

The

# KMA GUIDE

September, 1968



# One Sportscaster's Opinion

... by DON MONROE

The Big 8 Conference promises the fans an exciting 1968 season ahead, boasting the best balanced conference in the history of the Big 8.

The four coaches I spoke to agree that Oklahoma will be the team to beat, with stalwarts quarterback Bob Warmack and all-conference tailback Steve Owens, the league's leading rusher and scorer, returning this season. But the Sooners are not the only Big-Eighter with stand-outs returning. Bob Douglas of Kansas gave many an opponent coach headaches last year, along with Colorado's Bob Anderson and Nebraska's Frank Patrick, just to mention a few.

As for quarterbacks, the Big 8 could not be in much better shape, with 7 league members returning their quarterbacks, the exception being Missouri. In fact, the press says that the Big Eight will be the best quarter-backing league in the country.

Although Oklahoma appears to be the largest stumbling block in pre-season speculation, Kansas and Missouri won't be any pushover, as Bob Devaney admits. Of course, you can never count Nebraska out of a Big 8 race. Although the Cornhuskers lost the middle part of their big defensive line, a strong offense returns with quarterback Frank Patrick at the helm. Many authorities are betting on Nebraska.

Coach "Pepper" Rodgers at Kansas expects to be in strong contention for the Big Eight crown. Kansas is returning 15 starters . . . one less than favored Oklahoma . . . and is the only other club to have two all-conference choices on hand, quarterback Bob Douglas and defensive end John Zook.

Although Missouri is without a quarterback, Devine figures he'll come up with a



Sports Director Don Monroe and Mike Goodin, who recently finished covering the baseball season, are ready to bring the KMA audience play-by-play excitement from the high school football fields in this area with the "Game of the Week" each Friday night.

# The KMA Guide

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## COVER STORY

If HOWARD McLEOD ever forgets a birthday, there will be two sad girls in his family. His wife, JULIE, observed her birthday on August 23rd, and their darling little girl, SHANNON, celebrated on August 24th. The wide-eyed, blue-eyed brunette on our cover this month has just turned one year old and has decided that walking around is much more ladylike than crawling . . . unless you're in a hurry.

good one and have a title contender. The Tigers will be led by defensive back Roger Wehrli, another all-conference selection who missed three games last season with a bleeding ulcer. Tigers' coach Dan Devine would be the first to agree that the Big 8 will have the best balance in its history.

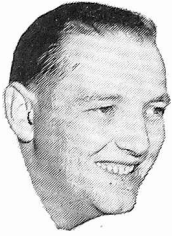
Colorado, which lost 13 starters, statistically appears out of the picture. However the Buffs were forced to rely on several sophomores because of injuries last year, and the club still finished 9-2, but with a few close calls.

Kansas State will have its all-conference end Dave Jones back and, with the combination of quarterback Bill Nosek and Jones, the Wildcat passing game should be in good order. This will be the second season with K-State for head coach Vince Gibson, who has created great enthusiasm for football at the school; something that has been lacking for a number of years.

Oklahoma State should be greatly improved with all-conference center Jim Kolb back. There's nothing the Cowboys from Stillwater would like better than to knock off their inter-state opponent, Oklahoma—a task Oklahoma State sees as long overdue.

Iowa State will have its first football season under Tennessee's fabled Johnny Majors, an all-time grid great at his alma mater. Returning quarterback John Warden will be highly depended upon for team leadership with tailback Ben King putting added strength in the backfield. Coach Majors has his work cut out for him with the smallest team in the conference to work with.

With this year's balance of impressive talent, coupled with outstanding coaches, all with warranted optimism, Big 8 football enthusiasm in the midwest should be at its peak in '68.



## A Chat With Edward May

It doesn't seem possible another summer has come and gone, but it has.

In the July issue of the Guide I showed you a picture of the Volkswagen Camper that belongs to my daughter and son-in-law, Annette and David Sanders. They had a most enjoyable summer and traveled several thousand miles with their house on wheels. I thought you might enjoy reading of some of their experiences, so I asked Annette to write a brief resume of their summer travels. Her letter follows:

"We began the summer in Franconia, New Hampshire, as school ended in early June. The spring is superb in New England, especially upper New England. Its incomparable qualities come not from the landscapes bearing a more beautiful spring than that of other places, but from inside yourself. In New England, by spring, you've been cold for so long. Winter this year was heavy, unmelting snow from early December until May. So we left Franconia in a June spring.

"We traveled to Niagara Falls, N. Y., to visit my sister, Karen, and her husband. We had a fine time with them. But the city of Niagara Falls is wretched. The falls are still very beautiful. But because of the tremendous hydroelectric power they transmit, there is a great deal of industry which produces a great deal of air pollution; many unsightly building complexes; and mazes of power lines everywhere. For someone coming there long after the city's function as a honeymoon refuge has ceased to exist, the story of a honeymoon hide-away among the hydroelectric plants is unimaginable.

"From Niagara we crossed over into the Ontario Province of Canada and drove to Detroit, Michigan. The next stop after Detroit was Chicago.

"As a secondary function of the trip, the fun of traveling being the first, we were doing an independent study in architecture for which we will get college credit. Our school is experimental. We saw buildings all over the country; took pictures of them; read architecture books; and will write a paper apiece to complete the course work.

"Chicago was a wonderful stop on our architectural program. So much of the innovative architecture of the early part of this century was either done in Chicago or received its inspiration from work in

that city. Recently Picasso did a sculpture for Chicago which sits on an open space of half a city block. The sculpture itself is two stories high. It resembles a beautiful, fluid skeleton or perhaps a woman built in stick construction or perhaps a dog. We liked the sculpture quite a lot.

"Shenandoah came after Chicago. We came to see my family and also, quite excitedly, to pick up our Volkswagen Camper which was a wedding present. This is a fabulous car. It is the regular Volkswagen microbus fitted with a seat which folds into a double bed, a sink and icebox unit, a table, four closets and storage areas, and a pop-up top which makes it possible for a person up to six feet seven inches to stand up inside the bus. A tent also weather-seals to the side of the bus and is large enough to sleep six people.

"The whole family then left Shenandoah for our summer cabin in Mercer, Wisconsin. This was our last stopping point before California. We drove the camper across Wisconsin, Minnesota, North Dakota, Montana, Idaho, Washington, Oregon, and California in five days. We stayed with friends in California who live in beautiful hills fifty miles south of San Francisco and fifteen miles from the ocean.

"Californians are extraordinarily friendly, and good to strangers, and we would have felt at home there even had we not come to visit friends. There is an overwhelming abundance of fresh fruits and vegetables in greater variety than I have ever seen before. We could buy fresh fish at the wharf any day and fresh vegetables at stands along any major road. Beautiful, good sized heads of lettuce were selling for five cents.

"After a week in California we started back to our other home with David's parents in Southern West Virginia. This necessitated driving across the Mojave Desert, the Southwest and southern states. This is a very hot drive in July and tiring. The desert seems to last forever. Its beauty is a lonely beauty. But the mesas are interesting, huge blocks of color: rust-reds, blues, and greens.

"So we have now come to West Virginia. This is the end of our trip, although we will go up the Eastern seaboard to New Hampshire in the fall to return to school, making the circle complete."

# Frank Comments

By FRANK FIELD

Last month at the time I wrote copy for the KMA Guide, we were in the midst of a real, honest-to-goodness drought, and you will remember that I sounded pretty pessimistic. Well, a week or so later we got some good showers, but wound up the month of July with only a little over an inch of moisture, where normally we get around 4 inches. Then early in August we got 2 or 3 more fairly good showers, and on August 16th we got the first really good rain we've had all spring and summer. We actually got 1.66 inches. Then on the 18th we got another half inch, so apparently August rainfall is going to be about normal.

The rains did not come in time to save our sweet corn or the main planting of green beans. Out of the 3 plantings of sweet corn, we only had 1 mess, and it wasn't really good. We made 2 pickings off the early planted beans, but just let the rest of them dry up on the vines. They were too tough and leathery to use. We have a planting of Contenders coming on for fall which look mighty good. The tomatoes and cucumbers are really outdoing themselves now. The rains came in time to put them over the hump. Jenny has been making chili sauce and pickles, and today she is making a double batch of tomato juice cocktail; the kind where you add celery and onions. Oh yes, the potatoes didn't turn out very well either. The vines were completely dead late in July, so we dug and got them into the basement where it was cool and dark.

The picture this month shows me inspecting our crop of Stanley Prune Plums. If you look closely, you can see there is an extremely heavy crop of fruit on the tree. In fact, they are almost touching up and down every little twig and branch. They are fully colored now and are just about ready for picking. Jenny intends to can them whole in a light syrup.

The apple trees also are heavily loaded, and our 5-in-1 apple tree is finally bearing a pretty good crop. Only one variety failed to bloom and set fruit this year. The Yellow Transparent limb was set so thickly that I had to thin them down to 1 and 2 apples in a cluster, which of course, made the remaining

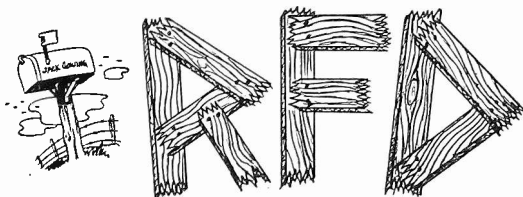
apples quite large. The Beacon limb had about 20 apples on it, and the Delicious limb looks as if it might have as much as half a bushel of fruit. Our MacIntosh tree is just beautiful. The apples are very large, but still perfectly green, just beginning to show a few traces of color. The Red Delicious is really too heavily loaded for its own good. There are so many apples on it that I'm afraid they will not get as large as we would like. It really should have been thinned more heavily when the apples were small. Mother Nature, with her usual June drop, did a pretty good job in thinning them down to one apple in a cluster, but there were just too many clusters. The lower branches are already bent down till they are resting on the ground, and it is too late to do any thinning now.

These fruit trees were all very thoroughly sprayed with Home Orchard Spray about every week or 10 days right through the summer, so the fruit is all perfectly sound and free from worms and diseases, such as Scab and Blotch, which disfigure unsprayed fruit. This spraying has also kept the Red Cedar Rust to a very minimum. Only the Jonathan limbs on the 5-in-1 trees show any signs of rust and they are not bad.

## New Catalog Available

The fall catalogs are practically all in the mail now, and if you haven't received yours by the first of September, it means that either it went astray or we missed you. All you have to do to get one is drop us a card and say that we missed you. It looks now as if this would be the best fall for planting that we have had in years. Try and get those Dutch Bulbs planted in September if you can so they will have plenty of time to make a good root system before the freeze up. The Hardy Amaryllis or Surprise Lilies, which were so glorious the first half of August, should be planted in the fall in order to make those beautiful blooms next August.





with  
Jack  
Gowing

Jim Ross wrote the column last month because Pauline, Randy, Julie and I were on vacation. We went to Denver where I attended the summer convention of the National Association of Farm Broadcasters.

Our first session dealt with weather, and we got to hear what the latest research projects are in the field of weather. We heard about the National Center for Atmospheric Research located at Boulder, Colorado. This center was created in 1960 to serve as a gathering point for a vigorous and expanding national research effort in the atmospheric sciences. It is operated under the sponsorship of the National Science Foundation by the University Corporation for Atmospheric Research, made up of 24 U. S. universities with graduate programs in the atmospheric sciences or related fields.

There are about 500 scientists, engineers, technicians and support people on the staff at the National Center for Atmospheric Research. There are three different divisions at the center and one group of scientists is working on or interested primarily in the sun, in the region between the sun and earth and in solar influences on the earth's upper atmosphere.

Another group is concerned mainly with the earth's atmosphere up to an altitude of about 60 miles. This group studies cloud



Extensive field of dry corn in Page County. The rains came too late to help the situation which was duplicated, unhappily, on many area farms.



This was not the perfect ending to a vacation. Fortunately no one was injured seriously in the Gowing car.

physics, atmospheric chemistry and motions of the atmosphere.

The other group acts as liaison between universities and other institutions by setting up and operating facilities for joint use by all of the different organizations that we mentioned earlier.

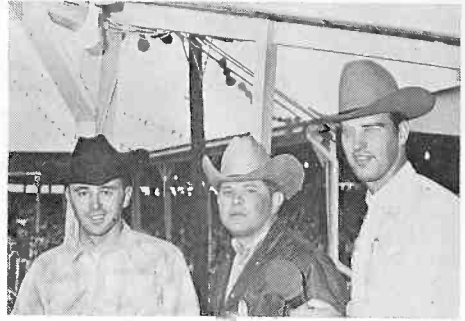
I think the biggest surprise about this program was the fact that it is being financed by government money on and above the federal funds that are to be used by it through the universities. They are starting to do some work in the area of cloud seeding too, but don't like to discuss it.

We heard about air freight, and I was amazed at some of the products that are shipped by air. Fresh meat is one that is being increased; strawberries are by far the biggest item as far as foods are concerned. Many of the airplanes are used for passenger service during the day but then the seats are taken out and the planes are used for air freight at night.

Now, about vacation. We left Denver and camped in the National Forest Areas in Colorado for a few days, then to Dubois, Wyoming, where we met Mr. and Mrs. Arden Coad, former Shenandoah residents, and they showed us some of the high points of the Dubois area. We enjoyed our stay there and hope to go back again soon and spend more time enjoying Wyoming. Our next stop was Yellowstone National Park then to the Black Hills and home. We drove about 3,000 miles without any trouble, but on this page is a picture of what happened to us shortly after arriving back home.



Pretty girls add to any event and the Sidney Rodeo is no different. Above, holding a beautiful bouquet of roses, 1968 Rodeo Queen NILA KAY JUNE of Rosendale, Missouri, is congratulated by last year's queen, MARY JANE HOLCOMB of Hamburg, Iowa.



KMA's Rodeo Reporters dressed in their Western duds: Pat Patterson, Don Monroe and Jim Ross.

## RODEO: 1968 STYLE

At the end of WWI, when the veterans from Sidney, Iowa returned home, they found interest lagging in the annual Grand Army of the Republic Reunion and the event seemed doomed. At a meeting of the American Legion, an answer to the problem was suggested. The suggestion was met with much laughter and kidding, but the legion members decided to stage a rodeo. Rodeos in this part of the country were unheard of at that time.

Five years after the first rodeo was given in 1924, the participation was so great that the free grandstand of parked cars was outgrown and a small admission fee was charged. Sidney's rodeo was on its way. Throughout the years it drew crowds which filled the grandstands to overflowing. Professional cowboys found that Sidney was a good place to contest for both prize money and good treatment.

During the next few years the arena was enlarged and improved to accommodate over 10,000 for each performance. The performance schedule has been expanded to ten including afternoon and evening sessions which include professional talent as well as the "cowboys."

Popular with the crowds, top-line GUNSMOKE entertainers made a repeat appearance.

Along with "Doc and Festus" this year, the rodeo featured those daring Rodeo Clowns, Buck LeGrand and Larry McKinney, who save the cowboys from having their ribs tickled by Mexican fighting bulls, Brahmas, and fierce bucking stock. This year marked the 45th Annual Sidney Rodeo.



Ken Curtis and Milburn Stone, the real "FESTUS and DOC," meet the real JIM ROSS.

# Mule Barn Theatre

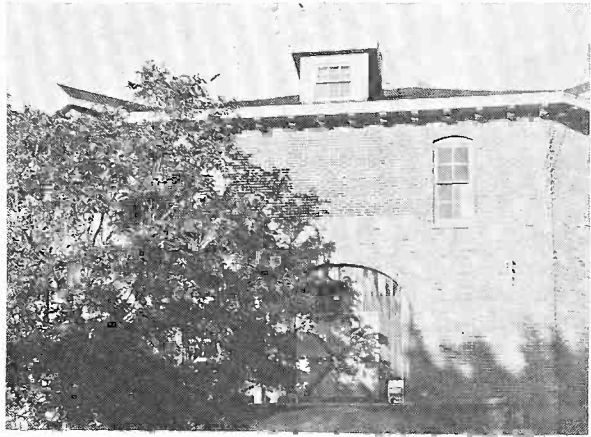
Just before the turn of the century, the octagonal red barn on the north edge of Tarkio, Missouri, housed hundreds of mules which were the source of power for pioneer David Rankin's corn empire, and the third floor of the barn served as an area for storing hay. Today there is a new kind of activity in the old structure as the old hay-loft has been transformed into a theatre.

Although the two lower stories of the barn, which will serve as a museum and restaurant, will not be completed this summer, the theatre was used for the first time by the Covenant Players' productions, followed by "Jack and the Beanstalk."

The grand opening of the barn was held in July in connection with the Mule Barn Opera Company's production of "Carnival." In two views of the theatre pictured here, you see the entrance to the barn and the carnival theme which was carried out during the grand opening. The theatre is air-conditioned and productions are staged in-the-round.



Carnival atmosphere at the Mule Barn grand opening.



## KMA Fun - Free Food For All!

A nice thing about summer is getting together for a barbecue. At KMA, we have a picnic each year at the grove on the golf course at the American Legion Country Club. It's fun because with everyone so busy at work, we don't really have much chance to socialize. Storm forecasts were out this year but our weatherman Frank said emphatically that it wouldn't rain on our picnic. So it didn't.



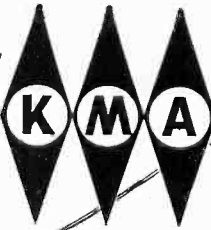
J. D. Rankin hungrily waits in line as Master Chef John Sawyer dishes out to Nadine Kelsey. Ladies first!



Chief Engineer Don Burrichter tries to make up his mind about eating as Frank and Jenny Field fill their plates.



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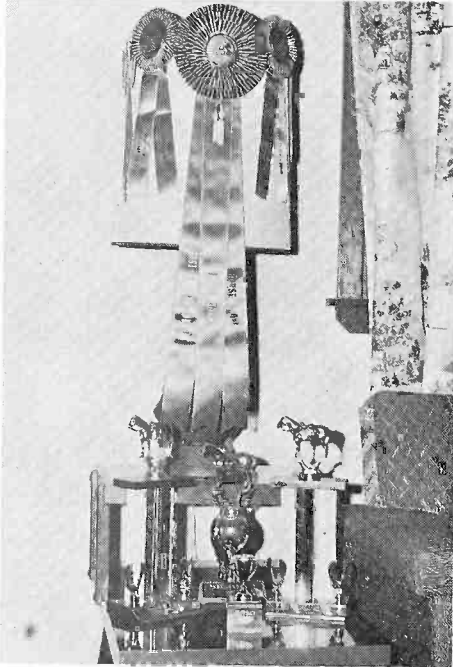


PARTY

LINE



By JONI BAILLON



"He's getting so big," exclaims new father **PAT PATTERSON** of his baby boy **JEFFREY**. So the **GUIDE** took camera equipment out to the Patterson home to get a picture of the new baby and his proud mother, **SUE. JEFFREY LYNN** arrived weighing seven pounds, 4-ounces on July 17th. Last month we told you how pleased **PAT PATTERSON** was with his winnings in several area horse shows. This month

we can show you all his ribbons and trophies. Actually, Pat hasn't spent too much time entering shows until this year and he isn't complaining about the results.

Storage space is always a problem in a big office like ours, so the continuity department recently ordered a cabinet to hold some of the taped programs you hear on the station. The new piece of furniture received a quick staining job from **EVALYN SANER** and **NADINE KELSEY**. As you can tell by the picture, Evie did most of the work. Seems Nadine got the short end of the brush.







Where does the time go? May Seed and Nursery Company switchboard operator and receptionist **LUCILLE LAWSON** doesn't have to go far to watch the clock. At a recent company picnic, President **ED MAY** presented Lucy with a beautiful watch for her twenty-five years of service to the company. You've probably talked to her, she has a lovely voice, and is great at keeping switchboard phone lines uncrossed. Congratulations!

In July, **STEVE** and **BONNIE CHILDS** became the proud parents of a nine pound, 5-ounce boy, named **WILLIAM EUGENE**. Steve has been stationed with the Army in Texas and arrived home to Iowa City to see his offspring. He will now go to Germany for two years and his wife and son will join him in six months. The pleased grandparents, **RALPH** and **MURIEL CHILDS**, took some vacation time in August to travel to Iowa City for a first glance at their first grandchild.

**RUTH PALM**, of Farragut, is responsible for most of the commercial copy you hear on the station. She and her husband, **BUSS**,



are the proud grandparents of **MICHELLE PALM**, eleven month old daughter of **MR.** and **MRS. STEVE PALM** of Fort Knox, Kentucky. Maternal grandparents are **MR.** and **MRS. LAVERNE COLLINS** (he is with May Seed). Ruth and Buss took advantage of the Labor Day break to fly to Kentucky to see their kids. In typical grandmother fashion, Ruth says "there may be little girls as cute, sweet and dear as Michelle but not to me."

The Shenandoah Rotary Club sponsored a group of young Japanese students again this year and toured them around Shenandoah and private homes for several days. As a part of a project with the MBC (Minaminihon Broadcasting Company of Kagoshima, Japan), these youngsters took special interest in our radio station. **JIM ROSS** did a bit of interviewing for his "KMA GOES VISITING" program. The young girl at left is considering a law profession, next is one of the chaperons who works in radio and TV, and the young man is a student who wants to be a politician . . . saying that he feels his country needs some real statesmen and he wants to be one of them.



## Do It Yourself

If grandmother had run for public office, she might have promised "an afghan for everyone." Granny dominated the afghan family for years, but now each relative wants his own lap robe. Here are two designs which you may create at home. Both patterns are yours for just 10¢. Send your name, address, zip code and 10¢ to **SEPTEMBER PATTERNS**, KMA Guide, Shenandoah, Iowa 51601.

"Bold Braid" afghan is tuned in to a masculine den or spectator sports on a brisk day. Seven strips make an afghan measuring 42x64½ inches. Each strip is knit in the stockinette stitch with twisted cables. Three colors of knitting worsted are used; select your own combination or follow our choice of surf and dark green sparked by light coral. The two ends are fringed.

Especially for card sharks, the "Queen of Hearts" afghan decorates a game room on card-party night. The basic afghan is made of crocheted squares. The heart, spade, diamond and club patterns are done in cross-stitch embroidery. Made to measure 50x72 inches, a striped border provides a crisp finish. Knitting worsted is used throughout.

If you like to sew Christmas gifts for friends, don't miss the October issue of the Guide. On this page we'll have complete instructions and a picture of a gift that's quick and economical to make and designed to delight the women on your gift list.



## Mike Goodin's "Lighter Side"

*In this footloose age when parents let their uncurbed brats steal every package of sugar in the bowl on the restaurant table, it is easy to see the first steps being paced for the takeover of a college.*

A cynic observes, "The myth that brides blush is in error. Actually their faces are flushed with victory."

In Africa some of the tribes have the custom of beating the ground with clubs and uttering spine-chilling cries. Anthropologists calls this a form of primitive self-expression. In America we call it golf.

*Watch out for ambition—it can get you into a lot of work!*

An itinerary is a list of places you intend to visit on your vacation, if your money holds out.

Our neighbor used to say he had never spanked his children. But that was before he found they were using his fishing line for flying their kite.

*Marriage problems start when a man is so busy bringing home the bacon that he forgets his sugar.*

Overheard at a frug dance: "Let's sit this one out. My arms are killing me."

# 'specially In September

## SQUASH WITH SAUSAGE

Cut acorn squash in half; each half serves one. Heat oven to 375°. Place squash cut-side-down in shallow pan. Bake 20 to 30 minutes. Turn up; brush with butter; season with salt and pepper. Fill with broken-up bulk sausage. Bake 20 to 30 minutes, or until squash is tender, sausage brown. Pour off fat before serving.

\* \* \*

## SAVORY SAUSAGE STEW

One 12-oz. pkg. smoked sausage links  
OR 1 pound pork sausage links  
One 10½ oz. can condensed onion soup  
One 10 oz. pkg. frozen peas and onions  
One 1-pound can (2 cups) tomatoes  
2 medium potatoes, pared and cubed (about 2 cups)  
¼ t. Worcestershire sauce  
¼ cup all-purpose flour

**METHOD:** Cut each sausage link into 4 or 5 pieces; brown in large saucepan. Drain off excess fat. Add next 5 ingredients. Simmer over low heat for 15 to 20 minutes, till potatoes are tender. Combine flour and ¼ cup water; stir into stew. Cook and stir till thick and bubbly. Makes 6 servings.

\* \* \*

## CHEESE-TOPPED ZUCCHINI

3 medium zucchini squash  
1 medium onion, thinly sliced  
1 T. salad oil  
½ to 1 t. crushed oregano  
One 8-oz. can tomato sauce  
One 6 or 8 oz. pkg. sliced Mozzarella cheese  
Grated Parmesan cheese

**METHOD:** Cut zucchini in half lengthwise. In a large skillet, cook onion in hot salad oil till tender but not brown. Add zucchini halves, cut side up; sprinkle with salt, pepper and oregano. Pour tomato sauce over. Cover; cook just till tender, about 10 minutes. Top zucchini with cheese slices; sprinkle with oregano, if desired. Pass Parmesan cheese. Makes 6 servings.

\* \* \*

## RICE AND HAM STACK-UPS

1 cup uncooked long-grain rice  
3 T. butter or margarine  
2 beaten eggs  
¼ cup milk  
¼ cup snipped parsley  
6 slices (about 4 inches square) boiled ham  
6 slices sharp process American cheese  
6 very thin onion slices  
6 tomato slices  
6 pimiento-stuffed green olives, sliced

**METHOD:** Cook rice according to package directions. Combine rice, butter, eggs, milk and parsley. Mix well and spread in a greased 12x7½x2 inch baking dish. Bake

in 350° oven for 10 minutes. Meanwhile, arrange remaining ingredients in 6 stacks, each containing 1 slice of ham, cheese, onion, tomato and olives. Remove rice from oven and arrange the 6 ham stacks on rice. Bake 10 minutes more, or till cheese melts. Serve in squares. Makes 6.

\* \* \*

## COFFEE CAN BREAD

1 pkg. dry yeast  
½ cup lukewarm water  
3 T. sugar  
Dissolve together and add 1 can (14½ oz.) evaporated milk.  
3 T. cooking oil  
1 t. salt  
1 cup either whole wheat, graham or rye flour  
3 cups white flour

Stir all together and put in two 1-pound coffee cans (will come to middle ring). Put on plastic lid and let rise until lids pop off. Bake in can at 400 degrees for 35 minutes. Makes 2 loaves.

\* \* \*

## CHICKEN VEGETABLE BAKE

½ cup flour  
1½ t. salt  
¼ t. pepper  
1 T. paprika  
One 2½ to 3 pound ready-to-cook broiler-fryer, cut up  
¼ cup salad oil  
One 8 oz. can whole onions, drained  
½ cup coarsely chopped carrots  
One 3 oz. can sliced mushrooms, drained (½ cup)  
1 T. brown sugar  
¼ t. ground ginger  
½ 6-oz. can frozen orange juice concentrate, thawed (½ cup)

**METHOD:** Combine first 4 ingredients in a paper or plastic bag; add chicken pieces and shake. (Reserve 2 T. remaining flour mixture). In a skillet, brown chicken pieces in hot oil. Remove chicken to a 2-quart casserole; add onions, carrots and mushrooms. Blend reserved flour mixture, brown sugar, ginger and dash salt into drippings in skillet; stir to make a smooth paste. Add orange juice concentrate and ¾ cup water; cook and stir till bubbly. Pour over chicken. Cover. Bake at 350° for 1¼ hours. Makes 4 servings.

\* \* \*

## HAM AND SWEET POTATO BAKE

Mix 4 cups cooked, mashed sweet potatoes, ¾ cup undiluted evaporated milk, ½ cup chopped onion, 1 t. salt, ½ t. crushed rosemary leaves, and ½ t. pepper. Place mixture in a 1½-quart shallow casserole. Cut fat from 1 pound ham slice (about ½ inch thick). Brown ham slice on both sides. Place over potatoes. Brush with 2 t. dark corn syrup. Cover casserole with foil. Bake in 350° for 45 minutes. Makes 4 servings.

# COFFEE WITH THE GIRLS

## CHOCOLATE REFRIGERATOR SOUFFLE (pictured)

- 3 cups corn flakes OR  $\frac{3}{4}$  cup corn flake crumbs
- 2 T. sugar
- $\frac{1}{4}$  cup soft butter

If using corn flakes, crush into fine crumbs. Combine corn flake crumbs, sugar and butter in 8x8 inch pan; mix well. Press evenly and firmly in bottom of pan. Chill.

- 1 envelope unflavored gelatin
- 1 cup sugar
- $\frac{1}{8}$  t. salt
- $\frac{1}{2}$  cup cocoa
- $1\frac{1}{2}$  cups milk
- 1 t. vanilla flavoring
- 1 cup whipping cream

Mix gelatin, sugar, salt and cocoa thoroughly in medium-sized saucepan. Add milk and cook over low heat, stirring constantly, until gelatin is dissolved and mixture is smooth. Remove from heat and stir in vanilla. Chill until mixture begins to set. Beat with rotary or electric mixer until light and fluffy. Whip cream until stiff; fold into cocoa mixture. Spread over crumb crust. Chill until firm. Cut into 9 squares.

\* \* \*

## BAKED CHERRY PUDDING

- 1 No. 2 can cherry-pie filling (2 $\frac{1}{2}$  cups)

- 1 pkg. loaf-size yellow-cake mix
- $\frac{1}{2}$  cup butter or margarine, melted

**METHOD:** Spread pie filling in buttered 9x9x2 inch pan. Sprinkle cake mix evenly over top of filling; drizzle with butter. Bake in 350° oven for 40-45 minutes or till top is golden brown. Serve warm with ice cream or whipped cream. Makes 9 servings. **NOTE:** You may use any type of pie filling you wish to vary this dessert idea.

\* \* \*

## COCONUT APPLE SQUARES

- $\frac{1}{2}$  cup butter or margarine, softened
- $\frac{1}{2}$  cup brown sugar
- 1 t. vanilla
- $1\frac{1}{2}$  cups sifted all-purpose flour
- $\frac{1}{4}$  t. salt
- One 3 $\frac{1}{2}$  oz. can (1 $\frac{1}{2}$  cups) flaked coconut
- One 1-pound 5-ounce can apple pie filling
- 1 T. lemon juice
- $\frac{1}{2}$  t. ground cinnamon
- $\frac{1}{4}$  t. ground mace

**METHOD:** Cream first 3 ingredients. Sift together flour and salt; add to creamed mixture. Add coconut; mix. Pat half in greased 8x8x2 inch pan. Mix remaining ingredients; spoon over first layer; pat remaining coconut mixture atop. Bake at 375° for 20-25 minutes. Serve warm with ice cream. Serves 9.



## LO-CAL LEMON FROST

- 1 egg white
- $\frac{1}{3}$  cup water
- $\frac{1}{2}$  cup nonfat dry milk
- 1 slightly beaten egg yolk
- $\frac{1}{3}$  cup sugar
- $\frac{1}{4}$  t. grated lemon peel
- 2 to 3 T. lemon juice
- Dash salt
- 3 T. graham-cracker crumbs

**METHOD:** Combine egg white, water and dry milk; beat to stiff peaks. Mix next 5 ingredients; gradually beat into egg whites. Sprinkle 2 tablespoons of the crumbs into refrigerator tray. Spoon in lemon mixture; dust with crumbs. Freeze. Cut in wedges. Makes 6 servings at 80 calories each.

\* \* \*

## CHOCOLATE BROWNIES

- 1 cup oil
- 2 cups sugar
- $1\frac{1}{2}$  cups flour
- 2 t. vanilla
- 4 eggs
- 4 squares bitter chocolate
- Pinch salt
- 1 t. baking powder

**METHOD:** Sift flour, measure; add baking powder and salt, set aside. Melt chocolate. In mixing bowl combine oil and sugar, then add chocolate and mix well. Add eggs and beat thoroughly. Add flour mixture and vanilla. Beat slowly until well blended. Bake in greased 9x13 inch pan at 350° for 30 minutes. When cool, spread with marshmallow filling and frost.

**FILLING:** Cook over low heat 1 cup sugar, 4 T. cold water and a pinch of cream of tartar, until mixture spins a fine thread. Add 60 small marshmallows and 1 t. vanilla. Pour marshmallow mixture over one stiffly beaten egg white. Beat until thick enough to spread.

**FROSTING:** Combine in saucepan 2 squares chocolate, 2 T. butter, 3 T. coffee and 3 T. water. Cook over low heat and stir until smooth. Add 2 cups sifted powdered sugar and 1 t. vanilla, beat and spread on brownies.

# Jottings from Joni's Journal



I'm very fond of this month because it signals the return to warm days but cool nights, new clothes, football games, popcorn and candied apples, baking, apple cider, etc. As Henry Wadsworth Longfellow put it:

"The morrow was a bright September  
morn;  
The earth was beautiful as if newborn;  
There was that nameless splendor  
everywhere,  
That wild exhilaration in the air,  
Which makes the passers in the city  
streets  
Congratulate each other as they meet."

After weeks of lounging around, getting sun-burned and tanned, swallowing lake water, and fighting off picnic ants, we turn to a full schedule of children's classes, coffee with the bridge club, and meetings. Hopefully, we've refreshed ourselves during vacation time. In St. Paul, my brother, JEFF, is entering the seventh grade after a summer of caddying, golfing and horseback riding. JOHN will be a junior at the College of St. Thomas and from all indications is becoming very interested in the field of advertising. JIM reports that his apartment building in Milwaukee is being "decorated," and he looks forward to his first fall in Wisconsin. Wait till the winter winds blow off Lake Michigan.

My parents have spent much time in the yard this summer. Dad has his pear and apple trees, gooseberry bushes, and a barbecue grill to keep him busy. Mom has made gooseberry jam and will probably be putting up pears and apples. As Frank indicates in his column this month, the fruit trees are extra heavy this year.

Since the young people are heading to school now, it's a good idea to review your schedule for fall and winter. Cut out those extra activities you're always complaining about 'cause you just don't have the time. Do plan to include things you want to do. Maybe the nearby high school or college is offering an evening class you want to take. Go ahead. Enroll. Everyone needs to broaden their interests, and I'm sorry to say that sitting around with the girls **all the time** isn't always "broadening" unless you serve rich desserts. Nothing against neighborly chats or clubs, it's just that I think too much time is wasted complaining about what we'd do "if we had the time" and instead of action, we plunge back into the same old rut. And don't give me that old excuse about being "too old to learn" something new . . . I have just disproved that by obtaining my driver's license.

## Free Bulletin

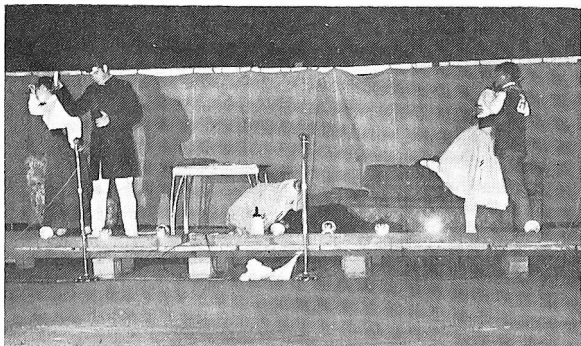
Does the very thought of a hen, a cow or a field of wheat make you sneeze, itch or break out? The U. S. Department of Agriculture has just issued a bulletin for people with food allergies featuring recipes without wheat, eggs or milk. These recipes are for cakes, cookies, pudding, quick breads and even pie crust. If you would like this free recipe pamphlet, drop a card to: **FOOD ALLERGIES, Agriculture Radio, Washington, D. C. 20250.**

## County Fair Time

For the first time, I took part in a county fair this year as a member of the cast of "The Great Bottleneck Diamond, or, The Villainous Shah of Shush." It really was fun putting this melodrama together with the other Tom Scott Players.

Making his debut in S. W. Iowa theatrics was Howard McLeod of the KMA News Department. In the picture on this page, you see the end of the play when the villain has fallen to the stage. From left to right: Joni Baillon, Howard McLeod, Marjorie Cowen, Tom Scott, Carol Westburg and Dave Peterson. Dan Peterson was in charge of holding up cue cards for audience participation. We had a ball at the Page County Fair.

**Tom Scott Players take bow at county fair.**



# PROGRAM NOTES FOR SEPTEMBER 1968

Dial 960 — K M A — 5,000 Watts

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## NORM'S FORUM

By  
Norman Williams  
Station Manager

### A CAREER IN BROADCASTING

A young man visited with me the other day about a career in broadcasting. He wanted to know how he prepared himself and how he went about getting a job in radio. He is a sophomore in college. He had been approached by a salesman for a "radio school" and was interested in knowing how experienced broadcasters felt about the training at such schools.

I was not surprised that this young man knew so little about the career opportunities in the broadcasting field. We broadcasters have a never-ending task of communicating about our own field to the young people seeking careers. Broadcasting to this young man and to most people means the man on the mike or in front of the camera. Some people realize that they can never be "performers" so they shun broadcasting when they are in search of a career. The "performers" are important . . . vital, but so are the unseen and unheard legions of people behind them. This young man was amazed to learn of the variety of skills and jobs available in broadcasting.

The "radio schools" usually train a man to be either an engineer or an announcer. Some also give the student an overall look into the various skills needed by broadcasting stations. Before signing a contract with a salesman for one of these schools, it is well to investigate several others. Compare their offering and their cost. If you are still in doubt, check with the manager of a nearby radio station or someone on the staff you know. Another important source of counseling on this matter is a nearby college or university which offers a major or minor in the broadcasting field.

#### OPPORTUNITIES IN BROADCASTING

There are unlimited opportunities for skilled and trained young people in this field. For young people in search of a career with excellent rewards and excitement, broadcasting offers a fruitful field. The keyword is "PREPARE" yourself now. If you are interested in a radio career, write to us for a free important booklet. Write:

"Careers in Radio"  
KMA  
Shenandoah, Iowa 51601

## College Football On KMA

KMA will broadcast an expanded schedule of college football games this year. Saturday afternoon at 1:30 will be kick off time for most of the games starting Sept. 14. Here is the line up.

Sept. 14—University of Buffalo at Iowa State

Sept. 21—Oregon State at University of Iowa

Sept. 28—University of Iowa at Texas Christian

Oct. 5—Notre Dame at University of Iowa

Oct. 12—Indiana at University of Iowa

Oct. 19—University of Iowa at Wisconsin

Oct. 26—University of Iowa at Purdue

\*Nov. 1—Nebraska Freshmen vs. Iowa State Freshmen

Nov. 2—Nebraska at Iowa State

Nov. 9—Northwestern at University of Iowa

Nov. 16—Ohio State at University of Iowa

Nov. 23—University of Iowa at Illinois

\*KMA will originate this game on Friday afternoon starting at 2:30 p.m.

## Fight Series Starts Sept. 30th

Computer sports have caught on in the United States and around the world in a big way. Last fall an average of 16 million listeners tuned their radios each Monday night to hear the dream elimination tournament for the All Time Heavyweight Championship of The World. Now the same producers are at it again.

KMA will be carrying the Computerized All Time Middleweight Championship Series on Monday night at 9:00 p.m., starting Sept. 30th.

The series matches such greats as Harry Greb, Sugar Ray Robinson, Tony Zale, Jake Lamotta, Stanley Ketchell, and other top Middleweights in a fifteen week single elimination tournament for the mythical All Time Middleweight Crown.

Hundreds of thousands of variable factors have been fed into third Generation Computers of the most advanced design. With each fighter rated by experts on such things as speed of hands, ability to take a punch, killer instinct, and dozens of others. In addition the computers have digested the blow by blow record of each fight fought by the contestants over a five year span of the peak of his career.

# K M A Commentary

By HOWARD McLEOD

One day I drove back to work after lunch from our house near Mustang Field on the south side of Shenandoah. By the time I reached the KMA studios I was literally shaking. What could make a grown man shake in the space of a few blocks? I'd come close to injuring and possibly killing two young boys, a man and a woman. It was as if these people were trying to use me as the instrument with which they could commit suicide. What am I talking about? Who in Shenandoah would want to commit suicide? Ridiculous . . . well not for me it wasn't.

I had gone just a few blocks when a boy, about ten I guess, ran across the road in front of me. It wasn't close but I had to stop. I was thinking about this incident when suddenly a baseball came bouncing into the street right in front of me . . . I hit the brakes in anticipation and sure enough little "Babe Ruth" or "Harmon Killebrew" or whoever came running into the road. If, if . . . I don't even like to think about those kinds of ifs. I'm sure he knew better, but nonetheless there he was—just plain lucky.

As I approached a green light at Thomas and Elm I was still shaking when Mr. John Doe didn't notice his light wasn't green and came merrily into the intersection in front of me. If I'd been the "Red Baron," "Old Snoopy" (the other car) would have been right in my gunsights . . . but we both hit the brakes and no scraping of tin or breaking of glass followed. Mr. Doe gave me a profound look of apology and then drove off.

Well, by this time I was beginning to wonder and was glad I was almost back to my air conditioned office where I could sit down and relax when somebody's mother or

wife or grandmother pulled out of a parking space without looking and . . . well, once again I was lucky.

By the time I reached the office, I wondered why so many people, who I'm sure have as much to live for as the rest of us, disregard common sense.

I appeal to you whoever you are, wherever you are . . . you've heard it all before, but please for the ones you hold dear and for the ones I hold dear use your heads, drive carefully and drive defensively. And if you're a pedestrian walk carefully and walk defensively.

Remember the person behind the wheel of a car is directing a ton and a half of possible mayhem-death-and-destruction. If it is used correctly and with care it is a wonderful invention, but it can be the wicked witch of the north faster than . . .

That's my daughter, Shannon, on the cover. I love her dearly. Today, as I write this she is walking for the first time. It is just one of the wonderful moments I'll have to cherish always. Don't take it away from me. I don't want to die senselessly in a car accident. I know each and every one of you has someone who is as dear to you as Shannon is to me; don't rob them of your love or of their life. Make sure your car is in tip-top condition, know the rules and don't take a gamble and break them. Drive defensively and don't let the other guy take the very things you live for from you. Above all use common sense in your driving . . . if you're tired pull over and rest. If it's snowing out but the signs still say speed limit 70 M.P.H. . . . use your head and slow down, buckle those troublesome seat belts, and do all the things you know are right.

If I never have to read another traffic accident as a story in a newscast . . . it will be much, much, much too soon.

## Watch for The Blue Wagon

There's a mighty popular automobile around KMA, and it's our brand new, light blue, air-conditioned station wagon. With the easy power steering, this new car is always signed out by some staff member. In our picture you might think you've found a painting error, but you haven't. We deliberately had our bug deflector print put on backward so you can see us coming in your rear view mirror.



September, 1968

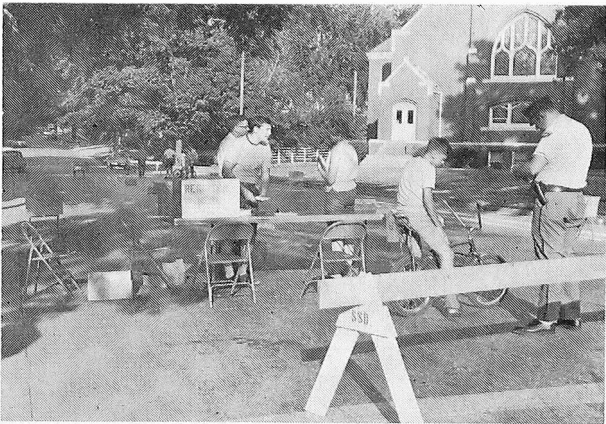
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When school bells clang, many children rush on their way on their bicycles. Not only must drivers watch for these eager students, but the bike owners should have their two-wheelers checked thoroughly before they ride around town. In many communities, organizations like the Jaycees, offer bicycle safety checks prior to school time. However, very few young children are urged to attend. In such a recent test in Shenandoah, only 60 youngsters out of the hundreds here, managed to find time to attend the safety clinic where they did maneuvers on their bikes and took a written test. Out of these 60, only 18 passed the safety check. Parents, take time right now to check your young student's riding performance and knowledge of the safety rules, plus the condition of their bikes. For your children's safety, take action NOW!



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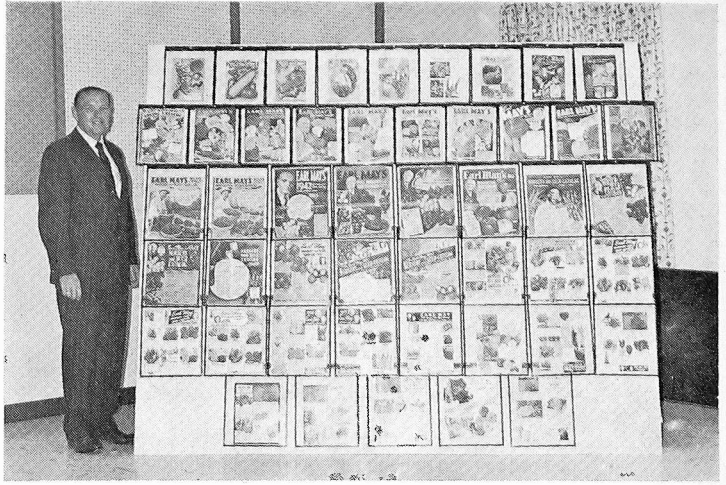
November, 1968



The  
**KMA GUIDE**

BOB KLING

Ed May tells about collection of May Seed and Nursery catalogues (shown here) in his column.



## KMA GUIDE CHRISTMAS SPECIAL

### QUALITY PERSONALIZED STATIONERY

**Description:** 100 sheets and 50 envelopes in fine quality vellum correspondence paper. All sheets and envelopes are imprinted with three-line name and address. Order for your personal use OR for a gift along with the KMA GUIDE.

**For only \$2.50  
You Receive**

**One year's subscription to  
the KMA GUIDE and the  
personalized stationery.**

**Directions:** To take advantage of this CHRISTMAS SPECIAL  
Order a new, renewal, or gift subscription to the KMA GUIDE

Specify who is to receive the GUIDE and who is to receive the PERSONALIZED STATIONERY on the blanks below. Please allow approximately three weeks for delivery. Deadline to assure delivery in time for Christmas is November 22.

Make checks payable to the KMA GUIDE and address all correspondence concerning this offer to the CHRISTMAS SPECIAL, KMA GUIDE, Shenandoah, Iowa 51601.

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**SEND GUIDE TO:**

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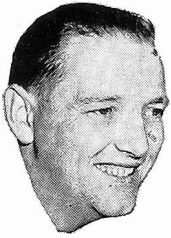
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## A Chat With Edward May

Those of you who are listeners to my program on KMA each noon, Monday through Saturday at 12:15, are undoubtedly aware that I enjoy collecting old radios and other items that complement the history of radio, particularly the history of Radio Station KMA which has been broadcasting since 1925. This makes KMA one of the oldest radio stations in this part of the country, and the May family is particularly proud to be a part of this radio history.

Being a collector, and specifically one interested in those items which have been a part of the history of KMA and the May Seed & Nursery Co., I have thought it would be an interesting project to make a collection of catalogues representing the years since the May Seed & Nursery Co. was founded. This sounds rather easy but, as you know, catalogues have a habit of being discarded, and to uncover catalogues dating back to the year 1920 isn't as easy as one might think. Actually, the May Seed & Nursery Co. was founded in 1919 but the first catalogue was not issued until the spring of 1920. This antedates the May Broadcasting Company by six years as KMA was started in 1925.

Next year—1969—will mark the 50th Anniversary of the May Seed & Nursery Co. The photograph on page two shows a collection of seed catalogues starting with the first issue in 1920. It is too bad the picture isn't in color because it does present a beautiful display to see these colorful catalogues.

For many years Radio Station KMA was another department of the May Seed & Nursery Co. The Company had its radio department just as it had a garden seed department, nursery department, farm seed department, and others. Later, in the late 1930s, KMA was incorporated as a separate corporation. However, it is still owned by the members of the May family.

The first May Seed & Nursery Co. catalogue to mention radio was the 1925 issue, which said: "To get in closer contact with our friends, and render a larger service, we have installed a permanent soundproof studio in the garden and flower seed room of the May Seed & Nursery Co., with the idea of giving radio talks on agricultural and horticultural subjects, interspersed with our own musical numbers. The WOAW broadcast station of the Woodmen of the World Life Insurance Associa-

tion of Omaha, Neb., has permanently designated the May Seed & Nursery Co. as its official adjunct station, in charge of the agricultural and horticultural programs, since we are in the heart of the most fertile agricultural section of the nation. So they have cooperated with us in the installation of the longest, permanent remote control system for radiocasting so far established."

The catalogue of the year 1926 says, "RADIO. In order to get in closer contact with our friends and customers and render a larger service to you, we are broadcasting daily from Radio Station KMA, our own station. At the noon hour, 12 o'clock, our R.F.D. program is given, then at 6:00 o'clock and at 9:00 o'clock each night and on Sunday from 4:00 to 6:00. Other religious services may be added from time to time. We give the weather reports, markets, and news items on all three programs, especially the noon and 6:00. Weather at 9:15 p.m." The 1926 order blank, which was sent with the catalogue, also contained a weekly program schedule of KMA.

The 1927 catalogue had this to say: "About K-M-A — Judging from the thousands of letters we receive we know you enjoy our programs. So many of you have asked for pictures of myself and Mrs. May. We are including two which we think are pretty good, in this catalog." Also the 1927 catalogue, in a separate box says,

### EARL MAY WINS GOLD CUP AWARD KMA Owner is First with Record- Breaking Vote in His Favor

(Copyright 1926 by Radio Digest)

"With 452,901 votes to his credit to mark him indisputably as the world's most popular announcer for 1926, Earl E. May, owner of, and announcer for KMA, the May Seed & Nursery Co. station at Shenandoah, Iowa, went over the top and won the 1926 Radio Digest Gold Cup Award, bringing honor to a little town in Iowa in the midst of the Corn Belt."

The 1927 catalogue is also the first May Seed & Nursery Co. spring catalogue to have on the front cover the words, "FROM THE HOME OF KMA." The 1928 catalogue also has these words printed in quite large type on the front, and the 1929 catalogue, on the front cover, has a picture of the beautiful new Mayfair Auditorium.

# Frank Comments

By FRANK FIELD

The picture this month was taken out in the Chrysanthemum Fields on October 15th. As you can see, the Mums are in all their glory, right at the peak of perfection. We had a frost here at Shenandoah about the last of September, which was hard enough to kill tender things growing on low ground, but even things like peppers and tomatoes escaped any damage to speak of if they were on high ground or in a fairly protected location. The Mums, being the hardy things that they are, didn't seem to mind it in the least, except for a few of the lighter colored earlier varieties on which the center of the blooms turned brown.

The variety I am holding in my arms is one called Trade Winds, which has rather large blossoms averaging 3 inches across or better, and is a combination of dark rose-pink with creamy yellow centers which eventually turn to dark pink when fully opened. You notice that the varieties are planted in double rows as far as one kind goes, then starts a double row of the next variety. There are at least 50 different varieties in this one block and no two of them are alike. What looks like pure white in the picture is probably some shade of pink, anywhere from the faintest blush pink to the deepest rose-pink. The darker flowers might be any possible shade of red, from the darkest black-maroon to the lightest cardinal red. In the yellows, it might be lemon-yellow, orange-yellow, bronze-yellow, or any shade in between. The one shade the Mums lack is blue, but they certainly have all the possible combinations of red, yellow, pink, and white.

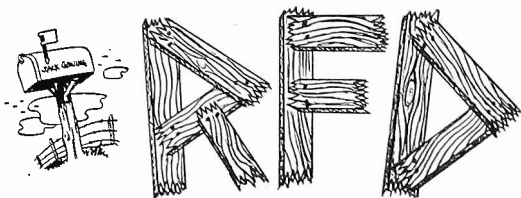
I want to repeat what I said last month about the necessity of dividing or thinning out the Mum plants every spring as soon as they start to grow. This is very impor-

tant and very necessary, because if you don't, they will grow up 3 or 4 feet high in one solid mass and the blooms will not only be quite small, but usually very late. Notice again in this picture how most of the varieties are only about knee-high or even less. That is because last spring at planting time, these were little single plants 4 or 5 inches high and spaced about a foot apart in the row so each plant had plenty of room to grow and develop naturally. If they were left alone and not divided and replanted next spring, each little plant would send up 40 or 50 sprouts from the roots, and with so many of them in such a small space the only direction for them to grow is up, which they do. Judging from the number of letters we are getting at this time of year wanting information on how to keep Mums low and bushy, apparently a lot of people who bought Mums a year or two ago did not divide or thin them out, but just let them go. If your Mums are that way this year, just let them alone until hard freezing weather kills the tops. Then cut the tops off clear down to the ground and lay them right back over the plants. This is all the winter protection they need. Then next spring when warm weather comes, remove the mulch and decide which of two things you want to do. If you have room elsewhere, dig the clump, break into chunks about as big as your fist with 1 or 2 sprouts and a little bunch of roots, and replant them in a different location. If you have no other space in which to plant the surplus, just take a sharp hoe and cut off all the sprouts but 1 or 2 in each clump. Then, with plenty of room in which to develop, your Mums will be low and bushy like the ones in the picture.

The Football Mums from the University of Nebraska are naturally tall growers, and nothing will make low-growing bushy plants out of them.

Yes, our garden is on low ground and that frost took care of everything except the turnips, which were not even touched. Several weeks ago I went in and pulled out every other turnip, which left them about a foot apart in the row, and they are still growing like mad. The average size is about that of a quart cup, with a few almost as big as a gallon jug. I won't even pull them until we have a hard enough frost to nip the tops. That same frost also took our fall beans, but we got 2 big pickings off of them before the frost. Jennie says we have more than enough canned now to run us. The frost also nipped the tops on our late potatoes, but we have not dug them yet, as the ground is still pretty wet from that rainy spell.





with  
Jack  
Gowling

During this past month, we saw quite a lot of emphasis put on youth. We had National 4-H Club week and our picture this month is of Julie Meyer, who is the president of Girls 4-H Clubs of Iowa. Julie is the daughter of Mr. and Mrs. Wendell Meyer who farm near Clarinda.

Julie was on a special broadcast during National 4-H Club week and told of some of her experiences and observations. Jim Ross interviewed several 4-H members in the KMA area in that special week including: Julia Schaa, Becky Brownlee, Bob Whitehill, Kirk Kemper, Mary Lorimor, Nancy Tackett, Larry Miller, Cynthia Stieve, Mary Dunmire, and Patty Book. These young people will be our leaders of tomorrow and are building character and developing leadership qualities by taking an active part in such things as 4-H Clubs.

Another organization, The Future Farmers of America, held its 40th National convention in Kansas City this past month. The convention was just getting underway at press time so we are not able to give details in this issue. Usually about 10,000 boys from all 50 states and Puerto Rico attend the convention.

Many people were pleasantly surprised at soybean yields in the area that was affected by drought. Corn was a different story, quite a few areas of corn were plowed under because the yields wouldn't justify the harvesting expenses.

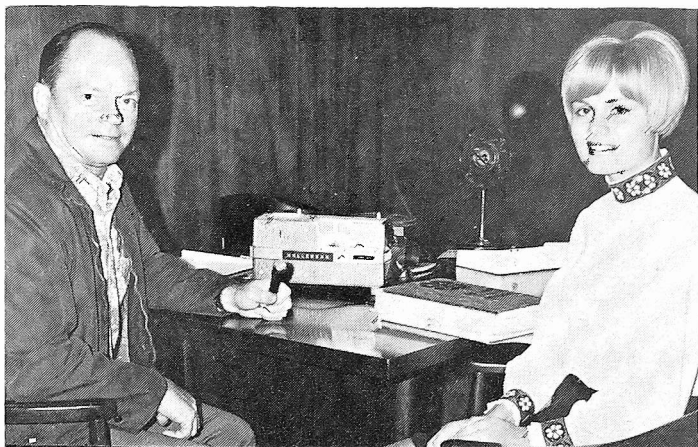
By the time you read this, daylight saving time will be off and we will be back on standard time. I believe that this is the best time of the year for it, but now we must change back.

I hope you will take the time to go vote this election day. We have had a special program over KMA called "Compare the Candidates," and we hope that it helped you to become better acquainted with the candidates. I wonder if we shouldn't have shorter campaigns. Do you think we could become acquainted with the issues and candidates in less time than is now used for the campaigns?

It would seem to me that we could spend our time and energy on more constructive endeavors than we do now on such long campaigns, and besides that, some of the promises that are made are plain silly.

There are a few areas that I believe we, as farm people or agribusiness people, should study and try to do something about, and these are farm prices, imports (which add to our huge surpluses), and corporations entering agriculture.

Major farm organization leaders apparently are not able to agree on what can or should be done. I believe that if the present trends continue we may see a whole new list of commodity organizations enter on the scene, and these may eventually crowd out most of the farm groups as we know them today.



Page Co. girl,  
Julie Meyer, dis-  
cusses 4-H with  
Jack Gowling.

## Story Behind Our Cover

Artistic talent runs in the **NORMAN KLING** family, even though **MARGARET** claims she's more suited to painting walls and antiquing furniture than drawing like her son **BOB**. We asked Bob Kling to do the November **GUIDE** cover and were very pleased with the finished product.

A junior at Shenandoah High School, Bob will be seventeen on November 29th and when asked how long he has been interested in art he replied, "for seventeen years on November 29th." He is interested in all aspects of art but seems to prefer pen and ink and wash drawings. Bob has entered his art work several times in shows around the area, bringing home ribbons from Atlantic and Red Oak. He used his drawing talent in the high school paper and is now very busy working on sets for the coming musical, "Brigadoon."

In addition to time and energy spent in the field of art, Bob plays the snare drum in the Shenandoah band, and this year is vice-president of the Future Teachers Club.

## Mike Goodin's "Lighter Side"

Progress is wonderful. Thirty years ago only hobos cooked their meals outdoors.

One of the greatest labor-saving devices of today is tomorrow.

Did you hear about the hippie who spent two years trying to find himself? He got a haircut and there he was.

Sign in the meat section of a supermarket: "Chicken—29 cents a pound. Our coop runneth over."

After all these years, I finally found out why cream costs more than milk. Harry, who is a natural born farmer told me that it is because it's harder for the cows to sit on those little bottles.

The trouble with going to a psychiatrist is that you can't win. If you're early for an appointment, you're suffering from anxiety feelings. If you're late, you're hostile. And



Bob Kling decorates home with art work.

*if you're right on the button, you're compulsive.*

Having a change of heart doesn't necessarily mean what it used to.

It is the dull man who is always sure and the sure man who is always dull.

Here's an observation: "As busy as a flea on a hippie."

Jogging is like paying taxes: you never seem to get any place.

Now that we are well past the month of wedding bells, most of those June brides are finding that the most difficult adjustment was to get used to being whistled "for" instead of "at."

Undoubtedly the peak period of mental activity is between ages 4 and 18. At 4, we know all the questions. At 18, we know all the answers.

Middle Age is that difficult period between juvenile delinquency and senior citizenship when you have to take care of yourself.

Money may not buy happiness, but it sure helps you look for it in more interesting places.

# K M A Commentary

By DUANE JOHNSON

What's this school district re-organization thing all about anyway?

Quite simply it means that in all probability, there will be a re-organization of at least some school districts in the four state region sometime in the future.

Most residents have probably heard of the "Great Plains Study." This was a four-state study which was financed by funds provided under the Elementary and Secondary Education Act of 1965. The four states participating were Iowa, Missouri, Nebraska and South Dakota.

## WHY THE GREAT PLAINS STUDY?

Probably the first paragraph of the foreword on the study report explains the reason for this undertaking as well as anyone could. It says: "The Great Plains School District Organization Project, a four state study, is one of the most exciting and challenging projects of our time. In an era of ever-accelerating change, the educational needs of people affected by these changes are undergoing rapid modification and adjustment. The organization of school districts during the past two decades has been unable to provide the programs and services consistent with the emerging needs of our society."

In a nutshell then, the aims of the study are to make suggestions which will lead to better educational opportunities, more ef-

iciency in education, and economy in operation of the schools in the four states involved.

Using the Iowa study report as an example, the study arrived at seven basic conclusions:

The present school district organization in Iowa:

1. Fails to provide equitable educational opportunities to all youth and adults.
2. Inhibits the development of comprehensive sequential educational programs.
3. Encourages citizens to accept lower levels of quality than are deemed necessary.
4. Prevents realizing the maximum return from the tax dollars invested.
5. Does not encourage or permit the ready implementation of educational innovations in organization, curriculum, or technology.
6. Is not flexible enough to permit adaptation to changing social cultural and economic conditions emerging within the state.
7. There is an absence of formalized coordination between various segments of the state system of education.

To remedy the above short-comings, the study report makes a number of suggestions. Find out what these suggestions are before you start taking pot-shots at those who made the study and/or the Board of Public Instruction in your state.

## FRITZ LIMBACHER ... NEWSMAN

By now you have heard FRITZ LIMBACHER on the KMA news several times each day. We'd like to welcome him officially to our staff and tell you more about this young man who has joined the KMA news department.

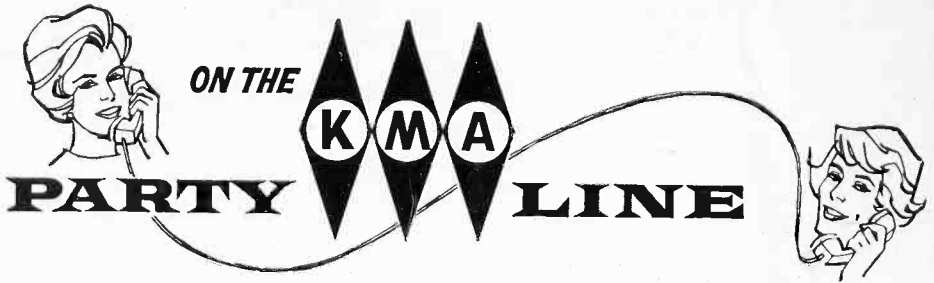
Fritz was born in Atlanta, Georgia, and during his growing years lived in California, New York, Kansas, Maryland and Missouri. The son of Mrs. Helen Limbacher, he was graduated from Farragut, Iowa, High School to three years with the United States Army. Following service, Fritz attended Northwest Missouri State College at Maryville, graduating with a degree in English and History. Since his graduation in 1967, he has done graduate work at the University of Iowa.

On August 3rd of this year, Fritz married the former SUSAN PLOGHOFT of Red Oak. His wife teaches English at the junior and senior high level in Farragut.

When asked about favorite pastimes, Fritz said while he was in the Army, he learned to play every table game invented. That's quite a feat in itself, but he has also

been very active in another table game . . . bridge. A member of the American Contract Bridge League, Fritz won his last tournament during the St. Joseph Open Pairs. He likes to sing, has a great voice, and plays several musical instruments including his high school specialty, the tuba.





ON THE **KMA** LINE

**PARTY** **LINE**

By JONI BAILLON



Would you believe this attractive brunette hurries home on her lunch hour to put wash in her automatic . . . or gets up at 5 a.m. to bake chocolate chip cookies for her family. She does so. Meet **MRS. DICK MULLISON**. Farm wife, mother of six, and Traffic Manager at KMA, **AR-DENE** seems to thrive on activity and spends any spare time on sewing and crossword puzzles. She lists her family in this order: husband **DICK**, daughter **JODY** (a working girl now), **AMY** in high school, and **JANIE** in kindergarten, sons **DON** in junior high, **ROBERT** in fifth grade, and **PETER** at home (he's 19 months) and many cats. The Mullisons live on a farm just outside of Essex, Iowa.

**RUTH PALM** took a week off in October to spend with her family. Both sons, **F. C.** and **STEVE** came home to Farragut with their wives. We weren't too surprised

to see **F. C.** wandering around KMA since he is in radio in Georgia. **FRITZ LIM-BACHER** and **F. C. Palm** have been friends for many years, and we think **F. C.** was happy to see his buddy in the radio business here at KMA.

**JEFFREY LYNN PATTERSON**, three month old son of "**PAT**" and **SUE PAT-TERSON**, has received his first check. His Grandma Boyle sent in a cereal box top in an offer which returned a little bit of money, and the check was made out to Jeff. There's only one problem . . . how is he going to endorse it?

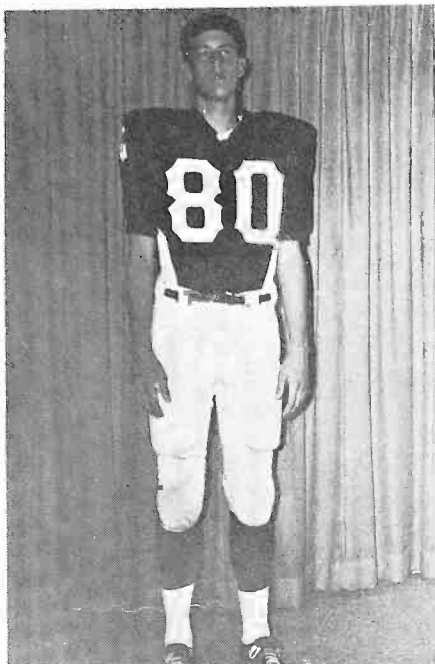


Practicing their sister act, the duo of **TER-RI** and **JAMIE ROSS** get in some extra time. Older sister has been taking piano lessons, but the little one just can't keep her fingers off the ivory keys.





This mother-son portrait is the most recent picture of **RALPH** and **MURIEL CHILDS'** new grandson and their daughter-in-law, **BONNIE CHILDS**, wife of **DAVID**, and their young son, **WILLIAM**, posed for this shot as their passport picture. We can't figure out how anyone will recognize him when he and his parents move back to the states in two years. David is now stationed in West Berlin.



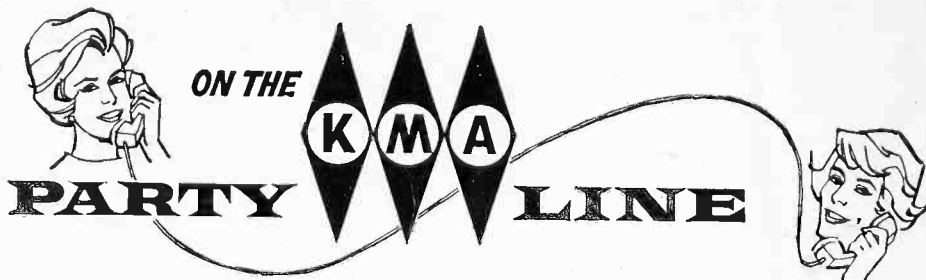
The entire **ANDY ANDERSEN** family is interested in sports. As you well know, Andy has done play-by-play for the station many times but now spends most of his effort in our sales department. This year the Andersen youngsters are all participating in football.

**DAN ANDERSEN**, (above) a sophomore at Shenandoah High School, plays varsity football. In addition to sports, he is acting and singing in the school's coming production of "Brigadoon."

**BARB** is in the seventh grade and this is her first year as a cheerleader. She's busy learning to twirl a baton and plays the clarinet in the junior high band. Her dad says Barb is a competent and challenging cribbage player.

**JANICE ANDERSEN** is a senior looking forward to college. This is the second year she has been a cheerleader for the Shenandoah Mustangs. Besides studying, following the football team around to give them vocal support, Janice is active in the Future Teachers Club.





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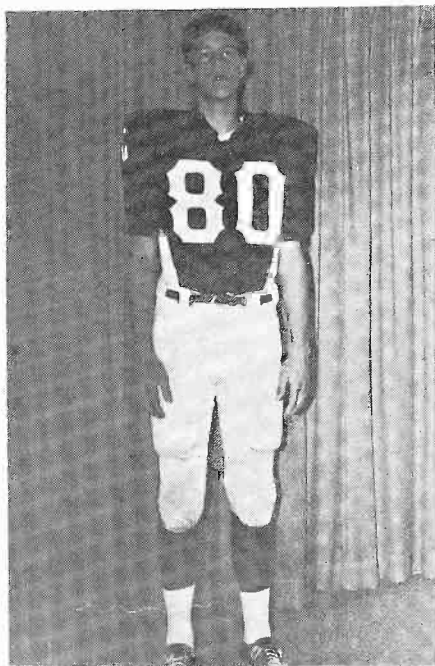
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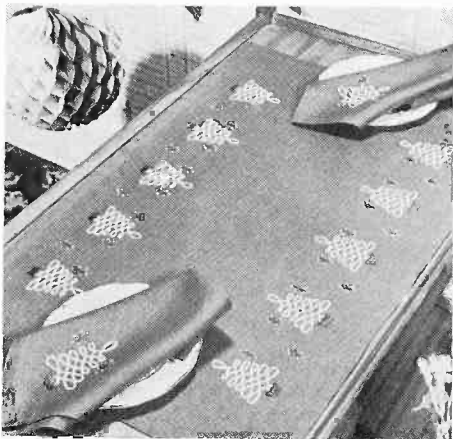


## Do It Yourself



Nicely made gifts from you will be appreciated at holiday time. Here are four different patterns you will want to send for today. Just be sure to enclose 10¢ along with your name, address and zip code and send to **NOVEMBER PATTERNS, KMA GUIDE**, Shenandoah, Iowa 51601.

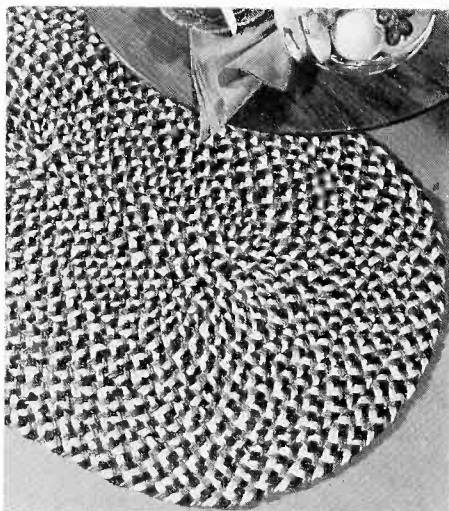
A Christmas tray cloth and matching napkins put a festive spirit into your holiday entertaining. Spiral tree designs are embroidered in white on red linen, lighted by star motifs.



Who makes Christmas the merriest? This Santa hand puppet will delight children of all ages with his antics. From the tip of his cap to white ruff from the hem of his red coat, he is crocheted of cotton yarn.

Boys and girls together love gaily patterned sweaters. These two pullovers are knit in "all American" colors to stand out in the school yard. She has discovered Indian lore in the red, white and blue bands which trim the solid blue background of her sweater. He feels like a woodsman in his scarlet sweater with blue and white pattern-stripes. Hers is made of knitting worsted, and his of super fingering yarn; both are in sizes 6-12.

Here's a good way to jump into handiwork . . . make this useful but decorative braided oval rug. It measures 32x46 inches when finished and will gaily accent any room in your home.



# More Nielson Hunting Specialties

This month's wildlife recipes include more of the Nielsons' favorites. Warren reminds us that all venison fat should be removed before cooking! Deer fat is not palatable. Always be sure to serve venison on a warm plate, since venison is tallowy when cool. Finally, Florence says deer steaks should never be cut thicker than half an inch, and they should never be fried rare or they'll be tough. The Nielsons prefer them medium well done for best results. Seasoned salt adds to the flavor of steaks.

As far as pheasant and quail are concerned, if you want to take the time to pluck the birds they are a little nicer. However, skinning is much faster and simpler. In the case of quail, the Nielsons save only the "saddle" . . . which consists of the two joined legs, plus the breast itself.

Wild game is delicious eating if properly prepared. The little extra effort that you must make is more than compensated for by the satisfaction your hunter will feel.

Listen for Warren's weekly hunting program every Friday evening at 5:45 p.m. on the KMA SPORTSMAN.

\* \* \*

If your mighty hunter is not fortunate enough to bring home a deer, try a lean beef roast instead of venison to make traditional sauerbraten.

## THREE-DAY SAUERBRATEN

- 4 to 5 pound venison roast, with tallow removed
- 2 cups vinegar
- 2 cups water
- 3 t. salt
- ½ t. pepper
- 2 T. sugar
- 2 medium onions, sliced
- 6 whole cloves
- 2 bay leaves
- 3 or 4 celery tops
- 12 gingersnaps

Place meat in a large earthenware or glass bowl. Heat vinegar and water and dissolve salt, pepper and sugar in it. Top meat with sliced onions and pour vinegar over and around meat. Add remaining ingredients, except gingersnaps, cover and refrigerate for 3 days, turning meat daily. Remove meat and drain well. Save liquid. Dredge meat with flour and brown in hot fat in a deep, heavy pan. Add ½ cup of the solution, strained; cover tightly and cook over low heat until meat is tender, 3 to 4 hours, adding more liquid as needed. To make gravy, remove meat to a hot platter, dilute liquid with water to strength desired and add crumbled gingersnaps. Stir until smooth, while simmering gently. Makes a luscious, brown gravy.

(Leftover marinade may be stored in the refrigerator and used some other time.)

If the weather is fine, use the outdoor charcoal grill for this recipe, otherwise try the oven method.

## ORANGE BROILED PHEASANT

- ¾ cup cooking oil
- ½ cup orange marmalade
- ¼ cup burgundy wine (or red wine vinegar)
- 1 envelope Italian salad dressing mix
- 1 or 2 pheasants, cut into serving pieces

In blender container or screw-top jar, combine oil, marmalade, wine, and salad dressing mix. Cover tightly; blend or shake till well mixed. Have charcoal broiler ready, with rack as far above coals as possible. Place pheasant on grill; brush meat with orange sauce. Cook over low coals; turn and brush with more sauce. Continue basting and broiling until tender.

Oven method: Line cookie sheet with aluminum foil for an easy clean-up job later. Place pheasant pieces on foil; brush with sauce. Put into 375 degree oven. Brown on one side, then turn and brush with more sauce. Continue baking until meat is brown and tender.

(You will no doubt have some of the sauce left, which could be used with halved broiler-fryer chickens.)

\* \* \*

Picture several nicely browned, tender quail served on a bed of wild rice that has been seasoned with sauteed bacon and onion.

## QUAIL WITH WILD RICE

Bring 4 cups of salted water to a rapid boil. Slowly add 1 cup of wild rice. Be sure that the water does not stop boiling. When all the rice is added, cover the pan and cook for 15-20 minutes, or until the rice is tender but not mushy. Drain thoroughly before serving. Meanwhile, snip 4 to 6 slices of bacon into pieces and saute in a skillet with ½ cup diced onion. Cook until bacon is brown and onion is golden. Drain off fat. Combine bacon and onion with wild rice.

Roll 4 to 6 quail in flour and brown them in butter or bacon fat in a heavy pan. When browned, add ¼ cup dry white wine (such as Sauterne, Rhine or Chablis) diluted with 1 cup water. Season with salt and pepper to taste. Cover and let birds simmer until tender for about an hour.

Make a mound of hot wild rice on serving dish, place cooked quail on top, pour some of the pan drippings over all and serve piping hot.

Thrifty homemaker's tip: Wild rice can be "stretched" by adding finely crumbled shredded wheat biscuit to the hot rice before draining.)

# On Turkey Day

## CREAMED ONIONS

- 18 to 20 medium onions
- $\frac{1}{2}$  cup salad oil
- 3 T. all-purpose flour
- $1\frac{1}{2}$  cups milk
- 1 cup shredded process American cheese

Peanuts, chopped

**METHOD:** Peel onions and cook in a large amount of boiling salted water until tender; drain. In a large saucepan, blend salad oil and flour; stir in milk and cook slowly until mixture thickens, stirring constantly. Add the shredded cheese and stir until melted. Add drained onions and heat through. Place in bowl and sprinkle with peanuts. Makes 6-8 servings.

\* \* \*

## SEAFARING STUFFING BALLS

- $1\frac{1}{2}$  quarts white bread cubes
- $\frac{1}{2}$  quart crumbled cornbread
- $\frac{3}{4}$  cup chopped celery
- $\frac{1}{4}$  cup chopped parsley
- 1 cup chopped onion
- 1 can ( $4\frac{1}{2}$  oz.) shrimp, chopped
- $\frac{1}{2}$  t. salt
- $\frac{1}{4}$  t. pepper
- $\frac{1}{2}$  cup broth
- 2 eggs, slightly beaten

**METHOD:** Combine all ingredients except broth and eggs. Toss well. Mix eggs and broth and pour over bread mixture. Stir until all ingredients are well moistened. Form mixture into balls using about  $\frac{1}{2}$  cup stuffing for each. Bake in a  $325^{\circ}$  oven for 40-45 minutes until lightly browned. Serves about 8.

\* \* \*

## SWEET POTATO BALLS

- 3 medium sweet potatoes, cooked and peeled
- 1 cup pumpkin
- $\frac{1}{2}$  t. salt
- \*  $\frac{1}{2}$  t. cinnamon
- $\frac{1}{4}$  t. nutmeg
- $\frac{1}{8}$  t. ginger
- $\frac{1}{4}$  cup milk
- Chopped nuts

**METHOD:** Cut sweet potatoes into quarters. Place in mixing bowl. Add pumpkin, salt, spices and milk. Blend thoroughly until thick, smooth consistency. Using  $\frac{1}{2}$  cup pumpkin-potato mixture for each, shape into round balls. Roll in chopped nuts to coat evenly. Place on baking sheet, heat in  $350^{\circ}$ -degree oven for 20 minutes. Serve hot on turkey platter. Serves 8.

\* \* \*

## TOPPING FOR PUMPKIN PIE

Make a cornucopia decoration. Cut slice of American process cheese in half on long side. Anchor the cornucopias with whole cloves. Arrange in pinwheel shape in center of the pie using one cornucopia for each serving piece.

## CRANBERRY-APPLE DELIGHT

- One 3-oz. pkg. raspberry-flavored gelatin
- $1\frac{1}{4}$  cups boiling water
- One 1-pound can (2 cups) whole cranberry sauce
- 1 cup diced unpared tart red apple
- $\frac{1}{2}$  cup finely chopped celery
- $\frac{1}{4}$  cup broken California walnuts

**METHOD:** Dissolve gelatin in hot water. Add cranberry sauce; chill till partially set. Add remaining ingredients. Pour into 7 or 8 individual molds or a 4-cup mold. Chill till firm. Unmold on greens. Serve with mayonnaise. Makes 6-8 servings.

\* \* \*

## HARVEST PUDDING

This is a light brown pumpkin pudding flavored with spice and nuts. This recipe was sent to us by Mrs. Sherrill Stephens of Mount Ayr, Iowa.

Mix together thoroughly:

- $\frac{1}{4}$  cup soft shortening
- $\frac{1}{2}$  cup brown sugar, packed
- 1 unbeaten egg
- 2 T. molasses

Stir in:  $\frac{1}{2}$  cup pumpkin

Sift together and stir in:

- 1 cup sifted flour
- 3 t. double action baking powder
- $\frac{1}{4}$  t. soda
- $\frac{1}{2}$  t. salt
- $\frac{1}{2}$  t. cinnamon
- $\frac{1}{4}$  t. ginger
- $\frac{1}{4}$  t. nutmeg
- $\frac{1}{4}$  t. cloves

Stir in:

- $\frac{1}{2}$  cup chopped nuts

Blend well. Divide batter into 4 well-greased 8-ounce jelly glasses. Cover glasses with greased jelly glass lids or waxed paper (1 thickness of heavy or 3 of lightweight). Place in pressure pan with 1 cup boiling water. Cook at 10 pounds pressure for 35 minutes. Release pressure. Cut puddings in half and serve with whipped cream or favorite sauce. Makes 8 servings. **NOTE:** May be steamed in the usual way if baking powder is reduced to  $\frac{1}{2}$  t. and it will take jelly glasses  $1\frac{1}{4}$  hours to cook.

\* \* \*

## SERVE ORANGE CUPS WITH HAM

- 3 medium oranges
- 2 cups uncooked cranberries
- $\frac{1}{2}$  cup finely chopped sweet gerkins
- $\frac{1}{3}$  cup finely chopped walnuts
- $\frac{1}{2}$  cup finely chopped celery
- $\frac{1}{8}$  cup firmly packed brown sugar
- 1 t. salt

**METHOD:** Cut oranges in half and remove pulp. Reserve shells. Finely dice orange pulp. Put cranberries through a food grinder or in electric blender. Combine orange pulp, cranberries and remaining ingredients. Fill orange shells with relish. Serve with ham.

# Jottings from Joni's Journal



Now that November is here everyone is thinking of the holidays ahead. I rather envy those of you who make lots of pretty things to give. Somehow my enthusiasm for "home crafted" gifts never reaches the point of actually doing it. But if you should like some freshly baked goodies from my kitchen for the holidays that is more my line.

The **KMA GUIDE CHRISTMAS SPECIAL** for 1968 is something that appeals to everyone. As you can see in our picture this month, I'm all set for lots of letter writing. Now I don't know how many people you write to during the year . . . other than the Christmas and birthday cards . . . but with my family living some distance and old friends too . . . quite a few letters go out from my house. I'm always looking around for stationery. That's why I think this Christmas Offer is so nice. Just think for \$2.50 you get the **KMA GUIDE** for one year, plus, **PERSONALIZED STATIONERY**. 100 sheets and 50 envelopes that will keep you in the correspondence business for quite a long time. This makes a nice gift, too. Just be sure that you print your name and address in the order on page 2 so we're certain to have the stationery imprinted with the correct name and address.

November 28th is our big Thanksgiving day this year. What you will serve to your family and guests will vary a little but you probably will have turkey and cranberries in some form. That first Thanksgiving Day back in 1621 has been recorded through

history as a joyous event with the women of the colony busily preparing for their families and the more than eighty Indians who came to the feast. That celebration of feasting and prayer for the good summer harvest lasted three days. During that time the menu included five deer from the Indians, turkeys, lobsters, clams, fish, wild geese, ducks, oysters, plus gooseberries, plums, cherries, and steamed pudding made from cranberries, flour and molasses. They had wine from white and red grapes and bread. The Indians made popcorn . . . shaking the kernels in earthen jars and pouring maple syrup on top. And there was a variety of dishes using corn . . . parched corn, roasted, hoe cakes, and Indian puddings made of cornmeal and molasses boiled in a bag. I don't imagine those early settlers ever worried about calories!

How about starting some new games as a part of your Thanksgiving tradition? These actually are games that have been played throughout our American history. **PUMPKIN RACE:** (similar to rolling beans across the floor) line up each person with a small pumpkin and a wooden spoon. The prize is awarded to the one who can roll the pumpkin to the finish line first.

**CRANBERRY CONTEST:** Players need large needles and a long coarse thread. All the men gather around a bowl of raw cranberries. At a given signal, they thread as many cranberries as they can in 3 minutes. The one who has strung the most wins a prize and the privilege of hanging his ruby necklace about the neck of his chosen one with a kiss.

**CORN GAME:** You'll need five ears of corn and a prize. The five ears of corn are a symbol of the five grains of corn which, legend has it, were the daily ration of the Pilgrims during their second winter in America. The corn is hidden in the house, the finders are the five finalists and try to see who can strip the cob of kernels in the shortest time.

## THANKSGIVING

We thank thee then, O  
Father,  
For all things bright and  
good,  
The seed-time and the  
harvest,  
Our life, our health, our  
food.



Joni suggests Guide offer of personalized stationery as Christmas gift.

# PROGRAM NEWS FOR NOVEMBER 1968

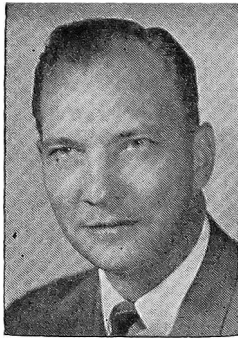
Dial 960 — K M A — 5,000 Watts

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## NORM'S FORUM

By

Norman Williams  
Station Manager



### PROGRAM SCHEDULE

Several people have commented that they would like the KMA Guide to publish the KMA program schedule every month. This is really not necessary. Most of the schedule remains the same month after month. Occasionally we have special programs or features, and we tell about those on this page. When we have major changes we publish a schedule. We do not have any major changes at this time, but because of the requests we have received we have therefore published the current KMA program schedule. No major changes, but we will have some the first of the year. So look for a new schedule in January.

### WHAT CHANGES CAN YOU EXPECT?

Of course one of the major changes will be the loss of Don McNeill and the Breakfast Club. Our own Merle Douglas will keep the coffee pot on for you during this hour. Sometime after the election we plan to move Duane Johnson's fine program "The Editor Speaks" from a Sunday evening time to a spot in the 12 noon to 1:00 p.m. period on Sunday. This is a fine series. Every week Duane interviews an editor of a small town newspaper in the area. The editor has the opportunity to tell you how he thinks, and how he serves his community. We also expect some new sports programs from ABC's Entertainment Radio Network.

One change which will be effective by the time you read this will be the absence of the Joe Pyne show. Joe has been holding court with his crew of motley guests for a year, and it has been a very interesting year. We feel now you would like to enjoy some lovely KMA music for another hour in the afternoon.

### WHAT NEXT?

KMA is constantly striving to keep pace

with the needs and interests of the people it serves. For every hundred ideas we examine, probably only one becomes a reality. We are always searching for those ideas which will bring you better and more significant service on KMA. Don't pretend to please everyone, but so far all studies have shown that KMA is pleasing more people in its area than any other radio station. That "Area" by the way has a population of 944,000 people.

## Statistical Study

Statistically speaking, and that certainly can be difficult right from the beginning, KMA has a staff of thirty-one persons helping in every single department. Most of the KMA people you recognize are the ones you hear every day on our station. But as we have indicated many times, there are many others behind the scenes who are responsible for putting the station on the air each day.

We have counted six single persons and twenty-five married employees. Add to that number twenty-five spouses, a total of twenty-five daughters and twenty-five sons, and you get a total of one hundred and six people in our KMA family.

Now add to that total some fourteen grandchildren and two great-grandchildren, and the number comes to one-hundred twenty-two.

But we didn't stop there because in our KMA family there are thirteen dogs, six horses, seven cats, one parakeet and one parrot.

Age-wise, our thirty-one employees total one-thousand, two-hundred and fifteen years. The youngest employee is seventeen years old and the oldest is seventy-four. The average age of the KMA employee is 39.1 years. Statistically speaking, we have quite a group!

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## The KMA Guide

NOVEMBER, 1968

Vol. 25

No. 11

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; Joni Baillon, 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.



DIAL 960

# KMA PROGRAM SCHEDULE

5,000 WATTS

NOVEMBER, 1968

## MONDAY THROUGH FRIDAY DAILY PROGRAMS

6:30 a.m.—R.F.D., 960  
7:00 a.m.—KMA News  
7:15 a.m.—Frank Weather  
7:30 a.m.—KMA Sports  
7:35 a.m.—KMA Weather/  
7:45 a.m.—KMA News/  
Weather  
8:00 a.m.—KMA News  
8:30 a.m.—KMA News  
8:45 a.m.—KMA News  
9:00 a.m.—KMA News  
9:30 a.m.—KMA News  
9:35 a.m.—Breakfast Club  
10:00 a.m.—KMA News  
10:05 a.m.—Community  
Calendar  
10:10 a.m.—Music  
10:30 a.m.—Jon's Journal  
11:00 a.m.—Jon's Open Line  
11:30 a.m.—Music  
11:50 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.—Network News  
1:05 p.m.—KMA News/  
Sports/Weather  
1:15 p.m.—Paul Harvey  
1:30 p.m.—KMA News  
1:35 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  
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  
5:15 p.m.—Stock Market Final  
5:20 p.m.—Music  
5:30 p.m.—Network News  
5:35 p.m.—Music  
5:45 p.m.—KMA Sports  
5:50 p.m.—Music  
6:00 p.m.—KMA News/  
Weather  
6:15 p.m.—R.F.D., 960  
6:30 a.m.—KMA News  
6:35 p.m.—KMA Sports  
7:45 a.m.—KMA Weather/  
News  
6:45 p.m.—Tom Harmon  
6:55 p.m.—Joseph Harsch  
7:05 p.m.—Alea Dreier  
7:15 p.m.—Life Line  
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.—World Tomorrow  
9:00 p.m.—KMA News  
9:05 p.m.—Music  
9:30 p.m.—Network News  
9:35 p.m.—Network News  
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  
11:55 p.m.—KMA News/  
Weather

6:30 a.m.—R.F.D., 960  
7:00 a.m.—KMA News  
7:15 a.m.—Frank Weather  
7:30 a.m.—KMA Sports  
7:35 a.m.—KMA Weather/  
7:45 a.m.—KMA News/  
News  
8:00 a.m.—Music  
8:30 a.m.—KMA News  
8:45 a.m.—KMA News  
9:00 a.m.—KMA News  
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.—Music  
10:30 a.m.—Jon's Journal  
11:00 a.m.—KMA News  
11:30 a.m.—KMA News  
12:00 Noon—KMA News  
12:15 p.m.—Ed May/Weather  
12:30 p.m.—Midwest Farmer  
1:00 p.m.—Network News  
1:05 p.m.—KMA News  
1:15 p.m.—Paul Harvey  
1:30 p.m.—Network News  
1:35 p.m.—Music  
2:00 p.m.—KMA News  
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  
4:00 p.m.—KMA News  
4:05 p.m.—Music  
4:30 p.m.—Network News  
4:35 p.m.—KMA News  
5:00 p.m.—KMA News  
5:05 p.m.—Music  
5:15 p.m.—KMA Sports  
5:20 p.m.—Music  
5:30 p.m.—Network News  
5:35 p.m.—KMA News/  
Weather  
6:00 p.m.—KMA News/  
Weather  
6:15 p.m.—Farmer's Market  
6:30 p.m.—KMA News  
6:35 p.m.—Music

6:40 p.m.—Jon's Notebook  
6:45 p.m.—Tom Harmon  
6:55 p.m.—Learning  
7:00 p.m.—Resources Chr.  
7:05 p.m.—KMA News/  
7:15 p.m.—Alex Dreier  
7:30 p.m.—Life Line News  
7:35 p.m.—Network News  
7:40 p.m.—Music  
7:45 p.m.—KMA News  
8:00 p.m.—World Tomorrow  
8:30 p.m.—Music  
8:45 p.m.—KMA News  
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  
10:10 p.m.—Music  
10:15 p.m.—KMA News  
11:00 p.m.—Music  
11:30 p.m.—KMA News  
11:55 p.m.—KMA News

6:00 a.m.—KMA News  
6:10 a.m.—Music  
7:00 a.m.—KMA News  
7:30 a.m.—Hyman Time  
7:40 a.m.—Network News  
7:50 a.m.—World Service  
8:00 a.m.—KMA News  
8:00 a.m.—Radio Bible Class  
8:30 a.m.—Your Worship  
9:00 a.m.—KMA News  
9:30 a.m.—KMA News  
9:30 a.m.—Lesson  
9:35 a.m.—Network News  
9:45 a.m.—State Collern  
9:45 a.m.—Lowa Western  
9:55 a.m.—Comm. College  
10:00 a.m.—You and the U. N.  
10:05 a.m.—KMA News  
10:20 a.m.—Parkio College  
10:30 a.m.—Music  
10:30 a.m.—Network News  
10:35 p.m.—Farmer's Market  
10:35 p.m.—KMA News  
11:00 a.m.—KMA News  
11:05 a.m.—Music  
11:30 a.m.—Network News  
11:35 a.m.—Music  
12:00 Noon—KMA News/  
Weather/Sports  
12:15 p.m.—Music  
12:30 p.m.—Network News  
12:35 p.m.—Music  
12:45 p.m.—Outdoor Nebraska  
1:00 p.m.—Music  
1:30 p.m.—Network News  
1:40 p.m.—Music  
1:50 p.m.—KMA News  
2:00 p.m.—KMA News  
2:02 p.m.—Music  
2:30 p.m.—Network News  
2:35 p.m.—Music  
3:00 p.m.—KMA News  
3:02 p.m.—Music  
3:30 p.m.—Network News  
4:00 p.m.—KMA News  
4:02 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  
5:10 p.m.—Tom Harmon  
5:20 p.m.—Alex Dreier  
5:30 p.m.—Network News  
5:35 p.m.—KMA News  
6:00 p.m.—KMA News  
6:15 p.m.—Voice of  
Agriculture  
6:30 p.m.—Network News  
6:35 p.m.—The Editor Speaks  
6:45 p.m.—Interviews on  
Alcoholism  
7:00 p.m.—KMA News  
7:05 p.m.—University of Iowa  
7:35 p.m.—Network News  
7:55 p.m.—Stand Reviewing  
8:00 p.m.—Revival Hour  
8:30 p.m.—World Tomorrow  
9:00 p.m.—Billy Graham  
9:25 p.m.—Music  
9:30 p.m.—Network News  
9:35 p.m.—Revival Time  
10:00 p.m.—KMA News  
10:30 p.m.—Weather/Sports  
10:15 p.m.—Music

## SATURDAY PROGRAMS

5:00 a.m.—KMA News  
5:05 p.m.—Music  
5:15 a.m.—KMA Sports  
5:20 a.m.—Music  
6:00 a.m.—KMA News/  
Weather

6:15 p.m.—Farmer's Market  
6:30 p.m.—KMA News  
6:35 p.m.—Music

6:00 a.m.—KMA News  
6:10 a.m.—Music  
7:00 a.m.—KMA News  
7:30 a.m.—Hyman Time  
7:40 a.m.—Network News  
7:50 a.m.—World Service  
8:00 a.m.—KMA News  
8:00 a.m.—Radio Bible Class  
8:30 a.m.—Your Worship  
9:00 a.m.—KMA News  
9:30 a.m.—KMA News  
9:30 a.m.—Lesson  
9:35 a.m.—Network News  
9:45 a.m.—State Collern  
9:45 a.m.—Lowa Western  
9:55 a.m.—Comm. College  
10:00 a.m.—You and the U. N.  
10:05 a.m.—KMA News  
10:20 a.m.—Parkio College  
10:30 a.m.—Music  
10:30 a.m.—Network News  
10:35 p.m.—Farmer's Market  
10:35 p.m.—KMA News  
11:00 a.m.—KMA News  
11:05 a.m.—Music  
11:30 a.m.—Network News  
11:35 a.m.—Music  
12:00 Noon—KMA News/  
Weather/Sports  
12:15 p.m.—Music  
12:30 p.m.—Network News  
12:35 p.m.—Music  
12:45 p.m.—Outdoor Nebraska  
1:00 p.m.—Music  
1:30 p.m.—Network News  
1:40 p.m.—Music  
1:50 p.m.—KMA News  
2:00 p.m.—KMA News  
2:02 p.m.—Music  
2:30 p.m.—Network News  
2:35 p.m.—Music  
3:00 p.m.—KMA News  
3:02 p.m.—Music  
3:30 p.m.—Network News  
4:00 p.m.—KMA News  
4:02 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  
5:10 p.m.—Tom Harmon  
5:20 p.m.—Alex Dreier  
5:30 p.m.—Network News  
5:35 p.m.—KMA News  
6:00 p.m.—KMA News  
6:15 p.m.—Voice of  
Agriculture  
6:30 p.m.—Network News  
6:35 p.m.—The Editor Speaks  
6:45 p.m.—Interviews on  
Alcoholism  
7:00 p.m.—KMA News  
7:05 p.m.—University of Iowa  
7:35 p.m.—Network News  
7:55 p.m.—Stand Reviewing  
8:00 p.m.—Revival Hour  
8:30 p.m.—World Tomorrow  
9:00 p.m.—Billy Graham  
9:25 p.m.—Music  
9:30 p.m.—Network News  
9:35 p.m.—Revival Time  
10:00 p.m.—KMA News  
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10:15 p.m.—Music

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9:35 p.m.—Revival Time  
10:00 p.m.—KMA News  
10:30 p.m.—Weather/Sports  
10:15 p.m.—Music

**POSTMASTER**

Address Correction

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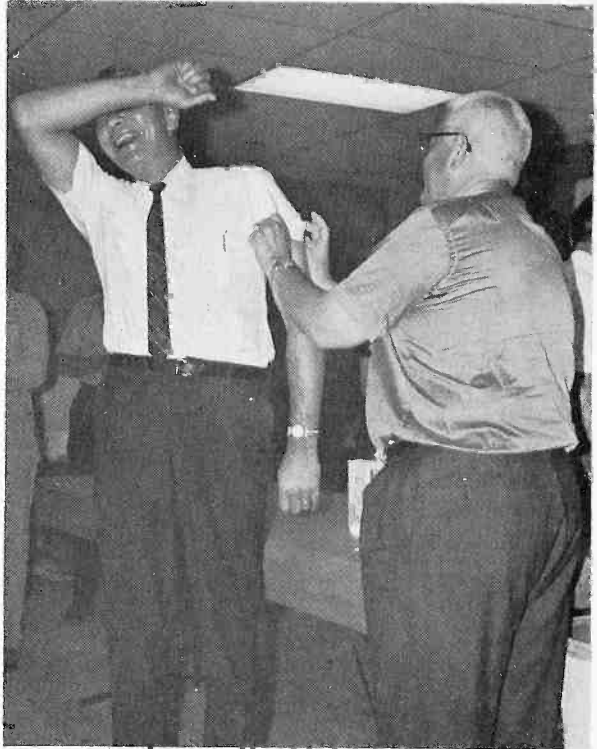
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Station Manager **NORM WILLIAMS** really doesn't mind having his flu shot. After all, the few seconds it takes to receive the shot, usually saves a lot of time spent when down with the flu.

Each year, for many years now, the employees of KMA and the May Seed and Nursery Company have been treated to flu shots before the winter season sets in. Everyone lines up with lots of kidding about being "afraid to get my shot," but they all get through the ordeal by rolling up their sleeves and joking with the doctors. Many employees have their families come for shots at the same time.

Lots of people who should have flu shots, don't. Certain age groups seem to warrant the flu shot protection more than others so the wise thing is to check with your doctor. A flu shot only takes a minute to receive and saves a lot of worry about sickness in the cold months ahead.



**K** **E** **E** **P** **M** **E** **A** **L** **I** **V** **E**