



The  
**KMA GUIDE**

*September, 1960*

# COVER STORY

# The KMA GUIDE

September 1, 1960

Vol. 6

No. 9

Our cover girl this month depicts one of our teen set enjoying a favorite Saturday afternoon repast—music, and of course a little something to munch. Sometimes the gastronomic capacity of our youngsters reaches fantastic proportions, but Annette May's is more on the conservative side. Popcorn, an apple, and a refreshing "soda" are more than enough. Popcorn is favorite autumn fare in the May family. Annette, 15-year-old daughter of Edward May, is a sophomore in Shenandoah High School. She is past the fledgling freshman stage with her best years of school just ahead.

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



Last month we interrupted our series on this page of production of the Guide so we could give you more old time KMA pictures in our 35th Anniversary issue. Here we are back this month with Darlene Clark at the Shenandoah Printing Company operating the bundling machine. The Guides are bundled in quantities of 250 each. Each bundle is placed between the two metal blocks in front of Darlene. She then turns the wheel at lower right, which is geared down to apply hundreds of pounds pressure on the bundle. The metal blocks have holes and slits through which a single strand of cord is passed in a rather intricate manner. The string is tied and the bundles, neat and tight, are ready for delivery. Next step is the Guide mailing room. We'll see you there next month.



## A Chat With Edward May

Before telling you more about the picture on this page, I would like to take this opportunity to thank the hundreds of KMA listeners who sent birthday greetings on our 35th anniversary, Friday, August 12. Many wonderful cards and letters came from listeners throughout the entire area, and I spent several delightful hours reading these messages. Several of these came from listeners who have had their dial set on KMA since the very first days of radio. Also, many listeners told of their first radios, and one, in particular, told how he was fortunate enough to have the first radio in the neighborhood, and in the evenings when they would have their radio turned on they purposely would leave the telephone receiver off its hook in order that those on the party line could go to their telephones and listen to this wonderful new, exciting thing called radio. Many advancements have been made since those days, and all of us at KMA are proud and pleased to think that we have played a part in developing radio as we know it today.

This column could well be titled, "Eddie and the Sunflower Stalk" instead of "Jack and the Beanstalk." The picture shows Eddie standing beside two volunteer sunflower plants which sprouted in a small flower border we have in back of the house. Last winter we had a bird feeder at the point where Eddie is standing. We kept it well filled at all times, and the mixture contained sunflower seeds. Apparently, two of the sunflower seeds dropped to the ground, sprouted and started to grow when the weather turned warm in the spring. The smaller of the two plants grew to a height of about four feet before it produced a flower. However, the second plant continued to shoot upward and currently is approximately 14 feet high. It now is producing a flower, so undoubtedly it has reached its maximum height. We have it tied and braced to make certain it won't be damaged by any wind. We have had lots of fun watching the sunflowers grow, and it was a coincidence that both plants happened to develop right in the small flower border.

Speaking of sunflowers, I heard of a case where one gardener planted a row of

sunflower seed on one side of his garden. Later—as the plants were growing and the stalks became good sized—this gardener removed the lower leaves from the sunflowers transplanted some tomato plants, fertilized them, and tied them to the sunflower plants. He was extremely pleased with the results because the sunflower plants provided sufficient shade and the sturdy stalk provided an excellent support for the tomato vines.

Now that September has arrived, things seem to be returning to normal. All three of our children returned to school without any protest. Karen was the most excited about returning as she went from the sixth grade into junior high school. This was a new adventure for her and so far, I believe it has met all of her expectations.



Two giants of the flower world create an effect of fantasyland, appearing out of nowhere beside Ed May's patio.

# Frank Comments

By FRANK FIELD

Nothing very interesting or very exciting has happened around the Field place during the last month so there isn't any new picture on this page this time.

Jennie has continued to improve and get her strength back to the point where she thinks now she is just about 100% normal and by 'normal' I mean what she felt like 15 or 20 years ago, before she started having the gall bladder trouble. Apparently her operation was completely successful and as I told you last month, she hasn't found anything yet that she can't eat.

Her canning for the season is just about complete now. In fact, I think she will wind it up today as she was canning corn in the pressure cooker when I left home this morning. The frozen corn went into the freezer nearly a month ago in the form of cream style corn. We had enough of the regular left over from last year. No, we do not freeze any corn on the cob anymore. We tried it that way (several different ways) years ago, and while it was fairly good, we didn't like it nearly as well as that cut off the cob and frozen in boxes.

As I mentioned, Jennie is canning corn today in the pressure cooker. It has an entirely different flavor from the frozen corn and we like it once in a while just for a change. She goes exactly by the directions in the pressure cooker book, which says to cut the corn off the cob raw, put it in a kettle and bring it to a boil, let it boil 5 min. then pack it in hot, sterilized jars. The pints are then processed for 60 min. in the pressure cooker at 10 lbs. pressure. This long cooking at high temperatures, gives the corn a kind of caramel taste which we like very much.

On the other hand, the corn for freezing is cooked before it is cut from the cob. She drops the ears into a big kettle of boiling water and lets it come to a boil again. Then boils it for 3 min.—then the ears are taken out and chilled in cold water as quickly as possible. We put 2 trays of ice cubes in the bottom of the big roaster and cut the corn off the cob onto the ice cubes. If it happens to be a big batch, then more ice cubes are added as needed to chill the corn down cold before it is put in boxes. The melting ice cubes add just about enough liquid to cover the corn. Before it is put in the boxes, Jennie adds a little sugar and a little salt, not to make it keep better, but to make it taste better. We use the pint boxes for the corn and get it into the freezer just as quickly as possible.

We tried years ago, freezing green beans several different ways but didn't like any of them, so the last 10 years all of our beans have been canned in the pressure cooker strictly according to the directions in the book. In all the years we have had a garden, we never had beans bear like they did this year. We had four rows about 40 feet long and the first two or three pickings made all we wanted to can besides giving away several bushels. We just let the rest of them dry up on the vines. In fact, they are loaded with beans right now. We had three rows of green beans and one row of yellow beans. Some we canned straight, all one color, and others we mixed half yellow and half green and I honestly believe we like them that way the best.

The tomatoes have been bearing heavily all through July and the first half of August but for the last couple of weeks they have sort of slowed down, but the vines are still perfectly healthy, with lots of small green tomatoes on them. Another week or two will wind up the tomato canning. The Hybrid Best-All is truly named. We have four or five plants each of four or five different varieties and the Hybrid Best-All is by far the most productive and the largest fruits. They are the ones we always pick for table use.

We have two new tomatoes to be listed in the Earl May catalog next year for the first time. One is called Surprise and the other is called Tomboy. Both are the originations of the University of Missouri at Columbia. Be sure and try them both out if you have room for them.

We got our new Madonna Lily bulbs planted a few days ago. We will plant some more Oriental Poppies by the time you are reading this and by the time the October Guide comes out, we hope to have a lot more tulips planted, especially the Giant Hybrid Darwins, as they are so showy in front of Pfitzer Junipers (which is where we are going to put them). There really isn't any particular hurry about getting the tulips, hyacinths and daffodils planted as they do perfectly well so long as they are in the ground before it freezes up for winter, but we like to get it done early and get the job out of the way.

I started off this page by saying nothing interesting or exciting had happened in the Field tribe during the past month—and that still goes, with one exception. Our oldest grandson, John Fishbaugh, starts to college this fall at the University of Nebraska at Lincoln. Remember those baby pictures of Johnny back in some of the earlier issues of the Guide? How time flies!

## Listeners Shower Mail

Folks in KMA-land came through again with a flood of response to the offer of the new 50-page cook book titled "Young Ideas In Cooking", which was recently offered by the American Dairy Association of Iowa and The Iowa Dairy Industry Commission. Rosemary Gohring of the Truppe, LaGrave and Reynolds advertising agency in Des Moines buries her boss, Ed LaGrave, under a flood of some 7,000 inquiries received during the one-week campaign on 9 Iowa radio stations. Of this number, KMA listeners responded with a total of 2,645, which is a fine tribute to listener alertness. We're sorry to say the offer was good for that one week only, and hope all of you who intended to write in for the booklet did so. The campaign drew 6 times more mail than the client had hoped for. So many times these free offers are for a short time only. If you hear one you want, always write in right away.



## GOOCH RED CIRCLE AUCTION DRAWS THOUSANDS

This year 229 boys and girls between the ages of 7 and 20 years bid on 100 pure-bred steer and heifer calves and gilts, plus 10 sewing machines with not a red cent among them. But, these youngsters from all over the Midwest did have a total of some 2,250,000 Gooch red circle tags, which were just as good as money at this particular auction.

Nine years ago Mr. J. J. Vanier, pictured on the right below with Tom Beavers, KMA Associate Farm Service Director, initiated an idea which has grown to huge proportions. The event is the Gooch Red Circle Auction held each year on Mr. Vanier's CK Ranch near Brookville, Kansas.

With the purchase of Gooch products a certain number of Gooch red circle tags are included. These tags are saved and used for bidding at the CK Ranch. The ranch covers 15,000 acres, and tucked away in a valley is a permanent sale ring used exclusively for this event. Farm youngsters from all over the Midwest migrate there each year. This year 4,500 people were in attendance.

One of the most avid boosters in our area is Merton Ross of the Farragut, Iowa Farmer's Elevator. Merton had five boys and one girl at the auction this year. Ronnie Allen, Steve Palm, Bill Miles, Larry Nenneman, Mac Teachout and Cheri Teachout. Five of them pur-

chased calves which went for anywhere from 13,000 to 16,000 tags. Bill Miles and Mac Teachout won cash achievement awards on judging of calves they had purchased last year. A scholarship goes to the winner of the judging award. Other youngsters from our area were Mike Callahan of Lenox, Jay Bridgewater and Donald Beck of Sharpsburg, Dwight DeWitt of Elliott, Cheryl McFadden of Atlantic and Ronald Walter, Jr. of McClelland, Iowa. There were many others also from our area. The KMA Farm Service Department always attends, enjoying the excitement as much as the young bidders.



# May Seed Co. Trial Grounds Open House Perfect

The weather man was smiling from ear to ear the morning of Sunday, July 31st. The May Seed Company couldn't have asked for a more beautiful day for the

annual Open House of their 76 acre All-America trial grounds on the south edge of Shenandoah. By 8:00 a.m. a small trickle of visitors were on the grounds. At 9:00

a.m. the grounds were dotted with visitors, but at official 10:00 a.m. the "dike broke" somewhere up the line. The cars and visitors flooded through the grounds as if by a silent signal, and the flow continued all day until about 4:30 when it slowed down a little. During this time nearly 9,000 visitors from 23 states, Canada, Mexico, and Sweden had enjoyed the lush beauty of 2,112 different varieties of flowers and vegetables in their peak of bloom. The top picture gives a panorama view of the grounds and hundreds of browsing visitors. The tent in upper center was the registration booth of the May Seed Company. Visitors received a free packet of seed, sun hats, and their names on the catalog mailing list. Across the road, just visible at the far left of the top picture is another tent where Ed May conducted another KMA Straw Vote. Over 1600 visitors stopped to cast their ballot. Four KMA office girls were busy all day right up to five o'clock deadline completing the tabulations. Center picture shows visitors in their green and white striped sun hats filling out ballots. The Straw Vote booth took on the appearance of the busiest poll you ever saw. Compared to the total number of visitors on the ground, those who actually voted seems light. But many toured through the grounds in their autos or were preoccupied among the flowers.

Bottom picture shows Ed May casting his ballot. (Just in front of Ed is an antique one-tube radio receiver made in 1919 which is owned by Floyd Ruby, who is one of the first engineers on KMA). The results of the vote were a two to one lead by all Republican Candidates over their Democratic adversaries. Only November will tell.



**Page County Soil District "Queen of Conservation", Miss Marcia Fidler, right, and runner up, Karenann Falk, were selected from among eleven contestants. Karenann is the daughter of "The Farmer's Wife". Marcia is the daughter of Mr. and Mrs. Eldon Fidler who live six miles northeast of Clarinda, Iowa. Both went on to compete in the regional event at the Page County Fair in Clarinda August 11. Two very thrilled young lasses.**



**Nearly 1,000 well-wishers surprised Ed May with "happy birthday" cards and letters during KMA's 35th anniversary. Nearly all were long-time listeners and recalled early broadcasts over crystal sets and 1-tubers. Pictured with Ed is Helen McCullough who has been with the company many years. Helen is in charge of the mail department and KMA Guide circulation. KMA has 18 employees who have been with the company over 17 years. Twelve are radio pioneers.**



**Cheri and Ceci Hamilton, 12 and 10-year-old daughters of Sales Manager, Cecil Hamilton, have had a successful summer with the local swimming team. Cheri is tops in her age group in the breast stroke and won a first with the free style relay team. She also competed in the AAU meet in Lincoln. Ceci is in her first season and made a good showing in the free style and breast stroke. They are pictured with team members two from the same family. Front row - 1 to r - Debbie Creighton, Joanne Gowing, Joyce Maher, Nancy Maher, Ceci, Tim Geg, and Sally Gee. Top row - Tom Creighton, Paula Manrose, Cathie Manrose, Cheri, and Janet Gowing.**



# On the KMA PARTY LINE

By DORIS MURPHY

A trip on the train to visit an aunt Mrs. Ford Snyder in Winnetka, Ill., of course, was a big thrill for 13 year old Susie, daughter of KMA newscaster RALPH CHILDS. But she was equally delighted when her aunt took her on a shopping spree and bought her some pretty new clothes. During her two week visit into Chicago in August, Susie accompanied her aunt and uncle on a trip to the Dells in Wisconsin.

Jack Gowing, KMA's Farm Service Director had the pleasure of spending a couple of hours with Allen Case, the star in "The Deputy" television show, during the Sidney Rodeo. Just as they were visiting, John Field of Hamburg, son of Frank Field, happened along and took this picture of Jack interviewing Allen. John's son, Danny was along, and he had the thrill of being in the picture too. Jack found Allen Case, who was the featured attraction at the Sidney Rodeo this year, very modest about his role in "The Deputy". His outfit of blue and brown was authentic Western, not the usual Hollywood flashy type. I'm sure Frank Field's grandson Danny will be the envy of all his school mates, when he shows them his picture taken with a Hollywood television star.



The Deputy, Allen Case of TV fame, Jack Gowing, and Frank Field's grandson, Danny, at Sidney Rodeo.

Do you ever wonder what happens to all the letters written to Santa Claus? Recently it was discovered what became of one mailed to Santa, back in 1948. Twelve years ago EVALYN SANER, in the KMA office, typed a letter to Santa for her 7 year old niece, Judy Saner of Osceola, who was visiting her. Judy addressed the letter to: Mr. Santa Claus, Church Street, No. Pole, U.S.A., and mailed it. Just the other day, the letter was returned, dirty and yellow with age. It had been found in a desk drawer at the Osceola postoffice and was returned to the sender with a note saying they thought it might bring back pleasant memories. It did indeed! Judy, now 20, and a secretary in Des Moines, got a thrill out of reading it. She knows now what her heart longed for when she was seven. . . a doll, doll bed, a blue sweater for her dog among other things. This is one letter that Judy will enjoy keeping in her memory book.

Why is it machinery always seems to pick such inopportune times to break down? Anyway that's the way it seemed to the JACK GOWING family when a valve in the cylinder of the water pump broke and left them stranded without water on a hot August day. JACK had been out mowing and clipping pasture in the heat, and Pauline and children had been working in the garden. It was 7 p.m. before they finally quit work, and came to the house to wash up and eat supper. But one turn of the faucet told them they were in trouble. NO WATER! A call to the plumber informed them the pump could not be fixed until next morning. That meant they had to drive to Pauline's folks, the Paul Youngmarks down by Coin, where they could clean up and get supper. Then they left Randy and drove home, only to learn that trouble never comes singly. The cows had discovered a hole in the fence and had gotten out into the corn field and in the road. Fixing the fence next day still didn't solve the problem! The cows got out a second time! This time JACK

followed the foot steps of the cows, and finally discovered the ingenious way they had discovered they could get out. Another repair job, and the cows lost their freedom. Once again, life seems to be tranquil on the JACK GOWING farm!

Bruce Falk, whose sister Karenann was a runner-up in the Page County "Queen of Conservation" contest, didn't let her get ahead of him. His dairy entry in the Page Country Fair won a blue ribbon, placing tops in dairy showmanship. Their mother, FLORENCE, "The Farmer's Wife" also participated in the Fair, assisting in the Farm Bureau demonstration on outdoor cookery. Pictured on page 7 is Karenann as she appeared the night of the contest with Miss Marcia Fidler of Clarinda, who was named Page County Queen.

It was a deadline finish! Barely 30 minutes before air time, the EDWARD MAYS found the three old-time records, Ed wanted to use on his noon-day broadcast Aug. 12th, on KMA's 35th Anniversary. They had been searching diligently thru albums in the basement recreation room, and finally Eleanor Jean discovered them in the record player upstairs, only minutes before time for Ed to go on the air at 12:15 p.m. ED quickly checked with the engineer to see if the scratchy records were suitable for broadcast. It was decided by placing the microphone down close to the recordings, they were distinct enough for broadcasting. No doubt these records of ED'S mother, MRS. GERTRUDE MAY'S fine clear voice singing a German song, and of the Dixie Girls, brought many happy memories back to the thousands of you listeners who have heard KMA since it's early days. At the time the records were made, MRS. MAY had a program of sacred songs on KMA every Sunday noon. Often times she was accompanied on the violin by BERNICE CURRIER, who is now one of KMA's Homemakers, and by Louise McGlone at the piano. After hearing the records ED was surprised to hear his two daughters Annette and Karen remark they didn't know their grandmother used to sing. It was because GERTRUDE suffered an attack of laryngitis back in 1935, which impaired her singing voice, so that she never sang publicly a great deal after that. So her granddaughters had never known of her popularity, as she filled requests for hymns and German songs on KMA each Sunday, with EARL MAY announcing the numbers. We hope these records of the early days on KMA may never be lost! In

these busy, fast moving days of 1960. . . the space age. . . age of sputniks, rockets, cosmic space ships and spies. . . it is peaceful and pleasant to pause a few moments and recall the thrills and excitement radio brought into the lives of everyone 35 years ago!

While June, wife of KMA disc jockey GARY HALL was in the hospital a week recently, their two sons, Kim age 4, and Scotty 2, were cared for by Gary's parents in Nevada, Ia., and by a friend.

Shenandoah, having been selected as the only rural mid-west stopping place for a distinguished lady from Malaya, on tour of the United States, gave KMA Homemaker Bernice Currier the opportunity for a most interesting interview Aug. 10th. On this page you will see a picture of Mrs. Kamsiah Ibrahim, Director of the Malaya Red Cross Society of Perak, Malaya, as she was interviewed by BERNICE. On the right is Mrs. George Teachout of Shenandoah, whose farm home she visited for five days, in order to give the Malayan visitor first hand knowledge of an American family at work and play, at church, and of life in a small town community. Mrs. Ibrahim toured the U. S. under the auspices of the Committee of Leaders and Specialists of the American Council of Education. Although young, Mrs. Ibrahim holds a chairmanship in seven states or national groups and institutions. Her radio visit about life in Malaya and her impressions of America were most interesting.

Continued on Page 15



Bernice Currier's special air guest from Malaya, Mrs. Kamsiah Ibrahim and Iowa hostess, Mrs. George Teachout at right.

# A Letter From The Farmer's Wife

Greetings from the Farm this September 1960. How has the summer treated you? Left you limp and weary or real happy with all nature's bounties? Depends this year on the area in which you live. A bit difficult for those of us in such a 'green' area to realize a ½ days drive brings us to areas badly in need of moisture. Right here in this part of KMA-land we were blessed with enough moisture to carry the corn through, had nice rains in August. We, on this farm never count our bushels until they are in the cribs—even last year with the extreme moisture that wasn't sure. The corn crop does look promising some fields show the effects of nature on rampage, though.

The hay crops have been fine and we plan now on a fourth cutting of the alfalfa just west of the house yard. The clover seems to be making seed. If it doesn't, of course, will be baled for hay. Karenann and Bruce had 'pitched' in on the haying this summer. Karenann drives while loading although takes turns on loading. Then when they come in with loads to the barn Bruce and his Dad 'mow' away and she unloads the bales onto the elevator.

Between jobs the two young people here have kept the yard in condition. A job they will lose now that school has started. Karenann is a Senior at Essex High School this year and Bruce is a Sophomore. They are attending the same school that I graduated from in 1925 and later taught in the grades for five years. Another bit of history their grandfather Chas. Carlson helped with the brick work and helped lay the corner stone back many years ago.

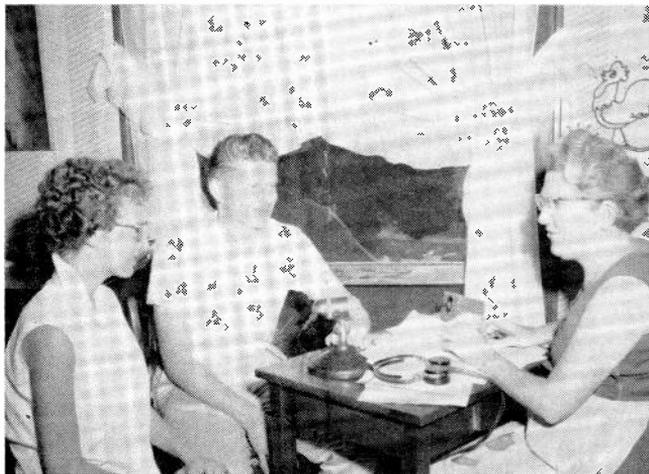
Bruce entered in the Dairy division Page Co. Fair with 'Princess' his Holstein—she received blue ribbon and he placed top

showman in the Dairy division. Judge really went down to fine points on that one.

Karenann isn't in 4-H (after 8 years) but she was at the fair as Page County Runner-up in regional soil conservation contest. This was a new experience and she enjoyed thoroughly making new friends.

We have had a busy time since last writing. In July we took off for three days to our Iowa lakes at Okoboji. Had nice weather and did everything but catch fish. Visited my sister and family near Homer, Nebraska on our way home. We just came in ahead of a terrific storm—one of the many sudden summer ones we've had. A few days later we had guests in our home for one week. Lois Brigden of Kisby, Saskatchewan, Canada and Bob Abelson of Lang, Saskatchewan, Canada. These young people were members of the Weyburn group that came to Page County for a 4-H exchange visit.

We enjoyed them so very much and do hope they will return someday. They were so very interested in learning about corn as they come from farms with hundreds and thousands of acres of just grain. We tried to show them as many phases of Iowa farming as possible. Have had such nice letters from our 'new friends'. We are so happy to open our humble home to these people from foreign lands and yes, from our own country. Have had visitors from nine states so far this summer. An interesting note. The nurses that visit the farm and The Farmer's Wife program once every six weeks as part of their hospital training in rural areas have been fun. One time Mr. James Sorenson was a nurse visitor, and now that he has graduated from his training he and his wife the former Carolyn Peterson of Stanton (will have left when you read this) for the Missionary Nursing Field in Ethiopia, Africa. May God's richest blessings go with this courageous young couple so determined in their convictions of this place for them.



Two young 4-H'ers from Canada get a good look at U. S. farm life on the Falk farm.

# Homemaker's Guide

## "The Farmer's Wife"

By FLORENCE FALK

Tomatoes, at least in this area, have been fruits of delight—so capture some of that summer goodness in jars of 'jewels' for your shelves. Make up a few extra jars for Christmas gifts, too.

### TOMATO MARMALADE

- 18 medium-size ripe tomatoes (about 6 pounds)
- 2 lemons
- 2 oranges
- 6 c. sugar
- 1 t. salt
- 4 sticks cinnamon
- 2 t. whole cloves

Wash tomatoes, scald  $\frac{1}{2}$  minute in boiling water; dip in cold water; peel; cut out stem ends; slice; place in a large saucepan.

Peel lemons and orange; dice pulp and add to the tomatoes.

Slice lemon peel and orange peel into very thin strips; place in small saucepan with water to cover; boil 5 minutes; drain; add peel to tomatoes.

Stir in sugar and salt; tie cinnamon and cloves loosely in clean white cloth to make a spice bag; add to saucepan.

Cook rapidly, stirring often to prevent sticking for 45 to 60 minutes, or until thick; remove spice bag.

Pack at once into hot sterilized jars; seal. When cold, label and store in a cool dry place. This recipe makes about 4 pints.

\* \* \*

### GOLDEN APPLE PRESERVES

- 1 medium-sized orange
- 5 c. water
- 2 quarts prepared apples (2 pounds)
- 4  $\frac{1}{2}$  c. sugar
- $\frac{1}{2}$  t. salt
- $\frac{1}{4}$  c. lemon juice

Wash orange, cut into eighths, remove seeds and all coarse membrane. Cut crosswise in thin slices. Place orange and  $2\frac{1}{2}$  cups water in kettle and simmer, covered, about 30 minutes, or until peel is tender and most of the water has evaporated.

Wash and pare about 9 (3 lbs.) firm tart apples of uniform, medium size. Cut into eighths and carefully remove cores. Weigh or measure into large flat-bottomed preserving kettle. Add remaining water and simmer, covered, until almost tender.

Add orange, sugar and salt. Simmer 25 minutes, add lemon juice and simmer about 5 minutes longer, or until apples are clear and sirup sheets from a spoon. To prevent scorching and to glaze the apples occasionally baste them by carefully tilting the kettle. Skim. Pack in hot, sterilized jars and seal at once. Makes about 6 half-pint jars.

### APPLE BUTTER

- 12 to 14 medium apples (about 4 lbs.)  
(If at all possible use the Jonathan, Winesap or any other firm flavored apples)

- 2 c. apple cider vinegar

Remove the stems and quarter the apples. Combine with vinegar and cook, simmering until fruit is soft. Press through fine colander. Measure the pulp. For each 1 cup of apple pulp use:

- $\frac{1}{2}$  c. sugar
- 2 t. cinnamon
- 1 t. cloves
- $\frac{1}{2}$  t. allspice
- 1 lemon, juice and grated rind

Cook all over very low heat, stirring constantly until sugar is dissolved. Then cook rapidly until it sheets from a spoon as for jelly. Continue cooking until desired thickness. Pour boiling hot into hot sterilized jars. Seal. Makes from 4 to 6 pints.

\* \* \*

While working with all the spices and relish's try this salad:

### SPICY RELISH SALAD

Combine in a saucepan:

- $\frac{1}{2}$  t. whole cloves
- small piece of whole ginger (or  $\frac{1}{4}$  t. powdered ginger)
- $\frac{1}{2}$  t. small pieces of whole cinnamon
- $\frac{3}{4}$  c. apple cider vinegar
- $\frac{1}{4}$  c. sugar
- $1\frac{1}{4}$  c. water

Bring to a boil and cook for 5 minutes. Strain and add enough boiling water to liquid to make 2 cups.

Pour over:

- 1 package lime-flavored gelatin

Let stand until just beginning to thicken

Add:

- $\frac{1}{2}$  c. chopped stuffed olives
- $\frac{1}{2}$  c. chopped sweet pickle
- $\frac{1}{2}$  c. chopped walnuts

Pour into mold and chill until firm.

Unmold and serve with  $\frac{1}{2}$  cup mayonnaise combined with 1 tablespoon of prepared mustard.

While you are so very busy with all the last of canning, preserving and on—and on—Here are two menu suggestions:

- Breaded Veal Steaks
- Sweet Corn Fritters
- Candied Sweet Potatoes
- Buttered Carrots
- Tomato-Cucumber Greens Salad
- Cake Squares with Lemon Sauce
- Coffee — Milk — Tea

\* \* \*

- Iced Fruit Cup
- Meat Salad
- Stewed Tomatoes
- Green Pepper and Corn
- Cornsticks with good country butter
- Potato Salad
- Chocolate Cream Puffs
- Iced Tea

# Homemaker's Visit

By BERNICE CURRIER

## PEACH CONSERVE

Prepare fruit. Select 18 ripe peaches. Dip them, a few at a time in boiling water. When skins slip, plunge into cold water. Skin, halve and pit them. Wash well 5 medium size ripe oranges. Quarter and seed them but do not peel. Put fruit through coarse blade of food chopper. Measure into a large pan. Add 1½ c. sugar for each cup fruit. Cook rapidly, stirring often until mixture sheets from clean metal spoon. When done the syrup will make the jelly test and leave edge of spoon in one large flake or sheet. Remove from heat and skim off foam. Add 1 cup chopped maraschino cherries. Fill hot sterilized 6 oz. glasses to ½ inch of top. Cover immediately with ½ inch of paraffin. When firm, cover with lid or foil and store in cool, dry, dark place.

\* \* \*

## PEACH AND PLUM JAM

- 2 lbs. ripe peaches
- 1½ lbs. ripe Italian plums
- 5½ c. sugar
- 1 box (2½ oz.) powdered pectin

Dip peaches, a few at a time into boiling water until skins slip, then into cold water. Skin and pit them. Chop very fine. Pit the plums but do not peel. Chop plums very fine. Combine fruits. Measure 4½ cups into large saucepan. Measure sugar and set aside. Place fruit over high heat, add the pectin and stir until it comes to hard boil. At once stir in the sugar, bring to full rolling boil and boil hard for 1 minute stirring constantly. Remove from heat, skim and stir for 5 minutes. Ladle quickly into hot sterilized glasses and cover with ½ inch paraffin at once. Makes about 10 six-oz. glasses.

\* \* \*

## FROZEN FRUIT SALAD

- A— 2 3-oz. pkgs. cream cheese softened
- 1 c. mayonnaise
- B— 1 c. cream whipped
- 1 No. 2½ can fruit cocktail drained well
- ½ c. drained maraschino cherries quartered
- 2½ c. tiny marshmallows  
few drops of red coloring if desired

Blend "A", Fold in "B". Pour into 2 refrigerator trays, or oblong pan, or into 2 No. 2½ size cans, and freeze firm. To serve,

cut in squares or slices and place on lettuce leaf. Make 10 to 12 servings.

\* \* \*

## CRISP TOFFEE BARS

- A—1 c. butter or margarine
- 1 c. brown sugar packed
- 1 t. vanilla
- B—2 c. sifted flour
- C—1 6-oz. pkg. semisweet chocolate bits
- 1 c. chopped nuts

Cream "A" very fluffy. Add "B" and mix well; stir in "C". Press into ungreased jelly roll pan (15 x 10 x 1). Bake 25 min. or until browned at 350°. While warm cut in squares or bars. Cool before removing from pan. Makes about 5 doz.

\* \* \*

## OLIVE WHIRLIGIGS

- A— 1 c. shredded sharp cheese
- 3 T. butter or margarine softened
- dash cayenne or tobasco sauce
- B—½ c. sifted flour
- C—½ c. chopped stuffed green olives

Blend "A", stir in "B". Between sheets of waxed paper roll out to rectangle ⅛ inch thick, about 10 in. by 6 in. Sprinkle this with "C". Beginning with long side, roll up as for jelly roll, lifting waxed paper with each turn. Seal edge. Wrap roll in waxed paper and chill 1 hour or more. Cut in ¼ inch slices. Bake about 2 in. apart on ungreased cooky sheet in 400° oven about 10 min. or until slightly browned. Serve hot with salad or soup. Makes 40.

\* \* \*

## QUICK SPANISH RICE

- Meat and rice—a complete one-dish meal.
- A— ½ c. chopped green pepper
- ½ c. chopped onion
- 1½ c. precooked (instant) rice.
- ¼ c. fat
- B— 1 beef bouillon cube
- 1¼ c. hot water
- C— 2 c. seasoned tomato sauce
- 1 12-oz. can luncheon meat cut in thin strips

Cook "A" stirring constantly until lightly browned. Dissolve "B" and add to "A", add "C". Bring quickly to a boil then reduce heat and simmer uncovered 5 minutes or until rice is tender. Makes 4 or 5 servings.

# "My Best" Recipe Selections for September

## SWEET POTATOES SUPREME

- 6 large sweet potatoes
- 1 t. salt
- 2 T. butter
- 10 marshmallows, regular size
- 2 c. cornflakes, crushed

Cook sweet potatoes till tender. Remove skins and mash. Add salt and butter. Form in balls around marshmallows. Dip in crushed corn flakes making sure each ball is covered with flakes. Bake in buttered baking dish in 375° oven 45 minutes.

## SOUR CREAM RAISIN PIE

- 1 c. raisins
- ½ c. water
- 1 c. sugar
- 1 T. flour
- 1 t. nutmeg
- 1 t. cinnamon
- ½ t. cloves
- 1 t. salt
- 1 egg well beaten
- 1 c. sour cream
- 1 t. vinegar

Combine all ingredients and put in two-crust pie shell. Bake in 375° oven about 35 to 40 minutes.

## HAM LOAF

- 1 pound ground smoked ham
- ½ pound ground fresh pork
- ½ pound ground beef
- 1 c. cracker crumbs
- 2 eggs beaten
- 1 T. chopped parsley
- 2 T. chopped celery, ground
- ¼ t. salt
- ¼ t. paprika
- ⅜ c. milk

Combine meats and cracker crumbs. Add well-beaten eggs, seasonings and milk. Shape into loaf in pan. Bake 1¼ hours in 350° oven. Serves 10 to 12.

Topping:

- 1½ c. sugar
- 1 T. mustard (powdered)
- ½ c. vinegar
- ½ c. water

Cook the above ingredients for 10 minutes. Pour over the loaf the last half hour of the meat's cooking time.

## MACARONI AND BACON

Cook 1 cup macaroni until tender and drain.

Place in skillet and fry:

- 4 slices bacon, chipped
- ½ small onion, diced

Add macaroni with 1 cup stewed tomatoes. Salt and pepper to taste. Simmer for ½ hour.

Delicious as a one-dish lunch meal with salad and toast.

## ORANGE CARROTS

- 2 T. butter or margarine
- 2 T. sugar
- ½ t. salt
- ⅛ t. ground clove
- ½ c. orange juice
- 2 c. of cooked carrots
- 2 T. flour
- 1 T. vinegar
- ¼ t. paprika
- 1 t. orange rind
- ½ c. carrot stock

Make a sauce from all the ingredients; when it is thickened pour over the hot carrots and serve or put in a casserole and put into the oven until ready to serve. Canned, fresh or frozen carrots may be used.

## APPLESAUCE NUT BREAD

- 2 c. sifted all-purpose flour
- ¾ c. sugar
- 3 t. baking powder
- 1 t. salt
- ½ t. soda
- ½ t. cinnamon
- 1 c. coarsely chopped walnut meats
- 1 egg beaten
- 1 c. medium thick, smooth sweetened applesauce
- 2 T. melted shortening

Sift together dry ingredients. Add walnuts. Beat egg in mixing bowl, add applesauce and melted shortening; add dry ingredients. Stir just until blended. Pour into greased loaf pan. Bake in moderate oven (350°) one hour. Cool on rack.

## APPLE PIE PUDDING

- 1 c. sugar
- ¼ c. melted butter
- 1 egg, beaten
- 1 c. flour
- 1 t. soda
- ¼ t. cinnamon
- ¼ t. nutmeg (can omit)
- 2 c. diced apples
- ¼ c. nut meats

Mix altogether thoroughly. Bake in greased 9-inch pie pan in 350° oven for 45 minutes. Top with ice cream, or your favorite topping.

# KMA Daily Programs For September, 1960

5,000 WATTS—ABC

## DAILY DAYTIME PROGRAMS

### MONDAY THROUGH FRIDAY

5:00 a.m.—Town & Country Hour  
 6:00 a.m.—News & Weather  
 6:15 a.m.—Western Star Time  
 6:30 a.m.—RFD 960  
 7:00 a.m.—Dean Naven, News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—Markets  
 7:35 a.m.—Let's Go Visiting  
 (Tues. Thurs)  
 7:35 a.m.—Lawrence Welk's Show  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Take 30 for Music  
 8:30 a.m.—Bernice Currier  
 9:00 a.m.—Breakfast Club  
 10:00 a.m.—Martha Bohlsen Show  
 10:15 a.m.—Housewives Sernaade  
 10:30 a.m.—Florence Falk  
 11:00 a.m.—Back To The Bible  
 11:30 a.m.—Lawrence Welk's Band  
 11:45 a.m.—Berry's Informacast  
 12:00 noon—Dean Naven, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Tom Beavers  
 12:45 p.m.—Markets  
 1:00 p.m.—Gary Hall Show  
 4:00 p.m.—Alan Austin Show  
 5:45 p.m.—Eydie Gorme (M.W.F.)  
 5:55 p.m.—Paul Harvey  
 6:00 p.m.—John Daly  
 6:20 p.m.—Sports  
 6:25 p.m.—As Naven Sees It  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Mkts. & Weather

### MONDAY NIGHT

7:00 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—The Late Show  
 11:00 p.m.—News  
 11:05 p.m.—The Late Show  
 11:30 p.m.—Back To The Bible

## TUESDAY NIGHT

7:00 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—The Late Show  
 11:00 p.m.—News  
 11:05 p.m.—The Late Show  
 11:30 p.m.—Back To The Bible

## WEDNESDAY NIGHT

7:00 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—The Late Show  
 11:00 p.m.—News  
 11:05 p.m.—The Late Show  
 11:30 p.m.—Back To The Bible

## THURSDAY NIGHT

7:00 p.m.—Night Flight  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—The Late Show  
 11:00 p.m.—News  
 11:05 p.m.—The Late Show  
 11:30 p.m.—Back To The Bible

## FRIDAY NIGHT

7:00 p.m.—Parade of Hits  
 7:30 p.m.—Scouting Report  
 7:45 p.m.—Hawkeye 8 Warmup  
 8:00 p.m.—Game of the Week  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Sports Scoreboard  
 11:00 p.m.—News  
 11:05 p.m.—The Late Show  
 11:30 p.m.—Back To The Bible

## SATURDAY PROGRAMS

5:00 a.m.—Town & Country Hour  
 6:00 a.m.—News & Weather  
 6:15 a.m.—Western Star Time  
 6:30 a.m.—RFD 960  
 7:00 a.m.—News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—High School Sports  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Take 30 for Music  
 8:30 a.m.—Bernice Currier  
 9:00 a.m.—Saturday Shopper  
 10:30 a.m.—Florence Falk  
 11:00 a.m.—Back To The Bible  
 11:30 a.m.—Polka Party  
 12:00 noon—News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Tom Beavers  
 12:45 p.m.—Market Review  
 1:00 p.m.—Saturday Matinee  
 5:00 p.m.—Football Scoreboard  
 5:30 p.m.—Saturday Matinee  
 6:00 p.m.—Navy Hour  
 6:30 p.m.—OK News  
 6:45 p.m.—Sports Finale  
 7:00 p.m.—Night Flight  
 9:00 p.m.—Vincent Lopez  
 9:30 p.m.—Lawrence Welk's Band  
 10:00 p.m.—News  
 10:15 p.m.—The Late Show  
 11:00 p.m.—News  
 11:05 p.m.—The Late Show  
 11:55 p.m.—News

## SUNDAY PROGRAMS

6:30 a.m.—Back To The Bible  
 7:00 a.m.—News & Weather  
 7:15 a.m.—Church of Christ  
 7:30 a.m.—Sun. Worship Service  
 7:45 a.m.—Morning Headlines

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.—Sunday Album  
 12:00 noon—News  
 12:15 p.m.—Sunday Album  
 4:00 p.m.—Mon. Morn. Headlines  
 4:15 p.m.—Erwin Canham  
 4:30 p.m.—Sunday Album  
 6:00 p.m.—News  
 6:15 p.m.—Sunday Album  
 7:30 p.m.—Revival Hour  
 8:00 p.m.—Sunday Album  
 8:30 p.m.—College News Conference  
 9:00 p.m.—Radio Bible Class  
 9:30 p.m.—Hour of Decision  
 10:00 p.m.—News  
 10:15 p.m.—Erwin Canham  
 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

# John Russell Joins KMA

Just as we are going to press we received word of a new appointment to the KMA announcing staff. John Russell of Kansas City will be the new evening announcer on KMA, replacing Art Bauer, who will enter Omaha University with the Fall term. We are going to miss Art, but are happy at the same time to know he is going on to complete his higher education. Art will be with us until September 8th, meanwhile you will hear two voices during the evening time. The second voice will be that of John Russell. John is 21 and single, coming to us direct from Dartmouth College at Hanover, Massachusetts. John's parents are Mr. and Mrs. F. Forsha Russell of Kansas City, Missouri, where he attended high school, finishing his curriculum at Dearfield Academy in Dearfield, Massachusetts. At Dartmouth he majored in English Literature. While a student there he worked in all phases of the college owned radio station, WDCR. John says it is the only college owned station strictly for the use of undergraduates in the whole United States. He enjoyed the work so well he wanted to make it his career. He visited the facilities of KMA while home during the summer and with the opening left by Art was appointed to the staff. John has been very active in amateur dramatics since high school and anticipates joining the Southwest Iowa Theatre Group in Shenandoah. He is also a sports enthusiast having participated in high school basketball and football. His favorite hobby is photography. He is a tall handsome young man. We did not have time for a picture but will have one of him in next months Guide for you. Meanwhile you'll be hearing him often on "Night Flight" and the "Late Show", two outstanding KMA music programs, every evening.

## KMA Football Broadcast Schedule

KMA sportscasters Dean Naven and Tom Tiernan will be journeying to the top game in the region every Friday night for the Hawkeye Eight "Game of the Week". Games to be broadcast will be announced each week. First game is scheduled for September 9th.

The Iowa Hawkeye U. of Iowa schedule begins September 24th with another exciting season in store every Saturday afternoon, at 1:30.

Along with the high school and Iowa U. games, KMA will again bring complete highlight and scoring coverage throughout the season.

### BROADCAST SCHEDULE —

#### FRIDAYS —

7:30 p.m.—Iowa Hawkeye Scouts report  
7:45 p.m.—Hawkeye-8 Warmup  
8:00 p.m.—H. S. Game of the Week  
10:15 p.m.—Sports Scoreboard

#### SATURDAYS —

7:30 a.m.—High School Sports  
1:10 a.m.—Iowa Hawkeye Scouts Report  
1:20 p.m.—Iowa Hawkeye Warmup  
1:30 p.m.—Iowa U. Football  
5:15 p.m.—Football Scoreboard  
6:45 p.m.—Sports Finale

The "Iowa Hawkeye Scouts Report" Friday night and Saturday afternoon will be a taped report from Iowa Scouts on their impressions of the opposing teams they have scouted preceding each Saturday's game at Iowa U.

## Olympic Games Direct From Rome

KMA will join the ABC network every afternoon while the Summer Olympic Games are in progress with a direct report originating live from Rome, Italy. The Olympic games are now on and will continue through September 11th. Melton Davis, Rome correspondent will bring 10 minutes of each day's highlights, scoring, and interviews with outstanding Olympic personalities. Broadcast times are: 5:25 to 5:35 p.m. Mondays through Saturdays. On Sundays the times shift a little, from 5:35 to 5:45 p.m.

### KMA PARTY LINE

Continued from Page 9

Gardening is usually a pretty harmless occupation. But not for Guide Editor DUANE MODROW. He got into all kinds of trouble this summer. First, poison ivy caused him considerable discomfort. Next, he turned his ankle while digging potatoes, pulling a bone loose in his foot. This accident put him on crutches for several days, followed by days of limping around. DUANE has just about decided it would be cheaper and much easier to buy his produce, rather than suffer along with doctor bills, medicine bills, vacation time spoiled, and other inconveniences.

### LETTER FROM THE FARMER'S WIFE

Continued from Page 10

Brings us all up to this time when with school started we'll at least all start from the same central place.

We at Essex, had a big three-day Fall Festival and enjoyed meeting so many. Must now close and get ready to attend a meeting at the KMA Guide office!

A big secret for awhile!

Thanks for all the wonderful mail. So until November.

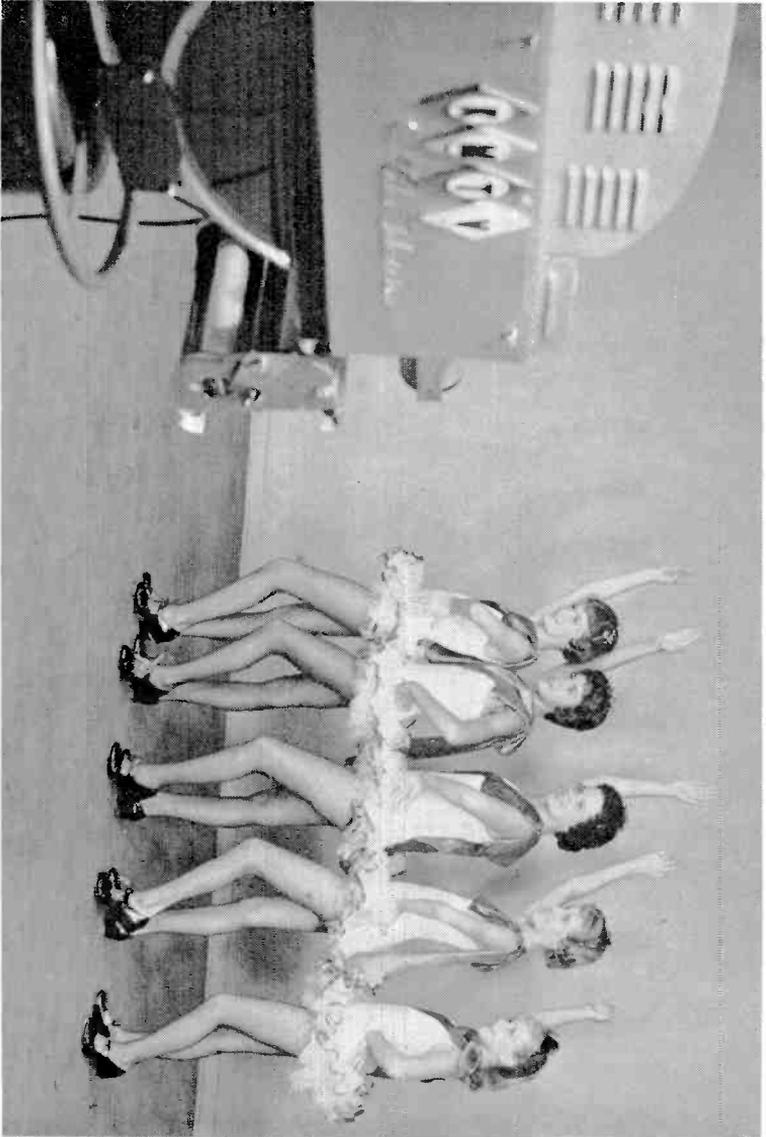
Keep Smiling  
Florence Falk  
The Farmer's Wife

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Cheri Hamilton, 12 year old daughter of KMA Sales Manager, Cecil Hamilton, second from left and her dancing class were elated over the invitation to appear on TV. Pictured 1 to 5 Jeannette Anderson, Cheri, Sherry Hamilton, Sheryl Eitzen, and Gail Brooks before the cameras at KMTV, Omaha. The girls appeared on the Mariamne Peters 12:30 show with two numbers, "Begin the Beguine" and "Syncopated Shades". Cheri and Jeannette also performed a dance creation of their own to the Peter Gunn theme.