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APPLES FOR EVERYBODY

A radio conversation between Miss Ruth Van Deman, Bureau of Home Economics, Mr. Wallace Kadderly, Mr. Forney Rankin, Office of Information, Mr. James B. Hasselman, Marketing and Regulatory Work, and Mr. Ed Rogers, National Broadcasting Company, broadcast Thursday, October 5, 1939, in the Department of Agriculture period of the National Farm and Home program, by the National Broadcasting Company and a network of 104 associate radio stations.

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WALLACE KADDERLY:

Now for the other side of this apple situation...the side that has to do with the cooking and eating...the consuming side in other words. Ruth Van Deman will take care of that...and maybe she even has an apple pie concealed around here somewhere.

But before we go on I'd like to say just a word about the seesaw nature of some of these food questions.

When there's an enormous crop, as Mr. Hasselman has just told us about the apples...a 103 million bushel crop...then the producer, the apple grower in this case, is on the down-end of the seesaw. He's bogged down with more apples than he knows what to do with. And prices are low, dishearteningly low for him.

But the consumer is riding high. Everybody buying apples to eat can get plenty...at bargain prices, and the quality's better than when prices are high.

Well, maybe some day we'll get this seesaw better balanced.....

But now Ruth Van Deman.....

RUTH VAN DEMAN:

..... on the high end of the seesaw, balancing an apple pie in each hand... is that the picture you're trying to draw?

KADDERLY:

Well, I hadn't got my theory worked down quite that far...to such practical, pleasant terms, but.....

VAN DEMAN:

Well, just let's take a poll here, and see what is everybody's favorite way of consuming the apple...Mr. Hasselman, don't think you've signed off.

JAMES B. HASSELMAN:

Signed off?...on apple pie? Never! Anyway under crust, that's my favorite way of eating apples.

VAN DEMAN:

Wallace, you keep the tally.

(over)

KADDERLY:

Hasselman...apple pie.

VAN DEMAN:

Forney Rankin, what about you?

FORNEY RANKIN:

Well, I don't want to upset the apple cart, right here at the start. But I'm going to have to say any way except under crust.

VAN DEMAN:

Baked apples you mean?

RANKIN:

Or sauce. I'm not exactly free to choose. The doctor tells me what I ought to eat, and I try to make up my mind it's what I want to eat.

VAN DEMAN:

Looks as though it agrees with you.

RANKIN:

I'm fine, just as long as I dodge the pastry and the rich things.

KADDERLY:

Forney Rankin...apples, baked...apples, in sauce.

VAN DEMAN:

Scalloped apples would be all right for him too...Ed Rogers, what about you?

ED ROGERS:

Apple pie! Can't you tell it by my waist band?

VAN DEMAN:

I'm too polite to notice such trifles.

KADDERLY:

I'll bet he eats cheese with that apple pie, too.

ROGERS:

Certainly...full cream cheese, well ripened. No skim milk, greenstuff.

KADDERLY:

Ed Rogers...apple pie with cheese. Tally.

HASSELMAN:

That's two to one for apple pie.

ROGERS:

Miss Van Deman, the engineer in the control room is trying to get your

(over)

attention.

VAN DEMAN:

Somebody read that note for me...I can't see from here, through the glass.

HASSELMAN: (From across the room)

Apple pie a la mode!

KADDERLY:

Apple pie and ice cream...Um-hum! Somebody else doesn't worry about the waist band...apple pie a la mode for Mr. Godwin.

VAN DEMAN:

How many apple pies is that?

HASSELMAN:

Three! Three to one.

KADDERLY:

Well, I'm going to upset this apple-pie cart again. I'm going to vote for the apple raw, just as nature made it. I can't think of anything much pleasanter than sitting down after dinner in the easy chair before an open fire...pleasant music coming out of the loud speaker...a big, crisp, crunchy, juicy apple...Can't you smell that aroma?

VAN DEMAN:

Fills the room, doesn't it?

KADDERLY:

But, Ruth, you haven't told us your favorite way of eating apples.

VAN DEMAN:

Oh, I don't have one. I have 29.

KADDERLY:

Why 29?

VAN DEMAN:

That's as many apple recipes as we could print in that little green folder. Don't you remember?

KADDERLY:

Of course I remember...almost the most popular lot of recipes the Bureau of Home Economics ever put out. Is that folder of Apple Recipes still available... still free?

VAN DEMAN:

My yes. This is such a big apple year that we've ordered a reprint.

(over)

HASSELMAN:

Well, I hope it's got a good recipe for apple pie.

KADDERLY:

Jim, you're about the apple-pie-eatin'st man I've met in a long time.

VAN DEMAN:

It's for men like him that every restaurant and hotel has to have apple pie on its menu every single day of the year...And while we're on the subject of cooked apples, I'd like to put in a word about going easy on the water.

A raw apple is about four-fifths water. It grows that way. And of course when you cook it, the juice comes out.

If you keep the heat low at first, so the apples won't stick to the pan, you very soon have lots of juice, ...so much you generally have to cook some of it down.

And another thing, the apple has a delicate flavor...in fact some apples are a little flavorless, when they're cooked.

So if you put a lot of water with apples to cook them, you come out with something pretty insipid. Then the tendency is to put in a lot of sugar and spice. That drowns the apple flavor entirely.

For instance, to make good apple sauce...than which I think nothing is much better.

HASSELMAN:

Uh-huh...you've given yourself away.

VAN DEMAN:

I guess I have at that...Well, I certainly do have standards about apple sauce. I think to make good apple sauce you need just a few tablespoonfuls of water in the kettle at first...just enough to make some steam to start the cooking. And of course the sugar should go in at the very last, with a few grains of salt...after the apples are all soft and stirred up into a smooth sauce.

HASSELMAN:

How about a sprinkle or two of cinnamon?

VAN DEMAN:

Excellent. Some people like nutmeg too. But that shouldn't be put on until the sauce is served. If apple sauce with nutmeg stands, it develops a bitter flavor.

KADDERLY:

Ruth, how do the modern nutrition experts feel about that old saying... "an apple a day to keep the doctor away".

VAN DEMAN:

Well, of course, the modern nutrition expert doesn't accept any of the old sayings whole. They analyze foods in terms of vitamins, and minerals, and different food values.

On that basis raw apples rate as a source of vitamin C. Naturally the more apples you eat, the more vitamin C you get. And vitamin C is something you need a fresh supple of every day. The body can't store vitamin C.

Then there are some minerals in the apple. And it adds bulk to the diet, because of its fiber and pectin. We need a certain amount of bulk in our food to keep the intestinal tract working properly.

I think the old adage goes back to the time when the apple was practically the only fresh fruit available in the wintertime. And for anybody who still follows the custom of keeping a barrel of apples in the cellar...or maybe it's the garage now...and eats an apple or two a day, these food values do add up to an important total.

KADDERLY:

I get all the vitamin C then in my raw apples.

HASSELMAN:

Nevermind the vitamin C. Did somebody say there was an apple pie concealed around here?

VAN DEMAN:

No, that was just Wallace's manner of speaking.

KADDERLY:

You'll find plenty of apple pies in the cafeteria, Jim.

HASSELMAN:

It isn't quite the same though, as a home-baked apple pie.

VAN DEMAN:

Well the apple season is only just begun. There might be another broadcast.

HASSELMAN:

I'll bring along any information on apples any time you say.

KADDERLY:

Ruth, I'd like to say, with your permission.....

VAN DEMAN:

Granted.

KADDERLY:

I'd like to say right now that the apple green folder of Apple Recipes... 29 apple recipes, as you have said...is available to any of our listeners who cares to

(over)

write to the Bureau of Home Economics in Washington, D. C. Is that properly stated?

VAN DEMAN:

Very well...and properly...stated.

KADDERLY:

Very well. Homemakers, if you should want a copy of this leaflet write your name and address, and the two words Apple Recipes on a post card, and mail it to the Bureau of Home Economics, U. S. Department of Agriculture, Washington, D. C.