

The

KMA GUIDE



Two-year-old Jeannine Langfitt has the right idea on how to get 1955 away to a wonderful start. That's right, she's dialing to the 960 spot on her folks' radio.

It's quite apparent that "Neenie" knows that in 1955 she will get the finest in radio entertainment on Radio KMA, where listening will be better than ever before.

Perhaps you can't quite make out what that little patch on the rear of her farm-ettes says. Well, it has good advice, too, for it very boldly states. "DON'T SPANK."

We asked Jeannine for a comment, and all she would say was "KMA, 960 on your dial". . . just like her daddy had trained her right. . . for of course, all KMA Guide listeners know her father is Merrill Langfitt, KMA's farm service director. His "RFD 960" program is heard from 6:30 to 7:00 Monday thru Saturday.

1955 PLEDGES FROM KMA FOLKS TO YOU

With the hustle and bustle of the holiday season pressing us from all sides, we didn't have time for a complete roundup of resolutions, but the Guide editor did talk briefly with a few of the "wheels" that make KMA go round-and-round, and here's what they said regarding 1955.

Warren Neilson, program director: "Every effort will be made to give our listeners just what they want. We will go out on special events wherever and whenever possible, and will direct our programming to conform with the taste of the KMA listeners. Tell them to write us any time, letting us know what they like and dislike."

Dean Naven and Ralph Childs, in the news department: "We can't make the news. . . but we can do our level best to report it. . . and to edit the national and international newsbreak, so that we give our Midwest audience the news they want. We are building up a vast network of dependable correspondents all over KMA-land, so that we will be able to stay right on top of any big story that should crop up. If there's big news in 1955 in KMA-land, we want to assure our listeners that KMA will bring them the first, most factual and most complete story when it is humanly possible."

Merrill Langfitt and Jack Gowing of the farm department: "We are keeping our eyes open and our ears tuned to the pulse-beat of the Midwest farmer, and watching all developments that would affect the rural economy. We hope to continue in 1955

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with the vast program of field days, educational meetings, and other aids for our KMA farm audience. We, too, would like to hear from them if they have any criticisms, constructive or otherwise."

Doris Murphy, director of women's activities: "Our three wonderful homemakers—Adella, Bernice, and Florence and I promise to you that there will be a fun-and-fact filled year in 1955 from the gals' standpoint. We hope to have more get-togethers like our Homemaker Day and Cookie Tea, so that we can spend more time with all of our KMA Guide friends in person."

The disc jockeys, Dick Mills, Mike Heuer, and Merl Douglas: "We want nothing else but to please you. Your wish is our command, so let us hear from you. . . often."

Well, there you have it. Everyone here wants to please you with the very best that they possess during 1955. So do as they say, if you have something you would like to hear, drop them a postcard, and we will all try to oblige.

And from everyone here at Radio KMA, let me extend to you our most sincere wish for a Very Happy and Prosperous Year in 1955.

Toke Nelson,
Guide Editor

FLORENCE FALK NOW HEARD ON SUNDAY

Florence Falk, the Farmer's Wife, can now be heard on Sundays over KMA at 12:30, with a very pleasant, entertaining program "Sunday on the Farm".

The regular Saturday half-hour program which Florence formerly had has been cancelled because of the Saturday Metropolitan Opera schedule on KMA, and the Sunday show has been added.

We have already received a number of favorable comments concerning her fine new Sunday program.



A Chat With Edward May



This is the first occasion I have had to write 1955 and probably one of the last times to write 1954. Thus a new year has been ushered in and the old one has slipped into history. I hope last year had many enjoyable experiences for you. It certainly is one we shall always remember at our house for we were blessed with the arrival of a son. You see his picture above and, believe me, even at the tender age of six months he is all boy. He was only five months old in the above picture and since then he has cut his first tooth and learned a little better how to "work" his two sisters as well as Eleanor and myself. I hope I don't sound partial toward the boy for I think every bit as much of both Annette and Karen as Edward Jr. (the girls call him "little Eddie").

At our house we are still looking back toward a perfectly wonderful holiday season. I hope Santa was as good to all children as he was to ours. After opening our gifts we went next door to my sister and brother-in-law's where the family gathered for a most enjoyable turkey dinner. Naturally we ate too much, as one usually does at a family affair, but it was most enjoyable having the entire family together. I believe most of us look forward to Christmas because it is one day of the year in which families do make a supreme effort to be reunited. Actually our family sees a great deal of each other because we live in the same town, but I do hope you were able to spend Christmas with your loved ones.

Since this is the January issue of the Guide now is the appropriate time to make a few New Years Resolutions. Most of us do make some resolutions but I wonder how long we keep them. Here are some of my resolutions and I am going to make every effort to keep them throughout 1955: (1) Remember birthdays and anniversaries; (2) Be active in church affairs; (3) Always drive carefully . . . make every day a safe driving day; (4) Always wear a smile—the world appears much brighter if one has a smile; (5) Make at least one new acquaintance each month (preferably each week); and (6) Set the radio dial to 960.

In closing, on behalf of all at KMA, I want to wish you a Happy New Year.



Center of attention at the May household is "Little Eddie", who was five months old when this was taken.

KMA Finds Missing Mother In Time For Dramatic Christmas Reunion



Here's the joyous scene at 1:05 a.m. on Christmas Eve, the May Broadcasting plane brought Elsie Mae Rhoades Hill "home for Christmas" with her four sons.

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"You're more than a Santa Claus, Edward May, you're the finest man God ever created!" wept Mrs. Tom Woods of Shenandoah two days before Christmas, when the president of KMA - KMTV told the ailing grandmother of four boys that her missing daughter would be home for Christmas.

Mrs. Woods, who recently had a cancer operation and just before Christmas broke her ankle, made an appeal to Edward May to make one final effort to locate the mother of the four boys, who had walked away from a dance at Sheridan, Missouri on September 27, 1949, and had never been heard from since. Mrs. Woods told how she had raised the four boys—Mike, 10; Dave, 8; Dick, 6; and Bobby, 5; since her

daughter had disappeared. She said it was hard to manage the boys with a broken ankle, and on a salary of less than \$40 per week. Her husband was a mule-skinner here in Shenandoah.

Her story struck a very responsive note to the young president of KMA and KMTV, and he immediately went into action. He called in his promotion and newsmen. "I'll pay the expenses to find her and to get her home, but we should do everything in our power to find the mother for those four wonderful little guys," he told his staff.

Several stories and pictures were dispatched to the wire services, with a plea that they get nation-wide distribution. The wire services cooperated 100 per cent, and

(continued on page 9)

EDITH HANSEN WRITES:

Fort Worth, Texas
December 13, 1954

Dear Friends:

First, let me wish each of you the happiest New Year ever! It has been a long time since I have had the opportunity to send each of you a personal letter and I do consider the letters and articles in the Guide to be personal, so hope you will accept this as my holiday letter to you.

So many have asked how I like Texas. It all depends on the season of the year you ask that question. From the time the weather becomes cooler, about October 1st, until the temperature starts reaching 100°, in the late spring—I like Texas! Those three to four months of heat just about get me and during that time it's easy to say—I don't like Texas.

While Fort Worth is not the deep south, I notice the many changes in living, in dress and even in food. While I still prefer the foods I've always eaten in the mid-west, folks here like corn-bread, black eyed peas, okra and red beans. Most of the meat is barbecued whether it is beef, chicken, game, or rabbit. Some make the really hot barbecue sauces and outdoor cooking in the various types of fireplaces is popular. I find that it is hard to get good pork roasts or chops, and as I was raised where we did our own butchering, especially of pork; I think I miss that most. Naturally, hams and bacon are the same as we got in Nebraska or Iowa.

Having had a chance to eat many fine barbecued meats, I have been told so often that the finest of all barbecues is barbecued goat or Cabrito. This last fall I tried Cabrito in a restaurant specializing in Mexican food. Never again! The sauce was so hot I couldn't tell what the meat tasted like and I still want a drink of water to put out the fire just to tell about it.

It still seems odd to me to plant shrubs and trees any month of the winter. Arbor Day is in January! If there is plenty of rain, anything is planted any month. But during the eighteen months I have been here, this part of Texas has been experiencing a drouth. By watering almost constantly from July 1st to October 15, we have saved our lawn and shrubs. But where water could not be used, a lot of lawns and trees have died. Mimosas and crepe myrtles seem to stand any amount of heat and drouth so they are used extensively in landscaping.

Fort Worth is a big city and growing fast. I still prefer living in a smaller town for the crowds and traffic are confusing and tiring. I seldom go down town as we have one of the modern shopping centers near here and parking is no problem.

January, 1955



More than 300 women from Iowa, Missouri, Nebraska and Kansas flocked into Shenandoah on December 3, to be guests of KMA's Homemakers at the first annual Cookie Tea. Each of the Homemakers gave a short talk, and displayed some of their Christmas specialties. At right is Florence Falk the Farmer's Wife with her decorative ideas and other novel Christmas ideas.

The highlights of each day here as when I was in Shenandoah, is the arrival of the mail carrier. All of your letters are forwarded to me here after orders are filled at the home office. We have a tape recorder so the daily programs for KMA and all stations broadcasting Kitchen Club are put on recording tape here, then sent to Omaha to be recorded. I miss not being able to talk to you directly from my kitchen, but this is next best. There is more delay in your letters reaching me and in my reading them on the air, otherwise my days activity is about the same. I do more cooking here than I was doing at Shenandoah alone, and as we have a big yard and quite a few trees, shrubs and roses, I have become a first-rate yard man. I have always preferred working out of doors and with the insects, drouth and a big Boxer dog as handicaps to my gardening, I really have to work to outwit them.

I want to thank all of you who listen in on our Kitchen Club and thanks loads for your cards and letters. I wish I could reply to each one personally.

Sincerely,
Edith Hansen

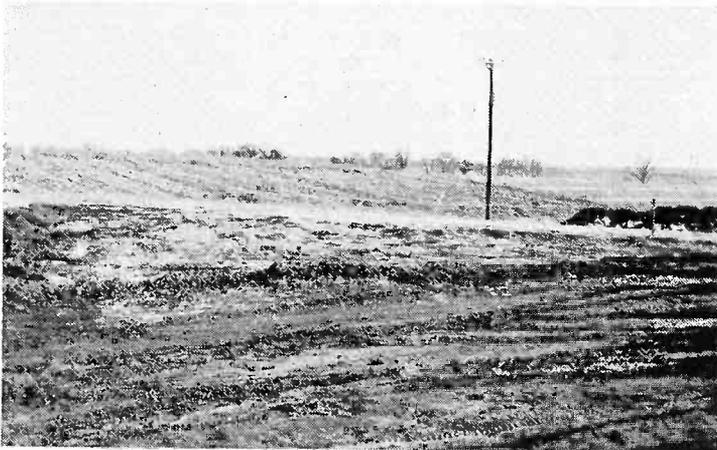
Frank Comments

By FRANK FIELD

I'm a little disappointed in this picture, because I honestly thought when I took it that the stakes and strings would show up better than they do. What you are looking at is a vacant lot with the stakes and strings showing the ground plan of a house.

Yes, after all these years Jenny and I are in the process of building a house. It all started back about the first of Sept. and right now three and half months later we still are not one bit nearer to moving in except we do have the lot and we do have the stakes driven, showing the outline of the hole which is yet to be dug for the basement. But with considerable luck in the way of mild weather for the next two weeks, we hope to get the basement excavated and the footings poured and the foundation layed. The contractors assure us that once the foundation is in place, they won't mind winter and can actually have the house completed ready to move into by March 1st. As far as Jenny and I are concerned that is the deadline anyway, as our present home where we have lived for the past 15 years has been sold. We must vacate and give possession on that date.

While the children were all home our present 8 room house was not too large but now that they are all married and gone, Jenny and I have gotten tired rattling around in the big house and we feel that a four room modern house all on one floor with an up-to-date kitchen and with all the latest gadgets would be just about right.



Here's what it looks like now, where Frank and Jenny are going to build their "dream" home, we hope to keep you up to date as their building plans proceed.

We read all the magazines and books and visited all our friends who have recently built new homes and decided on our floor plan which consists of two large bedrooms with large closets, a large complete modern kitchen with small dining area, and a large living room with dining area at one end. Of course there will be a full basement with utility area partitioned off at one end. The remainder finished as a recreation room. The garage would have to be fairly good size and attached to the house.

We have these ideas all down on paper in form of a rough sketch and presented it to the architect. Several weeks later the floor plan came back all drawn to scale but with several things which we didn't like at all due to misunderstanding on the part of the architect. Then several weeks later back came the complete set of plans with everything just exactly the way we had always dreamed of them.

We submitted the plans to the contractor for an estimate on the cost of building such a house. Jenny and I both fainted, of course, when we got the bad news and she was all for going over the plans and seeing what we could eliminate in order to get the cost down to what we thought we could afford. So we went over the plans item by item and do you know what: After two hours of careful study we had not yet cut out a single item. We just couldn't bear to dispense with anything, so we just bundled up all the papers and mailed them in to the great white father in Washington who has a nephew whose initials are FHA and asked him if he would please loan us the balance of the money to build our house, if we would promise faithfully to pay it all back a little each month.

At the present writing we have not yet heard from Mr. FHA, but we have practically positive assurance from the contractor the lumber yard, and the realtor who is handling the deal, that everything is going to be okay. It seems there are several miles of red tape which must be carefully unwound, together with a certain amount of buck passing on the part of everyone concerned.

In the meantime all this beautiful mild autumn weather so unusual for December is rapidly slipping away and we still don't have our foundation in place.

Watch this page next month for the next chapter in the story of the Field's new house. —Frank Field

Grass Root Notes

By

MERRILL LANGFITT

KMA Farm Service Director

As we begin the year 1955, looking back to 1925 seems long, long ago. At the same time 1985 seems far into the future and yet how the years do roll by. Seems only a short time ago we were heralding the dawn of the infant 1954, but now it is gone. 1954 was eventful in many ways but will probably go down in history as rather an ordinary year. Perhaps 1954 has particular significance to you. Maybe a loved one has gone, or a new member of the family has arrived to find his place in our fast moving world.

In the KMA Farm Department 1954 seemed like a busy year, many farm meetings were held in the KMA auditorium, a large and successful fertilizer field day was held at the Shenandoah airport in August, the Fair season was as busy as ever in general, Jack and I were on the move almost constantly.

There were problems for farmers in 1954, many of which have not been successfully solved. The problem of lower farm income and higher operating costs are still a troublesome reality. We have greater need for real leadership in agriculture than ever before. As our society becomes more complex, we seemingly have more and more perplexing problems - and certainly our society is more complex. Surpluses pile up, and yet we are learning each year how to produce more food as our researchers work around the clock. We are in that awkward age, as one segment of the total economy, where we are producing food faster than the increasing population can consume it - and yet authorities say we may be short of food by 1985.

Yes, 30 years seems a long time away but we can foresee some of the problems the next 30 years will bring forth. We have had problems before - in the past 30 years as a matter of fact. We solved most of them, didn't we? Maybe not to the



Compare this picture with the one on the cover. It's a strikingly similar pose, but this is a photo of Judy, now 15, taken when she was two years old.

satisfaction of everyone, but we did solve most of them. The past 30 years saw us through a terrible depression. We recovered from that catastrophe and went ahead to achieve tremendous production goals during World War II.

One of our big problems in agriculture is that we cannot adjust to changing times fast enough. Agricultural production cannot be turned on or off as conditions may suggest we should. No longer can farmers be complacent about things that happen to affect our welfare. Farm people must take an active interest in things that determine our well being. We must not set back and admit that we as individuals can do nothing to make things better.

The voice of agriculture is no longer a weak and infant cry. Agriculture is a full-grown healthy segment of society and we must speak up not only as organizations but as individuals and display the intelligent leadership of which we are capable.

In the KMA farm department it will be our job to attempt to interpret the problems of agriculture and to dignify the position of the farmer whenever we can. Toward these goals we set forth in our new year 1955. Let's all do more to achieve better things for agriculture in this brand new year.

Merrill Langfitt

960 ON YOUR DIAL **KMA DAILY PROGRAMS FOR JANUARY, 1955** 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.—Shella 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

7:09 p.m.—Lone Ranger
7:25 p.m.—Les Griffith
7:30 p.m.—Voice of Firestone
8:00 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
7:00 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
4:00 p.m.—Dick Mills' Show
6:00 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 Stafler, 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.—Memories In Music
12:30 p.m.—Sunday on The Farm

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.—Evening Comes
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. Jaggors
6:00 p.m.—Showtime Review
6:30 p.m.—Valentino
6:45 p.m.—Travel Talk
7:00 p.m.—Town Meeting

8:00 p.m.—Walter Winchell
8:15 p.m.—Quincy Howe
8:30 p.m.—Sammy Kaye
9:00 p.m.—Paul Harvey
9:15 p.m.—Elmer Davis
9:30 p.m.—Opera Album
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

Listings Correct at Time of Publication.

However, all Programs Are Subject to Change.

HEUER SAYS:

Whenever people ask me when I began my work in radio I say a little over nine years ago. But when anyone asks me when I started disk-jockeying I say when I was three years old. Now don't get me wrong. I was not in radio that long ago but I did start spinning discs, after a fashion, when I was a little shaver. I used to go over to my grandfather's house and really have a ball with his old Edison phonograph. The discs were by George M. Cohan and other old time stars.

Because of the depression there weren't many records made so I had to be content with a series of discs that were called "Hits of the Week." They were pressed on heavy cardboard and how the manufacturer got that brainstorm I don't know. In order to keep the needle in the groove one would have to put his finger right next to the center spindle and hold the record down while it was spinning. Well, I lived through that period but my finger hasn't been the same since. The reason I mentioned this ancient history is that I believe history is repeating itself. Although he doesn't have to run over to Grandpa's house and the records of today lay pretty flat (some sound flat too), my 4 year old son Tommy is quite a disk jockey. He'll spend hours with his machine playing records, singing along with them and even dancing with them (providing you aren't watching him). He had Mommy call me up one night and he asked me if I was going to play "Shake, Rattle and Roll!" If you've ever heard the song and I'm using the word "song" lightly you'll understand why I was mildly shocked with his musical tastes. Other favorites on the Tommy Heuer Hit Parade are "Papa Loves Mambo", "The Little White Duck" and "Mister Sandman." His younger brother Jeffrey, who'll be a year old in February hasn't shown any love for music yet. His primary interests right now are his brother's toys, keeping his stomach filled and getting a little shut-eye every so often. Tommy and Jeffrey's mommy, that's my wife Betty, likes music too.

We both like good pop music. Betty likes to dance but I think we've been dancing three times since we've been married. . . on our first anniversary, just before I went overseas to Korea and after I got back. Now a little about my Club 960. It's on five nights a week Monday through Friday and if you don't already listen I hope you'll join us. All the latest tunes are featured and once in awhile we dig one out of the archives. Since this column will be in the January issue I'd like to make a personal resolution to you. To play music you'll enjoy. Why not listen and find out? Mike Heuer

KIDDIE KORNER TO STAY ON THE AIR

"Kiddie Korner" the popular half hour program of children's music and stories featuring Uncle Dick Mills will stay on the air after January 1, 1955, because of popular demand.

The program, heard Monday thru Friday at 4:05 was originally planned as a pre-Christmas entertainment feature for the children. However the response from the little children themselves, and also their mommas, was so gratifying that the program is now firmly entrenched as a daily listeners' favorite on KMA.

Dick Mills, the popular afternoon music master, plays all records of appeal to the "small fry", also reads birthday greetings, etc. on the program.

MISSING MOTHER

(continued from page 4)

on Thursday, December 23 at 11 a.m. the missing mother, now Mrs. Elsie Mae Rhoades Hill walked into the offices of the New York Post. From there she phoned Edward May and her mother, and the next trick was to get plane tickets on the crowded holiday planes, to get Mrs. Hill, and her new husband David home for the holiday reunion.

With the help of CBS personnel in New York City, KMTV and KMA executives were able to get United Air Lines to make available two plane tickets. The Hills, amidst television cameras, and scores of radio and news personnel, boarded a plane at 6:30 (NY time), landed in Chicago for another seige with the press, had another bout with the news forces that cover the nation in Omaha, where they were taken in tow by KMTV personnel. They were transferred to the May Broadcasting plane for the final leg of the journey and arrived at the airport in Shenandoah at 1:05 a.m. on Christmas Eve. At the hangar to greet Elsie Mae were her four boys, her mother who was on crutches, Edward May, who brought an armload of gifts for the mother to present to her newly-found sons, and another battery of radio, television and newspaper people.

The KMA station wagon took the happy reunited family to the Woods home following the festivities at the airport. In their haste though, they had forgotten Elsie Mae and her husband's luggage.

And writing a wonderful ending to KMA's Christmas Story, Edward May picked up the luggage at the airport at 2 a.m. and drove it to the Woods home in Shenandoah, to wrap up one of the most dramatic "family reunions" ever reported to the American press.

A LETTER FROM BERNICE CURRIER

HAPPY NEW YEAR to you dear people! I am so glad it is my turn to write to you this first month of the New Year. It is the time of retrospection and the time to make new resolutions. We look ahead to the year before us and think what a wonderful opportunity to correct the faults we had in 1954, then (woe is me) we go right on doing the same things and thinking the same thoughts.

December was about as busy a time as we have ever known. We had the KMA Cookie Tea and enjoyed every minute of the preparation for it and every minute of the Tea itself. I hope we can do that again sometime. You got to know and talk with Dick Mills and Gretta Bellamy and discover what fine people they are and what gracious entertainers we have here. Then we all had our Christmas plans to perfect, folks dropping in at unexpected times, Christmas cards to send, menus to make out, houses to clean, grocery lists to make and perhaps two or three programs that you were responsible for and—but I could go on endlessly. The picture on this page seems to have been taken when I least expected it. I think perhaps that was the only second in the whole day when I wasn't smiling. I must have been wondering how in the world I was going to get all the things home without ruin-

ing the baked goods. Now the Christmas Tree Coffee Cake is in Cora Pace's freezer waiting for my sister and brother-in-law, Elizabeth and Lee to come and help eat it. They will be here by the time you read this letter and will have talked to you on my visit with you. I had planned to go to Ed and Patti's at Elmhurst, Illinois for Christmas until I heard from Elizabeth. Then I called Ed to tell him they were coming and he said "Bernie, I think you are tickled to death to have someone to cook Christmas dinner for. And that was the truth. Christmas is a time of doing for those you love, and I wanted to cook dinner.

In retrospect I look back and think of the letters you Homemakers have written to me this last year. I think you are the finest folks in the world. You have sent me such good recipes and I have shared many of them with all our radio friends. So this is my answer for all of your letters and cards, this is my New Years Wish for YOU—

That you may have some new and unexpected happiness, that your friendships will ripen and grow through the days and months ahead. That you will enjoy good health and prosperity thru the year.

Be with me every morning Monday thru Saturday at 9:00. Until then, Bless your hearts.
Goodbye, Bernice



Here's the attractive setting that Bernice prepared of some of her Christmas specialties for the KMA Homemakers Cookie Tea. She's still mad at me (the photographer) for taking a picture the only minute during the entire day when she wasn't beaming with smiles.



Homemaker's Guide

"THE FARMER'S WIFE"

By FLORENCE FALK

Greetings from the farm kitchen this January 1955! New recipes are being tried and duly tested by the farm family.

Try this fine fish recipe:

FISH OUTLETS

- 2 cupfuls of cooked fish chopped fine (cook by boiling for about 5 minutes)
- 1 c. top milk or very thin cream
- 3 T. butter
- 3 T. flour (Gooch's)
- 2 egg yolks
- 1 T. chopped parsley
- dash of paprika
- salt and pepper to taste

Scald the milk. Rub the flour into the melted butter, add milk and cook, stir until the mixture thickens. Add the yolks of eggs lightly beaten. Remove from the fire and add the fish. Mix to avoid breaking fish into small pieces. Season with parsley salt, pepper, and paprika. If you like add a bit of onion juice or onion salt. Form into outlets, cover with beaten egg and bread crumbs and fry in deep fat. Makes 6 good servings.

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Serve a good salad with the fish outlets.

PINEAPPLE-CHEESE SALAD

- 1 package lime gelatin
- 1 c. crushed pineapple
- ½ c. finely chopped celery
- 1 three-ounce package cream cheese
- 1 c. whipping cream

Prepare gelatin according to package directions. When slightly thickened, add pineapple and celery. Mix. Then add cheese and cream which have been whipped together. Turn into large mold or individual molds. Chill until firm. If desired, garnish with whipped cream to which a little mayonnaise has been added.

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For desert how about serving a

COCOANUT CREAM PIE

- 2 c. milk
- 3 egg yolks
- ½ c. sugar
- dash of salt
- 3 T. cornstarch
- ½ t. Amred vanilla
- 1 c. whipping cream
- ¾ c. fresh grated or packaged cocoanut

Combine sugar, cornstarch, and salt. Scald milk and add dry ingredients slowly to hot milk, stirring until smooth mixture is obtained. Cook it over hot water, stirring frequently. Cool mixture to luke-warm and gradually stir in egg yolks. Cook over hot water until custard thickens. Cool, add vanilla, and pour mixture into baked shell or crumb crust. Chill and whip the cream. Just before serving spread whipped cream over the custard and sprinkle with cocoanut.

"COOKBOOK TIME"

By BERNICE CURRIER

SAVERY EGGS

The Government report says eggs will be plentiful in January. Let's help by using them as main dishes. Here is a delicious luncheon or supper dish. It comes from Mrs. Otto Wusk, of Sterling, Nebraska. Cover bottom of 8 inch square shallow baking dish with thin slices of American cheese. Dot with butter. (2 T)

Combine:

½ c. cream, ¼ t. salt, 1 t. prepared mustard, and pepper to taste. Pour half of this mixture over cheese.

Beat 6 eggs slightly. Pour into baking dish.

Pour remainder of cream mixture over top. Bake in a moderate oven about 25 minutes, until set. Cut in squares and serve hot.

PEA—AVACADO SALAD

Perhaps you received some avacados for Christmas, and would welcome a good way to use them. This salad is a good way to introduce this fruit. People who think they do not like avacados enjoy this.

- 4 hard cooked eggs, chopped
- 1 c. peas
- 1 avacado, cubed
- 2 stalks of celery, chopped
- ½ c. pecans, broken
- 3 large sweet pickles, chopped
- ½ chopped pimento
- 1 t. grated onion

Mix all together with salad dressing. Serve on lettuce leaf. If made ahead of time add pecans just before serving. Note: Avacados should feel soft when you press them to be at their best. If yours is too hard, wash and dry thoroughly. Bury in flour for a couple days. Watch closely as they can easily become over soft.



CHOCOLATE COLA CAKE

Mary Taylor made this cake, and I heard reports about it that sent me scurrying for the recipe. Here it is. I, too, star it. Have all ingredients at room temperature. Sift together into a large bowl:

- 2 c. sifted flour
- 1½ t. soda
- 1 t. salt
- 1½ c. sugar
- ½ c. cocoa

Add:

- ½ c. shortening
- ⅔ c. buttermilk or sour milk
- ⅔ c. cola beverage

Beat for 1½ minutes until batter is well blended. Add 1 egg and 2 egg yolks and beat for 1½ minutes.

Pour into 2 well greased pans at least 1¼ inches deep. (8 or 9 inch pans) Bake at 350° for 30 - 35 minutes.

Cool and frost with the following:

Combine 2 egg whites, ¾ c. sugar, ⅓ c. light corn syrup, ⅓ c. cola beverage, ¼ t. salt, ¼ t. cream of tartar - all in top of double boiler.

Cook over rapidly boiling water, beating with rotary egg beater until the mixture stands in peaks.

Remove from heat continue beating until thick enough to spread.

HOMEMAKERS VISIT

Happy New Year - Good Eating

A complete menu has often been suggested. How would you like this for a beginning?

- Vegetable Soup
- Ground Beef Beefsteak
- Duchess Potatoes
- Horse-Radish Beets
- Hot Gingerbread
- Lemon Sauce

GROUND BEEF BEEFSTEAK

Combine—

- 1½ lb. ground chuck
- 1 T. chopped onion
- 1 t. salt
- ¼ t. pepper

Form into shape of steak about 1¼ in. thick. Place on double thickness of aluminum foil. Broil in pre-heated broiler 3

in. from flame for 4 min. on each side for rare, or 7 min. each side for well done. To turn steak invert it on another piece of foil. Serve with chilli sauce.

DUCHESS POTATOES

Combine—

- 3 c. mashed hot potatoes
- 2 egg yolks
- 2 T. rich milk
- ½ t. salt

Beat well, then form into 6 mounds. Place them in a greased shallow baking pan. Brush with melted butter & place under broiler to brown to a golden brown. Serve these around the steak on a hot platter. Garnish with cress or parsley.

HORSE-RADISH BEETS

Drain & save liquid from No. 2 can beets

Melt 1 T. butter in sauce pan

Add ½ t. salt

Add 1 T. prepared horse-radish

Add 2 T. brown sugar

Add 1 T. lemon juice

Blend 1 T. cornstarch with beet liquid, stirring liquid into cornstarch gradually. Then slowly mix this with the saucepan mixture. Cook stirring constantly until it begins to thicken. Add beets & heat well. Makes 4 servings.

LEMON SAUCE FOR GINGERBREAD

½ c. sugar

1 T. cornstarch

dash salt

dash nutmeg

1 c. boiling water

2 T. butter

1½ T. lemon juice

Mix sugar, cornstarch, salt & nutmeg; gradually add water & cook over low heat until thick & clear. Add butter & lemon juice, blend well. Makes 1½ cups.

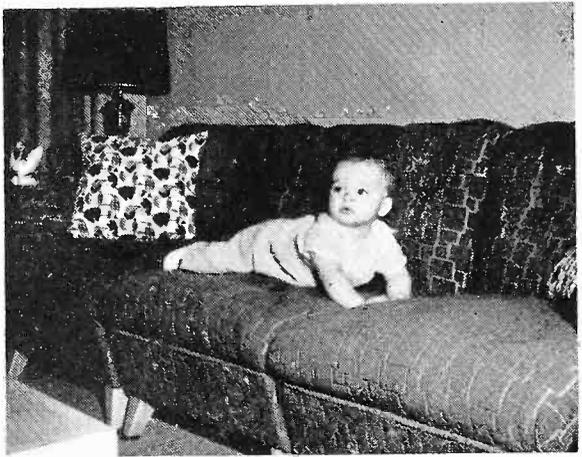
(Ed: Note: If you enjoy fine recipes, keep tuned to all three homemakers each day. They bring you countless recipes over the air which never appear in the Guide. Listen, too, for some real big news about a special new Cook Book which they have published for all their listeners and KMA Guide subscribers.)



KMA's Family Album

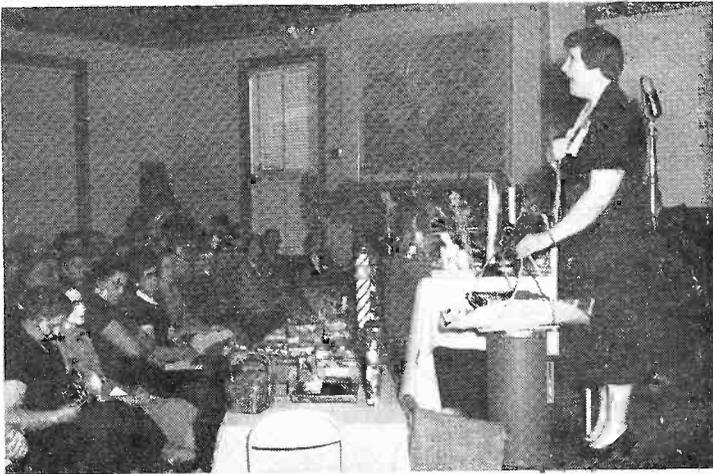
RANDY GOWING GREETES THE PUBLIC

Here's a cute picture that Jack and Pauline Gowing are sending out as a Christmas greeting, of their 9-month-old boy Randy, who was fascinated by the camera.



ADELLA TELLS HOW TO PREPARE CHRISTMAS PACKAGES

Adella Shoemaker, one of KMA's three lovable ladies of knowledge, impressed more than 400 gals at the Cookie Tea with her display on how to prepare Christmas packages. Adella whose "Cook Book Time" program is heard at 10:30 six days a week, also gave talks to many clubs in this area on Christmas packaging.



TATER QUIZ GANG IN ACTION

Here's the Hiland gang, in action, giving money away on their daily show which is heard at 11:30 Monday thru Friday on KMA. From left to right, all clad in Scotch plaids, are Lyn, Merl Douglas, Scotty (Warren Neilson to his close friends) and Betty Soflin.





On the KMA PARTY LINE

By DORIS MURPHY

Even giving something away, has its problems! Station Manager TONY KOELKER and family found this out when they decided to give away their pedigreed Dachsund dog, "Schatze." They put an ad in the paper. Soon as it was out, the calls started, and immediately a good home was found for the dog. BUT... the clanging of phone kept up all late afternoon and evening. Over and over again they explained to 15 or more callers, they weren't interested in selling the dog, just wanted to find her a new home and they had already succeeded. You can imagine their relief when bedtime arrived, so the calls ceased! Yes... giving away something FREE even becomes complicated nowadays!

Moving day is hard, and it's no time to have little kiddies around. So when newscaster DEAN NAVEN and family moved recently, 4 year old Tammy was sent to grandmothers near Corning to stay a few days. After things were pretty well straightened up in the new home, word was sent for Tammy to come home. Driving back with Grandmother was fine, until they came to the corner where they form-

erly turned to go to their old home. Then Tammy threw a fit! Grandma didn't turn there and Tammy knew Grandma was wrong. Even after they arrived at the new home, and she found mother and daddy there, she wasn't quite convinced everything was alright, and kept worrying all day about "going home." Yes, when you're only 4, this business of moving can really make you a "poor mixed up kid!"

Program Director WARREN NEILSON loves hunting! One Sunday he was getting all set for a hunting trip, so he got out his outboard motor, extra gas, gun, shells, a knapsack filled with lunch, and put them out on the back porch while loading up. Suddenly he discovered he had almost forgotten to put his gun in the car. After getting that in, he drove to Farragut, picked up his hunting companion, then drove to the lake where they were going to hunt. He hadn't eaten any lunch before hand, thinking the lunch of sandwiches, hot bean soup, cookies and apples his wife had fixed, would taste so good out in the open. But when he started to look for his "feed bag," he discovered he had forgotten it. It was still on the back porch. Poor WARREN... his favorite sport didn't seem half so much fun, when he had an empty stomach.

The young fellow you see pictured here busy at the typewriter may be too young to be a stenographer, but he is intently interested in helping out his dad, announcer MIKE HEUER. Jeffrey, age 11 months, complete with snow suit, who had just arrived at the office, started making the typewriter "hum." Maybe he was helping dad tabulate the answers coming in on the phone as to WHAT is a "Doodle-Le-Boop." Mystified after playing the recording "Santa and the Doodle-Le-Boop" on his Club 960 program, MIKE decided to ask the listeners what THEY thought a Doodle-Le-Boop was. Calls came in naming it everything from a left handed hammer to hit right handed thumbs, to a retired disc jockey, and a left handed flea. One lady just said: "It's something different." SHE must be right! It certainly IS something different!

One of the youngest "on-the-air" personalities on KMA now is Guide Editor TOKE NELSON'S 4 year old daughter Cristi,



Jeffrey Heuer at the Typewriter



KMA's youngest on-the-air voice is Cristi Nelson, shown here enjoying a tea party with several friends.

shown on this page entertaining a few friends at tea. Daddy took home a tape recorder to get Cris to comment on DICK MILLS "Kiddy Korner" show, broadcast daily at 4:05 p.m. Cris was anxious to talk. Then the engineers took Cristi's phrases and spliced them in with some by Billie McNeilly of the continuity department, and now KMA has some fine announcements reminding you of this popular show. Incidentally, Uncle Dick Mills wants to hear from all you kids, and mommas too. He will play kiddy request tunes on this show, so let's see you flood him with postal cards.

DON JOE of KMA's sales staff, who suffered a broken jaw in an auto accident, had a terrible time getting accustomed to having his jaws wired shut. One of his most distressing moments came when he took some letters to the postoffice, bought some stamps, then tried to lick them. He couldn't do it, so finally talked the postal clerk into licking them for him. But now...the wires are off and DON'S thankful to be back on the job announcing sports and eating solid food again.

You've all heard of "Come As You Are" parties. But here's something different in the entertainment line. MARY LOUISE WALLIN of the continuity department invited six friends to a "Let Your Hair Down Party." Instead of the customary Christmas wrappings, gifts were wrapped in newspapers. And when it came time for refreshments, the KMA gals devoured a huge kettle full of chili, topped off by a dessert of cake and coffee.

If you have reached the stage where beautiful big flakes of snow flying thru the air, fail to thrill you, then you should have seen the 9 month old son of JACK GOWING, and year old son of TONY KOELKER recently, when they saw their first snow storm. Squeals of delight came

from the babies as they stood at the window infatuated with the beautiful sight.

MERRILL LANGFITT, KMA's Farm Service Director and secretary of the National Association of Television and Radio Farm Directors, found a little button with the letters C. H. on it, proved magic when it came to service at the Conrad Hilton Hotel in Chicago. Being an officer in the organization, he was very busy. To help speed up his work, the Conrad Hilton where the convention was being held, sent him a basket of fruit, enclosing a button he was to wear which entitled him to special services. The elevator operator on noticing his button, would go up or down...whichever he wanted. He found it a wonderful time saver and appreciated the hotel's thoughtfulness.

New York with it's millions of hustling people and millions of Christmas packages going thru the postoffice, still is a "City With a Heart." BERNICE CURRIER has proof of it. Shortly before Christmas she mailed a package to her daughter Margaret Boylen in N. Y. Soon after mailing, she discovered she had misaddressed it. Quickly she called the postmaster who advised her to write the N. Y. postmaster telling him of the error and giving the correct address. She did. When the busy postmaster heading up 7,500 employees, in the largest city in the world, got her letter he dispatched a special messenger to Margaret's with the package. News of it's safe arrival was cleverly written on a card from Margaret to her mother saying: "Neither rain nor sleet nor snow nor gloom of night shall stay these Couriers from swift completion of their appointed rounds. Motto of the U. S. Post Office Dep't. P. S. The package arrived safely, by special Courier, who, being a true citizen of this great, cold-hearted city said: "We got your mother's letter!"

KMA Has a New Gospel Quartet

MISS LOIS ADELUNG
108 EAST GRANT
SHENANDOAH IOWA



You'll be hearing a lot from this talented Gospel Quartet on KMA from now on. It's the "Dixie Four" who have joined Radio KMA. They come to us from Indianapolis where they were on WIBC for nine years. . .and the group has also had a 15-minute network show once a week for seven years. Only unmarried fella in the group is handsome pianist Wayne Griffin. Members of the quartet, left to right, are Joe Thomas, first tenor; Norman Wood, business manager and second tenor; Melvin Redd, bass; and Tomy Mitchell, baritone. Thomas and Wood each have two children; Mitchell and Redd's both have one. Norman Wood and Wayne Griffin belong to the Assembly of God faith, and the other three are Baptists. You'll be hearing much more about these families in the KMA Guide in the coming months.

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