

The

KMA GUIDE

MORE FOR SA

FROM



News Dept.

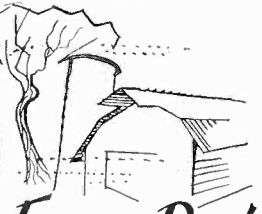
Homemakers



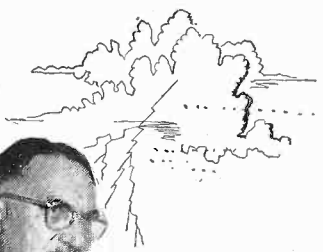
Program Dept.



Farm Dept.



Weather Dept.



January 1954





The KMA Guide

Vol. 11

No. 1

JANUARY, 1954

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Whenever I see the seed catalogues I am reminded of Edgar Guest's poem, "The Package of Seeds", which is as follows:

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He said with a smile on his lip,
"Pansies and poppies and asters and peas!
Ten cents a package! And pick as you
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And the dimes are the things that he needs;
And I've been to buy them in seasons before,
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You've a dime's worth of life in your hand!
You've a dime's worth of mystery, destiny,
fate,
Which the wisest cannot understand.
In this bright little package, now isn' it odd?
You've a dime's worth of something known
only to God!"*

*These are seeds, but the plants and the blossoms
are here
With their petals of various hues;
In these little pellets, so dry and so queer,
There is power which no chemist can fuse.
Here is one of God's miracles soon to unfold,
Thus for ten cents an ounce is Divinity
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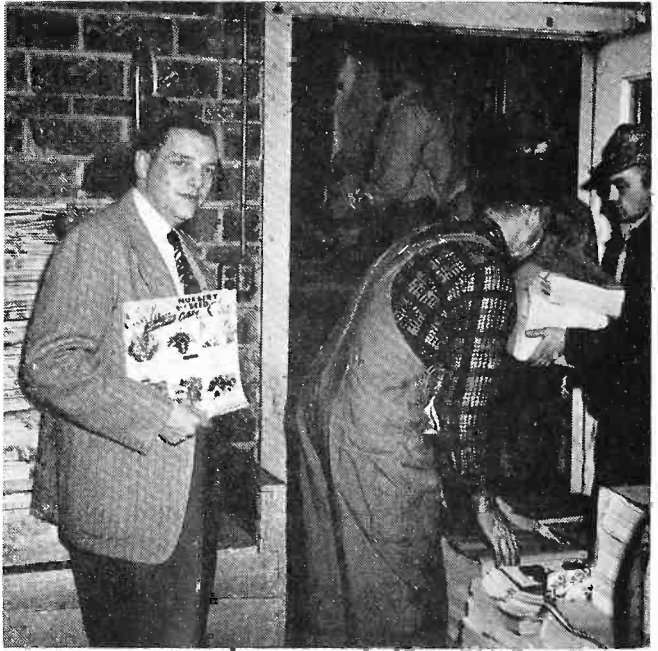
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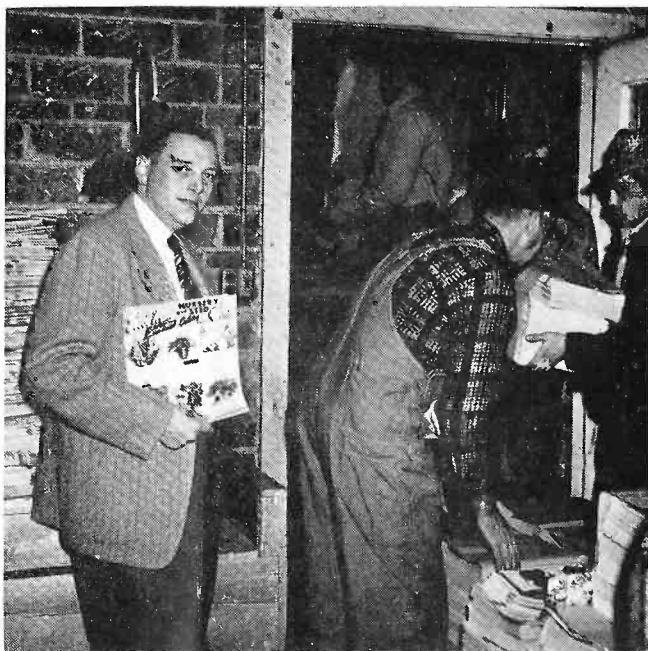
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After the sound of falling records KMA's morning announcer, Merl Douglas, began to wake up. As you can see he has selected many more recordings for his afternoon show at 4:00 — "The Merl Douglas Show." A few had to be replaced after this picture was taken.

"Yes, I'm KMA's mourning (as he spells it) announcer," Merl said. He signs on at 5:30 in the morning and together with his announcing and "The Merl Douglas Show" he also handles "Country Jamboree," "Country Gentlemen," and participates in "KMA Houseparty." Asked when he sleeps he said, "I do my sleeping on the week-end—on my week-end—that week-end by the way is Sunday morning."

He is one of KMA's most versatile entertainers for he plays the guitar, bass fiddle, harmonica and drums. "I like to play for dances," Merl said, "in fact the KMA talent staff is available for shows and dances." He recently ordered a new bowling ball and has taken the game seriously — as evidenced by last month's issue of the KMA Guide. He participates in softball and considers himself "a windmill pitcher, no less."

His home life is centered around three women; his attractive wife, Ruth; nine year old daughter, Sharon Lynne; and a recent year old addition, Valerie Jo.

Your editor asked him about his crew cut haircut, and he said, "It's going to be with me for a long time." Well, Merl that just about expresses the sentiments of everyone in hoping that the crewcut's around KMA a long time.



When the talent staff of KMA is off the air they can generally be found one of two places — the coffee shop or the music library. More often it's the music library.

On the morning your editor dropped by the music library, he encountered Curly Dale, Wes Haines, Merl Douglas, Morrie Jones, and Warren Nielson engaged in a gab fest and listening to all types of records. Amongst this daily din, sits the attractive and understanding KMA personality pictured above — Laline Maher.

Laline is the music librarian and the secretary to Warren Nielson, KMA's program director. Besides running the music library and taking care of all the records we receive from different companies, she also counts all the fan mail and distributes it, together with typing up some seven daily record shows, filing all the sheet music we receive and keeping track of the "Tunedex"— small cards with music arrangements.

The music library at the present time contains some 3,500 popular records, and over 2,000 western and hillbilly tunes. These also include religious and polka records.

Laline loves to go bowling and manages to maintain a 157 average. Last year she won all the events at a local tournament, and on December 28th she bowled a 519 series. Five years ago on July 15th, she married "Clemie" Maher, and she likes to go rabbit hunting with her husband. "There hasn't been any snow this year" she said, "so we haven't had a chance to go."

Asked about her other interests she said: "About the only other hobby I have is cleaning house."

Laline, we've often wondered how many times you felt like cleaning house on the KMA gang in the music library?

More for '54 — From the NEWS Dept.

It is the earnest resolve of the KMA news department to continue to present fully and accurately all the news that is of vital importance to the KMA audience. With Congress again in session we will be responsible for seeing that you know what they are doing. Predictions are that the economy of the country will receive a great deal of attention, and what Congress does for the farmer will be of primary interest in this area. With the two major news services, the United Press and Associated Press, sending thousands of words daily by teletypewriter into our news rooms, we are fully prepared to "let the people know." Furthermore, we resolve this year to broadcast more news of our immediate area; Iowa, Nebraska, Kansas, and Missouri. With the addition of Dean Naven to our staff, we are prepared to do this better than ever before. Dean has had wide experience in news-gathering and we know his newscasts will become an important part of your news listening. There is much more that could be said, but to be brief let us just say that the news department joins with the rest of KMA in its resolution to give you, the listener, "More for '54."

Ralph Childs, KMA's News Editor

On December 9th an ammunition truck exploded two miles west of Malvern, Iowa. In less than an hour Radio KMA had a recording of this happening made at the scene of the accident.

Dean Naven, KMA's new special events man, had rushed from his hotel room to the scene of the explosion for on-the-spot coverage for Radio KMA. Dean had been in Shenandoah only a few days when this occurred. And he said, "Special events require quick and accurate coverage." In the past month Dean has been at the scene of many news stories in our area, and the morning your editor interviewed him, he had



just finished covering two stories for his early morning newscasts.

Dean is a graduate of Drake University where he majored in radio and journalism, and came to KMA from an Omaha radio station where he served as news director. His special interests ("I do a great deal of non-fiction reading," he said), and his extensive training in the armed forces lend themselves to all types of news coverage. During World War II he flew 35 missions with the 8th Air Force, stationed in England, and was called back into the Air Force Reserve in May of 1951, and sent to Germany. There he was appointed Chief of the Radio Section—Office of Public Information. He has traveled over 25,000 miles in Europe — every European country except Sweden and Portugal.

He was born on January 31, 1925 in Corning, Iowa. At home he has three very special events — his two daughters; three year old Tammy, and one year old Jeri, and his wife, "Claud."

Dean's addition to the KMA Staff is in keeping with our New Year's pledge to bring you the listeners — "More for '54."

More for '54 — From ABC

As you know Radio KMA is an affiliated station of the American Broadcasting Company — ABC. For you the listener these letters also stand for "All The Best Combined." The ABC network has over 363 affiliated stations and provides the best in nation-wide programming as evidenced by the many awards it received in 1953.

Last year over a million American Legion Auxiliary members voted their annual "Mike" awards for "Breakfast Club"

and the "Lone Ranger" — "a most wholesome children's program." The very warm and human stories portrayed on "When A Girl Marries" has made it a 15 year favorite of ABC's listeners.

For the man of the house there's "Sports Today With Bill Stern." Bill was voted the number one sportscaster in the nation by a poll of sports editors.

This year ABC added Quincy Howe, news commentator, author and teacher, to its large staff of newsmen.

These are just a few reasons why you can expect "More for '54"—From ABC-KMA.

KMA DAILY PROGRAMS FOR JANUARY, 1954

960 ON YOUR DIAL — 5000 WATTS — ABC

DAILY DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

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

6:30 a.m.
Merrill Langfitt's
"RFD 960"
Every Day at 6:30
Monday through
Saturday



- 7:00 a.m.—News
- 7:15 a.m.—Frank Field
- 7:30 a.m.—Betty & Lyn
- 7:45 a.m.—Morning Headlines
- 8:00 a.m.—Breakfast Club
- 9:00 a.m.—Bernice Currier
- 9:25 a.m.—Whispering Streets
- 9:45 a.m.—When A Girl Marries
- 10:00 a.m.—Kitchen Club
- 10:15 a.m.—Grand Central Station
- 10:40 a.m.—Modern Romances
- 10:55 a.m.—Betty Crocker (M.W.F.)
- 10:55 a.m.—News (Tu. & Th.)
- 11:00 a.m.—Adella Shoemaker
- 11:25 a.m.—Jack Berch
- 11:30 a.m.—Country Gentlemen Time
- 11:55 a.m.—Joe Faassen
- 12:00 noon—News

12:15 p.m.
**EDWARD
MAY**
Every Day at 12:15
Monday through
Saturday



- 12:30 p.m.—Jack Gowing
- 12:45 p.m.—Markets
- 1:00 p.m.—Letter From Lyn
- 1:30 p.m.—KMA Houseparty
- 2:00 p.m.—House Party News
- 2:05 p.m.—KMA Houseparty
- 2:25 p.m.—Betty Crocker (M.W.F.)
- 2:30 p.m.—Marge's Song Shop
- 3:00 p.m.—Jack Owens
- 3:25 p.m.—Betty Crocker (M.W.F.)
- 3:25 p.m.—Dorese Bell
- 3:30 p.m.—Florence Falk
- 4:00 p.m.—Merl Douglas Show
- 4:30 p.m.—News
- 4:45 p.m.—Polka Party
- 5:00 p.m.—Tumble Weed Ranch
- 5:30 p.m.—Lum 'N Abner
- 5:45 p.m.—Ted Malone

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

MONDAY NIGHT

- 7:00 p.m.—Lone Ranger
- 7:25 p.m.—Les Griffith
- 7:30 p.m.—Your Land And Mine
- 7:45 p.m.—Mike Malloy
- 8:00 p.m.—Metro. Opera Auditions
- 8:30 p.m.—Decision
- 9:30 p.m.—Tarkio College Story
- 9:45 p.m.—Quincy Howe
- 10:00 p.m.—News
- 10:15 p.m.—Sports Report
- 10:30 p.m.—Todays Story
- 10:35 p.m.—Dance Band
- 11:00 p.m.—Newstime
- 11:15 p.m.—Music In The Night

TUESDAY NIGHT

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

WEDNESDAY NIGHT

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

THURSDAY NIGHT

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

7:30 p.m.—Hollywood Starway
 7:45 p.m.—Mike Malloy
 8:00 p.m.—Geo. Jessel Salutes
 8:30 p.m.—To Be Announced
 9:00 p.m.—Sammy Kaye
 9:15 p.m.—Revolving Bandstand
 9:30 p.m.—Serenade In Blue
 9:45 p.m.—Quincy Howe
 10:00 p.m.—News
 10:15 p.m.—Sports Report
 10:30 p.m.—Todays Story
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

FRIDAY NIGHT

7:00 p.m.—Lone Ranger
 7:25 p.m.—Les Griffith
 7:30 p.m.—Hollywood Starway
 7:45 p.m.—Mike Malloy
 8:00 p.m.—Ozzie and Harriet
 8:30 p.m.—Horatio Hornblower
 9:00 p.m.—Boxing Bout
 9:45 p.m.—Quincy Howe
 10:00 p.m.—News
 10:15 p.m.—Sports Report
 10:30 p.m.—Todays Story
 10:35 p.m.—Dance Band
 11:00 p.m.—Newstime
 11:15 p.m.—Music In The Night

SATURDAY PROGRAMS

5:30 a.m.—Country Jamboree
 6:00 a.m.—News & Weather
 6:15 a.m.—Bob Stotts
 6:30 a.m.—Merrill Langfitt
 7:00 a.m.—News
 7:15 a.m.—Frank Field
 7:30 a.m.—A Place In The Sun
 7:45 a.m.—Morning Headlines
 8:00 a.m.—Saturday Shopper
 9:00 a.m.—Bernice Currier
 9:30 a.m.—Space Patrol
 10:00 a.m.—“Platterbrains”
 10:30 a.m.—Tops In Pops
 11:00 a.m.—Adella Shoemaker
 11:30 a.m.—Am. Farmer
 12:00 noon—News
 12:15 p.m.—Edward May
 12:30 p.m.—Jack Gowing
 1:00 p.m.—Metro Opera

3:30 p.m.

FLORENCE FALK

“The Farmer’s Wife”
 Every day at 3:30 p.m.
 Monday through
 Saturday



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

SUNDAY PROGRAMS

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

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

Frank Comments

By FRANK FIELD

This is a long story so it will save time if I start at the very beginning. The Grow Fast Soil Company decided to give a Christmas Party for all their employees and their wives, including a turkey dinner with all the trimmings. The standard rule is to allow one pound live weight of bird for each person to be served . . . that meant about a 30 pound turkey to serve the 28 people. After some searching we finally located a nice young tom turkey weighing 29 pounds. He seemed quite gentle and, in fact, almost affectionate so I just tied his legs together, put him in the trunk of the car and brought him back to town.

The thought occurred to me that a picture of Tom and I might go well on my page in the January issue of the Guide, so I drove in by the seedhouse, opened the lid of the trunk and lifted Tom out. He took one look around and apparently decided that the place for him was back on the farm. He started flapping his wings very vigorously and landed a haymaker right squarely on the bridge of my nose, breaking my glasses into at least a hundred pieces. In fact, it rained pieces of spectacles over an area about twice the size of a bed blanket. Luckily I had an old pair in my desk which still fitted my eyes after a fashion, which I had to wear

for a few days until Johnny Weaver could get me a new pair made.

But to get back to our story. We decided that the lawn out west of the seedhouse would make a good background for the picture so Jim Ross was walking right behind me carrying the camera while I was carrying Tom in my arms out through the garden. Suddenly Tom began to think again about the joys of life back on the farm and started to take off in a south-easterly direction.

Luckily I had one hand firmly clasped around his legs so he didn't get completely away and by digging in my heels and dragging my feet I managed to bring him down again, but he actually almost lifted me off the ground in his frantic efforts to escape. After about 20 or 30 feet he finally became reconciled to his fate and stood like a perfect gentleman to have his picture taken. You will notice though, I am not taking any chances. My left hand is firmly grasped around his left drumstick and my right hand has a strangle hold around his neck.

The party was a huge success and after about an hour all that was left of Tom was a pile of well polished bones, and I needed new glasses anyway.

Just behind us in the picture is a big planting of tulips, planted in large clumps, each clump all one variety, with a stake in front of each clump giving the name of the variety. This bed is the one planted a year ago this fall and contains all of the varieties which we listed last year.





Homemaker's Guide



The Farmer's Wife

By FLORENCE FALK

These crisp winter mornings fairly scream for stacks of steaming fragrant waffles . . . griddle cakes . . . or tempting slices of browned corn-meal mush. Use when the farmer comes in with buckets of foaming milk . . . or let the aroma be the alarm clock for the "late-getter-uppers."

DIXIE CORN WAFFLES

- ½ cup white corn meal
- 1½ cups boiling water
- 1½ cups sweet milk
- 3 cups flour
- 3 tablespoons sugar
- 4 teaspoons baking powder
- 1½ teaspoons salt
- 4 tablespoons shortening
- 2 eggs, separated

Cook the corn meal in boiling water for twenty minutes. Add milk; add flour, sugar, baking powder and salt sifted well together, add egg yolks and melted shortening; beat well and fold in the stiffly beaten egg whites; bake at once.

For sirup in a jiffy; over 1 cup sugar in a small bowl pour over ¼ cup boiling water. Stir until sugar is dissolved.

RICE GRIDDLE CAKES

- 1 cup cooked rice
- 1 cup milk
- 1 tablespoon butter
- 1 teaspoon salt
- 1 cup flour
- 2 teaspoons baking powder
- 1 egg, beaten

Mix rice, milk, butter, well beaten egg and salt; gradually add and stir in flour and baking powder, sifted well together; mix well; bake on hot, slightly greased griddle, turning but once.

CORN-MEAL MUSH

Put 3½ cups water and 1 teaspoon salt in top section of double boiler, set on high heat and bring to boiling point; pour 1 cup corn-meal slowly into water while constantly stirring, and cook three minutes. Put over lower section of boiler which contains

hot water and cook the mush 30 minutes longer. Serve warm or cold with milk or cream, or put in molds for slicing and frying.

Mush may be cooked for two to three hours and is improved with each minute of cooking.

HOMINY AND CHEESE

Have hot two cups cooked hominy; melt three tablespoons butter or other cooking fat; add three tablespoons flour, season with salt and paprika, stir and cook until puffy; add 1½ cups milk and bring to the boiling point while stirring; add and stir in one to two cups grated cheese; butter a baking dish and put alternate layers of hominy and cheese mix, having cheese on top. Mix ½ cup fine cracker crumbs with two tablespoons melted butter; season with salt, and spread over the top; put in a hot oven and bake until crumbs are nicely browned.

Homemaker's Visit

By BERNICE CURRIER

SOUP EXCELLENT

- 1 can pepper pot soup
- 1 can chicken and rice soup
- 1 can evaporated milk
- 1 can crab meat

Take out any portions of shell in crab meat and break meat into small pieces. Mix all ingredients together and let stand for at least one hour. Heat slowly to boiling point but do not let boil. Add paprika, onion salt, and garlic salt to taste.

CHOPPED BEEFSTEAK BROILED

- 1½ pounds chopped chuck or round steak
- 1 tablespoon finely chopped onion
- 1 teaspoon salt
- ¼ teaspoon pepper
- 2 teaspoons chili sauce

Combine all ingredients and form into shape of steak on a double thickness of aluminum foil. Make steak about 1¼ inches thick. Broil about three inches from flame about four minutes on each side for rare and about seven minutes on each side for well done. To turn steak put another double thickness of aluminum foil on top



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BERNICE CURRIER—Continued

and flip it over. Serve with horseradish if you like. Makes about five good servings.

VEGETABLE LIME GELATIN SALAD

1 package lime gelatin
1 pint boiling water
1 cup chopped cabbage
1 cup chopped celery
½ green pepper chopped
2 slices pimiento chopped
3 or 4 small sweet pickles chopped
½ teaspoon salt
½ teaspoon dry mustard
2 tablespoons vinegar or spiced vinegar from pickles.

Combine gelatin and hot water until dissolved. Let chill until like egg white, add remaining ingredients and chill. Serve with mayonnaise.

FLUFFY FINE GINGERBREAD

A—2 cups sifted flour
1½ teaspoons soda
½ teaspoon salt
2 teaspoons ginger
1 teaspoon cinnamon
½ teaspoon cloves
B—½ cup margarine or butter
½ cup brown sugar packed
C—2 eggs well beaten
D—¾ cup mild molasses
E—1 cup boiling water

Sift A three times. Work B until creamy. Add C. Add ¼ of A and blend. Add D and beat until smooth. Add remaining A and beat. Add E and stir until blended. Turn into greased loaf pan and bake in 375° oven for 45 minutes.

Cook Book Time

By ADELLA SHOEMAKER

FRENCH CHOCOLATE SILK PIE

Here is the creamiest, smoothest pie you have ever tasted. It's rich; you can easily get eight servings from one pie. Try it, you'll give it three stars, I'm sure.

Cream together: ¼ pound butter
¾ cup sugar
1 teaspoon vanilla

Add two squares melted chocolate.

Then add two whole eggs, one at a time beating five minutes after adding each

egg. Put in a baked pie shell. Chill in the refrigerator over night, or several hours. Serve with whipped cream.

* * * * *

SWISS STEAK IN SOUR CREAM

Mrs. Ray Fulmer of Belview, Nebraska sends this wonderful way to prepare steak.

Have round steak or chuck steak cut two inches thick. Dredge well with flour and season with salt and pepper. Brown well on both sides in hot lard. Add two sliced onions, ½ cup water, and ½ cup sour cream. Sprinkle with two tablespoons grated cheese, and also sprinkle liberally with paprika. Cover the pan closely and let simmer until meat is tender, about two hours.

* * * * *

CORN EN CASSEROLE

2 tablespoons chopped green pepper
3 tablespoons chopped onion
3 tablespoons butter
2 tablespoons flour
1 teaspoon salt
⅛ teaspoon pepper
¼ teaspoon paprika
¼ teaspoon dry mustard
1¼ cups milk
2 cups corn flakes
2 cups whole kernel corn
1 egg well beaten

Cook green pepper, onion and two tablespoons butter together until tender. Add flour and seasonings and blend. Add milk, cook until thickened, stirring constantly. Crush 1 cup corn flakes, add with corn and egg to creamed mixture. Turn into greased 1½ quart casserole. Melt remaining butter and pour over corn flakes. Toss lightly. Sprinkle over top of corn. Bake for 30 minutes in a 400° oven.

* * * * *

Mrs. John Buzby's Easy Cake Frosting
Melt together:

¼ pound butter
3 squares chocolate (or ½ cup cocoa)
Add 3 cups sifted powdered sugar
1 teaspoon vanilla

Just enough milk or cream to make a nice spreading consistency.



More for '54 — From the PROGRAM Dept.

About the only thing lacking from this picture is a barber pole. This quartette is from Clarinda Junior College, and the picture was taken in KMA's main studio while the College's Choral group was recording a Christmas program. This is part of KMA's extensive educational programming to keep you posted on the high schools and colleges in our area. L. to r.: Barry Annan, Lawrence Nothwehr, Gary Chamberlain, Bob Mealey, accompanist Norma Lee Webb.



No, it's not a checker game. It's Paul Pippert, KMA's night announcer and newsman, on the left, going over the program log with KMA's engineer, Jack Josephson.



Marge and Larry Parker have polished up the old piano in "Marge's Song Shop" for '54. Larry spent the rest of the afternoon a bit stooped over. Claimed his back isn't what it used to be. In '54 plan to spend many pleasant moments listening to "Marge's Song Shop."

God Jul! That's a Swedish expression for a happy holiday, and the festive board pictured here contains over 40 Swedish dishes. This was Florence Falk's "The Farmer's Wife" way of saying Merry Christmas to the staff of KMA. This smorgasbord was held at her farm home near Essex during the holidays. Included with these dishes was three types of desserts, assorted cookies and cheeses, and fruit cakes. Take it from your editor — everything was as tasty as it looks.





On the KMA PARTY LINE

By **DORIS MURPHY**

What's more fun than making New Year's resolutions? Each year most of us think it's time to make some improvements, so we set a new goal. Whether our resolutions are kept or not it takes bravery even to make them, and evidently there are no cowards on the KMA staff because here's THEIR resolutions for 1954!

EDWARD MAY has resolved to take his two girls for a bob sled ride, the next time we get a good snow and it stays on the ground.

Station Manager, **ANTHONY KOELKER** has resolved to try and convince his six weeks old son, "Jamie" to sleep all night long, instead of waking around 2:30 and 5:30 a.m. for feedings. (Hope you succeed, Tony!)

FRANK FIELD says he has resolved to not argue with the big ammunition trucks on the highway . . . he's going to give them the right-of-way.

Program Director **WARREN NIELSON** took one glance at his desk piled high with papers, and said: "I'm going to keep my desk cleaner in 1954!" My desk looks the same way . . . so guess I'll join him in this resolution!



Farm Director **MERRILL LANGFITT** says he's going to try to give up driving on highways and fly everywhere he goes.

Assistant Farm Director **JACK GOWING** has resolved to take more interest in babies in 1954. Bet I can guess why he made this resolution!

Regional Representative **HAROLD ARK-OFF** said last year he resolved to lose 10 pounds. Instead he gained 10 pounds! He was too discouraged to make a resolution this year!

Regional Representative **JOHN BUZBY** has resolved to look up things for himself in the New Year . . . instead of calling on help from the secretaries! (The secretaries will love that!)

Yodeling **BOB STOTTS** resolves to do a better job of entertaining this year. That's the right spirit, BOB, go to it!

LARRY PARKER, as usual, says he's going to quit smoking. (Don't worry . . . he won't . . . he's made the same resolution for years!) But his intentions are good, and he also says he's going to church oftener. (That's a good boy!)

MARGE PARKER hopes to get her letters answered more promptly in '54. She would also like to get her darnings caught up for once, and keep it caught up. (Come on up when you get through Marge, and I'll give you some of my darnings!)

LYN SOFLIN resolves to quit biting her fingernails. (Confidentially, she's been making this same resolution for 10 years.) Those poor little chewed up fingernails don't have a chance!

BETTY SOFLIN makes a promise to you KMA listeners. She's going to try to learn some more guitar chords in 1954. (Keep listenin' . . . I'll bet Betty comes through with some pretty new notes.)

MERL DOUGLAS has resolved to keep his butch hair cut a little closer to his head. (Oh my! How close can he cut it!)

PAUL PIPPERT admitted he has never made a New Year's resolution in his life, and this year he resolves not to break that resolution.

Newscaster **DEAN NAVEN** didn't have any trouble deciding what his resolution

for the New Year would be. He resolves not to move around anymore. All he wants is to STAY PUT! Seven moves in three years brought forth THIS resolution!

Announcer WES HAINES has made a resolution to catch bigger, better and longer fish oftener in 1954.

CURLY DALE says he's going to keep on practicing bowling until he can beat his wife. Says he is also going to win more friends and influence more people. (That won't be hard for CURLY.)

MORRIE JONES has resolved to walk to work and walk off a few pounds now that he has moved closer to the studio. He also has resolved to help more needy people in 1954. A noble resolution!

BUCK DILLEY seems to share LARRY PARKER'S resolution . . . he too, resolves to quit smoking. He also plans to learn more fiddle tunes during the New Year.

HELEN McCULLOUGH, mail clerk, has resolved to not eat so much. (Good luck, Helen!)

BERNICE CURRIER resolves to try and keep her work so perfectly caught up, that she will have one day a week without anything to do. Also . . . to get an extra tongue for licking envelope flaps.

ADELLA SHOEMAKER resolves to learn to drive down the highway at least 50 miles an hour. She imagines that will make other motorists happy too, who have found it difficult driving behind her when she drives so slowly. (She just recently got her driver's license renewed and hasn't gotten up courage enough to step on it a little!)

FLORENCE FALK, "The Farmer's Wife" says she is going to make the most out of every 24 hours allotted her. The farm kitchen will still be a busy place in January and February when the "Farmer's Wife" plans to properly file the many hundreds of selected recipes you listeners have sent in.

New Year's prospects for the old Red ROOSTER on the farm are bright, because the Falks have decided to keep him down on the farm while the other chickens will go to market. His life was spared because of his popular "cockadoodle doo" on the "Farmer's Wife's" program each afternoon. Without prompting, all summer long the old rooster wandered up to the house along about broadcast time, and would give forth with a big crow right under the dining room window near the "Farmer's Wife's" broadcasting desk. Because you listeners enjoyed hearing him

crow, he will remain on the farm to share in the broadcasts.

Secretary GAYLE MAHER has resolved to not smoke any cigarettes in 1954. (She doesn't smoke anyway!)

Traffic manager EVALYN SANER has resolved to let the name of her old Ford remain the "Blue Dolly."



Newscaster RALPH CHILDS resolves to get back to his old weight of about 155 or 160 pounds, and to take more interest in Cub Scouting. Who wouldn't take interest in Scouting when you have such a grand Cub Scout in the family! Pictured on this page you see eight year old Mike Childs wearing his Cub Scout uniform, and beaming with pride.

Chief Engineer DON BURRICHTER made a resolution that I am sure will make a hit with his wife. DON says he resolves to wake up his wife in the morning this coming year, instead of having her wake him up.

LALINE MAHER, music librarian, has decided to make one of her pet peeves, a New Year's resolution. It seems that every time they set the alarm clock and get in bed . . . they worry about whether or not they pulled out the clock stem. Then they get up and check it! This year, they're NOT going to do any double-checking.

Engineer JACK JOSEPHSON resolves to get to work on time in the morning.

Guess that winds up the New Year's resolutions by the KMA gang. Wonder how many of them will KEEP their resolutions in 1954????

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Problem — To Get Young Mr. '54 To Open His Eyes!



Mom tickles his feet.



Dad gets into the act.



"Hey, what's going on?"

Actually young Mr. '54 was with us in '53. He arrived at 11:10 in the evening on November 22nd. He is Anthony James Koelker, Jr. — "Jamie" — the son of Pat and Tony Koelker. Tony is KMA's Station Manager. These pictures were taken at his home, and we thought you might enjoy seeing the problem involved in trying to waken "Jamie" to pose for a picture. And believe it or not, after your editor left he went right back to sleep.