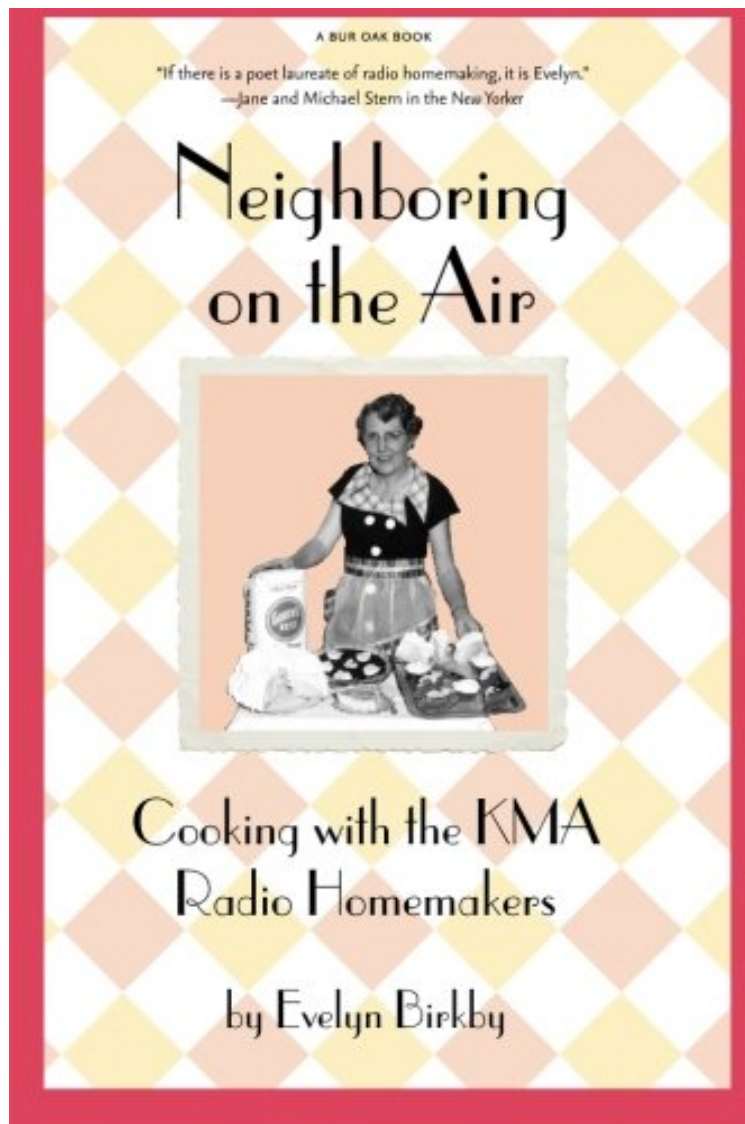


(Mobile ebook) Neighboring on the Air: Cooking With the KMA Radio Homemakers (Shenandoah, Iowa)

## Neighboring on the Air: Cooking With the KMA Radio Homemakers (Shenandoah, Iowa)

*Evelyn Birkby*

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#1854783 in Books University Of Iowa Press 1991-06-01 1991-06-01 Original language: English PDF # 1  
9.00 x .90 x 6.00, 1.23 #File Name: 0877453160349 pages | File size: 37.Mb

**Evelyn Birkby : Neighboring on the Air: Cooking With the KMA Radio Homemakers (Shenandoah, Iowa)**  
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Neighboring on the Air: Cooking With the KMA Radio Homemakers (Shenandoah, Iowa):

9 of 10 people found the following review helpful. History From the Heart By JK This was one of those 'recommended' books popping up under a cookbook I was ordering. I follow these threads because I've made some delightful finds

that way. I'd never have known this book existed, had it not shown up under another book. I consider this the closest thing I can do to browsing in a 'real' store. Thank you, !I occasionally come across a book covering something about which I know nothing. Other than hearing of Mary Margaret McBride's show during the Depression, I knew nothing of these local radio pioneers, sending news, advice and recipes to small towns and rural areas alike. Radio is still the most democratic of our media, accessible to anyone for pennies, and still a vital force in many third-world countries. We used to have radio that encompassed far more than just news and talk-radio; people expected more from the radio back then, and they got it. The book is broken up into chapters covering the careers and recipes of women broadcasting from KMA radio in Iowa. There is no doubt that the part of a farm housewife could be lonely, and these radio programs would have provided good company. We have no true equivalent today; these broadcasters usually knew their audience personally, and vice versa. Into the sixties, these women broadcast their programs from their own homes, often from the kitchen, where they'd make recipes while giving them out over the air. Most of these women had an 'open door' policy where any listener coming through town could stop by their home and have refreshments without notice! Who would, or could, do that nowadays? The recipes are excellent. I've made a dozen of them and all have worked well. My favorite so far is Jo Freed's carrot cake; unlike many, it's subtle with the spices and makes a large, juicy sheet cake. Truly, though, it's the stories of the women working as 'radio homemakers' that makes the book. Most of these women were working because they had to, and mainstream broadcasting was still unheard of for women. Therefore, these women made successful careers appealing to women. The author was herself a well-known broadcaster and brings personal knowledge of the other radio pioneers to add texture and substance to the book. It is beautifully written in a straightforward and informal style. I appreciate the author documenting a small, but important, part of American history before all the radio homemakers are gone. Her book is valuable and engaging reading, even without the excellent recipes. 0 of 0 people found the following review helpful. Five Stars By Teresa Harris great item and seller, thanks 0 of 1 people found the following review helpful. Nostalgic By JB in WWII grew up listening to KMA Radio Homemakers because my mother listened to them all the time. This book will be nostalgic to anyone with such memories and it is interesting to learn something about the history of the radio hosts. I am not too interested in the recipes but they are really just a side note.

In 1925 Earl May began broadcasting KMA Radio-960 from Shenandoah, Iowa, to boost his fledgling seed business. The station aired practical information designed to help with the day-to-day activity in midwestern farmhouse kitchens. Before long KMA was a trusted friend throughout the wide listening area, offering inspiration, companionship, and all manners of domestic counsel. Hosting the daily radio programs Home Hour, the Stitch and Chat Club, and the KMA Party Line and the live cooking demonstrations that drew thousands to the KMA auditorium was a changing roster of personable, lively women who quickly became known as the KMA Radio Homemakers. Now, in *Neighboring on the Air*, we can hear the voices of the KMA homemakers and sample their philosophy and best of all cooking. Through recipes, biographies, and household advice we get to know such enduring women as "The Little Minister," the Reverend Edythe Stirlen, and Leanna Driftmier and the whole Kitchen-Klatter family, part of the longest-running homemaker program in the history of radio. Learn how to make Sour Cream Apple Pie from "The Farmer's Wife," Florence Falk; Varnished Chicken from the first long-term KMA Radio Homemaker, Jessie Young; and E.E.E. Missouri Dessert (nobody can remember what the "E.E.E." stands for) from the indomitable host of the Edith Hansen Kitchen Club. This endearing scrapbook of people, places, and foods charts the continuing adventure of the KMA homemakers as they broadcast into the 1990s. *Neighboring on the Air* is an enchanting piece of Americana. Anyone interested in cooking, cultural history, or the Midwest will want to own and use this book.

From Publishers Weekly Much of this nostalgic and occasionally saccharine account of 65 years of broadcasting in Shenandoah, Iowa, will entertain only KMA listeners, particularly those old enough to remember most of the "homemakers" profiled here. However, elements of the narrative by Birkby ( *The Festival Cookie Book* ), who herself became a "radio homemaker" in 1950, may interest those exploring popular culture or women's history. Birkby easily falls in with KMA's euphemistic lingo, terming the broadcasting work of these women "daily visits" to their "radio friends." They would discuss their families and the details of their daily lives as well as offer suggestions for "making the home a more pleasant, worthwhile place to live." Birkby notes that fans would follow the doings of favorite homemakers for years, tuning in each day the same way they'd listen to episodes of radio soap operas. Of course recipes figured prominently, and many are reproduced here, lackluster dishes like cheese lima bean casserole, pork chop corn bake, sauerbraten with gingersnap gravy, and cherry loaf cake ("a Bachelor's Delight"). Illustrated. Copyright 1991 Reed Business Information, Inc. "If there is an poet laureate of radio homemaking, it is Evelyn." Jane and Michael Stern in the *New Yorker*