



The

KMA GUIDE

KMA 35th Anniversary Souvenir Issue

August 1960

COVER STORY

The KMA GUIDE

August 1, 1960

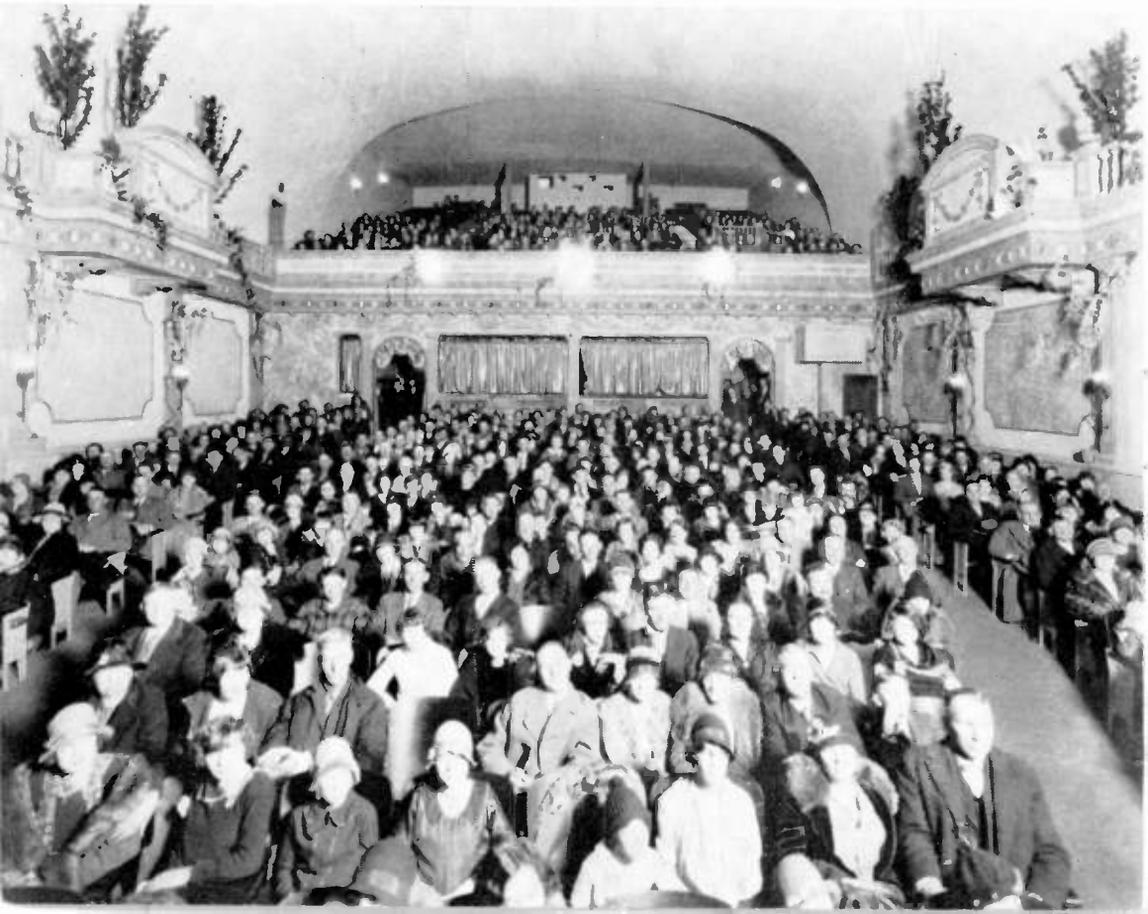
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No. 8

Our cover picture this month is most symbolic of the past and present. Behind our president Ed May is the picture of his father Earl May, the founder of KMA and the May Seed Company, which is seen in every room and office throughout KMA and May Seed Buildings. On the desk in front of Ed is one of the original microphones used when KMA first went on the air. It is an old carbon mike of 1925, a rare antique indeed. Suspended above Ed is a much newer RCA polydirectional high fidelity ribbon type microphone. The May Broadcasting Co. has pioneered the full spectrum of modern broadcasting developments, including color television, while at the same time maintaining over the years its founder's ideals of highest calibre public service.

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Here is one of the first audience pictures taken in the KMA Auditorium when it was first completed in 1927. We have made it as large as we possibly can so those folks who can recall being there might identify themselves. Your Editor found his parents in the audience. Elaine Spargur, who works in the May Seed Advertising Dept., is at the very far lower right. She remembers the occasion very clearly, even the clothes she wore. Can you identify any of these folks of 33 years ago? When early-day radio stations were shooting folks out of their studios, Earl May did just the opposite. He built a beautiful thousand-seat auditorium, invited everyone to come and see this new innovation of the electronic age and had packed houses like this all day every day of the week.





A Chat With Edward May

Vacations, Political conventions, birthdays — one or all of these played a part of the past few weeks for many of us. In the case of our family, we vacationed in northern Wisconsin where we had probably the finest vacation we have ever had. We fished some and did just about everything there is to do in that part of the country, and I think the fact that we did everything together as a family made the vacation so enjoyable.

I heard one fish story which I would like to pass on — and this is a true story. I heard this while in the barber shop one day and it was told by the man who had the experience. It seems that this particular man and a guide were fishing for pan or small fish in one of the many lakes in the area, and, of course, there is always the possibility that one might catch a large fish, even though you might be fishing for small ones. The man telling the story told how he very intently was watching his line and noticed quite a few bubbles coming up from the bottom of the lake, and thought, "Well, those bubbles apparently were coming from a large fish." And, naturally, the man had hopes of catching that fish. The man got his hopes up quite high as more bubbles kept coming up to the surface but — then — suddenly here a skin diver appeared out of the water with an oxygen tank on his back and goggles on the front of his face. So . . . instead of the bubbles coming from a fish, they came from a skin diver. The man who had the experience said it just about scared the daylight out of him.

I assume that you followed the recent political conventions and, like me, found them for the most part to be quite interesting. Wouldn't it be something if we were able to see and hear even a few of the "behind the scenes" activities where so many convention "deals" are made? Regardless of whether we can see these or not, I think each and everyone of us should follow the campaigns closely and then vote for our choice. It is rather disturbing to me to occasionally hear someone say they just don't think they will bother to vote.

This doesn't apply to most of you because I am sure you do follow the candidates and make it a point to vote. Speaking of voting, we had lots of people vote in Shenandoah at our Open House on Sunday,

July 31. This was our Straw Ballot which we have during election years, and it was quite interesting to see how the folks from western Iowa, eastern Nebraska, northwest Missouri and northeast Kansas were thinking. For example, in the case of nominations for President, those who voted selected Nixon over Kennedy by 2½ to 1. At the same time, this poll showed that the farm vote was just as strong for Nixon as those who live in the towns and the cities; and, at the same time, I might add that Nixon went well ahead of the party. The Straw Vote has been extremely accurate over the years, and it will be interesting to see just how accurate the results will be in the General Election in November.

KMA is having a birthday, and after a person reaches a certain age he usually doesn't prefer to talk about his birthdays, but this isn't true in the case of KMA. We are celebrating another milestone by completing our 35th year of broadcasting. KMA is one of the few stations in the entire country that has been broadcasting over such a long period of time. In fact, thousands of people in KMA land cannot remember when KMA was not filling the airwaves with outstanding programs.

I am sure many of you will remember the "early days" of KMA when we had live talent and such entertainers as the Shumate Brothers — Gypsy John — the Hawaiian Trio — Gretta Bellamy — Country School with Toby, Lindy, Geraldine, Lem Hawkins, Henry Spiklemler — The Corn Huskers — the Blackwood Brothers — the Everly family — the Carl Haden family — and many more talented groups. To name all would require several pages.

However, the days of live talent have given way to music on records and KMA continues to bring you outstanding musical programs. Also, we are one of the few stations that have the Homemaker programs which have a large following, together with other programs with known personalities. We are happy to celebrate our 35th anniversary. At the same time, I would like to say this would not have been possible had it not been for so many loyal listeners throughout KMA land. We appreciate your interest in KMA, and we will continue to bring you fine programs to warrant your confidence.

Frank Comments

By FRANK FIELD

It probably will be a little hard for some of the younger readers of the KMA GUIDE to realize that both of these pictures on this page are of the same person, but taken 34 years apart. About the only thing unchanged in the two pictures is the style of hair cut and the style of mustache—however, the color has changed somewhat. In 1926 the color was an even, solid dark brown, almost black. As you will notice in the picture taken in August 1960, there is quite a little sprinkling of gray, especially in the mustache.

Thirty-four years of broadcasting doesn't set a record by any means but there are not very many still active with that many years of continuous service. Of course, not all of that time has been with the same station but the last 21 years has been with KMA without a break.

In the 1926 picture you don't see any glasses as I didn't start wearing them until about 1934. Then too, that mouth full of teeth was still my own, each one fastened solidly into my jaw. The 'store teeth' didn't come until about 1945 and about that same time the glasses changed to bifocals. They, in turn, about 10 years later, were changed to trifocals which I like very much.

At the time the first picture was taken, we had only three children. John was 3

years old then and Peggy didn't come along for another two years. At the time the later picture was taken, we have seven grandchildren, six boys and a girl and the youngest has already started to school.

In that 34 years there have been numerous changes in broadcasting styles, principally in the musical programs; and the live entertainers such as the Dixie Girls, the Gully Jumpers, Lem Hawkins and the old time fiddlers, have disappeared from the scene. Of course, the homemakers carry on just about the same as they did right at the start and Eds' 12:15 and my own 7:15 are still unchanged as they still seem to be just what the listeners want.

The mechanics of broadcasting has changed considerably, especially the microphones. The original carbon mikes were awkward, cumbersome things that had to be suspended on either springs or rubber bands and it was necessary to talk directly into them to get any volume and even then there was apt to be a loud hissing noise if the gain was run up the least bit too high. For the last 10 years the mikes are so sensitive that anywhere within five or six feet is close enough with no hissing whatever. It used to take at least one Engineer at the Transmitter and another in the Control Room whenever a program was on the air. Now the Transmitter is controlled by push buttons from the Control Room automatically, however, it still takes someone to put the records on the turn tables and switch the various mikes on and off.

I wonder what changes the next 34 years will bring?



Our Founder



In 1924 Earl May first began to explore the possibilities of radio as a means of education and publicity. He soon became convinced he should build a station to provide a type of program service not then available to the listening audience. The result was the establishment of KMA on August 12, 1925.

Mr. May presented program services unique for completeness and close adherence to the actual needs of the great farm belt. Within two short years KMA became one of the most popular stations in the entire country. Not only was the station well received, but its chief announcer, Earl May, was awarded the gold cup by *Radio Digest* as the most popular announcer in the entire country for 1926. Over 426,000 listeners cast their vote for Earl May, larger by more than 118,000 votes ever cast in any similar contest.

Earl was a leader, not a follower, and many of today's common practices of radio had their early beginning with his programs at Shenandoah. For example, audience participation programs were developed by him back in 1926 and 1927 at a time when most broadcasters were trying to keep everybody out of their studios.

Early morning broadcasts were unheard of until he inaugurated the first regular program of its kind on October 30, 1925. Starting at 5:30 a.m., this early morning feature achieved a success that surprised everyone but Earl May. Regular news broadcasts were inaugurated by him in 1928. It was a decade later before most stations had followed suit. Hanging in the KMA newsroom is a charter scroll from United Press International.

Also in contrast with most broadcasters of that day, he developed the informal style of radio programming, inviting the opinions of listeners and KMA served as a "clearing house" for ideas and problems.

Earl May had the ability to inspire confidence and courage. During the early days

of 1933 when the nation was dark with depression and even some hinted of revolution, Earl devoted much time daily to messages of confidence and faith in the future of America. He was not only optimistic, but, as the saying goes, "He backed his judgment with his money." When the "Bank Holiday" came in the midst of the normal busy season, he did not idly wait to see what would happen. Instead, he came forth radiantly with such messages as: "Don't be frightened. Things look a bit gloomy right now, but the banks will open and your checks are good with me. Order what you and your family need. I will accept your checks". Earl held \$47,500.00 in those checks when the banks were reopened. While thousands took advantage of his generous offer, hundreds of thousands more were inspired to confidence as never before.

Earl long insisted on maintaining the most complete livestock marketing and weather reporting services available in the entire area. In fact he was the very first to broadcast regular agricultural releases from the U. S. Department of Agriculture in 1925. This material has continually been a feature of the station's farm service department.

Earl was a firm believer in radio as the ideal means of providing service and entertainment to the rural audience. In the early days when folks wanted to see broadcasting in action, Earl provided live entertainment and in 1927 built an auditorium seating nearly 1,000 people. KMA was so popular the new studios were overrun with visitors from great distances. Over 400,000 people visited KMA that first year.

And so it went. To chart the achievements of KMA under the guiding influence of its founder, Earl May, would take volumes. A national network consulted him as advisor. Radio men from coast to coast were learning merely by imitating him. KMA became the outstanding farm station in the nation.

From his first office staff of two people Earl May was a pioneer builder of institutions as well as men. He left behind, first, his family, instilled with his ideals in continuing to pioneer while maintaining his tried and true standards. Secondly, a large staff of trained men to carry on his work in radio and the seed and nursery business. The May Seed Company is now the greatest of its kind in the world with a chain of 38 retail stores to serve your planting needs. The May Broadcasting Company now encompasses every phase of modern broadcasting: KMA radio, KMTV color television in Omaha, KFAB-FM frequency modulation in Omaha, and MUZAK commercial background music for institutions and industry in the Omaha area.

A giant in many respects, but still the servant of the people, strongly influenced by the guiding hand of its founder.



On the KMA PARTY LINE

By DORIS MURPHY

Again, it's time to play the Anniversary Waltz . . . time to reminisce . . . time to extend congratulations to KMA on it's thirty-fifth anniversary. I am sure all you listeners join me in expressing our most sincere thanks to the EARL MAY FAMILY for giving Midwesterners thirty-five years of fine radio broadcasting service and entertainment. Thirty-five years of memories! Do you remember back in 1935 when School District No. 9 looked like this? When thousands of visitors packed the Mayfair auditorium to enjoy a hearty laugh with Toby Stewart, the teacher in his checkered suit, and the Country School gang. See how many you can recall. Reading left to right, back row is: Don Shumate, Faylon Geist, Mickey Gibbons, Bill Alexander, Edith Jennings, Frank Jennings, Twyla Danielson, Jerry Smith. (Front row) Lewis Shumate, Gretta Bellamy, Paul Shumate, Kay Stewart, Raymond Shumate, Lindy Stewart and Fred Greenlee. This was the way Earl May's Country School gang looked 25 years ago.

The ringing of an old schoolbell by the teacher, brought the kids to the stage, where they would answer roll call and go into the opening song of "School Days, School Days, Dear Old Golden Rule Days." From then on, listeners were due for a

lot of laughs and good music, as the kids cut up capers, and recited their poems, jokes, and riddles.

Recognize the handsome young man on the next page? The picture of this well-known KMA personality was taken back in 1925. It is none other than Newscaster Ralph Childs when he was a junior in West Waterloo high school. That was the year Ralph, age 16 or 17, was a real beau brummel and won first in the Oratorical class in the Declamatory contest. He also had the lead in the H. S. Dramatic Club play. Following graduation, Ralph attended Teachers College in Cedar Falls where he received his B. A. degree and completed his education with a Masters degree from Iowa University. Even though the slick black hair has now turned into a butch haircut, slightly grey, and the 21 years in broadcasting have brought some added pounds, Ralph still holds his KMA listeners spellbound with his fine deep voice and excellent delivery of news.

After looking at this picture of Production Mgr. Warren Neilson as he looked 15 years ago when he first came to KMA, and as he looked today, I decided the years



Early Day KMA Entertainers and Radio Personalities

KMA Became a new outlet for their talents
They attracted a huge radio and studio audience

You'll have to be an "old timer" to remember these early-day KMA personalities. It's surprising how many people recall nearly all of them. Many of you will recall other favorites of past years not pictured such as The Apple Sauce Twins, The Ruby Trio, The Three Gypsies, Birdie and Leona, The Delmonico Dreamers Orchestra, The Haden Family, The Stump Us Gang, The Everly Family, The Blackwoods — we could go on and on. Before you read any further, see how many of these groups you can identify. **Upper left** are the Shumate Brothers Quartet, both musical and vocal. They are, L to R, Raymond, Paul, Lewis (seated) and Don. Exceptionally good brass and woodwind instrument quartet, featuring saxaphones, and just as popular as a male quartet. They were always in heavy demand by listeners and were a constant source of school-boy pranks on the old Country School. **Center left**, the Dixie Girls, Opal and Alta, sang soft southern melodies of the Blue Ridge Mountains. **Lower left**, the Farnham Trio. Mrs. May Whitney Farnham, seated, was the conductress and played piano. On her right is Mrs. Ruth Farnham Ullrick, violin, also conductress of the Shenandoah High School Orchestra at that time. Mr. D. S. Ull-

rick played baritone horn and was the announcer. **Bottom left center**, John "Jack" Todd Baritone soloist with guitar was a popular singer of the early days. **Bottom right center**, the Harness Makers - Frank "Pete" Peterson, Gus Swanson, and Fritz Carlson who "tickled the ivories". These boys were sponsored by Harness Bill "the farmer's friend" of the Omaha Tanning Co. Harness Bill didn't sing or play, but he made good harness and sent "The Harness Makers" to furnish the music on the programs he sponsored on KMA. **Lower right** - this picture was taken during 1926 in the first KMA studio, which was located on the second floor of the Seed Company building where the IBM department is now located. The couple on the left is Earl and Mrs. May as they appeared during their first broadcasts over KMA. Yes, Mrs. May was a very popular soloist and played a prominent part in those early broadcasts including the Sunday noon-time sacred services. The next lady is Leona Teget, now Leona Nicolson, who also was a vocalist. Louise McGlone is at the piano, and standing behind the piano is Elsie Farnham, a violinist member of the Farnham Trio. Seated is George Van Houten, well known lecturer and world traveler, who was heard daily on KMA. Few could equal his vast store of knowledge on all subjects. **Center right**, Gretta Bellamy and Cousin Paul Crutchfield, each an artist in their own right, they sang together in a very pleasing manner. Gretta was with KMA many years. Her talents on the piano and

organ are equalled by few. Gretta is playing a summer engagement in Colorado during summer vacation as house mother at the Iowa State University at Ames. **Upper right**, the Haliolo Hawaiians, Sammy, Mignon, and Coral. Native Hawaiians from Wailuku on the isle of Maui Territory (now the state) of Hawaii. Their programs consisted of instrumental and vocal numbers of their native Hawaiian music, although they were also able to render many popular American tunes of the day.. These are just a few of the many "alumni" of KMA. We have purposely stuck with the old timers because these pictures are so rare they border on being collectors' items. In fact the original photos of many of them have been lost and these pictures are old engravings from away back in the files. We caution you to hang on to this issue of the Guide because it will be a long time, if ever, before these pictures will be seen in print again. Did you remember any of these "old timers" on KMA? They played a great part in the changing scene of America.



A Letter From Bernice Currier

Dear Homemaker Friends:

The picture on this page is the latest of my three adorable granddaughters in San Rafael, California. The oldest, Carol Ann, 7 years; next is Joyce Elaine, 5½ years; and then the little rascal and lovable Mary Patricia, 4 years.

Their parents, Ed and Pat, enjoy these children, and whenever I see them together I wish I had been as smart about child cooperation as they are. Not that I had any trouble, but it worried me. Did you ever feel that way?

Pat does a great deal of their sewing and loves it. She also makes many of her own dresses and suits. I hope I can visit them next year; they are busy getting settled in their new home, and as Ed said, "doing something about the yard". Maybe I can have a picture of the house in the October Guide. It is oddly built and very interesting with the bedrooms on the first floor.

This month (August 12th to be exact) KMA, the May Broadcasting Company is celebrating its 35th anniversary. **HAPPY BIRTHDAY, KMA, AND MORE POWER TO YOU!!!** Radio came into being and grew up so fast that very few, if any, had the ghost of an idea of what it would mean to the communication between countries, and even planets. Now—we are surprised at nothing; but when we first heard that Earl May could speak in a natural tone of voice and be heard out in Wyoming we didn't believe it. Not only that—but he was heard instantly. At that time there were no channels, air waves were not crowded, and no one thought about what could be said—your good taste and schooling governed that. We had an announcer advertising canned peaches. He read on the label that they were canned in "light" syrup. That sounded to him like they were "inferior", so he wanted to make it really good and said they were canned in 90% syrup. Earl May heard from the Radio Commission about that but explained the exuberance behind such a statement and all was forgiven. But we were all given a lecture about telling the truth.

When we outgrew the little studio up on the third floor and the new auditorium was built, there were crowds that filled

the place to overflowing every day from early in the morning until late at night. There was a big audience for every broadcast, with stars blinking in the sky-blue ceiling.

When Earl came in for his noon broadcast there wasn't even standing room. The morning KMA was welcomed to the ABC Network, the Mayor, the City Council, Network officials, the orchestra, huge baskets of flowers, and members of the KMA staff were all there to cheer as Earl came in to take his place at his big flat-top desk. It was 5:30 a.m. and the auditorium was filled. When the photographer started to get the picture of all the dignitaries, Stanley Rucker and I found ourselves right in the middle of the front row because of our violins and the orchestra. We held up the speech and all proceedings while we escaped to the back of the stage amid a lot of laughter.

So again I say—**HAPPY BIRTHDAY, KMA.** But more important than memories are the plans for better production, better advertising, better service; and over-all sincerity and understanding, and a desire to give the best service possible to the many friends who have been loyal through the years.

Until tomorrow morning at 8:30—**Bless Your Hearts,**

Bernice

The old time dance orchestra you see below was the **KMA Jig and Reel Orchestra.** Its conductress was none other than **Bernice Currier.** Pictured are: l to r - Phyllis Brownell, piano; Bernard Ruby, banjo; Earl King, guitar; Francis Clatterbaugh, drums; Bill Powell, violin; and Bernice, violin. Bernice was first a musician with KMA and it was back in 1927 that she also announced and made talks on furniture, cooking, home furnishings and women's fashions. So you see, she has a wealth of homemaking experience to draw from for her present day listening audience.



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had been kind to him. He still is handsome . . . naturally more mature looking, and some heavier due to his wife's wonderful cooking. Back in December 1945 when the photographer took this picture upon Warren's arrival at KMA, he had an irresponsible cowlick that held up "production". Three times it was brushed down, and three times it sprang up. At last, they got the picture, cowlick and all. Now, with a receding hairline the cowlick isn't bothering any more. Leaving July 30th the NEILSON family embarked on a 3 weeks' vacation trip driving 6,000 miles. They expect to visit Denver, Salt Lake, Reno, Sacramento, Calif. then head north thru the Sierra Madre mountains, up thru Oregon and Washington, on to Vancouver, B. C. then swing back south into the Olympia National Forest and down the coast to San Francisco. Warren enjoys it most when they camp out, Florence enjoys the cities, and Holly enjoys everything.

After boning up on the rules and regulations of harness racing, Pgm. Director Dean Naven announced the Harness races at the Adams County Fair in Corning, July 28 and 29. This was the first time night races had been held in Corning, since the installation of lights at the track.

Flying 1,500 miles in a little over 6 hours Jack Gowing, Dean Naven, Wayne McMannama and J. D. Rankin flew to Gillette Wyo. July 6 and 7 where Jack made six interviews regarding cattle, prices, range conditions. He also did a story on deer and antelope hunting.

Guide Editor Duane Modrow doesn't know if he got into poison ivy in his melon patch or while picking berries, but he DOES know he came in contact with the poison weed, causing his hands and arms to break out. As a result he had a miserable time itching. What a terrible thing to have happen on a vacation!

Congratulations to Karenann Falk, daughter of "The Farmer's Wife, who was

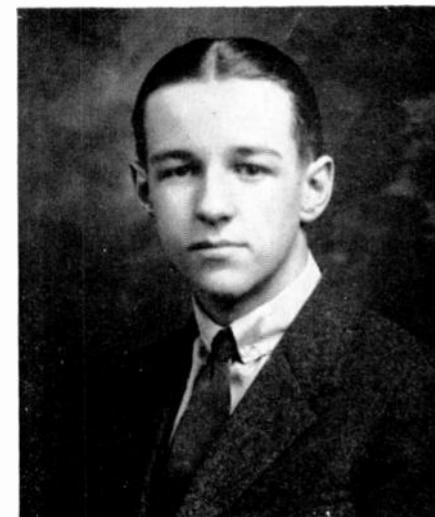


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chosen the 1960 runner-up in the "Page County Queen of Conservation" contest. Miss Marcia Fidler of Clarinda was named Queen.

Art Bauer, KMA's evening announcer wasn't exactly fiddling while Rome burned, but he was spinning records while the tape eraser burned up! By the time he discovered what was burning, the tar substance on the machine had melted and ran onto the floor in fine strings where it looked just like a big heap of coal black hair. Apparently the switch had stuck when it was last used, and had been running for hours, causing it to overheat and burn up.

Announcer Gary Hall's weekend trip to Texas proved more exciting than anticipated . . . in fact frightening! Gary had a smooth Jet flight from Dallas to Kansas City, but while flying a DC 7 from Kansas City to Omaha, the plane encountered a bad storm over Shenandoah about 10:15 p.m. "It was like hitting a brick wall," said Gary. The plane made a sudden dive, dropping about 3,000 feet. Had it crashed it might have landed right in the KMA towers, it was flying so low. The pilot circled Shenandoah for 15 minutes trying to get out of the storm, but was unable, so returned to Kansas City where the passengers waited until the weather cleared, then came on into Omaha arriving at 2:00 a.m. That was one plane trip Gary was glad to see end.



Joyce Carol Ann Mary

Homemaker's Guide

Homemaker's Visit

By **BERNICE CURRIER**

CANNED SWEET GREEN PEPPERS

Wash peppers and cut in halves. Clean out seeds and membrane. Pack in hot sterilized jars. Make a syrup of 1 cup vinegar (either pure apple cider or distilled white), $\frac{1}{2}$ cup sugar; bring to boil then pour over peppers and seal jars. These are delicious for salads, eating as pickles or in sandwiches.

* * *

CHOPPED PICKLES

This recipe comes from "Grandma Lowe" of Villisca, Iowa.

Chop cabbage, green tomatoes and cucumbers to make one gallon.

Add:

- 1 pint chopped onions
- 2 chopped sweet green peppers
- 2 chopped sweet red peppers (sweet peppers have rounded end)

$\frac{1}{2}$ c. salt

Let stand overnight, drain in the morning.

Add:

- 1 c. vinegar
- 2 c. water

Bring to a boil then drain.

Add:

- 1 quart vinegar (white distilled will keep vegetables clearest)
- 3 c. sugar
- 2 T. mustard seed
- $\frac{1}{2}$ T. celery seed
- 1 T. turmeric powder
- 2 T. cinnamon
- 1 T. cloves

Bring to boiling point, put into hot sterilized jars and seal.

* * *

SLICED GREEN TOMATO DILL PICKLES

- $\frac{1}{2}$ bushel green tomatoes
- 8 large onions
- 4 c. sugar
- $1\frac{1}{2}$ quarts cider vinegar
- 2 packages ($1\frac{1}{4}$ ounces each) pickling spices

Slice a layer of tomatoes in a kettle, add a few onion slices and sprinkle with a very light layer of salt. Continue until tomatoes and onions are all used. Let stand overnight, then drain well. Mix together the sugar, vinegar and spice and pour over the tomatoes. Cook till tomatoes are tender but still hold their shape. Pour into hot sterilized jars, put 1 head of dill in each jar. Seal immediately.

HONEY PICKLED PEACHES

Combine in kettle:

- $\frac{1}{2}$ c. honey
- $\frac{1}{2}$ c. white vinegar
- 1 t. whole cloves
- 1 piece stick cinnamon

Heat to boiling and add:

- 1 No. 2 can peach halves drained

Simmer 15 minutes and lift out fruit into the empty can. Boil the syrup 3 or 4 minutes longer then pour it over the peaches. Let stand 1 day before using as garnish for baked ham or as regular pickles.

* * *

MUSTARD PICKLES

- 2 quarts tiny cucumbers
- 2 quarts small onions
- 2 quarts cut green beans
- 2 quarts green tomatoes chopped
- 2 small heads cauliflower broken up
- 1 ounce turmeric powder
- $1\frac{1}{2}$ c. brown sugar
- 2 T. celery seed
- 6 sweet peppers chopped
- 2 T. mustard seed
- $\frac{1}{2}$ T. whole cloves
- 1 T. allspice
- $\frac{3}{4}$ c. dry mustard powder
- $\frac{1}{2}$ c. flour
- cider vinegar

Wash and prepare vegetables. Sprinkle with salt and let stand 24 hours; then drain off liquid and discard it. Put vegetables in kettle and add the turmeric, brown sugar, spices and chopped pepper with enough vinegar to just cover. Boil 15 minutes. Combine the flour and powdered mustard and mix to a paste with a little cold water, add to the boiling mixture and boil 5 minutes longer. Pack into hot sterilized jars and seal.

* * *

THICKENED TOMATO JUICE

- 1 peck sound ripe red tomatoes
- 1 c. grated onion
- 1 bunch celery chopped leaves and all.
- 2 T. salt
- 3 T. sugar
- 3 T. cornstarch

Wash and quarter tomatoes into large kettle without peeling. Add the onion, celery, salt and sugar and let simmer for 15 minutes. Rub through a sieve or colander to take out all seeds and skins. Put juice and pulp back into kettle. Make a paste of the cornstarch and a little water, add it to the juice and simmer for about 5 minutes or until it is thickened. Pour into hot sterilized jars and seal hot.

"The Farmer's Wife"

By FLORENCE FALK

With the final round-up of the garden "sass" some of these recipes may be really enjoyed when the snow flies.

CHILI SAUCE

- 4 quarts, ripe tomatoes, peeled and chopped
- 3 c. white onions, finely ground
- 1 c. green pepper, finely ground
- 1 c. sweet red pepper, finely ground
- 2 c. sugar
- 2 T. salt
- ¼ t. cayenne pepper
- 1 T. whole cloves
- 3 sticks whole cinnamon
- 1 T. mustard seed
- 3 c. cider vinegar

Wash vegetables thoroughly before preparing. Remove seeds and white portions from peppers before chopping.

Combine vegetables, sugar, salt and cayenne; place over low heat and stir until sugar is dissolved. Cook slowly, stirring occasionally for about 2 hours or until the mixture thickens.

Add spices tied in a square of cheese cloth and vinegar. Cook until very thick. Pour into hot, sterilized jars and seal immediately. Makes about 5 pints.

* * *

SPICED FRUITS

(Be sure you try some of these)

- 10 c. (or 5 pounds) sugar
- 6 c. cider vinegar
- 2 c. water
- 6 sticks cinnamon
- 2 T. whole cloves
- 1 t. mace
- 3 lemons
- Desired Fruit

Boil sugar, vinegar and water about 10 minutes. Add spices and lemons sliced thin, tied in a cheesecloth bag. Cool sirup, add fruit and bring to a boil. Remove from the stove, cover and let stand overnight. In the morning place the fruit and sirup in sterilized jars, seal partially and process 5 minutes in hot water bath.

Complete the seal.

Apricots:

Use firm whole fruit; do not peel.

Crabapples:

Wash and remove only blossom end. Small sweet apples may be treated in the same manner.

Peaches:

Choose firm peaches; dip in hot water, then in cold peel.

Pears:

Remove skin and blossom ends, retaining stems. If large, cut in halves or quarters lengthwise; core; if small use them whole. If pears are very hard parboil until they begin to get tender, drain and add to sirup.

* * *

FRENCH GREEN TOMATO PICKLES

- 6 quarts (7 pounds) green tomatoes, prepared
- 6 c. (1½ lb.) onions prepared
- ½ c. coarse salt
- 1 c. water
- 4 c. cider vinegar
- 3½ c. (1¼, pound) light brown sugar, packed
- 1½ t. allspice
- 1½ t. ground cloves
- 1½ t. ground cinnamon
- 1½ t. ground ginger
- 2½ t. dry mustard
- ½ t. black pepper
- ⅓ c. mustard seed

Wash green tomatoes of uniform size, medium. Remove stem ends and cut in ¼-inch slices. Wash and peel onions. Cut in ¼-inch slices. Arrange tomatoes and onions in layers in large bowl or crock (not metal). Sprinkle each layer with salt. Cover and let stand overnight.

Drain, rinse and place in large kettle. Add water and vinegar. Bring to a boil and cook, covered about 15 minutes. Mix sugar, spices and mustard seed. Add to vegetables. Bring slowly to a boil, stirring only until sugar is dissolved. Cook about 15 minutes, stirring occasionally. Pack into hot sterilized jars. Cover with boiling sirup and seal immediately. Makes about 6 pints.

* * *

CHOW CHOW

- 4 quarts cabbage, chopped
- 2 quarts onions, chopped
- 1 quart green peppers, chopped
- 1 quart red peppers, chopped
- 2 quarts green tomatoes, chopped
- ½ c. coarse salt
- 5 c. sugar
- 4 T. dry mustard
- 1 T. turmeric
- 1 T. ground ginger
- 4 T. mustard seed
- 3 T. celery seed
- 2 T. mixed whole spices
- 1 gallon cider vinegar

Mix all vegetables with salt; cover and let stand over night. Drain; tie mixed spices in bag. Add sugar and spices to vinegar. Simmer until hot and well seasoned. Remove spice bag. Pack into hot sterilized jars and seal immediately. Makes 12 pints.

"My Best" Recipe Selections for August

CINNAMON APPLE CHIFFON FREEZE

$\frac{1}{4}$ pound or 16 marshmallows
 $1\frac{3}{4}$, or 2 c. sweet apple sauce—hot
 $\frac{1}{4}$ t. cinnamon
Melt marshmallows in hot sauce; add cinnamon and chill.

Whip:

$\frac{1}{2}$ c. ice water
 $\frac{1}{2}$ c. dry milk crystals
Add to whipped milk:

$\frac{1}{4}$ c. lemon juice
 $\frac{1}{4}$ c. sugar

Fold all into apple sauce. Freeze in tray. Substitute 1 cup whip cream for whipped milk crystals.

APRICOT DESSERT

$\frac{1}{2}$ c. butter, melted
1 c. powdered sugar
2 eggs, beaten
Cook above ingredients in double boiler for 10 minutes. Cool.

Add to cooled mixture:

1 T. gelatin, dissolved in $\frac{1}{4}$ c. cold water

Fold in:

1 c. cream, whipped
 $\frac{1}{2}$ c. nut meats

In 8-inch square pan make alternate layers of above mixture and 2 cups drained, canned apricots. Top with $\frac{1}{2}$ pound Hydrox chocolate cookie crumbs. Chill. Cut in squares to serve.

LEMON DESSERT CHILLER

3 egg yolks
 $\frac{1}{2}$ c. sugar
 $\frac{1}{4}$ t. salt
1 t. grated lemon peel
3 T. lemon juice
3 egg whites
 $\frac{1}{3}$ c. sugar
1 6-ounce can evaporated milk ($\frac{2}{3}$ cup) chilled icy cold and whipped or 1 cup heavy cream whipped.
Vanilla wafers

In top of double boiler, beat yolks till thick and lemon-colored. Gradually beat in $\frac{1}{2}$ cup sugar, the salt, peel and juice. Cook and stir over simmering water, till thick. Cool thoroughly. Beat whites till soft peaks form. Gradually add $\frac{1}{3}$ cup sugar, beating till stiff peaks form. Fold lemon mixture into whites. Fold in whipped milk. Line bottom and sides of 10 by 6 by $1\frac{1}{2}$ -inch baking dish with whole wafers. Pour in lemon mixture; freeze firm. Cut in 8 or 10 squares.

FRENCH CHERRY DESSERT

3 T. confectioners' sugar
1 c. sifted flour
 $\frac{1}{2}$ c. butter
2 beaten eggs
1 c. sugar
1 t. vanilla
 $\frac{1}{4}$ c. flour
 $\frac{1}{2}$ t. baking powder
 $\frac{1}{4}$ t. salt
 $\frac{1}{2}$ c. chopped nuts

$\frac{1}{2}$ c. flaked coconut
 $\frac{1}{2}$ c. drained maraschino cherries, halved

To make pastry:

Mix confectioners' sugar and 1 cup flour. Cut in butter till mixture resembles corn meal. Press into the bottom of an 8-inch square pan and bake in moderate oven (350°) till lightly brown or about 25 minutes.

To make filling:

Mix together eggs, sugar, and vanilla. Mix $\frac{1}{4}$ cup flour, baking powder, and salt. Stir into egg mixture. Fold in nuts, coconut, and cherries and spread over baked crust. Turn oven down to 325° and bake 35 to 45 minutes or until done. Cool; serve topped with whipped cream or ice cream. (Makes 9 servings)

APPLE CRUMB PUDDING

Spread on bottom of buttered 9-inch square baking pan; sprinkle $\frac{1}{4}$ cup water over:

3 c. diced apples

Combine and sprinkle over apples:

1 c. sugar
1 T. flour
pinch salt
 $\frac{1}{2}$ t. cinnamon

Combine and spread over the above mixture:

$\frac{3}{4}$ c. dry oatmeal
 $\frac{3}{4}$ c. flour
 $\frac{1}{4}$ t. baking powder
 $\frac{3}{4}$ c. brown sugar
 $\frac{1}{4}$ t. soda
 $\frac{1}{3}$ c. melted butter

Bake about 30 minutes 350° . Serve warm or cold with ice cream or whipped cream.

YUMMY YEAR AROUND COBLER

4 c. raw fruit (any kind except strawberry) (unsweetened)

$\frac{3}{4}$ c. sugar
3 T. butter
 $\frac{1}{2}$ c. milk
1 c. flour
1 t. baking powder
 $\frac{1}{4}$ t. salt
1 c. sugar
1 T. cornstarch
 $\frac{1}{4}$ t. salt
1 c. boiling water

Put raw fruit (unsweetened) in an 8 by 8-inch pan. Cream $\frac{3}{4}$ cup sugar and 3 tablespoons butter. Add $\frac{1}{2}$ cup milk alternately with 1 cup flour, 1 teaspoon baking powder and $\frac{1}{4}$ teaspoon salt that has been sifted together. Pour over fruit in pan.

Combine 1 cup sugar, 1 tablespoon cornstarch and $\frac{1}{4}$ teaspoon salt and pour over cake batter.

Pour 1 cup boiling water over all and bake 375° for 45 minutes or until fruit and cake is done. Serves 9 people.

Frozen fruits may be used, but if they are very sweet cut the 1 cup sugar to $\frac{1}{2}$ cup when you mix it with cornstarch to pour over cake batter in pan.

960 ON YOUR DIAL

KMA Daily Programs For August, 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 Sernade
 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
 6:10 p.m.—Business Final
 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.—Raiph 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.—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

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.—Lawrence Welk
 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
 6:00 p.m.—Navy Hour
 6:30 p.m.—News
 6:45 p.m.—Army Bandstand
 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

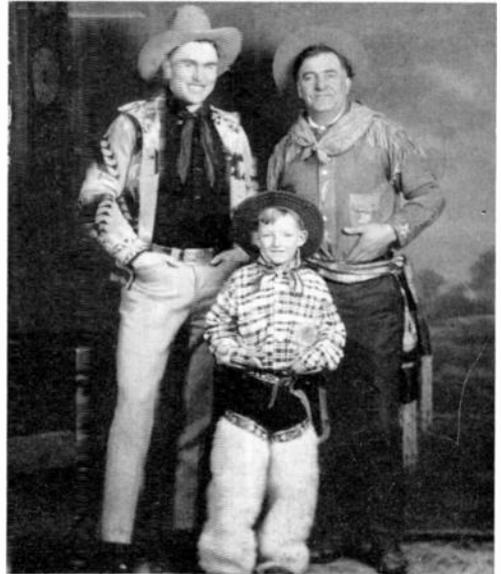
8:00 a.m.—Radio Bible Class
 8:30 a.m.—Your Worship Hour
 9:00 a.m.—Sunday School Lesson
 9:15 a.m.—Bible Truth
 9:30 a.m.—Sun. Album
 12:00 noon—News
 12:15 p.m.—Sunday Album
 4:00 p.m.—Mon. Morn. Headlines
 4:15 p.m.—Erwin Canham
 4:30 p.m.—Sunday Album
 6:00 p.m.—News
 6:15 p.m.—Sunday Album
 7:30 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



Here's the original gang which packed the KMA Auditorium with their gay antics. Earl May conceived the idea of the KMA Country School from his own experiences in teaching school in Western Nebraska. The dramatization of these experiences proved so popular, listeners were soon sending in hundreds of ideas and experiences of their own. They supplied so many funny jokes, stories, etc. that it soon became a top-ranking feature of the Midwest. Each of the "students" had a school name, in some instances they became better known by their Country School name than their own. For the first time in many years we will list their School name followed by their real name in parenthesis. Some used their own name. Standing 1 to r. - Alfalfa Johnnie (John Nicolson); Opal Dixie; Susie McIntosh (Frena Ambler); Janie Mae Wing, (Jane Crutchfield); Burke Shriver; Fred Greenlee; Willie Powell; Strizzie Dawson (Raymond Shumate); Heinie Steinmiejr, hand raised, (Grady Fort); Annabelle Doolittle (Ormah Carmean); Teacher (Earl May). Seated, 1 to r - Ole Swenson (Don Shumate); Temperance Whitestone (Lois Van Houten); stuttering Henry Spickelmiejr (Paul Shumate); Sis Hopkins, almost hidden, (Phyllis Brownell); Jim Whilt; Lem Hawkins, on floor, (Earl King); Georgie Merchandise (George Nichols); Alta Dixie; Bogata Washington (Paul Crutchfield); Geraldine Hanson (Gretta Bellamy); and Isacc Jones (Louis Shumate). Remember them?



The junior cowpoke with the fur chaps, plaid shirt, and cowboy hat is none other than the president of our firm, Edward May. This picture was taken in 1928. On the left is World Champion Bronc Rider of that year, Walter Heacock. On the right is Jim Whilt, trapper, guide and Poet Laureate of the Rockies. Jim Whilt is remembered for his fine stories and poems of the West.

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Jubilee time meant the opportunity to meet all KMA radio friends throughout the area. The first Jubilee was held in 1926. The following year it was held in what is now the foyer of the then just newly constructed auditorium. 1928 saw the first Jubilee held outdoors. A huge tent was brought into use as the dining room, and as succeeding Jubilees grew, all available building space was brought into use. The largest Jubilee was in 1941 during the Pan-American Days Celebration when approximately 35,000 people saw the parade that year. Iowa's Governor Wilson and Chief of Agriculture Cooperation of the Pan American Union, Jose L. Colon, spoke from the KMA platform. The picture above shows one of the crowds watching the platform from which guest speakers and KMA entertainers appeared. One of the features Earl May always enjoyed was a milking contest with a well-known dignitary. The first to fill a pop bottle won. Earl's ranch background made him a hard man to beat. Jubilees always had many contests. One of these features was the pancake eating contest. The all time champ consumed 23 in 5 minutes in 1940. Do you remember the Jubilees.