

The KMA GUIDE



DECEMBER · 1954

On our cover, in keeping with Christmas time, we got hold of Jolly Old St. Nick and talked him in to coming down from the North Pole to chat for a few minutes with some of the children of KMA staffers. The kids were emphatic in telling Santa what they wanted him to bring them, and he reminded them to write him a letter. He said to send it to Dick Mills, KMA, and Dick would send it on to him.

At left is Cristi, daughter of the Toke Nelsons', who is nearly four; on Santa's knee is Tammy Naven, daughter of the Dean Navens', who was recently four; Tommy Heuer, 4, son of the Mike Heuers'; and Jimmy Joe, the wide-eyed four-year old in the all-male clan of the Don Joe family. Jimmy's daddy is advertising salesman and sports announcer; Tom's poppa is evening announcer and proprietor of the popular Club 960 record show each night; Tammy's father is morning news editor of KMA; and Cristi's father is promotion director and Guide editor.

DOZEN OUTSTANDING CHORAL GROUPS WILL HERALD CHRISTMAS EVE

Radio station KMA will present, as a public service project, it's Annual Christmas Eve Choir Concert, starting at 8 p.m. on Christmas Eve, December 24. Twelve of the most outstanding music groups in this territory will take part in the popular program.

The groups include Shenandoah High Mixed Chorus; Clarinda Community Chorus under Mrs. Margaret Crossman; Mammre-lund Lutheran Chorus directed by Mrs. A. M. Kirkeberg; Red Oak High school chorus; Tarkio College Mixed Chorus directed by Professor Gavin Doughty; the Boys Town, Nebraska boys' chorus; Shenandoah Methodist Choir under the direction of Dr. M. W. Anderson; Essex High School Choraleers; Audubon Methodist Chorus, directed by John Mallonee; 300-voice Willisca School system group; the Simpson College Choir, under the direction of Professor Hadley R. Crawford; and the Edward May male quartet of Shenandoah.

The groups will sing their many Christmas arrangements and the only break in the program will be to identify each of the different choruses, and 15 minutes out at 10 p.m. for the Christmas Eve News.

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ALL TIME FAVORITE COOK BOOK "GREAT" GET YOURS AT ONCE

"GREAT!" That's the word all the folks have been using to tell us about our wonderful new KMA Cook Book which our three homemakers Adella Shoemaker, Bernice Currier and Florence Falk have recently been talking about on the air. The book contains 90 of the All Time Favorite recipes of these three culinary geniuses. . . so no wonder everyone is raving about it.

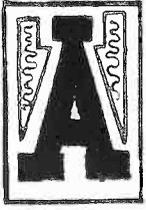
And you can get one of these wonderful books, too. It's absolutely free. We are sending out the books, done in a very attractive blue heavy, water resistant cover stock, to all people who renew their KMA Guide subscriptions for one year; to people who send in new subscriptions; and to those of you who are sending out gift subscriptions.

The response has been so overwhelming that we are rapidly running out of these fine books. So if you haven't renewed your subscription, regardless of when it expires, better do so now, while you can get this fine book, free of charge. Also what would be a more appropriate gift for a close friend than a full year's subscription to the KMA Guide? That's right, nothing. . . It's just about as nice a gift as you could give. And another thing, it keeps right on giving for 12 months. Everytime your friend opens the Guide they'll think of you.

Just tell us, when you send in your gift subscriptions whether you want the cook book sent to you, or sent along with the Guide to the gift recipient. On gifts, we also send an appropriate card announcing your gift.

On the back page you'll see just about what the new cook book looks like, except for the lines below the picture. So get your orders in now, today, so you'll be in time to get this great book.

You'll be glad you did, and we'll be glad, too, to have you as a member of our KMA family for 12 additional months.



Christmas



MESSAGE FROM EDWARD MAY

The calendar tells us that the month of December again has arrived. Weather-wise it doesn't seem as if the Christmas season is at hand but things remind us that we should be starting our Christmas shopping and making our holiday plans.

One of the first things I did was to drive to the nursery fields and mark a tree which will be cut later and placed in the family room at our house. The tree will look entirely different with the beautiful decorations and ornaments. Decorating the tree at our house is almost a ritual and is one of the highlights of the Christmas season. Annette and Karen enjoy helping and they burst forth with glee the first time the lights are turned on. Edward Jr., referred to as "Little Eddie" by his two sisters, is too young to understand and appreciate the spirit of Christmas but I am sure if he gets close to the tree he will do his best to pull off any thing he might happen to get ahold of.

The above picture is perhaps a bit de-

ceiving because it shows me standing in my shirt sleeves. This typifies the weather we have had at Shenandoah and it is a consensus of opinion that this winter will be mild like last winter. Most of us don't complain much when we have a mild winter but I do hope we have snow on the ground for Christmas day. Last year there were many disappointed boys and girls who received a sled from Santa Claus and were unable to use them because of the lack of snow.

The holiday season is the outstanding season for the majority of the Christian loving people of the world. It is perhaps the only time of the year during which people from all walks of life walk and talk together. All families make a supreme effort to be reunited for at least one day of the year. In addition, the holiday season is the only time of the year during which we hear the singing of the beautiful Christmas carols like Silent Night, Jingle Bells, O, Come, All Ye Faithful, O, Holy Night, and many others. These songs have stood the test of time and undoubtedly remain favorites because of their association with Christmas.

Many outstanding programs are seen and heard on radio and TV and we enjoy hearing again "The Christmas Carol", "The Other Wise Man" as well as others too numerous to mention.

I notice that Christmas seems to arrive a little earlier each year. Naturally the date is the same but the months between Christmas seem to pass more rapidly. At our house our three children are enthusiastic about the Christmas tree and the arrival of Santa Claus, but we all know why Christmas Day is the outstanding day of the year for Christian loving people.

In closing I wish to extend to you from every one at KMA a very Merry Christmas and a Happy and Prosperous New Year.

Edward W. May



Although it was shirt sleeve weather, Ed May and the Guide photographer went out to the nursery to look over the crop of Christmas trees, and Ed picked out this one.



Don Joe turns disc jockey to spin his sales pitch to time buyers. He made this sale.

★

There is one bugaboo that is forever foremost in the minds of salesmen, radio personalities. . . and other people who depend upon their voice for a livelihood. That is the fear of what would happen should they suddenly lose their voice.

That old bugaboo caught up with Don Joe of Radio KMA in no uncertain terms recently. Joe is the sports announcer and also advertising salesman for KMA. He was coming back to the station from a day on the road when his car was smashed to bits in a head-on collision. Luckily he escaped with only a broken jaw. He spent a week in the hospital. . . but doctors agreed that the jaw would have to be set, and in order to do it, he would have to have his teeth wired together.

Don reported to work a week after the accident, but found that without use of his voice he was really handicapped. He just couldn't go on the air. . . but he finally turned calamity into colossus.

He asked KMA's news editor, Dean Naven, to cut a record for him. . . armed himself with a portable phono, his briefcase, and started to call upon prospective advertisers.

After introducing himself as best he could, he'd plug in the phono, and play the record for the advertiser. The recording said:

"This is Dean Naven, speaking for my silent partner, Don Joe, the sports voice of KMA who also sells advertising time. . . As you can see, Don's a little more than somewhat handicapped right now. . . he had his jaw broken and his teeth wired together due to a serious auto accident several weeks ago. He wants to pitch a sales message your way. . . and because it's

"Serenade to a Broken Jaw"

(or selling is easy, if you
can make them listen.)

★

difficult for him to talk and equally hard for you to understand. . . he won't mince any words. So pay attention because he's got a real "good" deal for you. Besides, if you don't tumble to this pitch, he'll be back after you again in several weeks. . . and he'll really give you the works. . . after resting his jaws and vocal cords for seven weeks. Thanks for listening. . . now, pay attention to these important ideas which Don, in his own inimitable (and I use the word advisedly and correctly) inimitable fashion, has for you. I thank you."

The result was quite amazing. Don would make his pitch through his tightly clenched teeth. . . much to the profound amazement of the prospective buyer. Many of them bought. . . some didn't. . . but all of them will remember in the future. . . he's Don Joe, and he sells advertising for Radio KMA in Shenandoah.

METROPOLITAN OPERA STARTS DECEMBER 4

For the 23rd consecutive year, the Metropolitan Opera will be broadcast, live, from the stage of the Met in New York City. Radio Station KMA in Shenandoah, an affiliate of the American Broadcasting Company, will carry each of the Saturday operas, in it's entirety.

The first of the winter series will be aired over Radio KMA on Saturday, December 4. It is "Andrea Chenier." The December 11 presentation is "Die Meistersinger." The opera broadcasts will run thru April 2. 1955.

Uncle Dick's Birthday Doggie



Hey, kids. . .and Moms, too. Uncle Dick Mills, the old story teller and song spinner on Kiddy Korner each day on KMA, is having a contest right now. He wants all his little friends to send in a name for his "birthday dog". The doggie is the one that yipes "Happy Birthday" to the small fry on their birthdays. Among the prizes for the winning name is the little brother of this little cocker spaniel shown here with Uncle Dick. Other prizes are five children's record albums, a free steak for the winner and his folks, with Uncle Dick picking up the check.

CHRISTMAS COOKIE TEA BY KMA'S HOMEMAKERS

Just as we go to press the three KMA homemakers are planning a gala Christmas "Cookie Tea", and are inviting everyone interested to come to Shenandoah to enjoy a day of just plain visiting, swapping recipes and entertainment.

The tea will be at 2:30 p.m. on Friday, December 3, at the Elks Lodge in Shenandoah. Everyone attending is urged to bring a plate of twelve cookies, along with the recipe for their cookies. Those attending will have an opportunity to meet, exchange recipes, sample each other's cookies, and to just chat informally with the three Homemakers, Adella, Florence and Bernice.

So if you get this in time, try to attend this pleasant affair. . .and the homemakers will tell you about it in the January issue of the KMA Guide.

HEAR ED'S QUARTET

Edward May's male quartet, which is gaining much popularity in this area, will sing several carols on Christmas Night on Ed's regular 6:45 program. Other members of the group are Wayne Stevens, Don Stephens, and Bruce Jones.

KMA WILL BROADCAST BASKETBALL GAMES

Plans are now complete for a big winter sports program on Radio KMA.

Starting December 3, the sports department of KMA will carry basketball games every Tuesday and Friday night. . .with Don Joe broadcasting the outstanding games on the schedule for those nights. Tentative plans also call for carrying play-by-play broadcasts of games on other nights during the week also, if the games are of great significance to KMA listeners.

Then at 10:30 each Tuesday and Friday night, Radio KMA's sports department, with more than 50 correspondents lined up, will present a 15-minute scoreboard round-up, of all high school scores from Nebraska, Iowa, and Missouri. . .with Ralph Childs doing the reporting.

Each Saturday morning at 7:30, Don Joe will recap the week's activities in sports with his popular program "This Week in Sports."

Don just had the wires taken off his teeth, after having his mouth wired shut for 34 days, following the near-tragic auto accident in October, near Rock Port, Mo.

Frank Comments

By FRANK FIELD

This picture won't make sense until you know just what is going on. Most of you know that I have a program at 1:00 every Monday, Wednesday and Friday on KMTV. It is strictly a service program like my regular morning spot on KMA. And consists mainly of answers to questions sent in by listeners.

About a month ago we came to the conclusion it would be lots quicker and easier to answer as many of your questions as possible by means of movies made especially for that purpose, and actually showing in detail exactly how the various things in question should be done. So the company purchased a 16 mm professional Bolex camera and told me to go to it.

One question sent by a number of people concerns the fall planting of rose bushes, so I went to the nursery storage and picked out a good husky rose bush, and told Bill Reynolds our yard man, to go ahead and plant it. I set up the movie camera and very faithfully followed his moves starting in with the proper pruning of the branches and roots before planting. The digging of the hole the right size, spreading out the roots, packing the dirt carefully around the roots, watering and the final mounding of the dirt over the top of the bush as protection through the winter.

Just as we were getting started Toke Nelson, Guide Editor, came along with the speed graphic press camera and took a picture of me taking movies of Bill planting the rose bush, saying it would make a good picture to run on my page in the December Guide. Incidentally you tele-

vision viewers will probably recall that the film on planting the rose bush was used on Friday, November 5th.

The letters coming in are very enthusiastic about the movies. We are going to use more and more of them as time goes on, as it certainly is the ideal way to demonstrate many things, which we take as a matter of course, and which lots of people are pretty hazy about. In the meantime we are certainly building up a file of movies which can be used over again next year and the year after in their proper season. Correct practices in nursery work change very little from year to year.

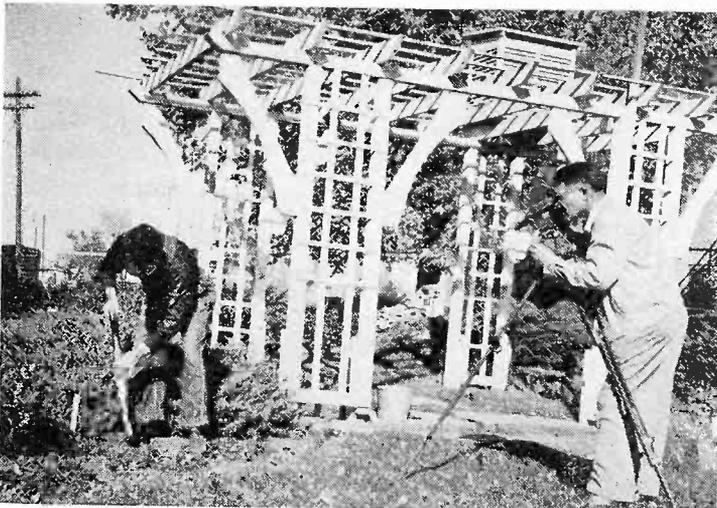
Visitors to Shenandoah will recognize the setting where the rose bush is being planted as part of our show garden just west of the main building. The pergola in the background is covered with Clematis Paniculata and was a mass of foamy fragrant white all through September. Of course the freezes late in October killed the foliage and it has already been cut back to the ground to make room for next year's growth. We find it is easier and simpler to cut it clear back to the ground each fall than wait until the following spring and then try to trim out the dead wood. A very severe winter will kill it back almost to the ground anyway and it seems to grow just as vigorously and just as tall when it is cut clear back than it is when it is only cut back part way.

The little cage up on top of the pergola resembling a dog house is one of our weather instrument shelters, and contains the working parts of an electric thermometer which operates through several hundred feet of cable to the newsroom. By merely glancing at a dial on the wall we can tell what the temperature is out in the middle of the show garden. Then of course we have other thermometers which

record the maximum and minimum in the last 24 hours and which are reset each evening at 6:30 by Ralph Childs just before he gives the evening news.

The evergreen you see behind Bill in the picture is a trailing variety called Juniperous Procumbens although it is more than 20 years old it is only about 18 inches high but covers a space about 10 feet across.

Don't forget to give your shrubs and evergreens a good thorough soaking about once a week as a hard winter will probably kill them out if they went into the winter without any moisture in the soil. Remember we haven't had a rain for more than 3 weeks.



When someone wanted Frank lately, he always seemed to be taking pictures. That's when we caught him.

Grass Root Notes

By

MERRILL LANGFITT

KMA Farm Service Director

How many shopping days until Christmas? You probably know that line by heart, now, we have been reminded so often. Needless to say, Christmas is just around the corner. In recent years, we have spent our Christmas at home. It seems more like Christmas when in your own home rather than traveling the roads to go somewhere else.

I was trying to think back on an unusual Christmas that was foremost on my mind, but could not single one out. I enjoy the Christmas season more than any other holiday season of the year.

At our house we open the gifts on Christmas morning rather than Christmas eve. At home on the farm, Christmas morning was the big moment of the year. I suppose it meant so much because in those dark days of the depression we didn't enjoy many frills in our day to day life, but on Christmas morning there were always gifts under the tree, candy in the dishes and it was a big day of excitement for growing boys and girls on the farm.

After the gifts were opened, it was away to the barn to milk the cows and do the other chores and then the whole day to play with the new toys, try on the new clothes and eat a big Christmas dinner. If my memory serves me correctly, we always had oyster stew on Christmas eve and still do at our house today. We have no unusual customs at our house except the candy plate for each member of the family made up of special fancy items along with usual Christmas candies. This

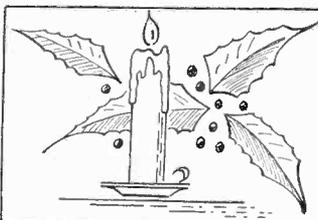


Here's Jeannine meeting Santa for the first time. Guy on left is Chuck Joe.

custom dates back to my boyhood days at home. Alas—Christmas is very commercial these days. The money spent is greater than it was in years past. Perhaps that is the general trend—a sign of the times. But I wonder if we aren't losing some of the true Christmas spirit—the spirit of good will toward men. You can revive the Christmas spirit by giving a good basket to some needy family. We enjoy doing that every year. It doesn't need to be elaborate. Include the necessary foods for a nice Christmas dinner, some candy, a few gifts—one for each child if you know who the family is who will receive your Christmas basket. Let all members of the family have a part in it. We deliver our basket to one of the ministers and he in turn delivers it to one of the many needy families on his list. That way we never know who the family is nor do they know who we are. This is especially important with youngsters in the family so that the giver doesn't develop a superior complex and the receiver an inferior complex. Children can thoughtlessly be very cruel at times unless these precautions are followed.

I feel sure it is more blessed to give than to receive. Help someone in need and you will enjoy the Christmas season to its fullest. Be generous and kind to your fellow men—then you will surely enjoy a Merry Christmas.

Merrill Langfitt



Christmas *with* TIME

Soon all of us will celebrate Christmas! For small children, Christmas means the long awaited visit of that wonderful old gentleman, Santa Claus. For grown-ups, Christmas holds a deeper meaning. . . the spirit and joy of giving. . . of making someone else a little happier. And above all else, Christmas means the birthday of Christ. Truly, Christmas is the happiest day of the year. For it also means that we'll gather our loved ones around us and share the spirit of Christmas. In America our joy is strengthened by the material comforts we are so fortunate to possess. Let us remember then, that in the midst of our Christmas celebrations, we should pause and give thanks for this bountiful land of ours and all our blessings.

Christmas 1954. . . will be about the same as other years, in the homes of the folks, at KMA. But I thought you might like to hear about some of their plans. So. . . let's take a "peek."

Last year was the **FIRST** Christmas for the **EDWARD MAY** family in their new home! But this year. . . it is the **FIRST** Christmas for something even finer and more precious. . . the joy of having a son in their home. . . Edward Welch May, Jr. Six months old Edward may not know about Santa Claus, but his two sisters will see that his stocking is hung on the fireplace right beside theirs. Karen and Annette have lots of ideas about things they hope to find in their stockings, but daddy is doubtful about one gift Annette has requested. . . a tool chest! He thinks that is something more appropriate for her brother in a few years. In the meantime, he can save wear and tear on his nerves, from pounding that would probably go on in the basement if Annette got a tool chest. The family plan to have Christmas dinner with Eleanor Jean's folks, either in Shenandoah or Red Oak. Plans are not completed, but it will be a happy Christmas for the **MAYS**. . . the **FIRST** Christmas with their new son.

Already the **ANTHONY KOELKER** family is wondering what to do about their Christmas tree this year, because year-old "Jamie" is walking now, and they're afraid the glitter of the tree won't last long with his busy little hands at work. They're wondering if they should put a fence around it! Station Manager **TONY** and wife **PAT** would like to spend Christ-

mas in Dyersville with **TONY'S** family, but with a small baby, they feel the best place for them is at home. My guess is "Jamie" will have a sparkling tree, and it won't matter if the Christmas baubles get moved around and the packages a little tattered and torn before time for opening them. It may be Jamie's way of showing the family he has artistic ability just like Mother's!

The **FRANK FIELDS** have no definite plans for Christmas yet. They spent Thanksgiving at their son John's home in Hamburg. Usually the children go to their in-laws for Christmas, so Frank and Jennie may be "at home" for the holiday.

You can rest assured there will be "HOLLY" at the home of Program Director **WARREN NIELSON** this Christmas. And one of the reasons their 9 month old daughter was named **HOLLY**, was because her mother Florence, loves Christmas the most of all holidays. In fact. . . the **NIELSON'S** enjoy Christmas so much, they have what they call "Sundaymas" two or three times a year. On these Sundays they wrap up a few inexpensive presents in newspaper, put a sprig of evergreen on their table, and open their presents just like they do on the regular holiday that falls on December 25.

It's the **FIRST** Christmas for "Randy" in the home of KMA's Ass't. Farm Director **JACK GOWING**. Because Randy, age 9 months, has enjoyed so much an old Teddy bear his mother had when she was a little girl, it is likely Santa Claus will bring him a big Teddy bear all his own. Randy likes the feel of the fuzz on the bear, as he cuddles it in bed. During the holidays the **GOWINGS** will be scuttling back and forth between both relatives.

My. . . how the children in engineer **DON BURRICHTER'S** family have been studying and checking the catalogs! And my how **MANY** things they can find, they want. Eddie has decided he wants a rifle, and I imagine he will get it. . . along with a lot of good advice on safety. When I asked **DON** what they were going to do on Christmas he replied: "With four kids. . . what else could you do. . . but stay home!" But what finer place could you be than at home with your loved ones and all the thrills and excitement of seeing four bright eyed youngsters up early Christmas morning, to see what is hidden in all the mysterious packages under the tree.

KMA Gang

BY Doris Murphy



Christmas festivities in the RALPH CHILDS home may not start until 10:15 Christmas eve, when Daddy gets home from the studio. The family will attend Midnight Mass at the Episcopal church. This year Newscaster RALPH will have Christmas day off, a privilege not always possible for people in the radio, television and theatrical profession. He'll enjoy watching their four children looking thru their stockings Christmas morning. And Santa will probably be a little more generous than usual at the Childs home, due to the fact mother Muriel has been teaching this year.

It is going to take a little maneuvering this year to get all the family of disc jockey DICK MILLS and wife MILLIE together. But they can do it! Son Bill, a student at Drake University and Ted and Bob who are attending Iowa State at Ames, will come home. Then the three brothers and their parents will drive to Iowa City where they will spend Christmas with their fourth brother Jim, who is a Freshman at the University of Iowa. And here's the reason they are so anxious to all be together! It's because the stork is expected to arrive at the home of Jim and Joyce along the middle of December, and they want to see the new baby. Another big attraction is Kathy, year old daughter of Jim and Joyce, who already has won the hearts of all the family. With a brand new baby in the family, Christmas is bound to be happy for the MILLS!

When announcer MERL DOUGLAS purchased a new car. . .their first. . .recently it was understood that was to be their main Christmas gift! And even tho they have had it a few weeks, the newness and thrill has not worn off, and they're very thankful for such a wonderful gift. You'll hear MERL'S cheery voice greeting you on the air Christmas morning, but he will have part of the day off to enjoy with his wife and two lovely little daughters.

Newscaster DEAN NAVEN says the big thing at his house, is to keep the kiddies in bed Christmas morning until 8 so he can join in the fun of seeing the children enjoy their gifts. DEAN will give the news as usual on Christmas morning. The family has been so busy lately, moving into a new home, they haven't had time to think about Christmas. However, Tammy,

age 4, came up with one suggestion. She thought they should put out some mouse traps, since the mice seem to be quite evident in the basement of their new location. DEAN'S parents from Corning may join them Christmas day.

Entertainers BETTY AND LYN SOFLIN will spend Christmas in Lincoln with their family. They are "early birds" and had all their Christmas shopping done by November 13. And many of the gifts were hand made too! BETTY made several paintings and LYN a number of crocheted articles. Their oldest nephew, Fred Soflin, Jr., celebrates his 16th birthday Christmas day, so it will be a double celebration.

Somebody has to be "on the job" announcing Christmas day, and this year WES HAINES will be broadcasting from KMA. He doesn't mind though, just so the family wait and have their big Christmas dinner at 6:45 p. m. after he is thru work.

Announcer MIKE HEUER'S 4 year old son Tommy feels he is pretty "grown-up", if his wishes for Christmas gifts are any criterion! He wants a typewriter and a train! MIKE says Tommy is always getting ahead of himself, and he'll have to wait a few years before he can expect "big boy gifts!" MIKE and his wife, who is assistant surgery nurse at the Hand Hospital, plan to attend the Trinity Lutheran Christmas program in which young Tommy will appear. Grandmother may come from Howard Lake, Minn., to be with the family.

What could be finer than spending Christmas with a brand new granddaughter you had never seen! Well, that is what Homemaker BERNICE CURRIER will do this year. She plans to spend the holiday weekend with her son Ed and wife Patty in Elmhurst, Ill., and get acquainted with their new 4 month old baby daughter, Joyce Elaine. And of course, Grandma is looking forward to seeing little 2 year old Carol Ann, the other member of the Currier family.

There will be plenty of excitement and fun at the home of Homemaker ADELLA SHOEMAKER when 22 members of the clan gather for Christmas day. Turkey and all the trimmings will be served. In addition to her children and families, a brother-in-law Eldon Shoemaker and four children from Camp Carson, Colo., will be guests.

A LETTER FROM ADELLA SHOEMAKER

Dear Friends,

The happiest season of the year is here, and I hope you and your family will enjoy every minute of it. I'm seeing it through the eyes of Greg—and yes, Jeanette, too, this year. Rather than let it build with too much excitement almost more than they can bear, we have given them some things already. That doesn't mean they aren't anticipating Santa!

They have watched me wrap packages (I had to do some talks on gift wrappings) and have been bug-eyed. They are thrilled because I've shown "their" packages in my demonstration. Greg's gift has snow men on it, and Jeanette's with angels.

Many of the presents I've wrapped have used some reminder of the reason we celebrate, I've tried to wrap most of the gifts with the thought in mind of putting Christ back into Christmas. I've used the beautiful religious cards we received last year, gift paper with the visit of the wise men, and snow flakes to represent the wonders of creation. It's been a challenge to make the packages give the Christmas message. But any gift tied with love for the person it's intended, does that, don't you agree?

We are expecting Don's youngest broth-

er Eldon, and his family here for Christmas. Eldon was a chaplain in Korea, and is now stationed at Camp Carson in Colorado.

There are four children in his family. With Donnie's Mike, and the three little "Goodies" here in Shenandoah—won't we have an exciting Christmas?

Margie reports Mike is walking. Linda is standing up. Not a Christmas tree ball will be safe around here.

I'm trying to decide what to do about a tree. I gave the boys all our Christmas tree ornaments and lights Don and I had collected and said I'd never trim another tree. But I've done other heart-hurting things, and felt Don saying—"Go ahead, Adella, you can do it!" Perhaps even a tree can be managed for the children.

There are many of you whose hearts are heavy this year. Let me say to you, let me remind myself, that this is the celebration of the birthday of HIM who brought us the promise of eternal life. The promise that love can never lose its own.

God bless you all this Christmas time, you and your dear families.

Goodbye, and Happy Day To You!

Adella



FAMILY FUN FOR ADELLA'S "BROOD"

It was fun for the whole family of George Shoemaker, when they went to Grandmother's to help wrap the beautiful Christmas gifts shown here. In front is Greg and Jeannette, and George is holding baby Linda, while Joan and Adella put the artistic finishing touch on some gifts. The kids, believe it or not, were perfect angels through it all. . .and their rewards will come at Christmas when they get to open the packages.





Homemaker's Guide

"COOKBOOK TIME"

With ADELLA SHOEMAKER HOLIDAY STEAMED PUDDING

We like this pudding better than the one so full of fruit and nuts. The raspberry sauce that belongs with it, makes it rich, and satisfying. It looks glamorous.

Grind 2 c. raisins

Grind and measure 1 c. suet

Put in small bowl

Sift in a large bowl:

3½ c. sifted flour

1 t. salt

½ t. soda

2 t. baking powder

2 t. cinnamon

½ t. cloves

½ t. nutmeg

Take out 1 c. of this sifted mixture and mix well with the suet and raisins in the small bowl. Use your fingers. Make a well in the dry ingredients in the large bowl, and pour in 1 c. sorghum, 1 c. milk. Stir thoroughly. Add floured suet and raisins. Mix. Pour in a greased 1½ quart mold, or 2 number 2 cans. Cover tightly with 2 layers of waxed paper, fastened with a rubber band. Set in a kettle on a rack (any large kettle with a lid, with a cake rack in the bottom will do). Pour boiling water in to come up half way on the molds. Cover kettle, and steam the pudding for two hours. Serve with Raspberry sauce.

RASPBERRY SAUCE FOR HOLIDAY PUDDING

Defrost 1 pint frozen raspberries. Allow them to come to room temperature. (They will curdle the sauce if they are cold.) Cream 1 c. butter, add 2 c. sugar gradually, creaming. Add 2 well beaten eggs and continue beating until mixture resembles whipped cream. Add thawed raspberries, a few spoonfuls at a time, beating continually. Store in refrigerator until needed. It can be made a day or two before. This makes a large amount, enough for two batches of the pudding. It's delicious on cake if you have any sauce left over.

CRANBERRY PUNCH

This is Marie McMichael's recipe. It's especially easy because you use the canned, jellied cranberry sauce.

1 can jellied cranberry sauce

Add 1 c. sugar, 1 c. water, beat hard to break up the sauce. Add 1 large can pineapple juice, the juice of 2 lemons and the

juice of 2 oranges. Store in refrigerator to chill. Just before serving, add 1 large bottle of gingerale. Serve very cold.

FLO LOGANS CHRISTMAS SALAD

Dissolve 1 box lime gelatin in 1 c. boiling water. Add ½ c. sugar, and the juice of ½ lemon. Cool, then whip. Add 1 c. crushed, drained pineapple. Beat 1 package Philadelphia cream cheese, with ¼ c. cream not enough to blend—just break it up in little lumps. Whip 1 c. cream, add to cheese, and fold into the salad. Let stand in refrigerator over night. Serve in squares with a maraschino cherry on top.

HOMEMAKERS VISIT

By BERNICE CURRIER

MERRY CHRISTMAS HOMEMAKERS! !

Here is a Fruit Cake that is moist, rich, mellow and not a minute's baking.

FESTIVE FRUIT CAKE

- A—½ cup evaporated milk
- 16 marshmallows finely cut
- 3 T. orange juice
- B—4 dozen graham crackers rolled fine
- C—¼ t. cinnamon
- ¼ t. nutmeg
- ½ t. spice cloves
- 1 c. seedless raisins (use ½ white sultana)
- ½ c. finely cut dates
- ¾ c. broken walnuts or pecans
- D—⅓ c. finely cut candied pineapple
- ⅓ c. finely cut candied cherries
- 2 T. finely cut candied cherries

Line the bottom and sides of a loaf or tube pan with two thicknesses of waxed paper. Pan should hold 4 to 5 cups. This cake makes 2¼ pounds. Put A into a bowl and let stand until needed. Into a large bowl combine B and C, then add D. Add A, then mix with spoon, then with hands until crumbs are moistened. Press firmly into pan. Top with candied fruits and nuts. Cover tightly and chill at least 2 days before slicing. It is better to keep a week or more. After chilling, this cake can be wrapped tightly in foil and frozen.

Eggnog to serve with Festive Fruit Cake

Beat 4 eggs until light and fluffy, beat in gradually ½ c. sugar and ¼ t. salt. Beat in slowly 2 T. vanilla, then stir in a mixture of 3 c. evaporated milk and 1½ c. water. Chill. Sprinkle each serving with nutmeg or cinnamon, but not too generously.



CHRISTMAS CREAMY FUDGE

Mix in a heavy 2 quart saucepan:

2 $\frac{1}{4}$ c. sugar

$\frac{1}{4}$ c. butter or margarine

$\frac{3}{4}$ c. evaporated milk

5 ounce jar of Marshmal-o

Bring to a bubbling boil quickly, stirring constantly. When bubbles appear all over the top, boil and stir over medium heat 5 minutes by the clock. Remove from heat and add 1 package semi-sweet Chocolate Dainties. Stir until Dainties are completely melted and blended into mixture. Pour into greased 9 inch square pan. Cool completely. Cut into 1 $\frac{1}{2}$ inch squares. Makes 3 dozen or two pounds.

"THE FARMER'S WIFE"

By FLORENCE FALK

Greetings from the Farm Kitchen and to all of you a Happy! Happy! Christmas. It makes no difference whether you follow the legends of your ancestors or the traditions of your own family, food comes to the front at Christmas.

For those "red" foods; tomatoes, beets, pimientos, radishes, cranberries, red cabbages, bright paprika, ham, tongue, lobster, shrimp. Red grapes, colored pears and pineapple. Use a pure vegetable color paste or liquid.

For the "green" foods; peas, beans, cabbage, broccoli, asparagus for your hot vegetables. Mint jelly, lime gelatins, colored pears, and pineapples. Stuffed green peppers. Stuffed eggs set in lime gelatin, and of course those lovely green pickles you canned.

For the "small fry" Cookies for Santa ranks high on the list. How about a plate of

FRENCH ALMOND CRESCENTS

2 c. shelled almonds

grated rind of one orange

2 $\frac{1}{2}$ c. powdered sugar

1 T. cinnamon

2 egg whites

Grind the almonds fine. Grate orange rind. Sift sugar over the almonds. Add cinnamon, orange rind. Mix well. Knead (with well-scrubbed hands) to a stiff paste,

adding egg whites gradually. Start oven 350° (moderate oven). Roll out on a board sprinkled with the powdered sugar to $\frac{1}{4}$ in. thickness. Cut into crescents or stars or tiny trees. Line the baking sheet with greased brown or aluminum foil. Bake 20 minutes or until lightly brown. Cool slightly before removing from paper. Decorate with a powdered sugar frosting, and chocolate pieces. Makes about 30 cookies.

Have a festive breakfast on Christmas morning.

Fruit cocktail fruit cup or citrus fruit sections (chilled).

Fruited Oatmeal

Hot cinnamon twists

Coffee, Hot Chocolate

FRUITED OATMEAL

In a greased casserole place the following:

4 $\frac{1}{2}$ c. water

1 t. salt

3 t. cinnamon

1 $\frac{1}{2}$ c. chopped apple

2 $\frac{1}{4}$ c. quick-cooking oats

Mix all together well—pour into casserole and bake in 375° oven 20 to 25 minutes. Garnish with a poinsettia from candied cherries.

You might wish to add Ham and Eggs to make this an especially hearty breakfast.

(Ed: Note: If you enjoy fine recipes, keep tuned to all three homemakers each day. They bring you countless recipes over the air which never appear in the Guide. Listen, too, for some real big news about a special new Cook Book which they have published for all their listeners and KMA Guide subscribers.)



KMA's Family Album

IT'S A GIRL FOR THE KLINGS

Everyone at the home of Engineer Norm Kling are thrilled now, by the arrival of new sister Carol, a wide-eyed little beauty. That's Benny, 7, and Bobbie, 4, looking on with Mom and Dad.



THE COLONEL, KINKIE and KORKIE

That's the billing they received at the Shenandoah Minstrel show recently. Dick Mills was the southern colonel and interlocutor. At left is Connie Stewart Shenandoah dance instructor and daughter of the late Toby Stewart and Lindy Stewart (famous for KMA's Country School in the 30's). Corkie is Danny Schnepf, who with Connie did a couple of very clever dance routines.

FIRST TRIP TO THE BARBER

Jamie, year old son of Tony and Pat Koelker, visited his personal barber for the first time during November. . . and he was a perfect little gent. He didn't have a bit of trouble. Dad's holding him, while Mom smiles in approval. Jamie, your editor might add, is an exception to the rule. At least most kids raise a mild fuss on "that" first trip.





No, it isn't Winchell, it's KMA's own Dean Naven. He wears the hat, because he's trying to allow his butch haircut to grow out. . . and can't do a thing with it.

★

Dean Naven, news editor of KMA, had his hair chopped off, butch style during the summer, and liked it just fine. But now that winter is upon us, Dean decided he'd like for his hair to grow out. In the process, he thought it looked rather shaggy, so has been wearing the hat. Most of the other fellas at KMA are having the same trouble, trying to get their hair back to "romeo" stage. Needless to say, the wives are somewhat unhappy..

This picture was taken during one of Dean's four daily newscasts in Studio "B". Dean's broadcasts are at 6, 7, 7:45 and 12 o'clock noon, Monday thru Saturday.

FLORENCE TO SEND RECORDING TO SWEDEN

FLORENCE FALK, The Farmer's Wife planned an unusual Christmas gift for her relatives in Sweden. When her sister Mrs. George Ellyson and husband of Homer, Nebr., were visiting the FALKS in November, they made a tape recording of all their voices combined with that of other relatives, and sent it to their Aunt Anna who lives in Kristdala in Smoland, Sweden. Their Christmas Greetings were spoken in both Swedish and American for the relatives across the water.

It was sent Air Mail so it would be sure to arrive in time. The FALKS will spend Christmas quietly on the farm and will attend Swedish Christmas services at their church.

MERL DOUGLAS SEZ:

Toke Nelson, editor of the KMA Guide, said it was my turn to write a column. (Betty & Lyn's column appeared in last month's issue.)

I asked him, jokingly, how much I was to be paid for each word. . . Quick as a wink his reply was: "Pay you! !Why son" he says; "You. . . are to pay us! !"

We always kid each other that way, but of course if it were true. . . it wouldn't bother me. . . (I wonder if I could use the Payment Plan. . .)

Writing a column, even for an old hand in the writing game, becomes quite a task at times. . . But for the non-professional: it's murder. Now take me for instance, once I had a secret desire to become a writer, but nothing ever materialized. I write one letter a year whether I need to or not, maybe that has something to do with it. . . I'm the relaxed type, you know, but a lot of people call it "laziness." They are right, maybe.

I think one of the most favored topics of conversation, is about one's family, so if you don't mind, I'd like to tell you just a little about my family. There's three women in my family; my wife, Ruth, Sharon Lynne, who's almost ten; and Valerie Jo, who will be two just before Christmas.

Sharon Lynne came up with a deal the other day. She wanted to rake the leaves in our yard, for a dollar. . . I took a long glance at the yard and closed the deal real fast. (I never saw so many leaves). Her mother told her, if she did a good job, there would be an extra fifty-cents in the poke. . . so now, each night after school, (sometimes) you'll see Sharon Lynne, and three or four other "little people" giving the leaves a hard time.

In sporting events on Radio, you will hear quite often our National Anthem. . . especially at championship games. Well I hear my share of them, and Valerie Jo is usually around close by. So now what happens. . . Val, hums the National Anthem, and you can recognize it, too. Another song Valerie sings, is "My Darling Clementine", all she needs is a guitar.

I asked Ruthie, if I might write a couple words about her. . . and she said it would be alright, providing I didn't tell her age. So I promised that I would never tell anyone that she is six years younger than me (and I'm thirty-seven) but things like that have ways of leaking out.

Ruthie has been a beautician for about five years and in the very near future, she may realize an ambition of having a Beauty Shop of her own.

We will let you know when that time comes.

So long

Merl Douglas

960 ON YOUR DIAL **KMA DAILY PROGRAMS FOR DECEMBER, 1954** 5000 WATTS — ABC

DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

5:00 a.m.—Country Jamboree
6:00 a.m.—News & Weather
6:15 a.m.—Merl Douglas (M.W.F.S.)
6:15 a.m.—Practical Land Use (Tu. & Th.)
6:30 a.m.—Merrill Langfitt
7:00 a.m.—Dean Naven, News
7:15 a.m.—Frank Field
7:30 a.m.—Markets
7:35 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.—When A Girl Marries
10:00 a.m.—Kitchen Club
10:15 a.m.—Modern Romances
10:30 a.m.—Adella Shoemaker
10:55 a.m.—Betty Crocker (M.W.F.)
11:00 a.m.—Back To The Bible
11:30 a.m.—Hiland Tater Quiz
11:45 a.m.—Morning Markets
12:00 noon—Dean Naven, News
12:15 p.m.—Edward May
12:30 p.m.—Jack Gowing
12:45 p.m.—Markets
1:00 p.m.—Dick Mills' Show
1:30 p.m.—Betty Crocker (M.W.F.)
1:30 p.m.—Sheila Graham (T.T.H.)
1:35 p.m.—Dick Mills' Show
2:00 p.m.—News
2:05 p.m.—Dick Mills' Show
3:25 p.m.—Betty Crocker (M.W.F.)
3:30 p.m.—Florence Falk
4:00 p.m.—News
4:05 p.m.—Dick Mills' Show
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.—Ralph Childs, 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.—Voice of Firestone
8:00 p.m.—Your Land and Mine
8:15 p.m.—Club 960

9:30 p.m.—Tarkio College Story
9:45 p.m.—Join The Navy
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Martin Block
11:00 p.m.—News
11:05 p.m.—Music In The Night
11:30 p.m.—Back To The Bible

TUESDAY NIGHT

7:00 p.m.—Silver Eagle
7:25 p.m.—Les Griffith
7:30 p.m.—Club 960
8:00 p.m.—Basketball Game
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Sports Report
10:30 p.m.—Sports Scoreboard
10:45 p.m.—Gloria Parker
11:00 p.m.—News
11:05 p.m.—Music In The Night
11:30 p.m.—Back To The Bible

WEDNESDAY NIGHT

7:00 p.m.—Lone Ranger
7:25 p.m.—Les Griffith
7:30 p.m.—Club 960
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Martin Block
11:00 p.m.—News
11:05 p.m.—Music In The Night
11:30 p.m.—Back To The Bible

THURSDAY NIGHT

7:00 p.m.—Silver Eagle
7:25 p.m.—Les Griffith
7:30 p.m.—Club 960
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Martin Block
11:00 p.m.—News
11:05 p.m.—Music In The Night
11:30 p.m.—Back To The Bible

FRIDAY NIGHT

7:00 p.m.—Lone Ranger
7:25 p.m.—Les Griffith
7:30 p.m.—Club 960
8:00 p.m.—Basketball Game
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Sports Report
10:30 p.m.—Sports Scoreboard
10:45 p.m.—Gloria Parker
11:00 p.m.—News
11:05 p.m.—Music In The Night
11:30 p.m.—Back To The Bible

SATURDAY PROGRAMS

5:00 a.m.—Country Jamboree
6:00 a.m.—News & Weather
6:15 a.m.—Merl Douglas
6:30 a.m.—Merrill Langfitt
6:40 a.m.—Dean Naven, News
7:15 a.m.—Frank Field
7:30 a.m.—This Week In Sports
7:45 a.m.—Morning Headlines
8:00 a.m.—Saturday Shopper
9:00 a.m.—Bernice Currier
9:30 a.m.—Space Patrol
10:00 a.m.—Tops In Pops
10:30 a.m.—Adella Shoemaker
11:00 a.m.—Back To The Bible
11:30 a.m.—Am. Farmer
12:00 noon—Ralph Childs, 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.—Dick Mills' Show
6:00 p.m.—Scoreboard Roundup
6:15 p.m.—At Ease
6:30 p.m.—News
6:45 p.m.—Serenade In Blue
7:00 p.m.—Dancing Party
9:00 p.m.—Ozark Jubilee
9:30 p.m.—Lawrence Welk's Band
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Hotel Statler Band
10:30 p.m.—Proudly We Hail
11:00 p.m.—News
11:05 p.m.—Music In The Night
11:30 p.m.—Back To The Bible

SUNDAY PROGRAMS

6:30 a.m.—Musical Clock
7:00 a.m.—News and Weather
7:15 a.m.—Musical Clock
7:30 a.m.—Gospel Faith Hour
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.—Wes Haines' Sun. Album
12:00 noon—News
12:15 p.m.—Music That Endures
1:00 p.m.—Light & Life Hour
1:30 p.m.—Back To The Bible
2:00 p.m.—Newstime
2:15 p.m.—Sunday Worship Service
2:30 p.m.—Hour Of Decision
3:00 p.m.—Revival Hour
4:00 p.m.—Gospel Faith Hour
4:30 p.m.—Greatest Story Told
5:00 p.m.—Mon. Morn. Headlines
5:15 p.m.—Paul Harvey Comments
5:30 p.m.—O. L. Jaegers
6:00 p.m.—Living Room Frolics
8:00 p.m.—Walter Winchell
8:15 p.m.—Taylor Grant
8:30 p.m.—Living Room Frolics
9:00 p.m.—Paul Harvey
9:15 p.m.—Am. Town Meeting
10:00 p.m.—News
10:15 p.m.—Guest Star
10:30 p.m.—Revival Time
11:00 p.m.—News
11:05 p.m.—Music In The Night
11:55 p.m.—News

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Listings Correct at Time of Publication.

However, all Programs Are Subject to Change.

KMA COOK BOOK



All Time Favorite Recipes



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KMA's Three Homemakers

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- ★ *Bernice Currier*
- ★ *Florence Falk*

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