

The **KMA GUIDE**



AND ALL THROUGH THE HOUSE
NOT A CREATURE WAS STIRRING
NOT EVEN *Santa Claus!*



December, 1953



The KMA Guide

Vol. 10

No. 12

DECEMBER, 1953

Red Oak, Iowa . . . It was fun for us having our teacher, Mrs. Hall, as a guest on the KMA HOUSEPARTY. The entertainers made us all laugh. Someday we can see you all again. It was a surprise for us when Mrs. Hall brought the November KMA GUIDE to school to show us our picture on the back cover. It made us feel very important. Thanks again for everything.

The Fourth Grade
Washington School

* * * * *

Albany, Missouri . . . I enjoy the KMA HOUSEPARTY very much and try to listen every day. I think it's a very good program. We hope to visit you sometime.

Mrs. Pettis Ragland

(We'll be very happy to have you visit KMA. While you're here attend the KMA HOUSEPARTY at 1:30 to 2:30 every Monday through Friday afternoon.)

* * * * *

New Virginia, Iowa . . . Enclosed please find my \$1 subscription to the KMA GUIDE. I enjoy the homemaker's program very much. I wouldn't want to miss a single copy of the KMA GUIDE.

Mrs. Ethel L. Crabb

* * * * *

Atlantic, Iowa . . . I enjoy the KMA GUIDE very much and refer to it many times. I have every issue since I subscribed for it in July, 1948. Also enjoy all your radio programs. We always listen to Merrill Langfitt and enjoy listening to Betty and Lyn. We always look forward to the next issue of the KMA GUIDE.

Mrs. Paul Nichols

* * * * *

Pawnee City, Nebraska . . . Please find enclosed \$1 for another year of the KMA GUIDE. We like it very much . . . it's a friendly letter from friendly folks. Also like the pictures very much.

Mrs. Lonnie Clutter

* * * * *

Afton, Iowa . . . Enclosed you'll find \$1 for another year of the KMA GUIDE. I enjoy all the entertainers and announcers, especially Warren Nielson on the KMA HOUSEPARTY.

Mrs. U. S. Carey

The KMA Guide is published the first of each month by the Tom Thumb Publishing Co., 205 North Elm St., Shenandoah, Iowa. Owen Saddler, editorial chairman; Jim Ross, editor; Doris Murphy, feature editor; Clelice Bailey, copy editor. Subscription price \$1 per year (12 issues) in the United States; foreign countries, \$1.50 per year. Allow two week's notices for changes of address and be sure to send old as well as new address.

COVER STORY—

Perhaps you'd better tell your children, after they've looked at the cover, that this definitely wasn't Santa's last stop. No, Karen and Annette May tugged and tugged at his sleeves and finally woke him up. ". . . and laying his finger aside of his nose, and giving a nod, up the chimney he rose."

This picture was taken at the May's beautiful new home in Shenandoah and as yet they haven't had a fire in their new fireplace—that probably explains Santa's clean white beard. I imagine before the night is over it'll be pretty sooty.

Well, by now you've guessed that Santa is really Edward May, and the afternoon your editor took this picture proved to be a lot of fun. Santa's suit was a little too large so Santa's wife, Eleanor, stuffed him with a pillow, but his tummy slipped out of place every time he moved. It was a warm afternoon and Santa's whiskers and wig scratched and itched.

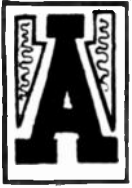
About the time we were ready to take the picture, Martin Pulley dropped by. Martin works for the May Seed Company and he's the fellow who obtained that tree for us—the one decorated in the background. Martin told us he just about got stuck three times getting the tree from the nursery—that was after one of our rare rains. By the way, the stockings over the fireplace should be switched—Karen's on the right, and Annette's on the left.

This gives your editor a chance to wish you the merriest of Christmas' and a sincere hope that you'll be spending it with your entire family.

This is my third issue of the KMA Guide, and if you have any comments—favorable or otherwise—drop me a line anytime.

Jim Ross

The KMA Guide



Christmas



MESSAGE FROM EDWARD MAY

One of the Christmas traditions dear to the hearts of both young and old is the beautiful Christmas tree glittering with tinsel and lights. Not only is the lighted tree a light to show Santa where to place the Christmas gifts for the children, but it also signifies that the occupants of the house are participating in one of the greatest events the christian world has ever known. Christmas is truly our greatest holiday and significantly it is held sacred by us all.

Do you know where most of the trees used as Christmas trees in this county originate? Most of them are grown in the western part of the United States. In the above picture you see a few of the trees which we had shipped in for distribution to the Earl May Stores to help fill the desire of hundreds of folks who will be decorating a tree this year.

Oddly enough, Christmas trees do best in country that won't grow good trees for lumber. And, nowadays, Christmas trees are largely grown on farms, instead of being sought in natural stands of furs.

Partly, that's because Christmas trees can't be grown too closely together. If jammed together, they grow lop-sided, and lack the fullness and symmetry that is demanded of them. In order to make them grow full, the lower branches are pruned off while the trees are growing, sending the strength into the branches higher up.

Christmas trees do best on poor land by a trick of nature. When the land is poor, the trees automatically throw off more seeds to insure that some will grow. These seeds produce a lot of small trees, which is just what is required for Christmas trees.

It takes 10 to 20 years for them to grow to usable size. Meanwhile, they must be thinned from time to time and pruned occasionally. It is late in October, when the harvesting gets underway. Then crews go over the farm and pick out the trees that seem ready for use that year.

The trees are cut and the butts trimmed to practical size. Then the trees are fastened together in bales and loaded on trucks or railway cars to start the trip to market.



After writing this column, Jim Ross, the editor of the KMA Guide, got his camera equipment and we climbed in the car to make a trip to the nursery where we could find a perfect specimen of a Christmas tree. Just at this point the local train switched onto the siding. Since the May Seed Company was expecting three carloads of western grown trees from the State of Montana, we checked the cars before proceeding to the nursery. Sure enough, the Christmas trees had arrived. So, Jim and I thought an appropriate picture could be taken then and there. The result is shown above. The trees vary in size from two feet tall to about twelve feet. They look much better when decorated in one's home. They help tremendously to convey the spirit of "Peace On Earth, Good Will Toward Men."

To most folks Christmas isn't complete without a tree. I hope you have a nice tree this year. Better yet, I hope you have one of the finest holidays you have ever had. From all of us at KMA I wish you a very Merry Christmas and a Happy New Year.

KMA's Paul Bunyan



Bob Stotts, KMA's yodeling cowboy, has been clearing eight acres of timber land about 25 miles northwest of Shenandoah. While Bob doesn't have the help of Paul Bunyan's Blue Ox "Babe", he does find able assistance in the persons of his two sons, Ken and Jimmy. Bob's been clearing this land so come Spring he'll have a place for his four horses, a small orchard, and a small truck patch—but kids, no watermelons, Bob says.

This Spring he'll begin breaking two colts—one born this July.

Bob can be heard on his morning show every Monday, Wednesday, Friday, and Saturday and also on the "KMA Houseparty."

OPERA NOW ON KMA

The Saturday afternoon performances of the Metropolitan Opera will be brought to KMA listeners direct from the stage of the Metropolitan Opera House in New York City, over the ABC Radio Network.

Warren Nielson, KMA's program director said: "The Opera is celebrating its 14th year in radio and we feel that a program of this stature should be made available to the KMA listening audience. The operas this year will have a widespread appeal because they have attempted to avoid the more profound works. Rather, they have chosen selections that will place the operas on a more understandable level."

Milton Cross will again serve as narrator, and, as in the past 14 years, The Texas Company will again present this fine series.

SILENT TALENT



"I just love to cook!"

No, that's not one of KMA's homemakers speaking—that's Helen McCullough, the charming and efficient woman in charge of KMA's mail room.

Says Helen: "I'll try out any new dish if I can just get someone to eat it. I like to bake rolls, bread and cookies." If you think that's unusual coming from a business woman, you should taste one of her delicious cakes (this is by way of a broad hint from your editor and the staff in hopes that she will grace our offices with some of her tasty cookies come the holiday season.)

Prior to working for KMA, Helen worked for the May Seed Company. She expressed a desire to work for the radio station and in January of 1953 she started in the mail room typing mail orders and eventually was put in charge of the mail room.

She handles all the commercial mailings from the station—between 800 to 1,000 pieces of mail daily are processed through her department and this copy of the KMA Guide was mailed to you from there.

Helen was born in Akron, Iowa, but has lived most of her life in Shenandoah and at present lives with her mother, Mrs. Lillie Putnam.

Proud of her church she belongs to the First Baptist Church of Shenandoah and to the Business Women's Circle of the Church. She is a member of Rebecca Lodge and in October of this year was a district delegate to the Iowa Assembly in Council Bluffs.

Helen likes to travel, and has managed to see most of the United States — including a trip to Catalina. Washington impressed her the most as she was there when the cherry trees were in bloom. She says: "If I had the money I'd travel continuously."

Helen, don't wander too far — the good people in KMA-land will be expecting their January issue of the KMA Guide.

The KMA Guide

"MARGE'S SONG SHOP" CELEBRATES 1ST ANNIVERSARY

One day last December, Warren Nielson, KMA's program director, and Larry Parker together with his wife, Marge, put their heads together and came up with a new program that has brightened many a day for listeners in the KMA area.

Last week the KMA staff of entertainers helped them celebrate their first anniversary on the air.

At 2:30 every weekday afternoon, the door to "Marge's Song Shop" is opened with the friendly tinkle of the bell over the door, and the listener is welcomed into a very warm and informal atmosphere — a music shop atmosphere.

While your editor was interviewing them they were taking a break from the "KMA Houseparty" show and Larry said:

"We try to cover old tunes, new tunes, the pops of today and the pops of yesterday." The last bit he shouted over his shoulder as he dashed off to do an announcement for the "Houseparty" show.

Marge said: "We play tunes for all ages, and our mail runs from 8 to 86 . . . the type of music people can whistle or sing with us as we're playing it . . . we always include a memory tune . . . Park reads some poetry and we play all requests." Then Marge was gone to do an organ hymn on the "Houseparty" show.

Larry returned and said:

"We sing together or separately as well as play records and Marge plays a piano



This picture was taken in Studio A, where "Marge's Song Shop" originates. Left to right: Curly Dale, Larry Parker, Warren Nielson, Marge Parker, Bob Stotts, "Cakeface" Merl Douglas, Buck Dilley, Betty Soffin, Morrie Jones, and Lyn Soffin. You'll notice that Marge's name is misspelled on the top of the piano.

tune . . . we beam our music towards anniversaries, birthdays or certain nostalgic events in a person's life."

Marge was back and said:

" . . . that's right—well, for example, we played a request for the wife of a master sergeant in Lincoln who wanted, "I'll Be Seeing You", because it was her husband's goodbye to her each time he left."

Then Marge and Larry both raced out of their office to sign off the "Houseparty" show, and to get ready for the "Song Shop." Larry is KMA's "Man In The Kitchen" and Marge is featured in "Tumble Weed Ranch" under a different name.

If a certain tune brings back fond memories to you, why not drop Marge and Larry a line, and you can reminisce in the friendly atmosphere of "Marge's Song Shop."

A WINNER ON "KMA HOUSEPARTY"

Warren Nielson, KMA's program director, presents Mrs. Joe Walker of Malvern, Iowa, with the Crosley clock radio she won as the lucky registrant of "KMA Houseparty." The day Mrs. Walker attended and registered, she also sat in the "Lucky Seat". The drawing for the radio and the "Lucky Seat" prizes are the only times she ever won anything she said. Mrs. Bill Petty of Cumberland, Iowa won the other Crosley clock radio by registering through the mail.

Recently the "KMA Houseparty" gang made a personal appearance in Fremont, Nebraska before some 500 people.



Frank Comments

By FRANK FIELD



Yes, this is Johnny Fishbaugh in his hunting costume just as he looks when he goes hunting with his father. Johnny is only 11 years old now and in the fifth grade at school, but he is a pretty good shot already. His gun is a 410 which originally belonged to his Grandfather Fishbaugh. The hip boots are a little large for him, which means that he can wear them for two or three years yet before he outgrows them. His dog, Brownie, is really an excellent retriever and seems to be equally good in water and on dry land and very carefully brings back either ducks or pheasants, as the case may be.

The Izaak Walton League is quite active here at Shenandoah and they have a very nice club house a few miles east of town. They have a rifle range and plenty of equipment for Blue Rock shooting. During the summer Bob Fishbaugh took Johnny with him whenever he went out to practice up on trapshooting. Bob using his trusty twelve gauge and Johnny learning to use the 410. With a few more years practice and experience Johnny will make his father look to his laurels in both hunting and fishing. On some occasions already Johnny has caught either the most fish or the biggest fish.

Incidentally, hunting has not been as good as usual here in Page and Fremont County this year, principally on account of the water shortage. Practically all of the old-time swamps, bayous and lakes have dried up completely this year and about the only

water is that in the rivers and streams. Pheasant hunting has also been much below par this year in Iowa, and very few people have gotten their limits, even on the opening day. The drying up of those lakes and ponds has also wiped out a lot of good bull-head fishing which used to be pretty good sport, for the young folks especially.

We finally got a good rain which partially broke our long continued drought, on the surface anyway. Of course, it didn't soak down over six or eight inches and it is still necessary to do considerable watering on evergreens and shrubs to make sure they go into the winter with moisture at their roots. Otherwise there is going to be considerable winter killing. The ground isn't frozen at all yet, and if we get good soaking rains early in December it will help a lot. Here at Shenandoah we are more than twelve inches short of getting our normal rainfall for the year, so it is going to take a lot of heavy soaking rain to put the moisture back into our subsoil and start the springs flowing again. This in turn would start the creeks and small streams running and eventually bring the water level back up to normal in our wells, many of which are practically dry.

I got my garden plowed for the fall about a month ago and if you folks haven't yet done so, I would suggest that you get the job done as quickly as possible. That will mean getting in to plant your garden next spring from one to two weeks earlier than if you wait and do your plowing in the spring. Fall plowing dries out very quickly when spring comes, and all that is necessary is to harrow it down as soon as it is dry enough. If you want to add Maytone or other commercial fertilizer to your garden, scatter it on just before you harrow down the fall plowing. Droppings from the chicken house or litter from the brooder house can also be applied in the same manner, but keep in mind that chicken manure is about three times as strong as barnyard manure so spread it accordingly.

We are ready for winter at our house now. The storm windows are up, the roses are put to bed for the winter, the old annuals have been pulled and the perennials cut back to the ground. This litter was used to mulch the roses. The new plantings of Dutch bulbs were planted in October, and have been thoroughly soaked several times. The leaves have all been raked and removed, and the trees are all bare with one exception. The big Pin Oak by the garage will hold its leaves all winter until the new

(Continued on Page 7)

The KMA Guide

4-H Leaders Honored at "A Place In The Sun" Banquet

Following a recording session for Jack Gowing's new program "A Place In The Sun," these 4-H leaders were honored at a banquet at the American Legion Country Club in Shenandoah on November 14th.

Pictured l. to r.: Jack Gowing, KMA's Farm Service Dept.; Ruben Knaup, Richardson County, Nebr.; Herbert Aehlerking, Cass Co., Nebr.; Harley Weber, Cass Co., Iowa; Mrs. Loren Fuller, Adams Co., Iowa; Mrs. Tommy Salyers, Mills County, Iowa; Fred Arnburg, Adair County, Iowa.



MRS. MACKAY VISITS KMA



Pictured above, l. to r.: William Ramsay, County Extension Director of Madison County; Mrs. Winter W. Mackay, County Home Economist of Madison County; Florence Falk, KMA's "Farmer's Wife"; Jack Gowing of KMA's Farm Department.

This picture was taken in Studio B after Mrs. Mackay had finished recording some interviews with Florence and Jack.

Mrs. Mackay was chosen by a committee as the Home Demonstration Agent of Iowa, and was recognized for her outstanding service at the National Home Demonstration Agents Meeting in Buffalo, New York on October 30th. The one person from each state is selected on her ability to build leadership in 4-H and women's groups. Mrs. Mackay has all the townships or-



Pictured above are Adella Shoemaker, on the left, KMA Homemaker, and Betty Tolson of KMTV. Adella is shown as she appeared on Betty's show on November 3rd. Following a cookie recipe by Adella, they demonstrated new modern arrangements of fruits for fall dinner or luncheon tables.

ganized both in 4-H work and women's work in Madison County. She is serving her tenth year as Home Demonstration Agent.

FRANK COMMENTS—Continued

leaves come out next spring and push the old leaves off. That means a little more leaf raking next spring, but it won't amount to much.

One thing in the way of preparation for

winter has not been done yet, but will be in the next few days. That is, to put up the bird feeder so that our Cardinals, Chickadees and Blue Jays won't have to go hungry this winter.

KMA DAILY PROGRAMS FOR DECEMBER, 1953

960 ON YOUR DIAL — 5000 WATTS — ABC

DAILY DAYTIME PROGRAMS

MONDAY THROUGH FRIDAY

- 5:30 a.m.—Country Jamboree
 6:00 a.m.—News & Weather
 6:15 a.m.—Bob Stotts (M.W.F.S.)
 6:15 a.m.—Practical Land Use (Tu. & Th).
 6:30 a.m.—Merrill Langfitt
 7:00 a.m.—News

7:15 a.m.

FRANK FIELD

Every day at 7:15
 Monday thru Sat.



- 7:30 a.m.—Betty & Lyn
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Breakfast Club
 9:00 a.m.—Bernice Currier
 9:25 a.m.—Whispering Streets
 9:45 a.m.—Man In The Kitchen
 9:55 a.m.—News
 10:00 a.m.—Kitchen Club
 10:15 a.m.—Modern Romances
 10:30 a.m.—Double or Nothing
 10:55 a.m.—Betty Crocker (M.W.F.)
 10:55 a.m.—News (Tu. & Th.)
 11:00 a.m.—Adella Shoemaker
 11:25 a.m.—Jack Berch
 11:30 a.m.—Housewives Serenade
 11:55 a.m.—Joe Faassen
 12:00 noon—News
 12:15 p.m.—Edward May
 12:30 p.m.—Jack Gowing

12:45 p.m.

RALPH CHILDS

The up to the minute
 Market Report



- 1:00 p.m.—Letter From Lyn
 1:30 p.m.—KMA Houseparty
 2:00 p.m.—House Party News
 2:05 p.m.—KMA Houseparty
 2:25 p.m.—Betty Crocker (M.W.F.)
 2:30 p.m.—Marge's Song Shop
 3:00 p.m.—Jack Owens
 3:25 p.m.—Betty Crocker (M.W.F.)
 3:25 p.m.—Beth Holland
 3:30 p.m.—Florence Falk
 4:00 p.m.—Merl Douglas Show
 4:30 p.m.—News
 4:45 p.m.—Polka Party
 5:00 p.m.—Tumble Weed Ranch
 5:30 p.m.—Lum 'N Abner

- 5:45 p.m.—Okla. Wranglers
 6:00 p.m.—Bill Stern
 6:15 p.m.—Farm Bulletin Board
 6:20 p.m.—Let's Go Visiting (T.T.)
 6:30 p.m.—News
 6:45 p.m.—Edw. May, Mkts. & Weather

MONDAY NIGHT

- 7:00 p.m.—Lone Ranger
 7:25 p.m.—Les Griffith
 7:30 p.m.—Your Land And Mine
 7:45 p.m.—Mike Malloy
 8:00 p.m.—Celebrity Time
 9:00 p.m.—Proudly We Hail
 9:30 p.m.—Highways To Safety
 9:45 p.m.—Austin Kiplinger
 10:00 p.m.—News
 10:15 p.m.—Sports Report
 10:30 p.m.—Today's Story
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

TUESDAY NIGHT

- 7:00 p.m.—Starr of Space
 7:25 p.m.—Les Griffith
 7:30 p.m.—Hollywood Starway
 7:45 p.m.—Mike Malloy
 8:00 p.m.—Am. Town Meeting
 8:45 p.m.—Forward March
 9:00 p.m.—3 City By-Line
 9:15 p.m.—Revolving Bandstand
 9:30 p.m.—Let's Go To Town
 9:45 p.m.—Austin Kiplinger
 10:00 p.m.—News
 10:15 p.m.—Sports Report
 10:30 p.m.—Today's Story
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

WEDNESDAY NIGHT

- 7:00 p.m.—Lone Ranger
 7:25 p.m.—Les Griffith
 7:30 p.m.—Hollywood Starway
 7:45 p.m.—Mike Malloy
 8:00 p.m.—Jan Garber's Orch.
 8:30 p.m.—Mystery Theatre
 9:00 p.m.—3 City By-Line
 9:15 p.m.—Revolving Bandstand
 9:30 p.m.—Heres To Vets
 9:45 p.m.—Austin Kiplinger
 10:00 p.m.—News
 10:15 p.m.—Sports Report
 10:30 p.m.—Today's Story
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

THURSDAY NIGHT

- 7:00 p.m.—Starr of Space
 7:25 p.m.—Les Griffith

7:30 p.m.—Hollywood Starway
 7:45 p.m.—Mike Malloy
 8:00 p.m.—Geo. Jessel Salutes
 8:30 p.m.—Horatio Hornblower
 9:00 p.m.—3 City By-Line
 9:15 p.m.—Revolving Bandstand
 9:30 p.m.—Serenade In Blue
 9:45 p.m.—Austin Kiplinger
 10:00 p.m.—News
 10:15 p.m.—Sports Report
 10:30 p.m.—Todays Story
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

FRIDAY NIGHT

7:00 p.m.—Lone Ranger
 7:25 p.m.—Les Griffith
 7:30 p.m.—Hollywood Starway
 7:45 p.m.—Mike Malloy
 8:00 p.m.—Ozzie and Harriet
 8:30 p.m.—Meet Corliss Archer
 9:00 p.m.—Boxing Bout
 9:45 p.m.—Austin Kiplinger
 10:00 p.m.—News
 10:15 p.m.—Frank and Jackson
 10:30 p.m.—Todays Story
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

SATURDAY PROGRAMS

5:30 a.m.—Country Jamboree
 6:00 a.m.—News & Weather
 6:15 a.m.—Bob Stotts
 6:30 a.m.—Merrill Langfitt
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—A Place In The Sun
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Saturday Shopper

9:00 a.m.

**BERNICE
 CURRIER'S**

"Homemaker's Visit"
 Every day at 9 a.m.
 Monday thru Sat.



9:30 a.m.—Space Patrol
 10:00 a.m.—"Platterbrains"
 10:30 a.m.—Tops In Pops
 11:00 a.m.—Adella Shoemaker
 11:30 a.m.—Am. Farmer
 12:00 noon—News
 12:15 p.m.—Edward May
 12:30 p.m.—Jack Gowing
 1:00 p.m.—Metro Opera

3:30 p.m.—Florence Falk
 4:00 p.m.—Merl Douglas Show
 4:30 p.m.—News
 4:45 p.m.—Polka Party
 5:00 p.m.—Tumble Weed Ranch
 5:30 p.m.—101 Ranch Boys
 6:00 p.m.—Harmony Shop
 6:15 p.m.—The Three Suns
 6:30 p.m.—News
 6:45 p.m.—Know Your High School
 7:00 p.m.—Dancing Party
 9:00 p.m.—Anonymous
 9:30 p.m.—Lawrence Welk's Band
 10:00 p.m.—News
 10:15 p.m.—At Ease
 10:30 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

SUNDAY PROGRAMS

7:00 a.m.—News
 7:05 a.m.—Sunday Vespers
 7:30 a.m.—Worship Service
 8:00 a.m.—Radio Bible Class
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Bible Truth
 9:30 a.m.—Wings Of Healing
 10:00 a.m.—Heaven & Home Hour
 10:30 a.m.—Christian In Action
 11:00 a.m.—Sun. News
 11:05 a.m.—Message of Israel
 11:30 a.m.—Negro College Choir
 12:00 noon—News
 12:15 p.m.—Let's Go To Town
 12:30 p.m.—College Spotlight
 1:00 p.m.—Light & Life Hour
 1:30 p.m.—Back To The Bible
 2:00 p.m.—Newstime
 2:15 p.m.—Truth For Today
 2:30 p.m.—Hour Of Decision
 3:00 p.m.—Revival Hour
 4:00 p.m.—Evening Comes
 4:30 p.m.—Greatest Story Ever Told
 5:00 p.m.—Monday Morning Headlines
 5:15 p.m.—Paul Harvey Comments
 5:30 p.m.—Geo. Sokolsky
 5:45 p.m.—Don Cornell
 6:00 p.m.—This Week Around The World
 6:30 p.m.—Whats The Name Of That Song
 7:00 p.m.—American Music Hall
 8:00 p.m.—Walter Winchell
 8:15 p.m.—Taylor Grant
 8:30 p.m.—Call Me Freedom
 9:00 p.m.—Paul Harvey
 9:15 p.m.—Guest Star
 9:30 p.m.—Songs By Dini
 10:00 p.m.—News
 10:15 p.m.—Beyond The Stars
 10:30 p.m.—Revival Time
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

Listings Correct at Time of Publication
 However, all Programs Are Subject to Change

Grass Root Notes

By MERRILL LANGFITT
KMA Farm Service Director

Here it is Christmas time again and before we hardly know it we will be into the New Year 1954. The year 1954 seems so much more familiar than most New Year's do in December. I think we have been hearing so much about 1954 already that it seems like it is already here. Let's look back on 1953. The year has been a good one at our house. We haven't had sickness and it really has been a very happy year. We have seen our little Jeannine grow



Jeannine Langfitt, daughter of KMA's Farm Service Director, Merrill Langfitt, seemed more interested in the camera than she did in the beautiful assortment of dolls. However, after the picture was taken her dad couldn't pry her away from the counter. Just before we took the picture the sun came out and she got pretty warm in her snowsuit. This picture was taken in Ward's Toyland in Shenandoah.

from a tiny baby to a thriving, healthy, sweet little girl, who walks and talks. Not very good at either one yet, but making daily progress. She will bring to our family the real thrill of Christmas this year. Christmas, of course, is the year's highlight for children. We will enjoy watching Jeannine thrill to the toys and festivities of the season. In our picture you see her getting an early start. The dolls in the picture, almost as big as our baby, caused much excitement for this little girl. The circumstances of this picture were in reality a preview of Christmas — and I'm sure this will be a wonderful family Christmas for us. All of 1953 has been good to us — so much to be thankful for.

We hope the ending of the Korean conflict will bring peace to the world, but it seems doubtful if a real and lasting peace will be achieved in the foreseeable future. As long as tyrants rule, it is doubtful if world peace can be a reality. We can hope that as the Christmas season approaches the Prince of Peace might once again rule. We can hope for better understanding between the countries and people of the world

and good will toward all men. With this our goal, we can look forward to 1954 with courage and confidence.

Remember those who are less fortunate than you. Share with others so they too can better enjoy the spirit of Christmas. A basket of food to some needy family will help you enjoy the holiday. If you don't know such a family, let your minister help you find one. Our basket to a needy family is the one thing that brings close to us the true meaning of Christmas.

May we wish for all of you a joyous Christmas and a bountiful New Year.

Editor's Note — Merrill Langfitt recently returned from the tenth anniversary Convention of the National Association of Television and Radio Farm Directors, where he was elected Secretary-Treasurer for 1954. The Convention is held in Chicago and is planned to coincide with the International Livestock Exposition and the National 4-H Congress. Last year Merrill was Chairman of the Committee on Constitution and Ethics, and Regional Chairman of the west north central area.



Homemaker's Guide



THE FARMER'S WIFE

By FLORENCE FALK

God Jul!! Merry Christmas and Greetings from our house to your house this Christmas of 1953!

In answer to the many, many requests, here are some different Swedish recipes for you For that early morning breakfast try:

TUNN-PANNKAKA (Swedish Pancakes)

- 2 eggs
- 1 cup sour cream
- 1 cup flour
- 2 tablespoons sugar
- 1 teaspoon salt

Beat eggs until light and then add cream. Add dry ingredients which have been sifted together. Beat thoroughly. Add one-half cup cold water and set in a cool place for one hour. Fry like pancakes on a greased griddle until browned. Serve with butter and syrup or with "Grad Sas". This is made by whipping one cup cream stiff, then folding in one-half cup jam or jelly.

ROTEMOS (RUTABAGA)

Cook rutabaga until tender, then drain. Add half as much boiled potatoes and mash together until light and fluffy. Add cream, butter and seasonings. Serve hot.

SWEDISH KROPP KAKOR (Dumplings)

- 4 cooked potatoes
- 4 raw potatoes
- 2 cups flour
- Salt

FILLING:

- 1 lamb chop (or equal beef ground)
- ½ pound lean salt pork
- 1 small onion, minced
- Allspice, salt and pepper
- 1 teaspoon sugar

Grate potatoes and mix well with flour and salt. Season to taste. Prepare filling. Dice meat rather fine. Brown onions and meat together. Add seasonings and mix. Make a patty of a piece of the dough, depress the center, fill with some of the meat

mixture and close patty, making a ball. Continue until all the dough is made into small balls. Cook for one hour in boiling salted water. Meat stock added to the water makes a richer dumpling; or a few spare ribs cooked with the dumplings add greatly to their flavor and richness. Vegetables may also be served with the dumplings, adding them to the same broth. Serve with melted butter.

OST KAKA (USING COTTAGE CHEESE)

This makes a different flavored ostkaka but still very tasty.

- 3 cups cottage cheese
- 4 eggs
- 1 cup sugar
- ¾ cup flour
- ½ teaspoon almond flavoring

Beat eggs well, add sugar and cottage cheese. Fold in flour, add almond and pour into greased mold. Place pan in hot water. Bake in hot oven until golden brown.

HOMEMAKER'S VISIT

By BERNICE CURRIER

Merry Christmas to My Very Dear Homemakers. Let us all keep Christmas in our hearts all the year. A good cranberry-ginger drink to start the dinner.

- 1 cup sugar
- ¼ teaspoon ginger
- 1 cup boiling water
- 1 six ounce can lemonade concentrate
- 3 cups cranberry juice
- 4 cups apple juice

Two 28 ounce bottles ginger ale

Combine sugar and ginger, add boiling water, bring to boil and stir until sugar dissolves. In large crock or punch bowl combine lemonade concentrate, cranberry juice and apple juice. Just before serving add ice and ginger ale. Garnish with lemon slices.

PIMIENTO-OLIVE SALAD

- 1 cup chopped ripe olives
- ½ cup finely diced celery
- 1 teaspoon salt
- 1 seven ounce can whole pimientos
- 6 hard-cooked eggs sliced

(Cut Along This Line And Save)





BERNICE CURRIER—Continued

Mix first four ingredients. Arrange sliced eggs on lettuce and sprinkle lightly with salt. Place a mound of first mixture on top of eggs. Serve with French Dressing.

WHITE CHRISTMAS PUDDING

- 2 eggs
- ½ cup sugar
- ¾ cup chopped suet
- 1 cup dry bread crumbs
- ½ teaspoon almond extract
- ½ teaspoon vanilla
- 2 cups sifted flour
- 1 teaspoon each salt and soda
- 1 cup white sultana raisins
- ½ cup chopped candied orange peel
- ½ cup chopped candied lemon peel
- 1 cup diced citron
- 1 cup blanched almonds
- ¾ cup sour milk
- 1 tablespoon lemon juice

Beat eggs and sugar until fluffy, add suet and bread crumbs, mix well. Add extracts. Sift dry ingredients, add fruit and nuts to flour mixture. Combine sour milk and lemon juice, then add liquid and flour alternately to egg mixture. Mix well after each addition. Pour into five one-pound greased molds. Cover with greased lid or greased wax paper tied firmly. Put on rack in large kettle, pour boiling water up to one inch on molds. Put lid on kettle, let water boil for three hours, replenish water as needed. Remove from boiling water, take lids off molds and let dry off and cool completely before replacing lids and storing. Serve hot. To re-heat, set molds in boiling water for one hour. Serve with lemon sauce hot.

COOK BOOK TIME

By ADELLA SHOEMAKER

CHRISTMAS CHERRY PIE

A new recipe with pecans is a Cherry pie. Yes, that is right and this is a different kind of pie. Even a different crust.

CRUST:

- 1 cup flour
- ½ cup butter
- 2 tablespoons powdered sugar

Mix together and put into 9-inch pie pan and press into shape with fingers and bake

350° until delicately brown. About 10 minutes. While this bakes make the filling.

FILLING:

- 2 eggs beaten
- 1 cup sugar
- ¼ cup flour
- ½ teaspoon baking powder
- 1 teaspoon vanilla
- Dash of salt
- ¾ cup pecans
- ½ cup coconut
- 1 number two can red cherries well drained

Combine all and pour in baked crust and bake 30 minutes at 375°. Serve at room temperature with ice cream. This is wonderful and makes a nice dessert for that one thing more and coffee.

CRANBERRY ICE

- 4 cups cranberries
- 2 cups water
- 2 cups sugar
- ½ cup lemon juice
- 1 cup orange juice
- 1 box strawberry gelatin
- 2 egg whites (Beaten stiff)

Cook berries and water eight minutes, covered. Strain and add to gelatin and sugar. Mix thoroughly and cool. Add juices and egg whites. Freeze. Whip smooth several times and refreeze.

DELICIOUS FRUIT CAKE

"Easy, inexpensive and very good."

Grease two 5½" x 10½" loaf pans and line with waxed paper, greased.

Cream 1 cup shortening and 1½ cups brown sugar. Add 6 beaten egg yolks, ½ cup fresh orange juice, and ½ cup heated molasses, ¾ cup thick, sweetened cranberry sauce. Mix together: 1 cup chopped dates, 2½ cups mixed candied fruit, finely chopped, 1 cup chopped walnuts, 4 cups raisins, 1 cup currants. Place in sack and shake with 3 teaspoons dry ingredients.

Dry ingredients: 2 cups sifted flour sifted with ½ teaspoon cloves, ½ teaspoon nutmeg, ½ teaspoon cinnamon, 1 teaspoon baking powder, 1 teaspoon salt.

Add dry ingredients to creamed mixture. Add fruit, and 6 stiffly beaten egg whites (folded in). Bake 275° for three hours. Place a large pan of cold water on bottom shelf of oven.

❖ KMA's Family Album ❖

"Mr. Interlocutor," the pale gentleman leading the chorus, is none other than KMA's evening announcer and newsman, Paul Pipfert. Paul officiated at the annual American Legion Minstrel Show held in the KMA Auditorium in Shenandoah on November 19th and 20th. Proceeds from this show go to sponsor the youth activities in this community.

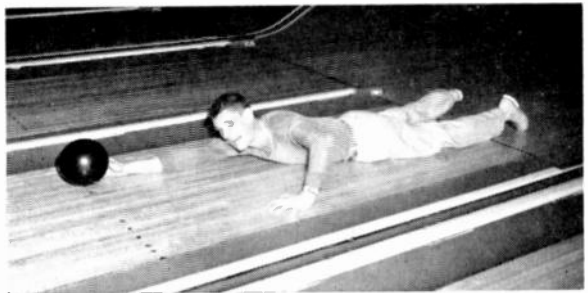


No, it's not a couple of second story men, caught in the act . . . it's Curly Dale and Buck Dillely helping your editor put up his television antenna. That roof is steep and when Curly slid down to the second ladder, he experienced a slight draft in the rear. Curly and Buck both can be heard on "KMA Houseparty" and "Tumble Weed Ranch."

Merl Douglas has taken up bowling or rather bowling has taken up Merl Douglas. He can't seem to let go of the ball—he says that this position, however, saves lofting the ball onto the alley, and you can get a much better view of the pins. Outside of the fact he hasn't been able to use his thumb for two weeks he feels fine. Merl is morning announcer and can be heard on "KMA Houseparty" and the "Merl Douglas Show."



Christmas shopping is easy for Lyn Soflin, especially when she has her attractive sister, Betty to tote the load. However, from the length of the list, it seems as if it would be pretty heavy in itself. Betty & Lyn can be heard on "KMA Houseparty" and their own morning show everyday. Lyn is also KMA's feminine disc jockey on "Letter From Lyn."





Christmas *with* TIME

KMA radio folks, just like you, enjoy spending Christmas with their families. But in order to make it possible, considerable planning must be done ahead. Special Christmas programs must be transcribed, continuity books made up in advance, traffic figured out for the holiday week-end, and everything arranged so the programs will go on without interruption. Only a skeleton crew of announcers and engineers are on duty. This year, I thought you might like to know some of the Christmas traditions in the families of KMA personalities, so let's take a "peek" and see what they will be doing.

This is the first Christmas for the EDWARD MAY family in their new home, and if you dropped by Christmas Eve you would see two pairs of stockings hung by the fireplace. Annette and Karen are expecting Santa to find them at their new address. The sweet strains of "Silent Night, Holy Night", "White Christmas" and even "Jingle Bells" may come wafting over the snow from the MAY home, as EDWARD plays his favorite Christmas songs on the new Hammond chord organ he is trying out in his home. Christmas day will be spent in Red Oak with Eleanor Jean's family, as it is the custom to rotate spending holidays with their families. As EDWARD enjoys his holiday turkey he will have the satisfaction of knowing all his employees are enjoying this holiday treat too, as each May Seed, KMA and KMTV employee is given a gift of a turkey for their Christmas dinner.

Since the arrival of Anthony James Koelker, Jr., November 22, it has been just like having a new toy in the family! KMA station manager ANTHONY KOELKER and wife, Pat, have been thoroughly enjoying the new baby, and they feel they have the "finest Christmas gift in the world." "Jamie" weighed six pounds and fifteen ounces at birth, and he is getting plenty of attention from his big brother Mike, and the family pet dog, Schatze.

FRANK FIELD says he will probably be eating a hamburger for his Christmas dinner, as well as his New Years. This is because of the old tradition that the "Show must go on." FRANK will do his regular radio program at 7:15 a.m., then drive to Omaha for his television program on KMTV at 12:15. His turkey will have to wait until a later date. So the life of a celebrity is not always "roses and honey."

Program Director WARREN NIELSON says ever since he has married, he and his wife and mother have spent Christmas Eve together, then Christmas Day join his wife's family for dinner in the country. One of their traditions is that Warren and Florence always see that they have one "funny present" for each other. It may even be a toy, or a present of "an evening out in Omaha" or something unusual, but ONE present is always the "gag present." It's the one that gives them fun!

With excitement reigning in the RALPH CHILDS home, as the four children eagerly play with their Christmas toys, it has been the custom to let everybody do just as he pleases on this special day. They make no set plans for any special meal. Everybody makes a list of what he wants to eat . . . then those foods are on hand, and everybody takes care of himself. Newscaster RALPH usually enjoys the treat of shrimp cocktails . . . the children want hot dogs, hamburgers, pop, candy, apples, ice cream, potato chips, etc. And Mother doesn't have to spend the whole day in the kitchen getting a big meal.

Christmas takes on a new interest this year in the home of announcer PAUL PIPPERT, as this is the first year that two year old Paulette has taken an interest in Santa Claus. Long before Christmas, she has been playing over and over records of her favorites: "Here Comes Santa Claus" and "Rudolph The Red Nosed Reindeer." She will hang up her stockings and gifts will be opened Christmas morning.

Since LARRY and MARGE PARKER have been married they have only had TWO CHRISTMASSES when they could spend the day together. Usually they have to do radio programs. But the following weekend they head for Lincoln where a turkey dinner is enjoyed with MARGE'S folks. As is their custom, they will have a Christmas tree with blue lights and white icicles, and a star at the top. The same star has lighted the top of their Christmas tree every year since they have been married.

It's a secret so you mustn't tell, but Sharon Lynn, daughter of announcer MERL DOUGLAS is going to get her wish. A complete cowgirl outfit is awaiting this little miss Christmas morning. Santa isn't forgetting little Valerie Jo either. I wonder if the little girls will be able to wait until Christmas morning!

Due to radio work, this will be the first

KMA Gang

BY Doris Murphy



time for years that announcer WES HAINES has had the day off. But he will this year, and it will be fun to relax and enjoy the holiday with his wife and three girls, Rita, Carole, and Linda Kay. WES says it is usually a fight to keep the gals from opening their presents on Christmas Eve. But usually they break down and let them open a few, then save the rest of the presents for Christmas morning. On the back cover, you'll see a picture of the Wes Haines family.

Fiddler BUCK DILLEY is bound to gain a few pounds, because he's going to have TWO turkeys to eat. He won one at the bowling alley, and received one from KMA, so it looks like there's going to be "good eatin'" at the DILLEYS. But not on Christmas day, because BUCK and his wife, Betty, will spend the holiday with Betty's folks, Mr. and Mrs. G. W. Toliver in Lineville, Iowa.

Entertainer MORRIE JONES loves buying clothes for his wife, and he knows all of her sizes. With Betty's folks, Mr. and Mrs. Elbert Thomas of Hopkins, Missouri, joining the family for the winter, two year old Marvin is going to get plenty of attention this Christmas. Santa has a wagon for him, so he can pull his toys around.

Christmas will have a new meaning for Assistant Farm Director JACK GOWING and wife next year. Because a visit from the stork is anticipated in the Spring! This year time will be divided between families on both sides.

Santa has ordered a new phonograph to be delivered to the children at the BOB STOTTS home. Then they can hear records made by their daddy. The family plans to spend Christmas in Omaha with BOB'S mother and his family.

BETTY AND LYN SOFLIN don't let last minute shopping worry them. They start their Christmas shopping in June and finish it in November. Christmas will be spent in Lincoln with their folks. On Christmas Eve they combine their celebration with a nephew's birthday party.

With four children in the family, you can imagine the thrill of Christmas in the MERRILL LANGFITT home. However, I imagine the older children will enjoy watching two year old Jeannine with her toys, as much as they will enjoy their teen-age presents.

Did you see the picture on the back cover of the four cute "year olds" and their attractive mothers? Worth seeing, aren't

they? This picture of some of the "younger set in the KMA Family" was taken October 29th when the wife of entertainer MORRIE JONES invited three "small fry" and their mother to help young Marvin celebrate his first birthday. Seated left to right are: MRS. MERL DOUGLAS and Valerie; MRS. GEORGE SHOEMAKER and Jeanette, MRS. MERRILL LANGFITT and Jeannine and MRS. JONES and Marvin. The children range in ages from nine to thirteen months. There was lots of excitement when the babies got to celebrating in a big way. And, of course, four little hands quickly reached for the toy animal cookies on the Merry-Go-Round birthday cake when it appeared on the table. Refreshments of ice cream, cake and fruit juice was served. Favors of suckers tied with ribbon, balloons and circus animal cookies were given the children. It was a great day for these four little KMA cuties!

"Christmas means Cookies" on the farm, and already cookies are in the freezer awaiting the holidays, and on the back cover you'll see pictured, "The Farmer's Wife", FLORENCE FALK, assisted by Karen and Bruce making more cookies to store away for future use. Karen made the batter as one of her 4-H projects, and Bruce helps put the fancy decorations on the old fashioned sugar cookies. Florence has a collection of 100 cookie cutters so the cookies were turned out in many different shapes. First, they are frosted, then decorated. There were horses with fancy trappings, Santa Claus with coconut whiskers and Christmas stockings that appear to be bulging with gifts! And if their plans are carried out, they will have some brand new cookie cutters to use this year. On November 23rd, FLORENCE sent a cablegram to her Aunt Anna Liljesand in Kristdala, Sweden, asking her to send them some Swedish cookie cutters. Aunt Anna has a store so, no doubt, the cookie cutters are on their way to America. It is hoped they arrive in time for the Christmas festivities. FLORENCE will make two demonstrations this month before clubs, demonstrating Christmas cookies and gift wrappings.

It's "back home to mothers" every Christmas with entertainer CURLY DALE and his wife. This year, it's CURLY'S mother's turn to have them, so they'll be heading for Coffey, Missouri in time for Christmas Eve. The family draw names for gifts . . . then all the children go together and get their parents a real nice gift.

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Your editor spent a most enjoyable evening taking this picture of "The Farmer's Wife" and her children making Christmas cookies at her farm home near Essex, Iowa. The wall paper design in the background is her own decorating plan. (See Doris Murphy's column pages 14 & 15.)



Eight KMA Cuties (See Doris Murphy's column pages 14 & 15.)

The Haines' at Home. Left to right: Rita, Linda Kay, Wes, Jennie, and Carole. Naturally it's a copy of the Guide they're reading. (See Doris Murphy's column pages 14 & 15.)

