

The  
**KMA GUIDE**

*January 1957*



## COVER STORY

You've heard the story about "standing room only". Well, that was just about it this year at the third annual KMA Homemakers Christmas Cookie Tea, which attracted 1652 women from 18 Missouri communities, 26 Nebraska towns, and 67 different places in Iowa. Admission to the Christmas party was a plate of one dozen home-baked cookies. We had secured the largest building in Shenandoah to hold the Cookie Tea, the new National Guard Armory, and it wasn't big enough. Next year, the homemakers and Doris Murphy, women's director at the station, say they'll have the Cookie Tea more than one day. A two page picture story will be found on pages 8 and 9 in this issue of The Guide.

## The KMA Guide

Vol. 3

No. 2

JANUARY 1, 1957

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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; F. S. (Toke) Nelson, editor; Doris Murphy, feature editor; Farrell Turnbull, 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.

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Here's part of a group of 400 farmers that came to KMA Auditorium in Shenandoah during December to attend a Livestock Outlook Meeting, which was presented by Radio KMA's farm service department in conjunction with the St. Joseph Livestock Exchange and the Midwest Livestock Feeders association. Farmers were told that "things look promising during the first half of 1957 for feeders." More pictures and story on page 16.

# A Chat With Edward May

I want to start my column by wishing you a Happy New Year. I hope the year 1957 turns out to be one of the finest years you have ever had. What will the year be like? None of us can foresee the future, but I do believe 1957 will be more favorable in many respects than was 1956. I hope our weather will be more favorable resulting in better crops.

Insofar as KMA is concerned, our efforts toward 1957 are being directed toward improving our programs for you, our audience. We think we learn a few things each year and will apply what we learned the past year to the many KMA affairs.

Many people commence a new year by making resolutions. My resolution is to attempt to break any bad habits I might have. I recently read a short article on bad habits and think it is worth-while reading for all of us. Therefore, I am including the following story:

## THE FOUR PLANTS

A wise old tutor was once taking a stroll through a forest with a shiftless youth by his side. The tutor suddenly stopped and pointed to four plants close at hand. The first was a tiny sprout, just coming up out of the earth. The second had rooted itself quite firmly in fertile soil. The third was a small shrub. The fourth had grown into a well-developed tree.

The tutor said to his youthful companion, "Pull up this first plant."

The youth pulled it up easily with his fingers.

"Now pull up the second."

The youth obeyed, and with slight effort the plant came up, roots and all.

"And now the third."

The boy pulled with one hand, then the other, but it would not come. Then he took both hands, and the plant yielded to all his strength.

"And now," said the master, "try the fourth."

The youth grasped the trunk with all his might, but hardly a leaf shook. "I cannot move it," he exclaimed.

"Just so, my son," said the tutor, "with our bad habits. When they are young and small, we can cast them out, but when they are full grown they cannot be uprooted."

The picture on this page is one of the latest taken of Annette, Karen and Eddie. Eleanor and I were trying to take a picture to use for a Christmas card. The idea was to have Eddie stand behind the cardboard Santa and put his head through the opening. However, Eddie was more interested in the tricycle than in a cardboard Santa. We finally took the desired picture, but still like the one you see on this page. That's why we decided to use this particular one for the Guide.

## THIS IS THE YEAR

Wonderful, wonderful, fortunate you,  
This is the year that your dreams come true!

This is the year that your ships come in;

This is the year you find Christ within.  
This is the year you are glad to live;

This is the year you have much to give.

This is the year when you know the Truth;

This is the year when you find new youth.

This is the year that brings happiness;

This is the year you will live to bless.

Wonderful, wonderful, fortunate you,

This is the year that your dreams come true!



Annette, Eddie, and Karen. In rear S. Claus



# On the KMA PARTY LINE

By DORIS MURPHY

Happy New Year to all of you from the KMA Party Line.

It was 5 minutes until air time! Disc Jockey Mike Heuer thought he was all set for his show: "Mike's Matinee" to start at 4 p.m. as he had picked out the records for the show at noon. He walked into the record library to pick them up. To his amazement the records weren't on the shelf where he always puts them. KMA's efficient record librarian had carefully filed them away, not knowing they were the records Mike had selected for his afternoon show! By that time, he had only three minutes to go, so you can imagine what a mad scramble it was, pulling enough records for an hour long show in three minutes. Maybe his show didn't sound as good as usual that day, but at least he got on the air. Now he makes it a point to tell Joan which stack of records is his, so it won't happen again!

At least there is one member in the household of John Springer, KMA's new announcer, who is content with bride Sonnee's cooking. It's Gregory Elvis, the pet

puppy who gets all of Sonnee's cooking "mistakes". And Sonnee admits there have been quite a few feasts for the dog! He didn't mind a bit the mornings he got the shriveled up eggs, and badly burned quick-baked cinnamon rolls. That too, was the morning the coffee boiled over! But. . . Gregory doesn't like coffee. And as for husband John, he does seem to be getting a little thinner. However, he felt encouraged the night he came home to find his bride had cooked his favorite meat. . . roast pork. Why it was so tender it just fell apart! Finally Sonnee admitted the reason it fell apart was because she had put the roast in the oven, and then gone to call on a neighbor. When she got home, the apartment was filled with smoke that was pouring from the oven. Yes, the roast was tender. . .so tender in fact it was falling apart because no one had told her she should put a little water in with her roast. It had been cooked dry. The bride admits her most embarrassing moment was when she baked a pumpkin pie to serve the night her husband's boss and wife came to call.

It looked so good. . .but when she put her teeth into the crust it was as hard as concrete. "Why it was so hard you couldn't bite thru it. I don't know how Mrs. Dean Naven could eat it", exclaimed Sonnee as she jokingly told me of all her cooking mistakes. To add to her humiliating experiences she has had a car accident and the back of the kitchen chair fell off the day the pastor of their church came to call. How could so many things happen in just one month? Well, that's what Sonnee wonders. . . but they have, and she's still able to laugh it off, and hopes some day she'll turn out to be a real good cook. When that day comes, the puppy probably won't fare as well as he does now, eating up the food that just doesn't seem to turn out right. Pictured here you see the Springers and contented puppy, Gregory Elvis.



The John Springers' and pup, Gregory Elvis.

Even though he isn't quite 3, Randy, son of Asst. Farm Director Jack Gowing had definite ideas about how he wanted his Christmas tree decorated. And he didn't want any help from his folks. Randy worked and worked until he had it just like he wanted it. Then he was content to go to bed. But the sight of that Christmas tree with all its decorations on the lower limbs was more than his Mom and Dad could stand. So while he slept, they carefully re-arranged its gay decorations, spreading them around more evenly. It all met Randy's approval next morning, and he didn't realize a little fairy had been at work the night before, moving some of the ornaments to the top. Randy was mighty pleased too, when Santa left just the right maintainer and truck that he wanted for Christmas. Now Randy thinks Christmas is about the nicest thing that can happen to a little 3 year old boy.

Karen Falk thought everything was all set for her lighted baton solo at the Essex School Christmas program. Her mother, "The Farmer's Wife" had added extra glamour to her costume with the addition of tinsel and shiny beads, befitting the holiday season. She had practiced hard, twirling the baton until she had the routine down perfect. But when the night came for her performance, the filament in one of the bulbs of her baton failed to work. That meant the baton wouldn't light. Quickly someone was dispatched to borrow the baton of another twirler, but it had no bulbs. Others dashed to Red Oak and Shenandoah to get bulbs. . .but no where was the right size bulb to be found. Although disappointed, Karen didn't let that stop her. She went right ahead and gave a beautiful performance even though her baton was not lighted. Strange isn't it, how so much can depend on just a little wire in one bulb?

Frank Field has always been a favorite of KMA listeners, but I didn't realize he made such an impression on the "small fry." At least he has on young Eddie May, Jr., who woke up at 4 o'clock one morning, and informed his dad he wanted to turn on the radio and hear Frank give the weather. He seemed disappointed when his dad informed him "No. . .it was too early!" "Frank asleep?" he inquired. I'm sure Ed and Eleanor Jean enjoy hearing Frank's weather forecasts, too. . .but NOT at 4 o'clock in the morning. The family also got a kick out of Eddie, Jr. at Christmas time when he gave out such specific information as to what he wanted for Christmas. . .just "presents".

KMA Homemakers get many calls asking about recipes, cooking, etc., but one of the most amusing Bernice Currier has received lately was when a listener called at 7:30 on Sunday morning just before Christmas and said: "I'm making that unbaked

fruit cake you told about on the air. What do you do when you have this "gommy" mixture all over your hands, dropping out of the bowl, on the table and everywhere?" Bernice had a good laugh as she knew just exactly what the listener meant. She had gone thru the same thing the day she mixed up her fruit cake. But, she told her to keep right on mixing it with her hands and it would turn out all right. . .the graham cracker crumbs, marshmallows, evaporated milk, candied fruits and nuts take quite a little time to mix. To make the phone conversation even funnier, Bernice overheard the woman's husband say: "If it's all the same to you, I'm going down town to eat!"

The new arrival, pictured here contentedly asleep in her mother's arm, should be a very happy baby, because the name chosen by her parents, Mr. and Mrs. A. J. Koelker, means "Mary" in Hawaiian. Her name is Malia and she weighed 7 pounds and 1 ounce when born-December 21st in the Hand Hospital in Shenandoah. Daddy is station manager of KMA, and like her 3 year old brother Jamie, Malia has an olive complexion and dark hair just like her daddy. The Koelkers seem to have Holiday babies in their family, as Jamie came home from the hospital on Thanksgiving and Malia just the day before Christmas. And her mother Pat's birthday is on Dec. 30th. Malia has been such a good baby Jamie has been thrilled with his new sister, but occasionally when she cries a little, Jamie comes up with a remark such as: "I don't like this crying business." Already Malia has been out riding in her new baby buggy and to make it more convenient for her mother, the Koelkers have a crib both upstairs and down. We'll be showing you a

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Here's the very first picture of baby Malia with her mother and brother.

## Frank Comments

By FRANK FIELD

You folks all seem interested in our house and what Jennie and I are doing, so this month I thought I would show you a picture of one corner of the utility room in the basement. At the extreme lower right you can see one end of our home freezer which is a 20 cubic foot, 2 compartment type, with a separate lid to each compartment. At the extreme lower left you can see one corner of Jennie's washer with it's suds-saver standing beside it. Next is her ironing machine with her electric roaster on top of it. There is an outlet just behind it where she plugs it in to use in the summertime when she doesn't want to heat up the kitchen. Those odd looking items on the two shelves are Jennie's reserve stock of various styles and sizes of vases and jardinieres.

We are rather proud of those cupboards in the background because we built them ourselves working evenings after supper. They are 8 feet wide, 2 feet deep and 7 feet 3 inches high. There are two shelves behind the upper doors and three shelves behind the lower doors making 5 shelves in all and believe me, they will hold a lot of stuff which is ordinarily just sitting around on the floor taking up space, gathering dust. Each shelf is allotted to a different kind of thing. For instance, the top shelf holds all of the electrical appliances which are out of season such as electric fans, an old electric iron, an old grill, waffle iron and things of that kind which are not in use at the present time.



Utility room in basement also has cupboards.

The bottom shelf holds all of the canning equipment such as pressure cooker, 20 quart kettle, 16 quart preserving kettle and anything else used during the canning season. One shelf is reserved for old dishes and pots and pans. I think you get the idea.

When we finished staining and varnishing this cupboard, we were so pleased with it that we started in and built another in the opposite corner of the utility room. It is exactly like this one except that instead of giving it the blond finish, we finished it in dark oak and we like it even better than the first one.

The second cupboard is for my junk and surplus equipment as I have a small work shop right by it in the east end of the utility room. I will try to show you a picture of it on this page next month. I did most of the carpenter work on the cupboards and Jennie helped with the staining and the varnishing. The framework is made of 2 x 2's bolted together and bolted into the ceiling joists. The shelves are made of white pine barn boards and the doors are made of spruce car siding.

I mentioned the work bench in the utility room. It is just a small one and is for small jobs when it is too cold to work out in the garage. My big work bench is built along one side of the garage and all my wood working tools are up there. Maybe I can show you a picture of that also in the February Guide.

Jennie and Zo took off for the sunny South right after Thanksgiving Day, but they ran into very disagreeable, cold, wet weather all the time they were there and only stayed about ten days. They were at Biloxi, Mississippi which is right on the gulf between New Orleans and Jacksonville. It even got cold enough to freeze the banana plants in the grounds of the hotel where they were staying. No, they didn't go down to visit Peg, she lives at Dallas Texas. They hope to go down to visit her again in January like they did last year.

We had the Field tribe at our house for Thanksgiving and we are all going down to Hamburg to spend Christmas Day with John and Maxine, Danny and Polly. Maybe I can get some good pictures of the kids to show you later on. What kind of Christmas did you have?

# Grass Root Notes

by  
**MERRILL LANGFITT**  
KMA  
Farm Service Director



Everywhere farmers are looking forward to a good year in 1957. The farmer has to be optimistic always, otherwise he wouldn't plant his crops and raise livestock to provide the bountiful food supplies the world depends on. If I were to appraise the farmers attitude I would say that his general attitude is "Things will be better next year". True — he may grumble about specific problems that come up from one season to the next, but I doubt if farmers ever feel that conditions are hopeless.

There are some real and logical reasons to be optimistic about the year ahead. Prices are somewhat improved in the last few months, we have a greater feed supply than it appeared we would have last August, the moisture supply is much better with good prospects for further improvements, and certainly not least important, we are making real progress in reducing surpluses. There are, of course, other bright spots. Population continues to increase, land values remain high which means investors are not pessimistic about the future of agriculture. We have more "know how" in agriculture as each year goes by. New varieties of crops are continuously flowing from the research centers, better weed and insect killers are being introduced, better health and growth promoting agents coming on the market, better markets, in many instances, for the produce from our farms. You might want to argue that point, but lets take a look. You are producing better pork and beef—the consumer likes your

new products better. In the long run that means more customers, therefore, more demand. Our products contribute to good health—everyone is interested in that. In fact people generally are becoming very nutrition and health conscious. We have developed a greater demand for quality eggs, therefore, the potential market for eggs is better. At the same time, however, more people are producing eggs, so prices have not improved as we would like to see them do. The point is though, if we hadn't improved the quality of our eggs we wouldn't have any market at all. Quality is the key to good markets. For example it is my opinion that we could sell 500,000 more fresh grade A eggs per week in Omaha than we now are. That is 41 thousand dozen eggs and represents less than  $\frac{1}{3}$  of one egg per person per day increase in the city of Omaha, alone. If we have the quality and the sales effort behind it we can get that market. We can do a similar job in all of the towns and cities in our area. The town consumer is willing to pay right now 50¢ per dozen for a top quality fresh egg. I know because I have talked to many of them.

Yes, the outlook to sell more farm products at better prices is very good, but we will have to work hard to get those markets. We can't sit by and let someone else do it. In agriculture there are opportunities unlimited. Lets go after them. This is one phase of agriculture where we don't dare "let George do it."





Guests coming to Cookie Tea formed single file line that stretches out of sight, walking on boards to save grass.

Following the program, the 1600-plus women were permitted to march around the tables to view the thousands of artistic cookies. Butternut coffee was provided and the women also were invited to eat the cookies. There were 16 tables eight feet long loaded down.



Bernice Carrier, right, KMA's early morning homemaker is shown beside the breath-taking table of delicacies she prepared for the affair. All cookies and cake were trimmed or topped with the Christmas motif.



All about

# COOKIES and WC

Homemakers Florence Falk and Edna and Doris Murphy, director of women's work, KMA, issued their annual invitation to bring a plate of home-baked cookies for same, and come to Shenandoah for Homemakers' Christmas Cookie Tea.

We rented the biggest hall in town but it wasn't big enough to handle the crowd of women who came for the party. In addition to eating cookies and swapping recipes, the women were entertained by a pre-Christmas fashion show.

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Here is an overall scene of the tremendous crowd on hand for the cookie tea. Along the far wall, KMA had built a 30-foot-long platform stage for the style show.



Mrs. Earl May, extended a warm welcome to the women and told them, "in spite of crowded quarters, I know you'll have fun."

A highlight of the event was a fashion show presented by 30 models, who showed the very latest fashions. Below is Mrs. James R. (Farrell) Turnbull, the Guide copy editor.



## A LETTER FROM THE FARMER'S WIFE

Greetings from the farm ! ! !

A new year—a year in which we may see many of our hopes fulfilled. True we are bound to have days that are not so sunny as others but most clouds do have a silver lining if we but let ourselves believe.

Here on the farm the past two months since last visiting with you have been very busy ones. Christmas with its wonderful meaning has come and gone for this season. We had our tree up in the big living room window to the road on the north side. Had to replace some light strings and as we do each year a few new deals were added. Our usual window decorations were used, colored balls and red ribbons in every window in the house. Christmas baking as usual filled the house with the most delightful of odors. Cookies, fruit cakes, candies and even jellies left the farm as gifts.

Early in December we had one of the highlights of the year the Annual KMA Cookie Tea. Each year we have had to move to a larger building and this year we almost didn't get everyone in. The Cookie Tea was held in the new Iowa National Guard building to the north of Shenandoah a beautiful new building and such room, or so we tho't. The day of the Cookie Tea dawned nice and warmer than had been forecasted. Early the friends of KMA started coming to town with their plates of

cookies. You actually never have seen anything in the cookie line unless you have attended one of these three teas. People came and came until the actual count almost became lost but anyway we had hundreds and hundreds of fine ladies there. Some over 1600 at the last count I heard.

Doris Murphy our Director of Women's Activities at KMA was instrumental in the overall planning and it was complete to the minutest detail for she likes nothing better than to have everything in order. The cookie tables were lovely with their pink and turquoise trees, candles, christmas decorations, greenery etc., then hundreds and hundreds of plates of cookies.

Everyone was so grand and patient with such an enormous crowd. Even the ladies that had to stand for lack of chairs, were heard to remark about the fun they had.

There were 17 decorated tables and ideas upon ideas. Bernice Currier featured breads on her table and I had Cookies around the World.

A lovely style show was held with Shenandoah fashion shops participating. Many gifts were given and then we had cookies, more cookies and coffee, more Butternut coffee. Everyone had a big afternoon and we hope will plan to return to our 4th Annual Cookie Tea which will be this December.

(Continued on Page 13)



Florence Falk, KMA's Farmers' Wife, answers a question as she talks to some of her radio friends at Cookie Tea.

# Homemaker's Guide

## "THE FARMER'S WIFE"

By FLORENCE FALK

### Greetings:

Another new year in which to find many new "taste treats" here are a few good recipes you and yours should most certainly enjoy.

### FISH AND EGG CROQUETTES

- 1½ c. canned or cooked fish, flaked
- 2 hard cooked eggs, chopped
- 1 c. thick white sauce \*\*
- Salt, pepper, lemon juice
- Fine dry bread crumbs.

Combine fish and white sauce, seasoning to taste with salt, pepper and lemon juice. Shape mixture into croquettes. Roll in the crumbs. Heat fat in deep fat fryer or deep pan, 390° or until a 1 inch cube of bread browns in about 20 seconds. Fry croquettes about 2 minutes. Serve with tomato sauce. Makes 4 generous servings.

\*\*To make a thick white sauce to use with these or any croquettes, use 4 T. flour with 3 T. melted fat. Add 1 c. milk and stir until completely thickened, or mixture begins to boil.

\* \* \* \* \*

### PEACH DREAM SALAD

- 12 marshmallows, cut in eighths
- ¼ c. chopped salted pecans
- ½ c. cream, whipped
- 6 or 8 canned peach halves, drained
- 6 or 8 lettuce cups
- 6 or 8 whole, salted pecans

Whip cream until it just begins to hold its shape. Add the marshmallows and chopped nuts. Blend well and chill about an hour. Fill peach halves with mixture. Place on lettuce cups. Garnish with the whole nuts. Makes 6 to 8 servings.

\* \* \* \* \*

### CRISP CRUMBS MUFFINS

- 2 c. sifted Gooch's flour
- ½ t. salt
- 3 t. baking powder
- ¼ c. sugar
- 2 c. stale bread crumbs
- ¼ c. melted shortening
- 1 egg, slightly beaten
- 1 c. milk

Sift and measure the flour. Add salt, baking powder and sugar and sift again. Grate stale bread to crumbs and mix with the melted shortening. Add 1 c. of the

crumbs to the flour mixture, saving 1 c. for topping. Blend egg and milk. Add all at once to the flour, blending only until all flour is moistened (takes about ½ minute). Fill greased muffin pans about ⅔ full. Sprinkle reserved crumbs over tops of muffins. Bake in hot oven 400° for about 20 minutes. Serve at once. Makes 10 to 12 muffins.

\* \* \* \* \*

### FRENCH FRIED CHEESE BITS

- 1 lb. cheese (American)
- ½ c. milk
- ½ c. sifted flour
- 1 egg
- 1 c. fine crumbs
- Deep fat for frying

Cut cheese into ½ to inch cubes. Dip in milk and then in flour. Roll the cubes in egg and then in fine crumbs. Fry cheese bits in deep fat heated to 365° (or when an inch cube of bread browns in 60 seconds). Fry cheese bits about 1 minute, or until as brown as desired. Drain on absorbent paper and serve very hot. If used as a main course dish, makes about 4 good servings.

\* \* \* \* \*

### NO BAKE OMELET

- 2 T. quick-cooking tapioca
- ¾ t. salt
- ¼ t. pepper
- ¼ c. milk
- 1 T. butter
- 4 egg whites
- 4 egg yolks
- 2 T. butter

Combine the tapioca, salt, pepper and milk in a saucepan. Place over medium heat and cook until mixture comes to a boil, stirring constantly. Add 1 T. butter. Remove from heat and allow to cool slightly while beating the eggs. Beat egg whites until stiff. Beat egg yolks until thick and lemon colored. Add tapioca mixture to egg yolks and mix well. Fold into egg whites. Melt 2 T. butter in a 10 inch skillet. Turn omelet into skillet and cook over low heat for 3 minutes. Cover and cook about 10 minutes longer. Omelet is cooked when table knife inserted comes out clean. Cut across at right angles to handle of pan being careful not to cut all the way through. Fold carefully and serve on hot platter. A sauce may be prepared and placed between the folded layers.

## HOMEMAKER'S VISIT

By **BERNICE CURRIER**

### HAPPY EATING FOR THE NEW YEAR! STUFFED HAM LOAF

- A—1½ lb. baked ham ground fine  
2 eggs beaten  
½ c. milk  
2 T. minced onion  
¼ t. pepper  
½ t. Tobasco sauce  
1 t. prepared mustard
- B—3 c. crushed saltines
- C—¼ c. margarine  
⅓ c. minced onion  
1 garlic bud peeled  
⅔ c. minced celery
- D—¼ t. salt  
½ t. thyme  
2 t. oregano  
2 T. parsely flakes  
1 c. hot water

Combine A and pack about ⅔ of it into bottom and along the long sides of a 9 x 5 loaf pan. Put B in large bowl. Combine C in skillet and cook until light brown. Add D. Bring to a boil. Remove the garlic. Blend C into B and toss until well moistened. Pack this into hollow ham loaf. Pack the remaining ham mixture over the top and bake 1 hour at 375°. Serve sliced with creamed peas.

\* \* \* \* \*

Another wonderful

#### HAM LOAF

- 1 lb. ground lean ham  
1 lb. ground lean pork not cooked  
2 eggs beaten  
1 c. milk  
1 c. cracker crumbs

Mix all together and bake in loaf pan covered with two thicknesses of waxed paper, for about 2½ hours with oven set at 325°. Then uncover and bake ½ hour more.

\* \* \* \* \*

#### BARBECUED HAMBURGERS

Combine and shape into patties:

- 1 lb. ground lean beef  
½ t. salt

Pan fry in hot bacon fat until brown on one side.

Add and cook 3 minutes:

- ⅓ c. minced onion  
¼ c. chopped green pepper

Combine and pour over patties:

- ¼ t. chili powder  
½ t. salt  
¼ t. pepper

1 8 oz. can tomato sauce

Let simmer 15 minutes. Split 6 buns and spread each with the sauce and then toast them. Put a patty between halves and serve.

\* \* \* \* \*

#### DUTCH MEAT LOAF

- 1½ lb. ground beef  
1 c. soft bread crumbs  
1 medium onion minced  
1 egg beaten  
1½ t. salt  
¼ t. pepper  
½ can Hunts Tomato Sauce
- Lightly mix all ingredients and form into a loaf in a shallow pan. Then pour the following mixture over the loaf:

- 2 T. brown sugar  
2 T. prepared mustard  
2 T. vinegar  
1 c. water  
½ can tomato sauce

Bake 1½ hours in 350° oven, basting with the sauce often. Serve on bed of cooked noodles.

\* \* \* \* \*

#### CHOCOLATE CHIFFON CAKE

- A—1¾ c. sifted flour  
¼ c. cocoa  
1½ c. sugar  
3 t. double action baking powder  
1 t. salt  
½ c. cooking oil  
7 eggs separated  
¾ c. cold water  
2 t. vanilla  
2 t. grated lemon rind  
½ t. cream of tartar

Sift A into mixing bowl. Make a well in the center and add in order—oil, egg yolks unbeaten, water, vanilla and lemon rind. Mix well either by hand or with electric mixer. Use slow speed on electric mixer and mix the flour in very gradually. Measure 1 c. egg whites and the cream of tartar into a mixing bowl and whip until they are very stiff. It is almost impossible to over- whip them. Pour the egg yolk mixture very gradually into the whipped whites, gently folding in with rubber spatula until just well blended. Pour into ungreased 10 inch tube pan. Bake 55 minutes at 325° then turn oven to 350° and bake 10 minutes more. Remove from oven and invert on board if the pan has feet to hold it up. If not, invert over neck of funnel or bottle until completely cold. Loosen sides and tube with rubber spatula, hit edge of pan on table edge a sharp rap, then remove cake from pan.

## A LETTER FROM THE FARMER'S WIFE

(Continued from Page 10)

How about your New Year's Resolutions? Or don't you make any? Mine will be simply to try to organize my work more efficiently. January is a good month to take pencil and paper and actually outline a broad overall plan for your year. A plan that here on the farm might not work on your farm. But nevertheless take stock of your work and plan accordingly.

This is a good month to get caught up on all indoor activities. Piece, tie or quilt a quilt. Get some carpet rags ready for weaving.

And how about those recipes you've had put away in that drawer for so very long. Make yourself a filing system. If you find a good recipe, try it and if you'd like to send it along, we'll share it all over KMA-land.

Our annual big arithmetic problem is well under way and at this writing may be completed. A good way to find out just where we stand. A privilege we have by living in a free country.

Christmas passed all too soon for Karen and Bruce, although they enjoyed the holiday vacation. There were games and books left under our tree and they enjoyed them a lot—When your children get to the ages of ours almost 15 and almost 12 we have so much fun together. I almost hated to have them go back after vacation for we had such a good time.

The farmer has been eyeing the machinery with intentions of checking to see that everything is in readiness for spring work which may be under way by March when I have my next letter to you. So spend these days with KMA 960 on your dial and during long winter evenings get out your Earl May Seed catalog and do some planning along with radio music. Those vegetables and fruits will be mighty tasty in freezers and jars come next year.

But for now, I wish you and yours a Happy Healthy Year of 1957. And from our house to your house, Greetings! So until my March letter,

Keep Smiling  
Florence Falk  
"The Farmer's Wife"

We cannot compel a child to be good; we cannot force a man to be honest. Force merely creates antagonism. It may silence; it does not convince. Incentives, not blows, persuade. Men are won, not driven, to brotherhood. Good will builds good business, friendship makes social life worth while, love puts harmony into living.

## PARTY LINE

(Continued from Page 5)

bigger picture of the newest member of the Koelker family a little later.

You didn't hear what you were supposed to hear on two of Jack Gowing's Co-op shows. Why? Because he couldn't remember exactly what he said the first time he transcribed the shows. Usually shows are cut only once, but after cutting several shows on one day, Jack found out the engineers had accidentally thrown away two of his shows. That meant doing them all over! Oh well, if practice makes perfect, he should have come up with something better than ever, the second time.

What a coincidence that two KMA engineers. . . Ralph Lund and Jack Josephson should have similar auto accidents happen to members of their families on the same day, and at about the same time in the morning about 11:30. Mrs. Ralph Lund was returning from Clarinda where she had been taking a nurse's training course at the Junior College, when she lost control of her car on the icy pavement and it turned completely over once, then toppled over on its side and down a steep embankment. The car was completely demolished. She miraculously escaped death, when she crawled out of the car and finally made her way up to the road where a passerby from New Market saw her, and took her to the Hand Hospital. Examination proved she was suffering from bruises, shock and a back injury. Icy roads were also responsible for the accident of Dick Irwin, brother-in-law of Jack Josephson, which occurred near Oakland, Ia. Dick was driving a pickup truck when it left the road and turned over several times, throwing Dick out of the truck. He, too, fortunately did not receive any serious injuries. . . only minor injuries to his shoulder and leg.

Here's the sequel to the story in last month's Guide, about Jack Gowing's big sneeze. This time, it was announcer Merl Douglas who had laughed so hard at Jack that he got caught. Merl had to clear his throat while broadcasting, so he reached frantically for the cough button. But instead. . . he hit the "talk back" button, and you listeners got the full benefit of the noise when he loudly cleared his throat. Sorry folks!

It is not when life asks least of us that we get the most from living, but when life asks most of us, when life makes the greatest demands on us. Man is nearer akin to the tree that grapples at timberline with rocks and winds and sun and frost than to the hothouse orchid.

# KMA Daily Programs For January, 1957

## 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.—Lets Go Visiting  
 (Tues. Thurs.)  
 7:35 a.m.—Lawrence Welk's Show  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Breakfast Club  
 9:00 a.m.—Bernice Currier  
 9:30 a.m.—When A Girl Marries  
 9:45 a.m.—Whispering Streets  
 10:00 a.m.—Kitchen Club  
 10:15 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  
 12:00 noon—Dean Naven, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Jack Gowing  
 12:45 p.m.—Markets  
 12:55 p.m.—Prof. Farm Review  
 (T. Th. Sat.)  
 1:00 p.m.—Tommy Burns' Show  
 1:30 p.m.—Frank Field  
 2:00 p.m.—You & Your Marriage  
 2:15 p.m.—Lawrence Welk's Show  
 2:30 p.m.—Party Line  
 3:00 p.m.—Tommy Burns' Show  
 4:00 p.m.—Mike's Matinee  
 5:00 p.m.—Kiddie Korner  
 5:30 p.m.—Corn Country Jamboree  
 5:30 p.m.—Western Rhythmaires  
 (Friday)  
 6:00 p.m.—Farm Bulletin Board  
 6:15 p.m.—KMA Sports  
 6:20 p.m.—Mel Allen  
 6:30 p.m.—Ralph Childs, News  
 6:45 p.m.—Edw. May, Mkts &  
 weather

## MONDAY NIGHT

7:00 p.m.—Club 960  
 7:30 p.m.—Voice of Firestone  
 8:00 p.m.—Club 960  
 9:35 p.m.—Mysterytime  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Club 960  
 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.—Club 960  
 7:30 p.m.—Bishop Sheen  
 8:00 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  
 9:05 p.m.—Boxing Bouts  
 9:35 p.m.—Mysterytime  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Club 960  
 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  
 9:35 p.m.—Mysterytime  
 10:00 p.m.—Ralph Childs, News  
 10:15 p.m.—Club 960  
 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.—960 Hit Parade  
 8:00 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.—Dean Naven, News  
 7:15 a.m.—Frank Field  
 7:30 a.m.—KMA Sports  
 7:45 a.m.—Morning Headlines  
 8:00 a.m.—Saturday Shopper  
 9:00 a.m.—Bernice Currier  
 9:30 a.m.—No School Today  
 10:00 a.m.—Song Hits From The  
 World  
 10:30 a.m.—Florence Falk  
 11:00 a.m.—Back To The Bible  
 11:30 a.m.—KMA Country Tops  
 11:45 a.m.—Practical Land Use  
 12:00 noon—Dean Naven, News  
 12:15 p.m.—Edward May  
 12:30 p.m.—Jack Gowing  
 12:45 p.m.—Market Review  
 1:00 p.m.—Saturday Matinee  
 6:00 p.m.—At Ease  
 6:30 p.m.—News  
 6:45 p.m.—Stars For Defense  
 7:00 p.m.—Vincent Lopez Band  
 7:30 p.m.—Honor Roll of Hits  
 8:00 p.m.—Nat'l Juke Box  
 8:30 p.m.—Best Bands In The Land  
 9:00 p.m.—Lawrence Welk's Army  
 Show  
 9:30 p.m.—Platterbrains  
 10:00 p.m.—News  
 10:15 p.m.—Guest Star  
 10:30 p.m.—Proudly We Hail  
 11:00 p.m.—News  
 11:00 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.—Sunday 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.—KMA Commentary  
 12:30 p.m.—Symphony With Springer  
 1:30 p.m.—Wings of Healing  
 2:00 p.m.—Heartbreak Theatre  
 2:30 p.m.—Hour of Decision  
 3:00 p.m.—Revival Hour  
 4:00 p.m.—High Moments in Music  
 4:30 p.m.—College News Conference  
 5:00 p.m.—Mon. Morn. Headlines  
 5:15 p.m.—Paul Harvey  
 5:30 p.m.—Quincy Howe  
 5:45 p.m.—George Sokolsky  
 6:00 p.m.—John Edwards  
 6:15 p.m.—Overseas Assignment  
 6:30 p.m.—Sunday Music Hall  
 9:00 p.m.—Edwin Canham  
 9:15 p.m.—Travel Talk  
 9:30 p.m.—Great Moments  
 10:00 p.m.—News  
 10:15 p.m.—Lets Go To Town  
 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



## WESTERN RHYTHMAIRES HEARD EACH FRIDAY

The Western Rhythmaires western outfit, emceed by Jack Osborne, in dark shirt, is heard from 5:30 until 6 each Friday night on KMA, and folks are invited to the KMA Auditorium to watch the show. The group also likes to hear from you and will play your requests—so drop them a line. Each Friday night, they also play for a dance at the German American Hall on 13th Street in Omaha, from 9 until 1 o'clock.

## ED MAY SAMPLES HOME-MADE COOKIES

Edward May, president of May Broadcasting Company, was on hand to welcome the 1652 guests at the third annual KMA Christmas Cookie Tea. He was called to stage while he was busy "sampling" the merchandise, and he said, "I can vouch for the cooking finesse of all of you."



## PAGE COUNTY FARMER TELLS LAND USE PLAN

Robert Swanson, left, Page county, Iowa farmer is interviewed by KMA's Jack Gowing to be heard on the Saturday Practical Land Use show, which is aired at 11:45. Also in picture are Bill Madden, right, assistant advertising manager of Keystone Red Brand Fence Company, and Dick Ferguson, manager of the Clarinda, Iowa, Green Bay Lumber Company.





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## 400 Farmers Attend KMA 'Outlook' Meeting



### DON SPAULDING CONDUCTS QUESTION-ANSWER PANEL

Don Spaulding, vice president of the St. Joseph Livestock Exchange, was master of ceremonies for the husload of marketing personnel who came from St. Joseph to attend the farmers' winter Outlook meeting. Farmer-feeders would ask questions, and Spaulding would assign an expert in the specific field to answer it.

### LANGFITT CHATS WITH MARKETING PERSONNEL

KMA farm service director Merrill Langfitt, who arranged the meeting, asks some specific questions to members of the marketing team, after some farmers' had written Langfitt their problems. Langfitt is shown second from right.



### FREE COFFEE AND HAM SANDWICHES

Following the two and one-half hour Outlook Meeting, the farmer-feeders were able to mingle among themselves and with marketing specialists for drawn out discussion. In right corner is Merrill Langfitt and wife, pouring coffee to go with the ham sandwiches which the group enjoyed in the lobby of KMA Auditorium.