.

Where do you think the Cable operators will get the programs you will watch? They will pick them up **free** from over-the-air broadcasters until these broadcasters are forced out of the business because of the unfair economic competition. Then you will pay **more** for your Cable service, because the CATV operators will have to supply the programs.

What about the people who live in rural areas? Forget them, says the CATV people. They only amount to five percent of the population anyway. It is too expensive to install this type of system in rural areas. What about car and tractor radios, portable radios and TV sets? Without any over the air broadcasting you won't need these.

What if you can't afford the monthly fee for this CATV system? Too bad. Unless the other taxpayers want to subsidize your monthly payment, you might as well go back to reading books.

Cable has a legitimate function as a supplement to TV broadcasting. It permits people who live in areas too far from TV towers to receive a good signal. Used this way it complements **free over-the-air broadcasting**. But the dreamers in Washington see visions of a **WIRED NATION . . .** at your expense.

Is this going to happen? It will unless enough people tell their Congressmen and Senators to stop this move to destroy **free broadcasting**. It is going on right now! Speak out before it is too late.

New Religious Program

KMA Radio is presenting a new religious program at 9:30 a.m. each Sunday. It is the Church of the National Message with Robert M. Bell of Omaha as its pastor.

Non-denominational in nature, the church is located at 7507 Seward Street in Omaha, Neb. According to Pastor Bell, the church's specific message proclaims that "the Bible is the key to an orderly government."

Listen for these —

Featurettes on KMA *Officer of the Day*

Each day, Monday through Saturday, KMA Radio recognizes an officer of the law. The officer, patrolman, marshal or whatever his title, is selected from the four-state KMA coverage area for his devotion to duty in the cause of the welfare and general safety of the public.

Started Dec. 14th of last year, it has been running six days a week since then.

Citizen Salute

Running the gamut from beauty queens to scholars, the Citizen Salute featurette honors all types of people in the area.

It is KMA Radio's chance to add its congratulations to other well-wishers to a citizen who is being recognized for some kind of achievement. The feature has been running continuously since 1967 when it was started.

TRIAL GROUND OPEN HOUSE PLANNED

The 14th annual May Seed Company-KMA Open House and Trial Ground exhibit opens July 18th. Thousands of people from all over the midwest annually visit the beautiful Earl May Trial Grounds and the KMA studios on this day. You are invited to attend and you can park your car in the lots near KMA and ride a shuttle bus to the Trial Grounds. Tours and other special exhibits in addition to the main garden are being planned for the visitors.

DIAL 960 — KMA PROGRAM SCHEDULE — 5,000 WATTS

JULY, AUGUST, SEPTEMBER, 1971

| MONDAY THRU FRIDAY | | | | | | | |
|--------------------|-------------------|------------|---------------------------------|------------|--------------------|------------|----------------|
| 5:00 a.m. | KMA News | 5:00 p.m. | KMA News | 8:30 a.m. | ABC News | 7:05 p.m. | Music |
| 5:05 a.m. | Music | 5:10 p.m. | Market Final | 8:35 a.m. | Music | 7:15 p.m. | ABC Sports |
| 5:45 a.m. | KMA Sports | 5:15 p.m. | Commodity Reports | 9:00 a.m. | KMA News | 7:20 p.m. | Music |
| 5:50 a.m. | Music | 5:15 p.m. | Music | 9:05 a.m. | Music | 7:30 p.m. | ABC News |
| 6:00 a.m. | KMA News/Weather | 5:25 p.m. | Hunting/Physing Report (Friday) | 9:30 a.m. | Back To The Bible | 7:35 p.m. | Music |
| 6:15 a.m. | Music | 5:30 p.m. | Lou Boda/Sports | 10:00 a.m. | KMA News | 7:45 p.m. | ABC Sports |
| 6:30 a.m. | R.P.D. 960 | 5:35 p.m. | ABC News | 10:05 a.m. | Community Calendar | 7:50 a.m. | Music |
| 7:00 a.m. | KMA News/Weather | 5:40 p.m. | KMA Sports | 10:10 a.m. | ABC News | 7:55 a.m. | ABC News |
| 7:15 a.m. | Frank/Weather | 5:45 p.m. | Life Line | 10:15 a.m. | Music | 8:05 p.m. | Music |
| 7:30 a.m. | Markis | 6:00 p.m. | Life Line | 10:30 a.m. | Music/Local | 8:35 p.m. | Music |
| 7:40 a.m. | Paul Harvey | 6:00 p.m. | KMA News | 11:00 a.m. | Features | 9:05 p.m. | Music |
| 7:45 a.m. | Paul Harvey | 6:15 p.m. | Farmer's Market | 11:05 p.m. | Music | 9:30 a.m. | Music |
| 7:50 a.m. | KMA Sports | 6:30 p.m. | ABC News | 11:30 a.m. | Open Line | 9:35 p.m. | Music |
| 8:00 a.m. | KMA News/Weather | 6:30 p.m. | ABC News | 11:35 a.m. | Music | 9:45 p.m. | Music |
| 8:30 a.m. | ABC News | 6:45 p.m. | Focus 71 | 12:00 Noon | Markets | 10:00 p.m. | Music |
| 8:35 a.m. | Music | 6:50 p.m. | Community Calendar | 12:00 Noon | KMA News | 10:05 p.m. | Music |
| 8:35 a.m. | Music | 6:55 p.m. | Harry Rebsorn | 12:15 p.m. | Ed May/Weather | 10:10 p.m. | Music |
| 9:00 a.m. | KMA News | 6:55 p.m. | Edward P. Morgan | 12:30 p.m. | Midwest Farmer | 10:15 p.m. | Music |
| 9:05 a.m. | Music | 7:00 p.m. | Frank Reynolds | 1:00 p.m. | ABC News | 10:30 a.m. | Music |
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| 10:00 a.m. | Back To The Bible | 7:10 p.m. | ABC News | 1:10 p.m. | Music | 11:00 a.m. | Music |
| 10:05 a.m. | KMA News | 7:15 p.m. | ABC World of Sports | 1:15 p.m. | Paul Harvey | 11:05 a.m. | Music |
| 10:10 a.m. | ABC News | 7:20 p.m. | Music | 1:30 p.m. | ABC News | 11:30 a.m. | Music |
| 10:15 a.m. | Billie Oakley | 7:30 p.m. | ABC News | 1:35 p.m. | Music | 11:35 a.m. | Music |
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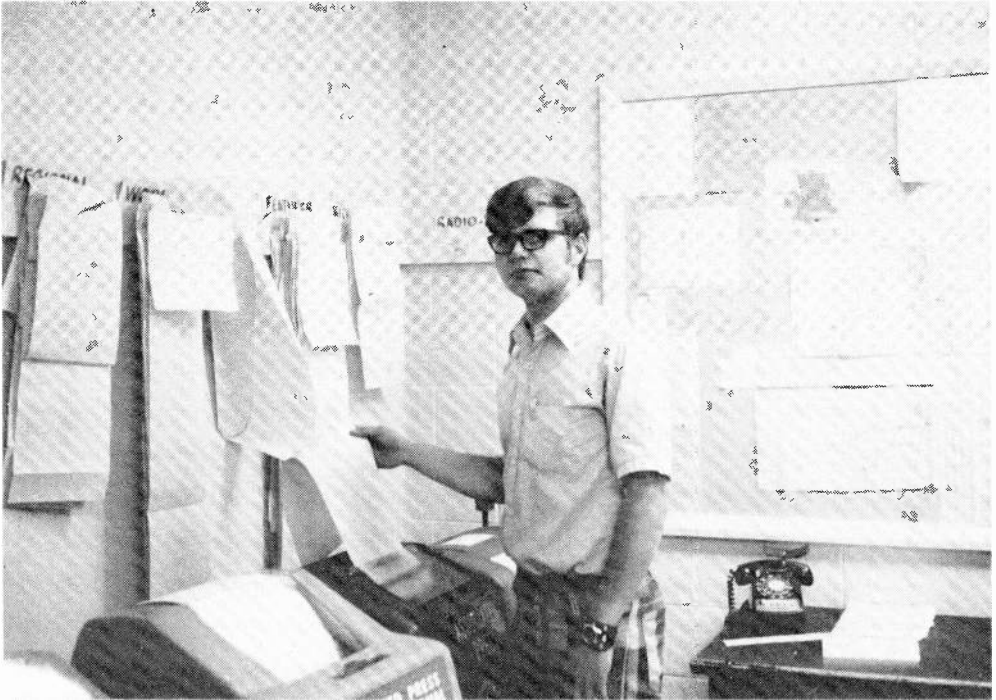
POSTMASTER

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Tom Thumb Publishing Co.
Shenandoah, Iowa
51601



KMA Participates in Intern Program



Radio intern studies news room.

KMA Radio along with other members of the Iowa Broadcasting Association is co-operating with various colleges in the state in a radio intern program.

The first intern to arrive at KMA is Rande Marvin Haukoos who comes from Iowa Central Community College at Ft. Dodge.

This intern program is designed to train young men and women in broadcasting and

is set up to last 10 weeks. At the end of the 10 week period, the intern will receive college credit in addition to valuable practical experience in an on the job situation.

Rande, who will be a sophomore at Iowa Central this fall, is the son of Mr. and Mrs. O. M. Haukoos of Renwick, Ia. He has one brother, Monte, and a Pekinese dog, named "Rusty." He likes to swim and play hockey and anticipates a summer of education and enjoyment at KMA.