

The

KMA GUIDE



January, 1958

COVER STORY

While most grownups are disconcerted at the prospects of the usually heavy January snows, this month's cover picture most admirably depicts the brighter side of Winter's offerings. Our sleighing cover girl is little Suzy Childs, 10 year-old daughter of Ralph and Muriel Childs. Suzy's daddy, veteran newscaster of the KMA staff, has been a familiar voice in KMA-land since 1940. Ralph is heard five minutes before every hour during the afternoon and with the 6:30 news every evening. We might add too, he is the man-with-the-bounce on "Fast Break", KMA's far-reaching basketball score reporting program heard every basketball night from 7 to 11 p.m.

The KMA Guide

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CHRISTMAS-EVE-MORNING BREAKFAST was a very pleasant experience enjoyed by the whole KMA staff with Florence Falk and her family at their farm. Here you see our KMA Sales Manager, Cecil Hamilton, in the foreground with his plate overflowing with choice products from the Kitchen of the Farmer's Wife. Newsman and Program Director Dean Naven is spooning up some tidbits, and just behind in line, amiable disc-jockey Tommy Burns juggling his favorite "platter". If you look closely you can see one of our new fathers, Earle Crowley of the accounting department, in the background anxiously awaiting his turn. Florence's delicious menu included Potatis Korv, Swedish meat balls, Liver Gryn, ham and scrambled eggs, hot deviled eggs, Swedish rye bread, coffee cake, hot cinnamon rolls, assorted cookies and fruit cake. The whole family Florence, Byron, Karen and Bruce pitched in to see that everyone enjoyed their delicious breakfast.



A Chat With Edward May

505 505

505 505

First, I want to wish you a Happy New Year! It seems to me 1957 was a very short year but, regardless, it has come and gone and is now past history.

Things at our house during the year were more or less normal. We were fortunate in not having any serious illness and even missed the Asiatic flu which flitted across the country like wildfire. My mother had an operation shortly before Christmas which was a complete success, and she is home now and feeling fine. She wasn't able to be home in time for Christmas and we certainly missed her, but the important thing is her operation was a success and she has had a complete recovery.

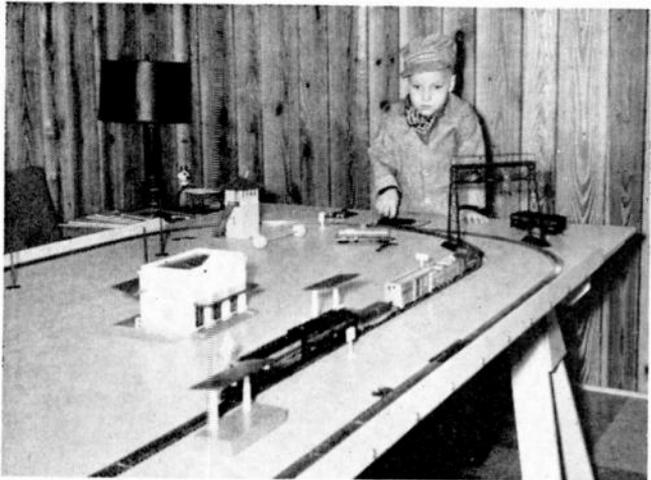
I certainly hope you had a pleasant Christmas at your house. Christmas day at our house was just what one expects when there are children around. All three of our children were very excited and agreed Santa Claus was pretty good to them. Annette received a record player; Karen a doll and a ring; and Eddie received an electric train. There is always the question whether an electric train is for the father or the son, but I do let Eddie play with it whenever he so desires. Some friends of ours gave Eddie an engineer's outfit for Christmas and it is quite a sight to see him dressed in his outfit running his new train. Whenever he is wearing this new outfit, which you see in the picture, he insists we call him "Casey, the engineer."

Another thing we did at our house was to hide a tape recorder and place the microphone at the base of the Christmas tree. I was the only person aware the recorder was in the room; and, consequently, was able to record almost a half hour of the exclamations and the conversation which took place while those in the room were opening their Christmas gifts. This is the second year I have done this

and these tapes will mean a great deal more to us as the years go by.

We had a very nice Christmas party with the KMA and the May Seed Company folks present. This is an annual party which started a good many years ago and it follows about the same pattern each year. This year we had group singing plus some excellent marimba music provided by Ann Topham, the daughter of John Topham who is manager of our Garden Seed Department. The Ed May quartet also provided music. Later the folks presented lovely gifts to my mother, my sister and myself for use of the families of each. My mother was unable to be present and her gift was presented to her as soon as she arrived home. Eddie provided a few laughs when he was curious as to what was behind or under the curtain in the Mayfair auditorium, which is where we had our party. Also, at our very nice affair, we presented wrist watches to Miss Ruth Maher and Mr. Everett Ivie for their twenty-five years of service with the Earl May Seed Company. The party was concluded with each person carrying home a dressed turkey for Christ-

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LITTLE EDDIE "CASEY" MAY, a true railroad fan, enjoying his exciting new 'lectric train.

Frank Comments

By FRANK FIELD

Yes, two pictures this month to make up for the November page which didn't have any picture. It does look odd doesn't it, to compare these with last month's picture, when we had a foot of snow on the ground and temperatures down to almost zero in November. These pictures were taken two days before Christmas with the temperature in the upper 50's, no snow on the ground and in fact not even any frost in the ground.

This is the first time you have ever seen a close-up of our front door. If you look real closely you can see a string of lights and evergreen outlining the door itself. These are the same ones we have used the past three years. The big gold star in the upper part of the door is new this year but the big evergreen spray arrangement with the red bows on it was used last year.

That tall, slender evergreen at the right side of the doorway, is a green *Scopulorum* and you will notice that we have a little ornamental fence around it to keep the dogs away. Those low-growing spreaders, in front of the stoop, are Andorra junipers. They are ideal for planting in such a location because they never get over 18 inches high but just keep spreading out over the ground. In the winter time the Andorras take a sort of a purplish cast, a good deal like the Virginia junipers do.

The other picture shows our Douglas fir tree at the northeast corner of the yard. It is planted exactly on the lot line between us and our neighbors, the Jennings, on the east. In fact, it is our cornerstone on the northeast corner of our lot. We planted it there especially for a lighted Christmas tree and before the lawn was seeded I dug a



Here is Jennie, with our "growing" Christmas tree, adjusting the lights.

trench from this tree up to the house and buried an underground cable with an outlet directly under the tree at one end and a switch in the garage at the other end.

The first winter the tree was about four feet high and it took only two strings of lights to completely cover it. The next winter the tree was about a foot higher so I added another string of lights. This year the tree was fully seven feet high, as you can see, and it took two more strings of lights to cover it nicely, so now we have five strings of lights on that tree. The Douglas fir grows quite rapidly and is ideal for planting where you can use it for a living Christmas tree. Keep in mind, however, that it grows to be 60 to 80 feet high, eventually, and broad in proportion, so be sure to plant it where it has room to spread out and grow into a specimen tree.

Last month I told you we were going to have all the children and grandchildren home for Christmas this year for the first time in a number of years. However, it didn't work out quite that way. At the last minute, Peggy called us from Dallas, Texas, and said that something special had come up at the last minute so that Jim couldn't possibly get off at that time, even though he had a week's vacation coming to him yet. With that one exception everything else went off as planned and a good time was had by all.

Frank Field

The KMA Guide



This picture of Jennie in our doorway gives you a close-up of our entrance and landscape arrangement.

Midwest's Best Cookie Recipes For January

(Selected from more than 3,000 recipes which KMA Homemakers have received during the annual Christmas Cookie Teas)

SNOW ON THE PLOWED GROUND COOKIES

- ½ c. butter
- 4 squares melted unsweetened chocolate
- 2 c. sugar
- 4 eggs
- 1 t. vanilla
- 2 c. flour
- 2 t. baking powder

Combine butter and melted chocolate cream well with the sugar. Beat the eggs in one at a time, then add vanilla. Sift flour and baking powder and add. Chill the dough well, then shape into small balls and roll in powdered sugar. Bake on greased baking sheet 12 to 15 minutes in a 375° oven.

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CHOCOLATE LACE COOKIES

- 1¼ c. sifted flour
- ¼ t. salt
- ½ t. soda
- ¾ t. baking powder
- ½ c. butter
- ½ c. brown sugar
- ⅔ c. light corn syrup
- 2 squares chocolate

Sift together the flour, salt, soda and baking powder. Heat butter, sugar, syrup and chocolate over hot water until chocolate melts. Blend dry ingredients into chocolate mixture. Let batter stand over hot water away from heat. Drop by teaspoon 3 inches apart on greased baking sheet. Bake in 325° oven for 8 to 10 minutes. Allow to cool slightly for 1 minute. Remove from sheet carefully to cooling racks. While still warm roll each cookie around handle of wooden spoon. Makes 5 to 6 dozen.

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STUFFED DATE DROPS

- 1 lb. pitted dates
- 1 3 oz. package pecan or walnut halves
- ¼ c. shortening
- ¾ c. medium brown sugar
- 1 egg
- 1¼ c. sifted enriched flour
- ½ t. baking powder
- ½ t. soda
- ¼ t. salt
- ½ c. sour cream
- 1 recipe Golden Frosting

Stuff dates with nut halves. Cream shortening and sugar till light. Beat in egg. Sift dry ingredients. Add alternately with sour cream to creamed mixture. Stir in dates. Drop onto greased cookie sheet (one date per cookie). Bake at 400° for 8 to 10 minutes.

Golden Glow Frosting

Lightly brown ½ c. butter. Remove from

heat. Gradually beat in 3 c. sifted powder sugar, ¾ t. vanilla. Add water to make it spreading consistency.

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COCONUT BUTTERSCOTCH JUMBLES

Mix together thoroughly:

- ½ c. shortening (half butter)
- ¾ c. sugar (½ white, ½ brown)
- Add 1 egg and beat.
- Add 1 t. vanilla

Sift together and stir in:

- 1¼ c. sifted flour
- ¼ t. soda
- ½ t. salt

Drop rounded teaspoonfuls about 2 inches apart on lightly greased cookie sheet. Bake until delicately browned. Cookies should still be soft. Cool slightly, then remove from baking sheet. Bake 8 to 10 minutes at 375°. Makes about 3 dozen.

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OATMEAL MINCEMEAT JUMBLES

- 1 c. shortening
- 1 c. sugar
- 2 eggs
- 1 c. mincemeat
- 3 c. sifted flour
- 1 t. vanilla
- 1 t. black walnut flavor
- 1 t. baking powder
- ½ t. soda
- ¼ t. salt
- 1 c. oatmeal

Cream shortening and sugar, add flavorings and eggs one at a time, beating well after each addition. Add mincemeat. Fold in dry ingredients. Drop by teaspoon on ungreased cookie sheet and bake at 400° from 12 to 15 minutes. Candied fruits or peels and chopped nuts may be added if desired. Makes about 5 dozen.

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SWEETHEART COOKIES

- 1 lb. dates
- ½ c. sugar
- ½ c. water

Combine and bring to boil, stirring. Cool and if you desire add chopped nuts or coconut.

- 1 c. white sugar
- 1 c. brown sugar
- 1 c. lard or other shortening
- 3 eggs
- 1 t. vanilla
- 4 c. sifted flour
- 1 t. soda
- ¼ t. salt

Cream sugars and shortening, beat in eggs one at a time, add vanilla. Sift flour with soda, and salt and add. When well mixed, put out on board and roll out to

about $\frac{1}{4}$ inch thick, longer than wide. Spread the date mixture on this and roll it up as jelly roll. Wrap in waxed paper and let stand in refrigerator overnight. Slice about $\frac{1}{4}$ inch thick slices, put on lightly greased baking sheet and bake at 400°.

PECAN BUTTERSCOTCH BROWNIES

$\frac{1}{4}$ c. shortening
1 c. light brown sugar, packed
1 egg
 $\frac{3}{4}$ c. sifted all-purpose flour
1 t. baking powder
 $\frac{1}{2}$ t. salt
 $\frac{1}{2}$ t. vanilla
 $\frac{1}{2}$ c. broken pecans
Melt shortening. Remove from heat and blend in sugar. Cool. Stir in egg, then sifted dry ingredients. Add vanilla and nuts. Spread in greased 8 inch square pan. Bake in 350° oven for 25 minutes. Do not overbake. Makes 16 2 inch squares.

REFRIGERATOR COOKIES

1 c. white sugar
 $\frac{1}{2}$ c. shortening
1 egg
2 t. vanilla
 $1\frac{1}{2}$ c. flour
 $\frac{1}{2}$ t. soda
 $\frac{3}{4}$ t. salt
 $\frac{1}{2}$ c. nuts
Cream sugar and shortening, add egg and vanilla. Add flour, soda, salt and nuts. Bake 10 minutes in 375° oven.
Variations:
Chocolate — add 3 squares chocolate melted.
Date — add $\frac{1}{2}$ c. chopped dates.
Spice-nut — add $\frac{1}{2}$ t. cinnamon and $\frac{1}{4}$ t. nutmeg

DATE WHIRLS

$\frac{1}{2}$ c. butter
 $\frac{1}{2}$ c. firmly packed brown sugar
 $\frac{1}{2}$ c. white sugar
1 egg
 $\frac{1}{2}$ t. vanilla
 $2\frac{1}{4}$ c. sifted flour
 $\frac{1}{2}$ t. soda
 $\frac{1}{2}$ t. salt
 $\frac{1}{4}$ t. cinnamon

Date and Nut Filling

$1\frac{1}{4}$ c. chopped dates
 $\frac{1}{2}$ c. water
 $\frac{1}{2}$ c. sugar
1 T. lemon juice
 $\frac{1}{2}$ c. chopped nuts
Cream butter and sugar. Add egg and vanilla. Sift and blend dry ingredients into creamed mixture. Chill dough—divide in half and roll to $\frac{1}{4}$ inch thickness. Spread with date-nut filling. Roll as for jelly roll and chill thoroughly. Cut in thin slices. Bake on greased cookie sheet in 375° oven for 8 to 10 minutes. Store in tight container or wrap in foil and freeze. Makes

4 dozen cookies. Traditional cookies for the holiday. Refrigerate rolls of dough. Then slice, bake and serve warm.

Date-Nut Filling

Combine all ingredients in heavy saucepan over low heat. Cook until dates are soft and filling is slightly thickened. Spread on rolled out cookie mixture. Roll as for jelly roll. Chill and slice.

RANGER COOKIES

1 c. shortening
1 c. white sugar
1 c. brown sugar
2 eggs
2 c. flour
1 t. soda
 $\frac{1}{2}$ t. baking powder
 $\frac{1}{2}$ t. salt
2 c. quick oatmeal
2 c. wheat cereal (wheaties, type)
1 c. coconut

Cream shortening, add sugar and beat till light and fluffy. Add eggs, sift flour, salt, soda, baking powder and add to the creamed mixture. Then add oatmeal, cereal, coconut, mix well. Drop on well greased cookie sheet and bake 12 to 15 minutes in a slow oven, 300°.

DATE ORANGE BAR

2 eggs, beaten
 $\frac{1}{2}$ c. orange juice
 $\frac{1}{4}$ c. melted butter
Sift together:
1 c. sifted flour
1 t. baking powder
 $\frac{1}{2}$ t. salt

Combine with

$\frac{3}{4}$ c. nuts
 $\frac{1}{2}$ c. dates, cut up
1 c. sugar
Add fruit to flour mixture, baking powder, salt and sugar mixture. Then add to the egg mixture. Bake in a greased 8 inch square pan. Bake 30 minutes in 350° oven. Cut in bars while warm.

APPLESAUCE BROWNIES

Melt
2 oz. unsweetened chocolate
 $\frac{1}{2}$ c. shortening
Cool and add:
1 c. sugar
2 eggs, well beaten
 $\frac{2}{3}$ c. applesauce
1 t. vanilla
Sift together and add:
1 c. sifted flour
 $\frac{1}{2}$ t. baking powder
 $\frac{1}{4}$ t. soda
 $\frac{1}{4}$ t. salt
 $\frac{1}{2}$ c. nuts
Combine, mixing well. Pour into 8 inch square pan. Bake 30 - 40 minutes in 350° oven.



GRASS ROOT NOTES

By
MERRILL LANGFITT
KMA
Farm Service Director

Baby 1958 has arrived and we think it will be a year of great decisions. In the scientific field we will undoubtedly see the launching of many more satellites; we may even see man penetrate space and reach the moon in one manner or another. We will surely realize fool-proof guided missiles that can be projected into the sky and travel 5,000 to 10,000 miles at supersonic speed and arrive at a pin pointed destination. We will probably see the cold war grow colder and more of our earth's people enslaved by the Communists and living in an atmosphere of fear. We will probably see man traveling at speeds up to 2500 miles per hour.

But what about farmers? Where are you going in 1958 what will your problems be? What will be your rewards for your toil?

The only thing we can be real sure of is that you will have problems. These problems may not be too different from old ones you have experienced before. First of all, you will undoubtedly produce too much food, and around that problem lies most of the troubles that beset farmers. As long as we continue to produce more than consumers can eat, we will continue to have depressed farm prices. The farmer almost continuously has a "fire sale" going on. He sells one bushel of corn or one dozen eggs and gives the second one free. No business can prosper if they have "bargain counter" sales going on throughout the year.

For example, in 1952 we produced 89 million hogs and sold them at \$20.40 per

cwt. In 1953 we dropped down to 78 million and sold them at \$24.50— but in 1955 we jumped up to a total hog production of 96 million head and sold them for \$14.25 per cwt. The 1953 reduction in production of 11 million head increased the total profit by \$455 million dollars —or \$40.00 to the producers for each hog not produced. The increase in 1955 of 9 million head over the 1954 figure of 87 million cost the producers \$68.00 for each of the 9 million increase.

Figures are, perhaps, not very interesting, but we need to know how much money increases in production are costing us, then we need to find ways to keep production in line with demand. In reality this is the most simple form of economics man has ever used. Produce too much and you are in trouble. The small farmer could probably survive if he were receiving \$25.00 per cwt. for his hogs and if all farm prices were in direct proportion.

Now you probably already knew what the problem was — you are looking for answers. There are no easy answers, and the only one I know for the immediate period ahead is to cut production. Unless we can find a way to sell that idea to all farmers, there is no solution to the problem — we are stuck with it.

In spite of these great problems, I can wish for you and yours a successful year ahead and hope that you enjoy good health throughout the year. That is my wish for you in 1958, at the same time a desire that we at KMA can help in some way to solve your many problems.

On the KMA PARTY LINE

By **DORIS MURPHY**

The **MIKE HEUER'S** won the stork race you read about in the December issue of the KMA Guide. At 12:45 a.m. December 7th, they got the daughter they wanted so much. She weighed 5 pounds, 12½ ounces at birth, was 19 inches long, dark blue eyes and has dark brown hair. She's been named Cynthia Jane and in all probability will be called Cindy. She has two brothers to look after her. .7 year old Tommy and 4 year old Jeffrey. The boys are extremely happy that they have a baby sister. Earlier Tommy had said he hoped he'd get a sister as there are too many boys in the neighborhood. Jeffrey is busily sharing his time between his baby sister and his cat. Several days before the baby arrived Jeff and his dad went out to the **FLORENCE FALK** farm and got a "great big kitty". Jeffrey hasn't named him yet and up to now has referred to him as "the kitty". The cat will never starve if Jeffrey has anything to do with it. He's continually worrying if the kitty has enough to eat.

Playing on the Essex basketball team has already this year turned up two "shiners" for Karen, daughter of **FLORENCE**



DORIS on the stairway of her home. The white wrought iron railing is beautifully decorated for the holiday season and the little Santa is one of many that were sold at the Bazaar.

FALK, "The Farmer's Wife". She had just recovered in early December from one black eye and was ready to have her Christmas pictures taken, when she got another black and blue eye lid and a piece of glass three quarters of an inch long in her cheek. It required a trip to the hospital to get the glass removed, caused by her glasses breaking when she and another guard on the team jumped for the ball and bumped heads. Since then, unbreakable glass has been put in her eye glasses. . .but the damage was already done, and NOW it's too late to get her Christmas pictures taken! Right now. . .Karen is only a substitute on the 1st team. . .wonder what she'll come up with when she really gets on the team and starts scrapping it out.

"Bambi" was the name Valerie Jo, 5 year old daughter of announcer **MERL DOUGLAS** chose for a stray little fox terrier dog that came to their home about a year ago. But recently, they've had to pick out six more names, as Bambi presented them with six puppies. They're so cute, they haven't had the heart to give any away yet. Some are white, some black and white, others brown and white, but they are all lively little fellows and have a big time in the big cardboard box **DOUG** fixed for them in the children's playroom. In all probability, they'll end up keeping one or two!

The holiday season at our home started a little early this year with Christmas decorations in place by December 4th. The reason was because our home was one of eight included in the Christmas Bazaar Tour of Homes sponsored by the Women's Society of Christian Service of the Methodist Church. It was held from 10:00 a.m. to 7 p.m., and during that period 900 toured our home. This picture of me was taken on our stairway, at the end of the day, so if Santa and I look a little weary, please forgive us. We had had a busy day. Around 1100 Tour tickets at \$1.00 each were sold. In addition to the Tour, a bazaar was held in each home, and a cafeteria at the church at noon. You can imagine how thrilled everyone was, when chairman Mrs. Wayne Stevens announced around \$2700 had been cleared. It was a very successful affair and enjoyed by the hundreds who attended, many of whom came from a distance. Santa standing beside me played an

important part in the occasion. The Methodist Ladies made 35 Santas and sold them for \$6.00 each. His costume was bright red oil cloth with white cotton trim, he had angel hair. They were so popular many more could have been sold. This is our new stairway Bernice mentioned on the air. It is white wrought iron and we had it decorated with evergreen roping interspersed with silver white birds. All homes included in the tour were beautifully decorated in keeping with a Christmas song. Maybe the church in your area will want to hold a Tour of Homes next year!

A telephone interview direct to New York with a high society orchestra leader Lester Lanin, was an interesting feature on Mike Heuer's Matinee on KMA, December 21st. The Lanin's have had orchestras in the family over the past 118 years, playing for society balls and college dances in New York and other leading cities. It's considered the most traveled orchestra in the world, flying their musicians long distances to fill engagements. Music is often furnished continuously from 7 p.m. to 5 a.m. through the use of relief musicians filling in during the 5 minute breaks every hour for the regular musicians. Five hundred musicians are on call, and several Lanin orchestras are on tour all of the time. Mr. Lanin's brother has the Lanin orchestra in England and Europe. I'm sure you'll enjoy hearing the top selling records of the Lester Lanin Orchestra on MIKE'S Matinee from 4 to 5 p.m. from time to time.

A discussion on WARREN NIELSON'S Party Line program on "Rapid Living" proved valuable to announcer TOMMY BURNS. TOMMY made a Toastmaster Speech on the perils of over entertainment, and won the Silver Tongue Award for the best speech at their Toastmaster's Club recently.

"I didn't know you could be so mean!" Seemed to be the comment heard most after KMA announcer TOMMY BURNS had taken the part of a scoundrel in the recent play, "The Kind Lady" presented by the Southwest Iowa Theater group. TOMMY is really a nice guy, but he played the part so well, he appeared to be a scoundrel. After hearing this remark several times, TOMMY began to wonder if anyone would ever speak to him again. Don't worry TOMMY. . . it just proved you were a good actor! TOMMY'S next project is taking French lessons from M'chalene Riffle in Shenandoah. He has joined a class taking starter French, so any day now you may hear him slip a few French words in his announcing.

Attending the Christmas Eve service at the Episcopal Church had more meaning than ever this year for the RALPH CHILDS family, because their son David, age 14, took his first communion.

Heuer Recreates Goodman at Carnegie

Thursday night January 16th at 8:00 o'clock there'll be an interesting special program on KMA. Twenty years ago on that date, a fellow named Benny Goodman brought his "swing" band into Carnegie Hall, normally used for classical concerts at that time, for a Jazz Concert. The concert was an extreme success and was quite a news item in music circles. The recordings were put away in Benny Goodman's closet and were forgotten until his daughter Rachel discovered them one day several years ago. When Benny saw what it was he rushed the discs to a recording studio and had them transferred to tape. The concert was then recorded for the public and was a top seller when it was released.

January 16th Mike Heuer will re-create this famous night as if it were happening right now. The program will start at 8:00 o'clock. Mike is giving this an exceptional amount of effort and thought, which means it should be an excellent program so be sure to tune it in.



TOM and TERRY taken at the Murphy's prize-winning doorway just before they left by plane for New York. They are now Mr. and Mrs. Tom Murphy.

A Letter From The Farmer's Wife

Greetings for 1958 from the farm! ! !

From our house to your house the best of wishes for a Happy Healthy year of 1958. May the light of Christmas remain in our hearts and may we have peace throughout the world.

Christmas was a busy happy time on the farm. True we had a great deal more of spring weather than of white snow. We traditionally spend Christmas Eve at home with a Swedish supper. Our church services are the midnight services, do miss the old time Swedish Julotta. Christmas day we spend with Byron's sister, Mrs. Elmer Holmes, and her husband.

Now that the New Year is here we all probably make resolutions. Have you ever tried to make just one resolution at a time and make that one stick? What are some of your resolutions? Would be very interested in hearing from you and sharing with our KMAland listeners. Do you have different Christmas traditions that you observe. One of the finest resolutions would certainly be to promote peace not only in the world but on the local level. Understanding ourselves, our friends and those around us.

The Federated Club Women and The Business and Professional Women have a collect they use at their meetings. I would like to quote it now as a fine example of working and living together:

"Keep us, O God, from pettiness; let us be large in thought, in word, in deed. Let us be done with fault-finding and leave off self-seeking.

May we put away all pretense and meet each other face to face — without self-pity and without prejudice.

May we never be hasty in judgment and always generous.

Let us take time for all things; make us to grow calm, serene, gentle. Teach us to put into action our better impulses straight-forward and unafraid.

Grant that we may realize it is the little things that create differences; that in the big things of life we are as one.

And may we strive to touch and to know the great common human heart of us all, and O Lord God, let us forget not to be kind!"

— Mary Stewart

A tremendous writing in prose that gives us all some considerable thought.

This year on the farm finds us going along in much the same routine as ever. Each year I think surely I'll get all the filing done, get everything in order. But time has a way of taking us right along down the line with it. But planning and organization do great wonders. We might all plan now to sit down with pencil and paper at this beginning of a new year. Plan by months on a large scale. Have this for our goals. Then break down each month's work about two weeks before. Of course things come up to change schedules but try it once. Let me know how you come out.

Learn to budget time as well as finances.

School is almost half-over, the basketball season is coming down the line. We have followed the Essex teams this year and find it interesting. The tournaments will begin soon and then spring almost on its way.

January and February are without a doubt two of the best months in the year to plan indoor work. Now we can get at those different recipes, maybe you'll finish piecing and quilting that new quilt. Wish I were there to stitch and chat along with you. Did you miss getting letters to friends at the holiday season? Not too late to do it now. Work on scrap books, gather all the pictures around the house and mount them in a photo book. Write some pertinent data for each picture and above all hunt up the old family pictures and identify all those in the pictures. Someone will thank you for that someday. Sort through the pictures and those of your children in homes of their own will appreciate having them. Just an idea or two along the way.

Each day it is my privilege to visit with many of you on "The Farmer's Wife" program and to those of you that are new readers of this KMA Guide may I wish along with all the friends of the Guide more friendships through KMA. Be sure to read our page on program listings and in this big KMAland you will find programs for every member of the family. If you are not in KMAland and unable to hear our station then until next issue to one and all may you have not too much of anything but just enough of everything to make you and yours happy in 1958, and above all "Keep Smiling."

Sincerely,

Florence Falk

"The Farmer's Wife"

The KMA Guide

Homemaker's Guide

"THE FARMER'S WIFE"

By FLORENCE FALK

Greetings from the Farm Kitchen this January of 1958! ! !

Are you planning a party or get-together, women's meeting or what have you. A January theme? Try the snowman theme.

For table centerpiece make a large snowman from cotton and newspapers. Make newspapers into compact balls whatever size you wish. Stack much like a snowman, black buttons, for trim, a black construction paper hat, a make-believe broom and you're set.

For individual favors try this one. Use two marshmallows to form the body, fastened together with a toothpick. For the head cut a marshmallow in two, and use cloves for the eyes and nose. Cut the remaining half of the marshmallow in two for the arms, fastening them to the body with toothpicks. Small paper hats made of construction paper will give the snow man a very jaunty air!

For refreshments with that coffee: Soften vanilla ice cream and shape into balls—roll in cocoanut. Freeze until needed. If the occasion is a birthday just add a candle. Effective with this, serve white cake with white frosting. Elaborate on the theme as much as you wish.

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We're into that time of the year when we become very budget conscious. How about a new treatment for some of those left-overs?

CORN CAKES

- 1 c. cooked corn, crushed with a fork
- ½ c. milk
- 2 t. sugar
- 2 eggs, well beaten
- ¾ c. sifted flour
- 1 t. baking powder
- ¼ t. salt

Combine the corn, milk, sugar and eggs. Sift flour with baking powder and salt. Combine mixtures. Fill greased muffin pans ¾ full and bake in moderate (350°) oven about 20 minutes, or until lightly browned. Makes 8 to 10 cakes.

* * * * *

Save the tag ends of cereal crumbs and use in meat loaves, to roll in egg and crumbs for croquettes. Add to ranger cookies.

TUNA TURNOVERS

- 3 T. fat, drippings if desired
- 3 T. flour
- 1 c. milk
- ¾ t. salt
- 1 t. Worcestershire sauce
- 1 c. flaked tuna or any other fish
- 2 hard-cooked eggs, chopped
- pastry as for pie

Melt fat, blend in flour, add milk, and cook until thickened, stirring constantly. Add remaining ingredients, except pastry, mix well. Roll out pastry. Cut into 3 inch squares, place a teaspoon of filling on each square and fold over to form a triangle. Press edges together, cut a gash in the top and bake in 400° oven for 15 to 20 minutes.

* * * * *

With left-over bread — keep on hand in a dry place in a large container. When enough bread has been saved, roll into fine crumbs. Keep the crumbs in a metal box with perforated cover or in glass jars with ventilated tops.

BRAZIL-NUT BREAD PUDDING

- 4 slices buttered bread (use left-over sandwiches)
- ½ c. sliced Brazil nuts
- 2 eggs
- ½ c. sugar
- ¼ t. salt
- 1 t. vanilla
- 2 c. milk

Cut buttered bread into finger width pieces. Arrange in layers in buttered baking dish sprinkling each layer with Brazil nuts. Beat eggs slightly, add sugar, salt, vanilla and milk. Mix well and pour over bread. Garnish top with Brazil nuts and bake in 325° oven about 1 hour.

* * * * *

VEGETABLE PUFFS

- 1 c. left-over mashed potatoes
- 2 eggs, beaten
- 3 T. milk
- 1 t. baking powder
- 1 c. grated fresh corn or canned whole kernel
- ½ c. sifted flour
- 1 T. chopped parsley
- 1 t. salt

Mix all ingredients together well. Drop by spoonfuls into deep hot fat 350°-360° or until bread cube browns in less than a minute. Cook puffs until brown. Drain on paper toweling. Try maple syrup with these. Really good!

HOMEMAKER'S VISIT

By **BERNICE CURRIER**

A REAL COMPANY CASSEROLE

- 1 lb. ground beef
- 1 small onion chopped fine
- 1 can cream of mushroom soup
- ½ c. milk
- ¼ c. chopped green pepper
- ½ c. chopped celery
- 1 small can mushroom pieces
- 1 can cream of chicken soup
- ½ c. cashew nuts
- 1 8 oz. package noodles cooked in boiling salted water and drained

Mix the ground beef and onion and brown together in skillet. Then mix all ingredients and put into greased casserole, top with crushed corn flakes or buttered crumbs. Bake 1½ hours at 350°. Serves 10.

* * * *

CLUB CHICKEN OR TURKEY CASSEROLE

- 4 T. butter
- 4 T. flour
- 1 c. chicken broth
- 1 tall can evaporated milk
- ½ c. water
- 1 t. salt
- 3 c. cooked rice
- 1½ c. diced cooked chicken or turkey
- 1 3 oz. can broiled sliced mushrooms
- ¼ c. chopped pimiento
- ⅓ c. chopped green pepper
- ½ c. blanched slivered almonds

Melt butter, blend in flour, add broth and milk and water stirring constantly over low heat until thick. Add salt. Alternate layers of rice, chicken and vegetables and the sauce in a well greased 10 x 6 x 1½ inch baking dish. Pour remaining sauce over top and sprinkle with slivered almonds. Bake about 30 minutes at 350°. Makes 8 to 10 servings.

* * * *

PURPLE SALAD

- 2 packages raspberry gelatin
- 2 c. boiling water
- 1 c. blueberry juice
- 1 c. pineapple juice
- 1 No. 2 can blueberries, drained
- 1 No. 1 can crushed pineapple, drained
- ½ pint (1 c.) cultured sour cream

Combine gelatin and boiling water and stir till dissolved, add the juices and cool slightly then add the sour cream and if it separates somewhat, beat it with rotary beater. Then add fruits, pour into salad ring mold and chill until firm.

DATE PUDDING

- A—1 c. chopped dates
- 1 c. hot water
- 1 t. soda
- B—1 egg
- 2 T. butter
- 1 c. sugar
- C—1½ c. sifted flour
- 1 t. baking powder
- D—½ c. nuts

Combine A and let stand. Beat B, add C, add this to A, then add D. Pour into greased 8 or 9 inch square pan, bake about 30 minutes at 350°. Set out on rack to cool. When nearly cool, put the following topping on. In a saucepan combine:

- ½ c. chopped dates
- ½ c. chopped pecans
- ½ c. hot water
- ½ c. sugar

Stir and bring to a boil, let simmer gently until just thick. Pour this over the cake part. Serve with whipped cream if desired.

* * * *

NUT BREAD

- A—1 c. chopped dates
- 1½ c. boiling water
- B—1 c. sugar
- 2 t. soda
- 2¼ c. sifted flour
- ½ t. salt
- C—1 t. vanilla
- 1 T. melted shortening
- 1½ c. chopped nuts
- 1 beaten egg

Combine A and let stand ½ hour, then add B, add C. Pour into 2 small greased loaf pans or 1 large pan. Bake 1 hour at 350°. Large loaf may require longer baking.

* * * *

CHOCOLATE TEA ROLLS

- A—1 package dry yeast
- ¼ c. warm water
- B—¾ c. milk scalded
- ¼ c. butter
- C—1 egg beaten
- D—¼ c. sifted cocoa
- 1 t. salt
- ½ c. sugar
- ½ t. soda
- E—3 c. sifted flour

Dissolve A. Combine B till melted. Cool. Add C and A. Combine D and add. Beat in 2 c. of E, then add remaining E and put out on floured board and knead till smooth and elastic. Put in greased bowl, cover, let rise to double. Knead and shape into rolls. Put in greased pans. Cover, let rise to double. Bake 15 minutes at 375°.

* * * *

Happy Cooking and Bless Your Hearts

Bernice Currier

"Duane Modrow Guide Editor"

With this issue of the Guide, Duane Modrow, our new Promotion Manager takes over his duties as Editor. Duane has been in the Radio field nearly four years now. He has worked in newspaper and radio advertising for nine years and is a graduate of Tarkio College with advance work in Marketing and Economics at the University of Missouri. Having been a life-long resident of Shenandoah, he is well acquainted with most of the KMA staff, and is already feeling pretty much at home in his new surroundings. He is a little hesitant to commit himself at this early date, but he does have a New Year's resolution in the back of his mind, and that is too have the Guide out on time. (Ed. note: Mmmhmm.) Duane is married and has two daughters, Josie, age 6, and 16-month old Teresa.



OUR NEW EDITOR, Duane Modrow.

SURVIVAL is not enough! Of 300,000 survivors of paralytic polio, one in three could still benefit from techniques of modern rehabilitation through the **MARCH OF DIMES**. Join Now!

January, 1958



MR. FIXIT—that's what the Shenandoah Police Department calls KMA's Chief Engineer Don Burrichter, who is in charge of maintenance of the police two-way radio system. He is shown here, climbing into the trunk of a Shenandoah police patrol car to work on the radio, as officer Ed Gibson looks on. Don keeps up the radio of the city of Clarinda. Don also helps to keep the county police radio net in good working order.

FAST BREAK GOING GREAT

The amazingly thorough report of basketball scores while the games are in progress, which is heard every basketball night from 7 to 11 p.m. on KMA, is proving to be the surest source of information for anxious basketball fans in KMAland. KMA reports final scores from over 70 schools and has reporters phoning in scores by-the-quarter from over half of these schools. A staff of five people is usually on hand to answer phones and relay the information to Ralph Child's, KMA's extremely competent "Fast Break" reporter.

A CHAT WITH EDWARD MAY

Continued From Page 3
mas dinner. You might be interested to know we had 246 turkeys on hand.

This is the time when lots of people make New Year's resolutions. I haven't made any resolutions in particular other than to attempt to apply during 1958 the things I learned during 1957. We are all a year older and hope a little smarter, and surely all of us learned several things during the past year. A good resolution might be to apply these during 1958. I hope the year is a very successful one for you in every way, and all of us at KMA wish you the best of health and happiness throughout the entire year.

Edward May

KMA Daily Programs For January, 1958

5000 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.—Merrill Langfitt
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.—Tater Quiz
10:10 a.m.—Housewives Serenade
10:30 a.m.—Florence Falk
11:00 a.m.—Back To The Bible
11:30 a.m.—Tennessee Ernie
11:45 a.m.—Morning Markets
11:55 a.m.—Joe Faassen
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.—Frank's Letter Basket
1:15 p.m.—Tommy Burns' Show
(M. T. Fri.)
1:15 p.m.—Hy Vee Time
(Wed. & Th.)
1:30 p.m.—Tommy Burns' Show
2:00 p.m.—Jim Backus Show
2:30 p.m.—Party Line
3:00 p.m.—Tommy Burns' Show
4:00 p.m.—Mike's Matinee
5:30 p.m.—Sparta Polka Band
(Friday)
5:45 p.m.—John Daly
5:55 p.m.—Paul Harvey
6:00 p.m.—Farm Bulletin Board
6:15 p.m.—Sports
6:30 p.m.—Ralph Childs, News
6:45 p.m.—Edw. May, Mkts. &
Weather

MONDAY NIGHT

7:00 p.m.—Club 960
8:00 p.m.—Merv Griffin
9:00 p.m.—Tommy Burns' Show
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Dance To The Bands
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.—"Fast Break"
10:00 p.m.—Ralph Childs, News
10:15 p.m.—"Fast Break"
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.—Club 960
8:00 p.m.—Merv Griffin
9:00 p.m.—Tommy Burns' Show
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Dance To The Bands
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.—Club 960
8:00 p.m.—Merv Griffin
9:00 p.m.—Tommy Burns' Show
10:00 p.m.—Ralph Childs, News
10:15 p.m.—Dance To The Bands
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.—"Fast Break"
10:00 p.m.—Ralph Childs, News
10:15 p.m.—"Fast Break"
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.—Town & Country Hour
6:00 a.m.—News & Weather
6:15 a.m.—Western Star Time
6:30 a.m.—Merrill Langfitt
7:00 a.m.—News
7:15 a.m.—Frank Field
7:30 a.m.—Lawrence Welk's Band
7:45 a.m.—Morning Headlines
8:00 a.m.—Take 30 For Music
8:30 a.m.—Bernice Currier
9:00 a.m.—Johnny Pearson Show
10:00 a.m.—Saturday Shopper
10:30 a.m.—Florence Falk
11:00 a.m.—Back To The Bible
11:30 a.m.—Sparta Polka Band
11:45 a.m.—Practical Land Use
12:00 noon—News
12:15 p.m.—Edward May
12:30 p.m.—Jack Gowing
12:45 p.m.—Market Review
1:00 p.m.—Mike's Sat. Matinee
6:00 p.m.—News & Sports
6:15 p.m.—At Ease
6:30 p.m.—News
6:45 p.m.—Bob Crosby
7:00 p.m.—Vincent Lopez
7:30 p.m.—Lawrence Welk's Army
Show
8:00 p.m.—Club 960
9:45 p.m.—Guest Star
10:00 p.m.—News
10:15 p.m.—Harry Wismer
10:30 p.m.—Music In The Night
11:00 p.m.—News
11:05 p.m.—Music In The Night
11:55 p.m.—News

SUNDAY PROGRAMS

6:30 a.m.—Back To The Bible
7:00 a.m.—News and Weather
7:15 a.m.—Here's To Veterans
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.—Sun. Album
12:00 noon—News
12:15 p.m.—Sunday Album
2:30 p.m.—Wings of Healing
3:00 p.m.—Revival Hour
3:30 p.m.—Bible Class
4:00 p.m.—Dr. Bob Pierce
4:30 p.m.—Sunday Album
5:00 p.m.—Mon. Morn. Headlines
5:15 p.m.—Paul Harvey
5:30 p.m.—Quincy Howe
6:00 p.m.—Prison On The Hill
6:30 p.m.—Sunday Album
9:00 p.m.—Erwin Canham
9:15 p.m.—Serenade In Blue
9:30 p.m.—Hour of Decision
10:00 p.m.—News
10:15 p.m.—Manhattan Melodies
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.

◆ KMA's Family Album ◆



NUMBER TWO, with time running close and a first-time father pacing the floor for two good reasons, is little David Scott Crowley with his mother Jane. David was born December 20th and weighed 7 pounds, 14½ ounces. Earle Crowley, of the KMA accounting department, is as proud a new father as you'll ever see. David is their first-born, and they wanted a boy.



THEY MADE IT! In the December Guide we had a picture of Mike Heuer, Earle Crowley, and Jack Gowing reviewing an income tax form, all three with the hope that their coming offspring would beat the January 1st deduction deadline. Here we picture the mothers with their new babies, all born in December, in fact the Gowings received their new addition on Christmas Day.

NUMBER ONE on our "hit parade" of new vocal artists is little Cynthia Jane Heuer with her mother Betty. Cynthia was born December 7 and weighed 5 pounds 12½ ounces. Cynthia has two brothers, Jeffrey 4, and Tommy 7. The Heuers wanted a girl. Cynthia's daddy is heard every afternoon on Mike's Matinee from 4:00 to 5:45.



NUMBER THREE, with mother and father giving up hope of reaching the January deadline, came as a double surprise on Christmas day. Julie Dawn Gowing, born December 25th and weighing 6 pounds eleven ounces, is pictured here with her mother Pauline. Julie has a 4 year old brother, Randy, who also was wanting a baby sister. Julie and Randy's daddy is assistant Farm Service Director Jack Gowing.

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THE ED MAY QUARTET is shown at their special appearance during the Company Christmas Party held the morning of December 24th. Their group is one of the most accomplished in the area, and makes many public appearances for the sheer pleasure of singing. Pictured left to right: Ed May, Bruce Jones, Wayne Stevens and Glen Sherbon.

JEFFREY HEUER AND HIS CAT.

Florence Falk, the Farmer's Wife, raised this big Tom from a kitten and gave it to little Jeffrey Heuer a few weeks ago. Cat and boy are real pals. The cat is of doubtful origin and huge size, almost as big as Jeffrey. It took quite a bit of maneuvering to get them both together at the same time, but we finally got this action shot on the Heuer's basement stairway.



TOMMY BURNS making his first appearance in his leading roll in the Little Theatre Group's first presentation of "Kind Lady" at the Mayfair Auditorium December 5th. The play was a huge success and drew loud applause from the opening curtain. Left to right; Jean Braley, seated; Tommy; leading lady Maribelle Read; and Anna Rose Coddington.