

Rural Radio

THE ONLY MAGAZINE PUBLISHED EXCLUSIVELY FOR RURAL LISTENERS!

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Ten Cents

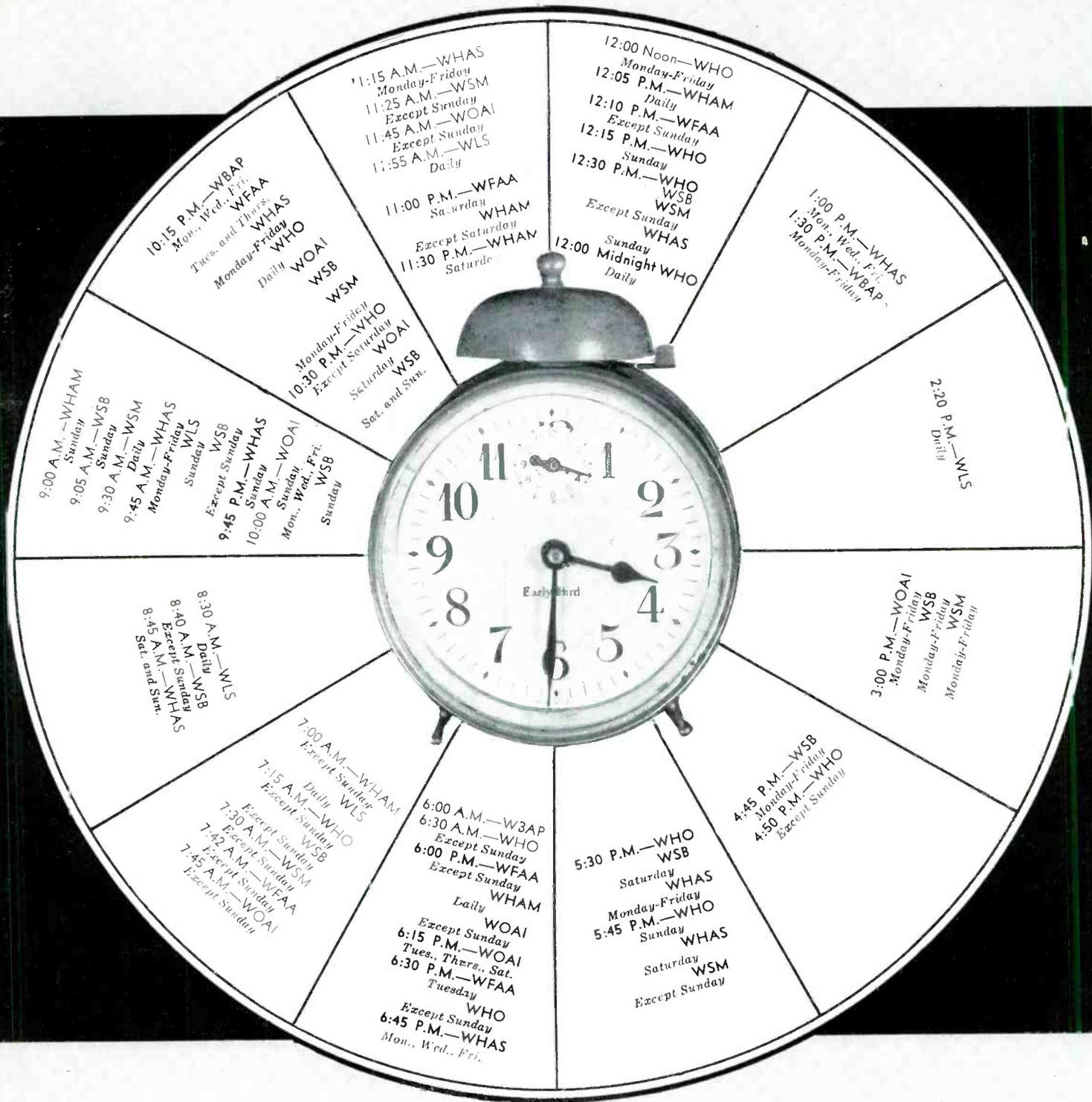


Asher and Little
Jimmie Who Got
42,000 Letters in
One Day . . .
Story on page 3.

\$1,000 Slogan
Contest Winners
This Issue!

Menace from Mexico! • Sunshine Sue Fashions! • Farm Program Listings! • Four Solid Picture Pages!
Replete with New Stories, New Pictures of Old Favorites! • Queenie, Only Educated Cow in the World!

RURAL RADIO NEWS-TIME DIAL



At practically any time of the day, listeners in the country may tune in their radios, and hear the latest news of the day from city, nation and the world. To give you a quick means of tuning in, Rural Radio has created this News-Time Dial Chart. A.M. periods are printed in light face type; P.M. in bold. Keep this chart on your radio set for handy reference. All time in Central Standard Time except WHAM which is given in Eastern Standard Time.



E. M. ALLEN, Jr., Publisher

E. M. KIRBY, Editor

Thank You, Friends

For the second time, RURAL RADIO comes to your home. It is a magazine bigger, and we hope, better than the first issue. Four new pages have been added! Several thousand more of you will read this issue than read the first issue. Subscriptions have come in from every state in the Union *except* the states of Washington and Oregon (and some friends of ours out there have written in to say that this situation is being remedied right away!). Several hundred Canadian friends, too, have joined RURAL RADIO's reading circle. Certainly we are grateful for your response. We believe RURAL RADIO is filling a need you have long felt. And in pleasing and in serving you lies our future. Thank you, friends.

Senator Smith Begs to be Excused Until Next Issue

Last issue, you recall, we promised you an interesting article on radio in its relation to the farm pocketbook to be written by Senator Ellison "Cotton Ed" Smith, of South Carolina, Chairman of the Senate Committee on Agriculture and Forestry. In Washington last week Senator "Cotton Ed" had his sleeves rolled up, and his full-time so occupied in legislating through the Third Roosevelt Administration Farm Bill that he "begged off" until next issue. "After all," he said, "your readers will understand."

We think everybody understands, Senator. See you in the April issue.

The Menace From Mexico

When we announced in this space last month that RURAL RADIO was going to render a service to the listeners who lived in rural America, we had no idea how many letters would come in to us complaining about the radio stations on the Mexican border.

Mrs. T. J. Whittle, of San Angelo, Texas, writes in that she and her husband who live on a farm have difficulty listening in to American stations. "What are we going to do," writes Mrs. Wittle, "about these Mexican stations crowding many of the American stations off the air?"

Of course, Mrs. Whittle, we feel this is something the authorities in Washington will have to take up with the authorities in Mexico. But we did make a thorough investigation. As you know, these Mexican stations broadcast much about health, and extend invitations to folks to come down and be treated. Personally, we've always believed in the family doctor who lived in our neighborhood. But we decided to find out what authority and what training these people possessed that they could promise to do for us what our family doctor couldn't do. That investigation led us to the American Medical Association and into the office of Dr. W. W. Bauer, director of its Bureau of Health and Public Instruction. Dr. Bauer's answer to our questions will be found on page 7. We urge that you read it; that you show it to your relatives and friends.

This Month's Story Harvest

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NEXT MONTH

"Radio and Its Assistance to the
Federal Bureau of Investigation
in Rural America,"
by
J. EDGAR HOOVER

Don't miss this important, exclusive
article by the nation's number 1
G Man!

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The Story of ASHER AND LITTLE JIMMIE

By DAVID STONE

"Way down in Old Kentucky the skies are never gray" . . .

As that familiar song goes out over the air each afternoon, thousands of radios are tuned to the songs of the most famous father and son team in radio and thousands of hearts are in tune with the spirit of their homey broadcasts which speak of hearth and home.

Six years before the microphone of the leading radio stations of the country have proved that the programs by Asher and Little Jimmie have pleased the entire family circle.

Asher Sizemore, a native of the Kentucky Mountains, grew to manhood in a typical mountain community. However, unlike most native boys, he kept up his school work, finishing both high school and commercial courses. It was during his boyhood that he formed the strong attachment and love for his picturesque native land and solid mountain neighbors.

Asher's First Job

His first job was that of a bookkeeper in the coal mines of Pike County, Kentucky. It was there that he married Miss Odessa Foley, who, though unheard on the radio, has a very important part in the building of the tremendous reputation now enjoyed by Asher and Little Jimmie. She has assisted in writing both the lyrics and melodies for the hundred or more songs that have come from Asher's pen. But that is not all.

She is the mother of Little Jimmie, who is undoubtedly one of the nation's outstanding boy radio performers. Jimmie has an excellent ear for music. He sings harmony and plays the banjo. He is only nine years old, but is a veteran radio performer with six years to his credit.

Perhaps it would be in order to present herewith some of the astounding figures concerning the mail which has been received by this famous duo, which incidentally proves positively that they are without parallel as a radio attraction of their type.

Astounding Mail Record

Since 1932 they have received hundreds of thousands of letters from every state in the Union and many foreign countries. They hold the WSM mail record for individual per-



This is David Stone, friendly announcer who has announced the Asher and Jimmie program for a number of years.



formance with 42,000 letters in a single day. This record day occurred in January, 1937.

Such phenomenal success, to use an old expression, would go to some peo-

This is Jimmie, who got 42,000 letters in one day!

ple's heads, but not to Asher and Little Jimmie's. They are the same affable, smiling, friendly persons who first walked into the WSM studios back in 1932.

Their activities have not been confined to one radio station alone. They started their radio career at WCKY, Cincinnati; from there they went to WHAS, Louisville. The other stations over which they have sung include WFAA, Dallas, and WHO, Des Moines.

While the act is known to the radio audience as Asher and Little Jimmie, two other members of the family contribute to the popularity of this well known radio feature. They are Buddy Boy, age six, who has become famous for his "yeah boy" answers; and Nancy Louise, age three, who receives many letters in her own right. Nancy Louise joined the act only this season and promptly made a name for herself by singing "Birdie with a Yellow Bill," and "Little Willie."

Now on KDKA

This story would not be complete without mentioning the fact that Asher and Little Jimmie are currently appearing over KDKA, Pittsburg, where they will broadcast throughout the remainder of the winter months. Their programs are heard daily at 4:45 P.M., E.S.T. After this engagement they will go on an extended personal appearance tour, and if the public will let them, they will spend the

summer months on their Indiana farm where Asher pursues his hobby of farming and raising fine cattle.

While on the farm, which is usually during the months of July, August, and September, Asher creates new songs for his annual book which is published each fall. Some of these books which have found great favor with radio listeners have been titled, "Hearth and Home," "Songs of the Soil" and "Family Circle Songs," which is the 1938 edition. As each book contains approximately forty original songs, Asher is perhaps the nation's most prolific song writer, with more than two hundred to his credit.

How Joda Was Named

There is one member of the Sizemore family who has not been mentioned, and who by the way, was named by radio fans. His name is Joda and he is only eight months old. During a contest conducted over WSM, 50,000 people wrote letters suggesting a name for the baby. Mrs. Blanche Rucker of Temple, Texas, submitted the name in a novel manner. She took the first letters from the names of the baby's parents and combined them with the first letters of Asher and Little Jimmie's announcers. The entire Sizemore family is looking forward to the day when Joda will also be a starred member of the radio act.



This is Jimmie's sister, Nancy Louise, who sings "Birdie with a Yellow Bill."



These are the three Sizemore kids: Jimmie, Nancy Louise and Buddy Boy, children of the amazing singing Sizemore family.

QUEENIE

By WOODY WOODS



—The Only Educated Cow in the World!

Much as we've always admired the cow as perhaps our most all around valuable beast, we've always had a suspicion that she's about the dumbest animal on four hooves, as well.

For we know, from first-hand experience, as do most of our readers, that a cow hasn't got enough sense to get out of the way of an on-coming freight train.

And we have observed too, that a cow just has a weakness for leaving a

outer layer of hair she's grown through the winter. Now the fact that she *wants* to leave her green pasture is evidence enough; but when you consider her downright indifferent attitude about the whole thing—well the case is conclusive. For the nearer the rushing automobile approaches, the more indifferent the cow becomes. She just stands there, blissfully unaware that at any moment she

That was—until Queenie came along.

For Queenie has changed our entire attitude toward the cow. Queenie, you see is a cow. Queenie is smart, too, and Queenie can do tricks!

It all happened on Deloss Wilkie's farm near Kearney, Nebraska. Deloss has had a lot of fun—and success too—in training dogs and horses to do tricks. But when he announced at the supper table one night that he thought he'd try his luck with a cow, the Wilkie family suddenly became silent . . . then asked, "Do you feel all right this evening, Deloss?" Deloss said he was feeling fine, and that's why he thought he'd try something no one else had ever tried: to train a cow to do tricks.

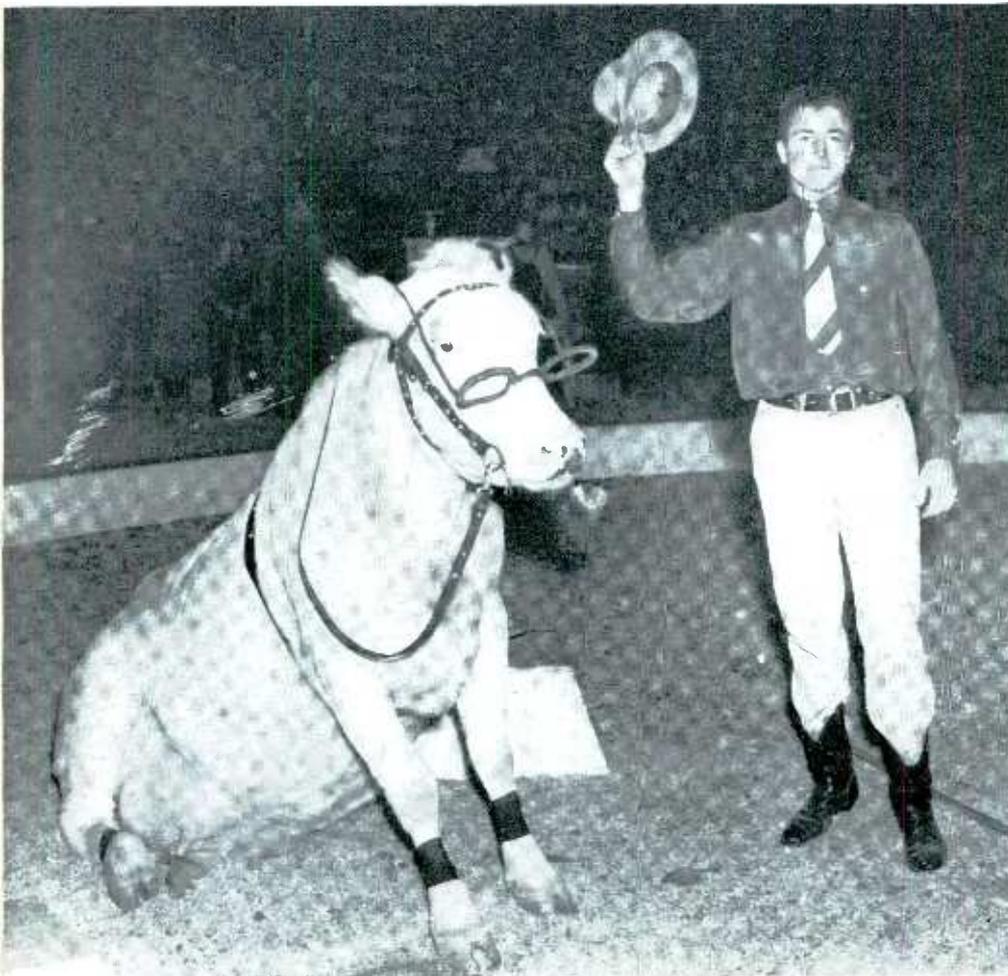
Next morning bright and early, Deloss went to the pasture to select a cow for the experiment. And there he spotted Queenie, and trouble began at once, for Queenie seemed to have an idea what was in Wilkie's mind. She reared and she kicked. She went wild. It took the entire Wilkie family to get Queenie roped and led inside the barn where Deloss was to begin his training.

And inside the barn, within the hour, a miracle happened! For Queenie met her master—and like all the famous tempestuous ladies of history, Queenie quieted down in front of one she knew to be her lord and master. When Deloss opened the barn door, Queenie followed him. Everywhere Deloss went, Queenie was sure to follow. When he went in to dinner, Queenie followed him up the front steps.

From then on, it was a simple matter of teaching Queenie one trick at a time, showing her with patience and kindness over and over again what was expected of her.

Now she performs more than fifteen tricks, such as standing and pivoting with her front feet on a box, crossing her front feet on a box, crossing her front feet in a cocky pose, playing teeter totter, going on a sit-down strike and eating ginger snaps at a tea party—and even if she is a lady—smoking a pipe!

Besides all these, Queenie has broadcast over WHO's famous Saturday night Sunset Corners program. And in addition to her intellectual prowess, Queenie gives three gallons of milk every day! Believe it or not! Proof upon written request!



nice green pasture, with shade trees and a running stream, and prefers, instead, to amble aimlessly up and down a main macadam thoroughfare where five-ton trucks and sixty-mile-an-hour automobiles just barely brush past the

may be knocked into the next county. Maybe it's her way of showing contempt for the machine age. But it doesn't make sense. And so we long since concluded that you couldn't do anything with a cow, except milk her.

WBAP, FORT WORTH,

Presents

"B-L-A-C-K N-I-G-H-T"

By Elbert Haling



Our scene opens within the studios of Station WBAP, Fort Worth. The time is 11 P.M., C.S.T. Unearthly, eerie music originates from the studio orchestra. There's a sudden lull, a brief silence, then a ghostly voice announces in sepulchral tones: "Black Night!"

Edgar Allan Poe's "The Tell-Tale Heart," as adapted to radio by Virginia Wiltten of WBAP's production staff, serves as dramatic outlet for the assembled radio dramatists. Nelson Olmsted, youthful thespian, enacts the role of the crazed killer, the maniac who murders an elderly man who befriended him.

Funereal, almost hair-raising music, mounts in slow crescendo until the climax is reached and the dastardly crime is committed. A. M. Woodford, sound effects engineer, makes certain haste from one sound device to another, keeping one eye on the script. Presently, amazingly, the cadence of human heart-beats come through the speakers. They rise in volume and tempo until they mingle in cataphonic style with the agonized shrieks of the conscience-stricken murderer.

Ken Douglass, production director, stop watch in hand, a copy of the script before him, signals to Musical Director Gene Baugh for "theme music." The announcer breaks in with brief explanation, reading his script from its resting place on a music stand. Theme music slowly dies away and the "Black Night" cast, beads of perspiration showing on their brows, sink with grateful sighs into convenient studio chairs.

Everyone remembered the dire predictions of certain "program experts."

"Too big a job for a single station," they said.

But all this was more than twenty weeks ago and "Black Night" still sends icicles up listeners' spinal columns in a goodly number of the forty-eight states each Monday night at 11 o'clock. Much of the large amount of mail received weekly is from rural listeners in far-flung communities. One listener in Nebraska wrote recently to say that "Black Night" keeps me from retiring until two hours after my bedtime. Then, after I've heard the dern thing I can't sleep the rest of the night. But I'll be listening again next Monday night."

Much of the series' success is of

course due to the untiring efforts of Miss Wiltten, the author. The initial eight half-hours were her own adaptations of Poe's horror tales. Not content with adaptation, however, she composed original stories for the succeeding dramas.

"Black Night's" author joined the WBAP production department, November 10, 1935. Her background includes practical experience in almost every form of journalistic endeavor, with an especially strong weakness for scripting radio thrillers. She's written continuity for such notables as Paul Whiteman and Billy Rose. When composing "Black Night" scripts she prefers a semi-dark room. If the firelight casts spooky shadows on the walls, a wind-blown branch scrapes across the window, and a storm howls without, so much the better! So much the tougher on the tender-hearted listeners who swoon with rapture at her brain children!

Actor Olmstead, the "Frankenstein" for most of the broadcasts, is a genial, studious young man when not in character. His renown as a member of Texas University's fam-

ous "Curtain Club" has stood him in good stead for the rigorous roles he so capably portrays.

Production Director Douglass, in addition to directing the multiplicity of details associated with every "Black Night" presentation, "holds the stop watch, etc.," for such other WBAP shows as "Helen's Home" and Melodic Moments.

Sound effect's man Woodford spent three days recently seeking a certain type of door squeak.

The next time you hear the sound of a human body being chopped into mince meat during a "Black Night" production, don't send grandma for the smelling salts. Just picture Mr. Woodford solemnly chopping a harmless but firm cabbage. (Note to truck garden raisers: Only firm cabbages accepted!)

In the presentation of Poe's memorable "Fall of the House of Usher" the climax was attained with the hideous sound of the ill-fated home suffering a literal breakdown. English walnuts, augmented by a balloon filled with bird shot, performed the "miracle."



FOUR REASONS WHY YOU STAY UP LATE AT NIGHT, FRIENDS!

WBAP "Black Night's" Principals Go Into a Huddle: Virginia Wiltten, author, makes a point regarding the script, while Ken Douglass, production director, left, Nelson Olmsted, leading man, center, and Woody Woodford, sound effects man, right, offer suggestions.

MENACE

from Mexico!

By W. W. BAUER, M.D.

Director, Bureau of Health and Public Instruction,
American Medical Association

On the air waves almost any night, from across the International border to the south, come two broadcast messages to the American people—messages against which the United States government has tried to protect its citizens by denying the privilege of American air channels to the broadcasters. They hold forth, from the security of foreign soil, false lures to better health which they are not permitted to promulgate in their own country. This menace from Mexico is not Mexican, it is American. American citizens are its perpetrators. The story, as it has been told many times by spokesmen for the American Medical Association, has to do with two men, John R. Brinkley and Norman Baker.

Brinkley's Background

John R. Brinkley uses the title M.D., though his claim to it is scant. He got his diplomas, despite a defective medical education, through unrecognized schools and political manipulation. But there is nothing defective about his salesmanship. Using his high-powered radio station XERA, at Villa Acuma, Mexico, just across the border from Del Rio, Texas, he continues his quackery, getting most of his victims by mail, though he has a hospital in Del Rio, where he performs some "marvelous" operations, mostly financial, on his dupes. He seems to be on the down-grade from his highest point, when he was almost elected governor of Kansas. He has made a great deal of money, spending it liberally on yachts, automobiles and foreign travel. This money, it should be remembered, comes out of the pockets of the sick, lured by his golden promises made over the air who would, in many cases part with their possessions to raise money.

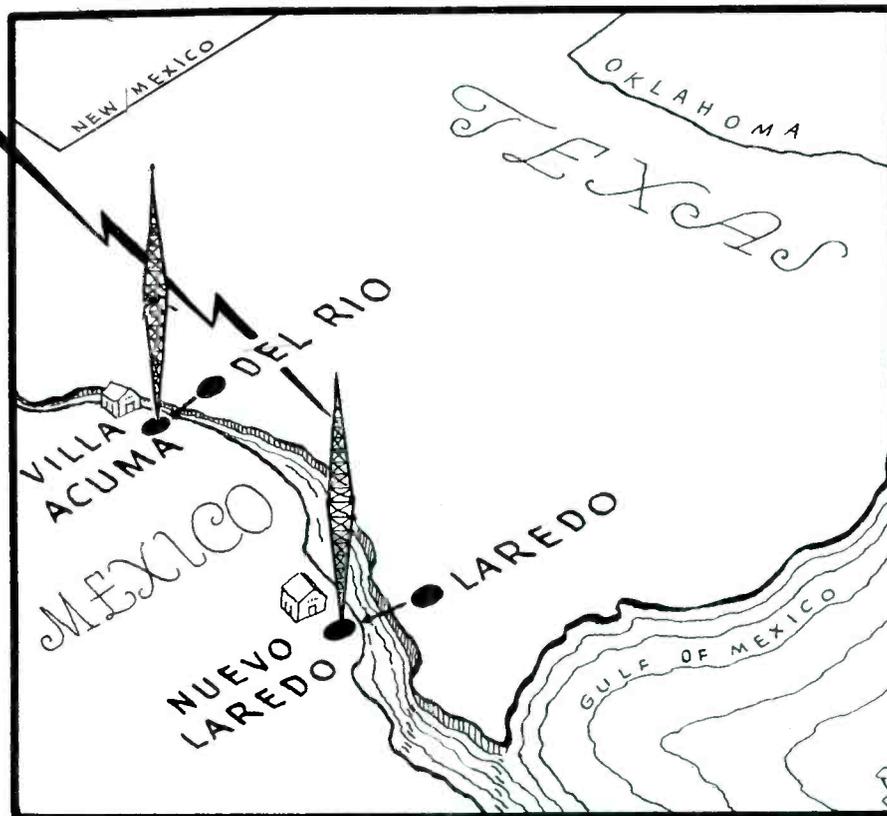
Drug Store Prescriptions By Air!

Formerly Brinkley was notorious for his goat gland operations, which were supposed to restore youth, but this phase of his quackery seems to be diminishing. Brinkley also at one time promoted a scheme by which he shared the profits of his radio quackery with druggists whose ethics were not too good to participate in this sort of thing. He "prescribed" over the air, though he had not seen the patient, by giving the patient certain "prescription" numbers, which he could get filled only at drug stores affiliated with Brinkley. The druggists sent a rake-off to Brinkley for advertising the stuff. The prescriptions, of course, were for ordinary drugs. Any honest doctor knows that prescribing for a patient *whom he has never seen* is dishonest, ineffective, and perhaps dangerous. **That did not seem to deter Brinkley, but the American Medical Association exposed him, and the Federal Communications Commission took away his license, under which he was then broadcasting from station KFKB, Milford, Kansas. Brinkley even went so far as to donate some of his ill-gotten gains to a memorial church.**

Baker's Background

The other man concerned in this sordid tale is Norman Baker. This man did not even have a medical degree, yet for years he broadcast matter over his radio station KTNT (Know The Naked Truth!) at Muscatine, Iowa, which, to put it mildly, was dangerously contrary to the public health, and he did it with the claim that he could cure and had cured, and offered to cure, a serious disease,

Brinkley and Baker are supposed to be American citizens, yet they both have found it necessary to cross over the border into Mexico to do their broadcasting. Why? Why did the American government deprive them of broadcast privileges in the United States? What qualifications have they to offer medical services and treatment? From the files of the most responsible medical association on earth, Rural Radio publishes this article, written by Dr. W. W. Bauer, Director of the Bureau of Health and Public Instruction of the A. M. A. Every one should read it, and pass it along to relatives and neighbors.



cancer! This man had been a salesman of radios and cigars, had operated a calliope business, put on a vaudeville act, and offered to teach oil painting by mail! Such were his medical qualifications, yet he claimed to cure cancer, and hundreds of unfortunate listeners believed him. He made thousands of dollars out of the misery of the sick and unfortunate—he claimed to have made as high as \$75,000.00 in one month. What a world of good treatment for cancer sufferers could be purchased for that sum! His quackery kept up for years and might still be going on if he had not been exposed.

AMA Exposes Baker

Baker sued the American Medical Association for half a million dollars in damages for exposing his quackery, but *the court held* that the Association had but told the truth. Baker lost his license for KTNT, and went to Mexico, where he now holds forth from Nuevo Laredo just across the border from Laredo, Texas, with his station XENT, 150,000 watts, licensed by the Mexican

government. He has a hospital in Laredo, to which he lures his patients, getting their money, and sending them away, often to die, as was proved by the American Medical Association in Baker's suit for damages. The amount of money this man has taken from the American people is impossible to estimate. It was, of course, all wasted, as far as his victims are concerned.

What to Do About the Menace from Mexico

Radio listeners should remember that these broadcasts from across the border are not to be depended on. Both these men, Brinkley and Baker, had American radio station permits and lost them, because of conduct not calculated to promote the "public interest, convenience and necessity." Both are taking advantage of looser supervision in a foreign country to mulct the American public. The proper treatment for either of their broadcasts is quite simple—*turn the radio dial to decent programs from American stations.*



A NEW SERVICE FOR RADIO LISTENERS — FROM DALLAS

SPORTS AND NEWS COMBINED IN ONE DAILY BROADCAST

With the news of the world more and more affecting the outlook for agricultural America, and with the sports world drawing more and more upon country people for their football, baseball heroes and the like, it seemed very logical for WFAA, Dallas, to combine this news interest into one daily broadcast. And so at 6 P.M. (CST) every evening but Sunday, you may dial 800 and hear the news of the world and the news of sports at one sittin'. Two "Country-Boys" handle the broadcast. Read the story.

By DICK JORDAN

Novelty is the keynote of Hal Thompson's and James Alderman's Sports and News Page of the Air, which WFAA, Dallas, broadcasts for a quarter-hour beginning at 6 P.M., daily except Sunday.

It is novel because it is one of the very few news broadcasts which boasts two commentators, one for general news and another for sports.

How did it all start? Well, in Thompson's case, it began at a small Fort Worth, Texas, station. Hal was studying singing in that city, and an official of the small station called his instructor and asked if he had any students wanting a job. The instructor said he did. According to seniority, Thompson was last in line, but he got the job, selling time to advertisers.

This went on for a month. Thompson says he didn't sell much time. Program auditions for advertisers were held one night, and the announcer assigned to cover them had gone to supper. In the pinch, Thompson read the commercials—and thereafter did this job regularly. Later another quit, and Thompson became a full-time announcer.

He did many sports broadcasts, sometimes as many as four football games in one week-end. One summer he conducted the Knot Hole Gang, an organization of Fort Worth kids who pay a quarter to see all the home baseball games during the summer. There were 1,500 of them. This, he says, was quite an experience.

His interest in sports and sports interviews has brought him across the microphone from such noted sportsmen as "Whizzer" White, University of Colorado footballer; Sammy Baugh, passing wizard from Texas Christian and later from professional ranks; Dr. James Naismith, originator of basketball; Alvin Gardner, Texas League president; Jack Dempsey, Max Baer and Primo Carnera, former heavyweight champions, and Maxie Rosenbloom, former light heavyweight champion.

THEN ALONG CAME ALDERMAN

James Alderman's pleasant voice first came to radio's attention when he sang in a Fort Worth choir. An official from the same small Fort Worth station heard him and asked that he appear in solo over his station.

Alderman did, the radio official liked him and asked him to come again and announce a program. He did, and decided radio was his profession. He announced a while for no pay, but soon was put on regular salary.

Since, he has worked at other stations over the country, coming to WFAA from WLW, Cincinnati, where some humorous incidents happened to him.

One of them occurred one day before he went on the air for his daily newscast, when he lit a cigaret, as usual. He got to take only two drags before going on the air, so being a little Scottish, he snuffed the fire off the end and laid the cigaret aside. He put his foot out to crush the fire but couldn't find it. He couldn't locate it in his trouser cuff, where he thought it had fallen. Before entering the studio, he told those in the control room to throw a bucket of water on him if his clothes started smoking.

The broadcast was about two minutes old when Alderman smelled smoke. He started shuffling his feet, half-rose from his chair, and did almost everything conceivable before the smoke stopped and all was peaceful. The broadcast over, he turned around to see the boys in the control room doubled with laughter. What had happened? One of them had torn a piece off his shirt tail, struck a match to it and thrown it into the studio.

They're both country boys. Alderman calls Arlington, Texas, his home, and Venus, Texas, which Hal Thompson can locate no more specifically than that it is on the I. & G. N. Railroad, is his birthplace.



Hal Thompson, WFAA's sportscaster, is given to rocking back and forth on his feet while standing still. It seems to aid him in driving his sports stories home.

If you slipped into a WFAA studio some time while James Alderman was giving out with the latest news, this is the way he would look as he talked into the microphone. Informality is habitual with him.

NEW WHAS TOWER

*Within Stone's Throw
of Where
Lincoln's Grandfather
Was Killed*



Ninety-nine feet higher than the Washington Monument, WHAS' new transmitter tower near Eastwood, Kentucky, weighs fifty-five tons and is itself the antenna. The 654-foot tower is tapered at the bottom and rests on a seven-inch steel ball set in a twenty-ton submerged concrete base. Huge guy wires steady the tower.

Nationally-known engineers have concentrated their talent to make the new WHAS plant a present-day marvel.

Two test programs sent through the new equipment brought letters, telegrams and telephone calls from forty states and Canada.



The new transmitter of WHAS, radiophone of the Courier-Journal is located within a stone's throw of the historic 400-acre tract upon which Abraham Lincoln, grandfather of the martyr president, was massacred by Indians in May, 1786.

The transmitter, pictured here, is situated on a tract approximately 100 acres in the eastern corner of Jefferson County (Kentucky) not far from the Shelby County line, touching the 500-acre Morgan Hughes tract which adjoins the Lincoln Farm.

Research by R. C. Ballard Thruston reveals that the celebrated Long Run Baptist Church was on a portion of the Lincoln tract.

Mr. Thruston states that Abraham Lincoln, 1st, at the age of 42, settled here sometime about May, 1780, with his wife and five children. From a story written by Louis A. Warren, Thruston quotes the following:

"Abraham Lincoln, with his three sons, Mordecai, Josiah, and Thomas, was busily engaged in the field putting in a crop of corn. Without warning they were attacked by two or three Indians. The father was killed at the first fusillade. Josiah, then thirteen years of age, started for Hughes' Station, half a mile away, where the family was then making their home in one of the fort's eight cabins. Mordecai and Thomas, aged fifteen and ten respectively, made for a cabin nearby, which Abraham had erected and where the family would make their home as soon as safety would allow. An Indian despising the ability of Mordecai's marksmanship, stepped out of the thicket to secure the scalp of the paleface. Mordecai from within the cabin took aim at a silver pendant on the

Little Known Story Unearthed by Excavation for Modern Radio Plant

By Credo Harris

breast of the Indian and brought him down. Josiah, meanwhile had reached the fort and warned the settlers who started in pursuit of the redskins."

And thus Kentucky which houses the Lincoln shrine, contains another Lincoln shrine unearthed by the excavation necessary in the erection of one of America's most recent radio transmitter developments.

Still we read on the record, unearthed mid such contrasting circumstances—Thomas C. Fisher, writing in the Filson Club History Quarterly, where we discovered the Thurston articles, had this to say about the Long Run Baptist Church:

"The first Long Run Baptist Church was of logs and stood on or near the present location, and was replaced by a stone building. This proving too small, it was torn down in 1844, but a portion of the foundation was retained, the rest of the stone being used for completing the foundation of the present brick church, which is some sixteen feet wider and eighteen longer than the old one."

"The extension of this building in 1844 covered five or six graves at the rear of the buildings and *tradition has it that one of these graves is that of Abraham Lincoln, 1st, the grandfather of our late president.* Two of these graves are known to be those of the grandparents of Thomas Crask, who often stated that they were buried beneath the church and there 'are keeping company with Abraham Lincoln, 1st'."

And so, with WHAS's modern high-reaching tower anchored securely in the soil and in the hearts of its listeners, let it bring too a memory of a great man whose beginnings lie nearby.

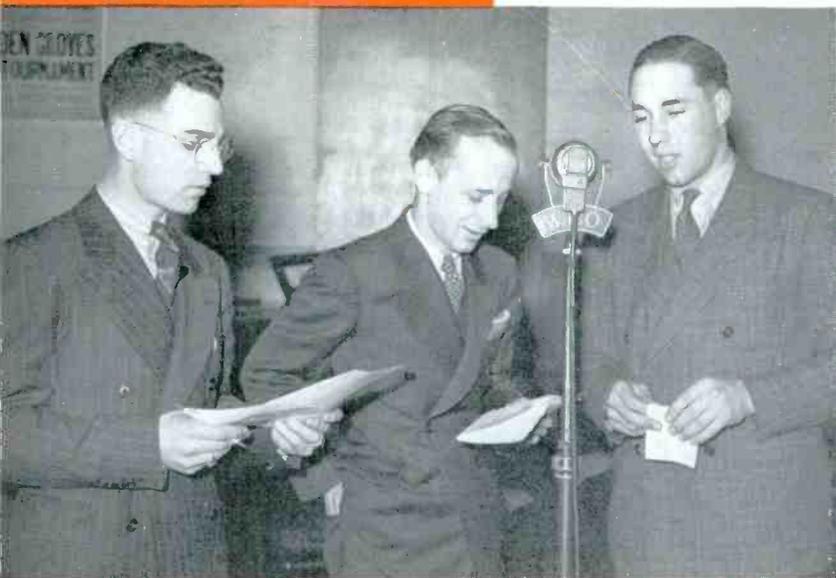
Louisiana Lou
Songbird
from the South



RURAL RADIO ROUNDUP



When you hear two harmonicas "bustin' through" from the WLS National Barn Dance, you can be sure it's Reggie Cross and Howard Black, the Hoosier Sod Busters. Both old-time and modern melodies seem to flow easily when these boys get together. Reggie is exceptionally accomplished on the chromatic harmonica.



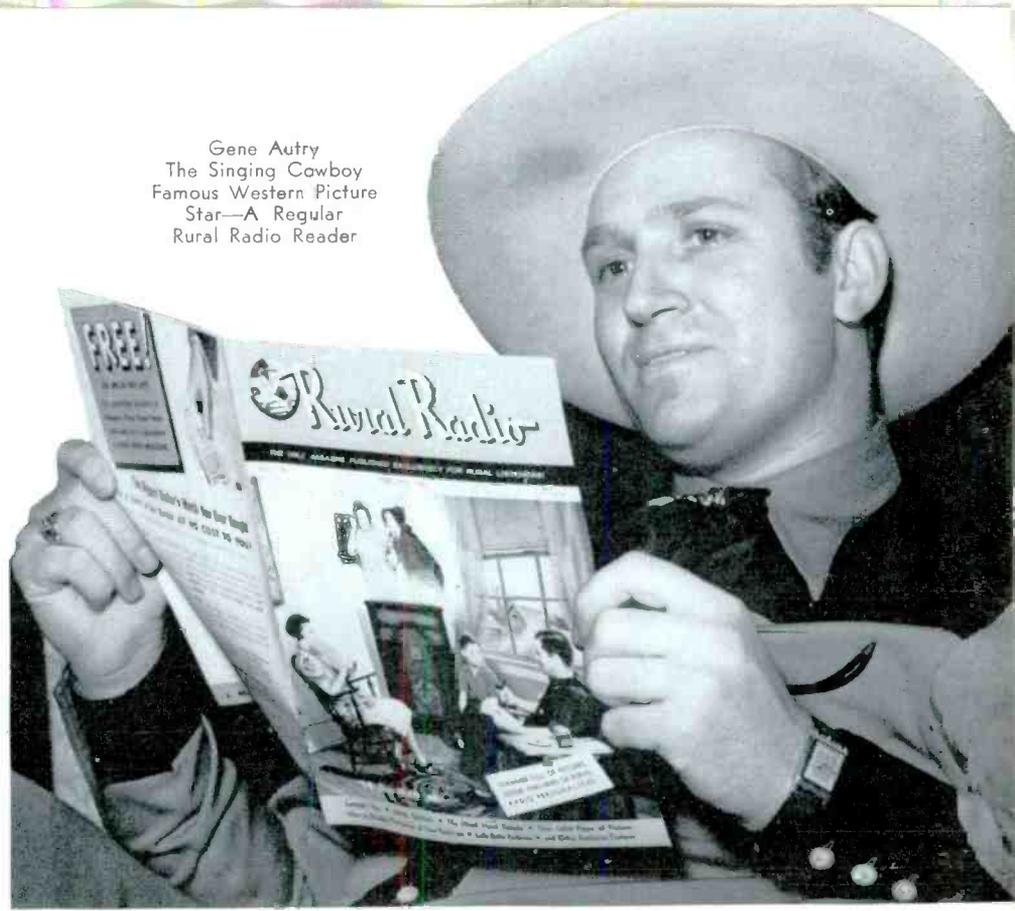
"Bucky" Harris, genial NBC production director in the Chicago studios, often puts his stop watch in his pocket and accompanies the orchestra in a tap dance. He's an expert at wielding the slippers, too, because in his younger days he was a black-face hoofer in vaudeville. "Bucky" directs such popular NBC shows as the National Farm and Home Hour, the NBC Minstrels, and Club Matinee.



Herb Plambeck, WHO Farm Editor; Bill Brown, WHO Sports Editor; and Bob Feller, sensational 18-year-old pitcher for Cleveland Indians, of Van Meter, Iowa, in a three-way gabfest on a recent Corn Belt Hour Saturday for WHO.

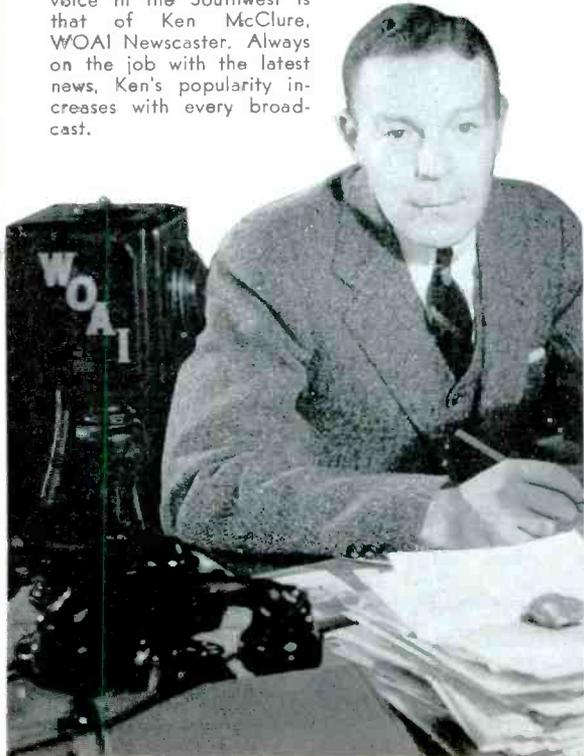


Gene Autry
The Singing Cowboy
Famous Western Picture
Star—A Regular
Rural Radio Reader



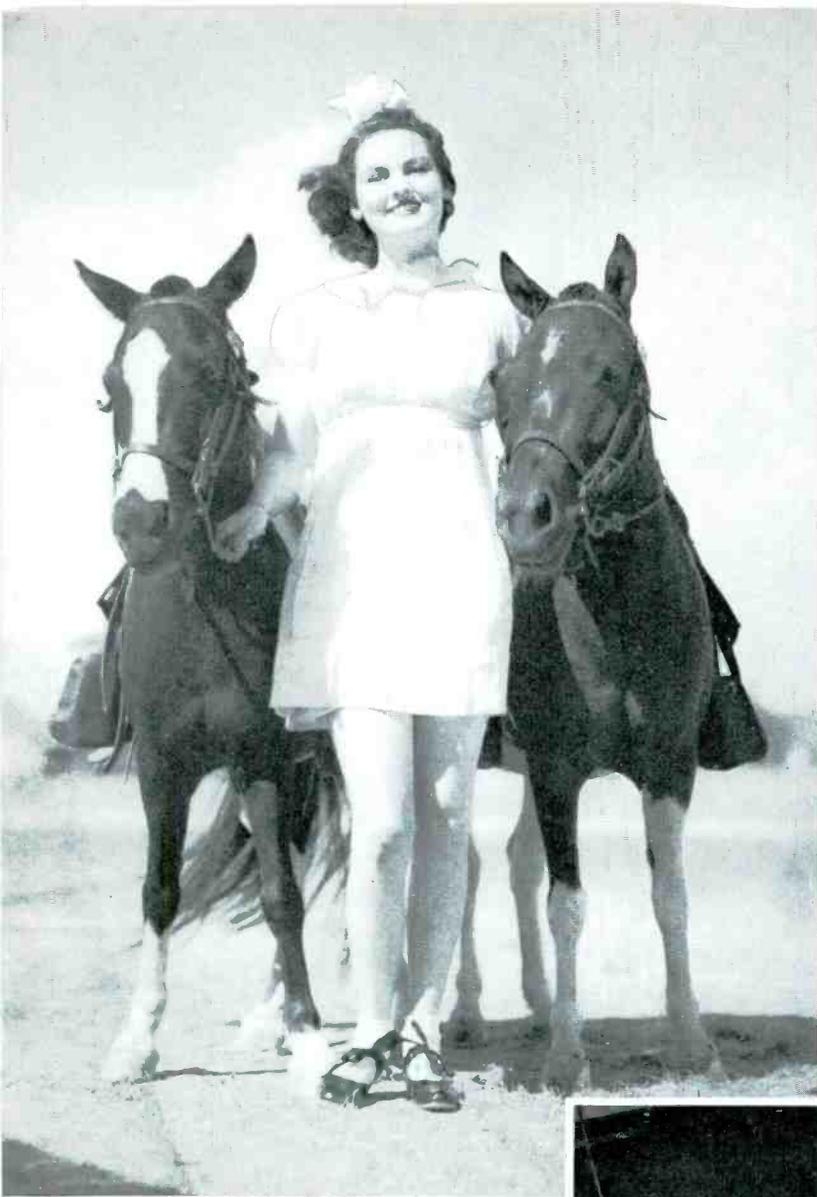
Salt and Peanuts, WHAS, Louisville

Probably the best known voice in the Southwest is that of Ken McClure, WOAI Newscaster. Always on the job with the latest news, Ken's popularity increases with every broadcast.



"WE, THE PEOPLE" PILOTS
Harry von Zell, announcer (left), and Gabriel Heatter, noted commentator and director of the "We, the People" programs, caught by the camera during a moment of the broadcast which brings true-life experiences of every-day people to the microphone. This new CBS feature is heard over the WABC-Columbia network, Thursdays, from 7:30 to 8:00 P.M., EST.

EDWARD MacHUGH
Famed "Gospel Singer"

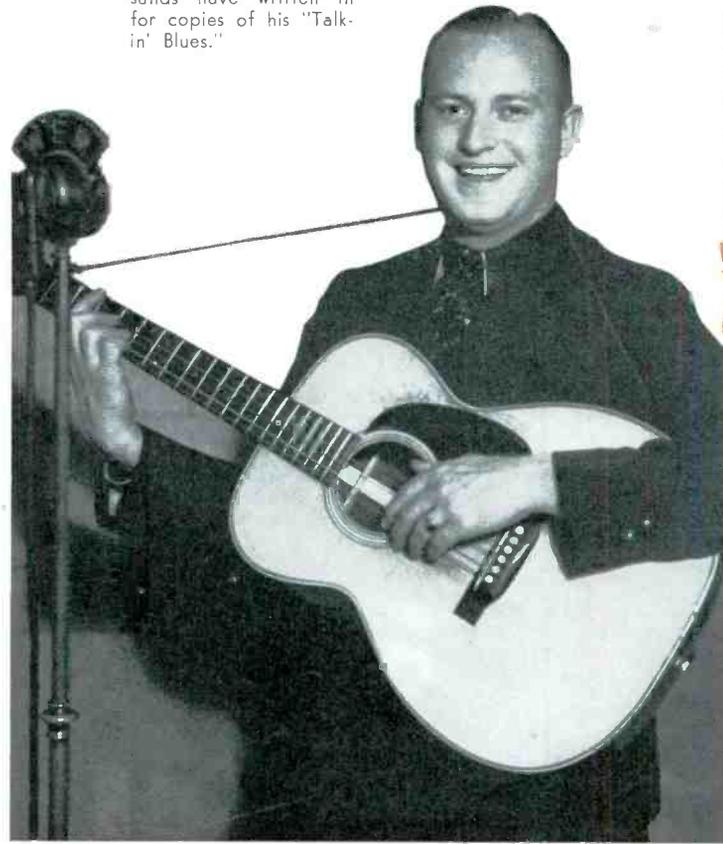


No city gal is Violet Slaton, pictured here with her two pet Shetlands in the country. Violet is known to thousands of kids in Texas and surrounding states as "Sunshine" of the popular Pepper Cadets program over Station WFAA at 5:15 P.M. Mondays through Fridays.



Singing, piano-playing Bill Bryan of the WHAS announcing staff, has his big moments on Saturday nights when he announces the Kentucky Play Party from 9:45 to 11:00 o'clock.

"Talkin' Blues"—Robert Lunn of WSM's Grand Ole Opry is still at it these days. Thousands have written in for copies of his "Talkin' Blues."



Elmer Crenshaw, Jake Wright and Lew Preston, left to right, compose the Preston Trio, purveyors of dreamy Western songs familiar to WFAA listeners. Lew Preston is the leader of the group and author of many of the songs the boys sing. Their cowboy songs are broadcast over WFAA at 4:15 P.M. Mondays, Wednesdays and Fridays, 11:15 P.M. Tuesdays and Thursdays, and at 11:05 P.M. Saturdays.



"WELCOME SOUTH, BROTHER"

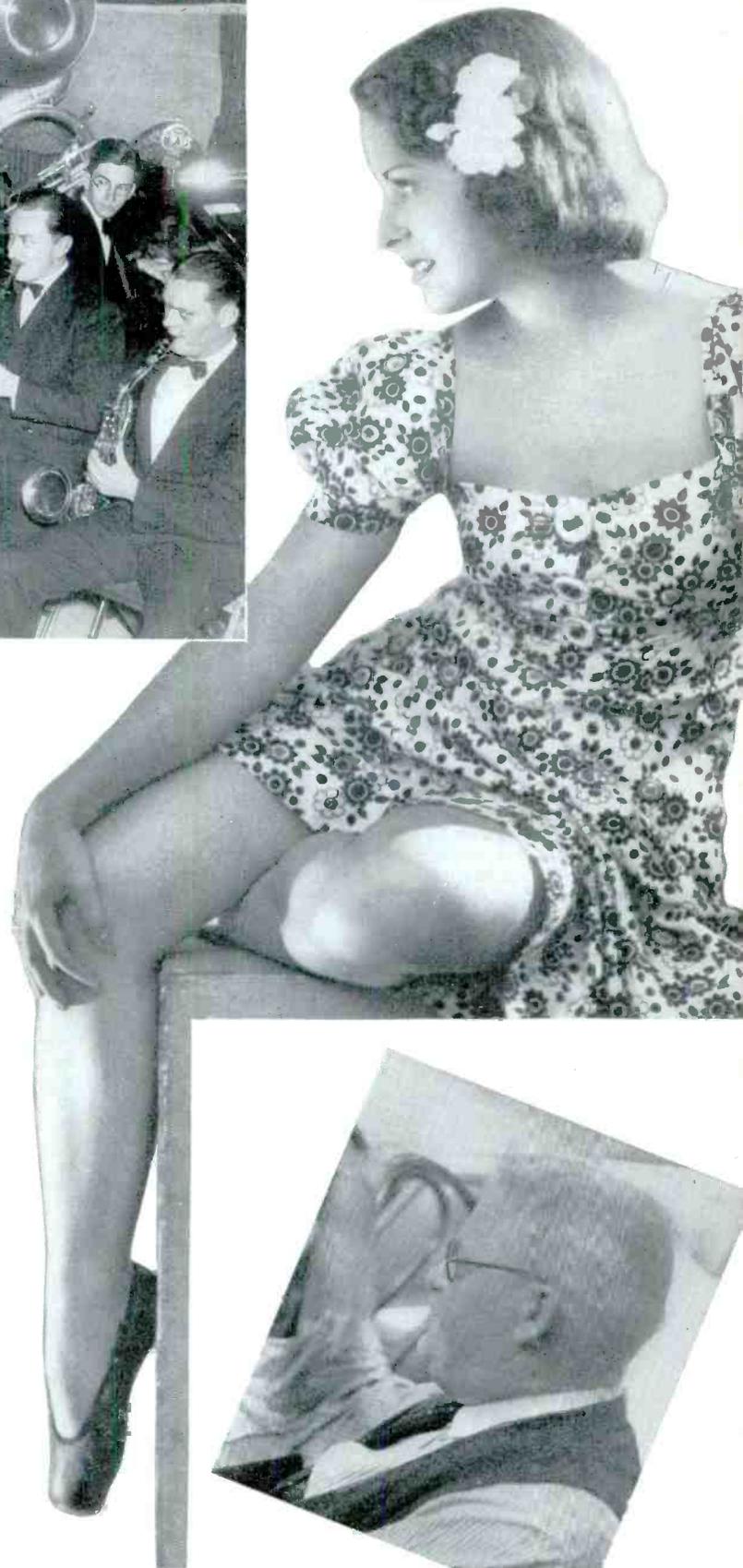
The Georgia Ambassadors, WSB's musical emissaries of good will, are heard on The Atlanta Journal's "Welcome South, Brother" series, broadcast Monday-Thursday at 10:30 P.M., CST. They are headed by Marcus Bartlett, WSB's musical director (at the piano), and Perry Bechtel, leader.

Lem and Martha, Councilman Lemuel Q. Turner and his girl friend, Martha Brown, nationally famed comedy team, WHO Staff Artists.



**RURAL RADIO
ROUNDUP**

Margaret Peters, "Lois," on Helen's Home, WBAP, 8:30 A.M., Monday through Friday.



James E. Poole (Jim) for over eleven years live-stock market reporter over WLS and ranks as most popular in the Middle West. Over fifty years with Chicago Union Stock Yards. Heard over WLS at 9:55 and 12:50 P.M., daily.

Radio for Better Neighbors

Who hasn't heard the Hoosier Hot Shots, Henry Burr, Maple City Four or Lulu Belle and Scotty? If there is anyone, that person must either be a very poor listener or else have a very poor memory. Everyone—city and rural listener alike—knows and appreciates the work done by these "Down to Earth Entertainers." The banker, lawyer or executive is just as familiar with these names as the rural listener. But here is where the magic of radio steps in. . . . This common acceptance of radio works both ways. Today the most remotely situated farmer knows Arturo Toscanini, Eugene Ormandy and Frank Black. He knows the operas and the classics just as well as does the metropolitan theatre goer. This is truly home-acquired culture—possible only through radio.

By ART KELLEY

Of all the nation's stations none has done more to popularize classical music than has Rochester's WHAM. Since 1933, Rochester musicians have been kept busy supplying the NBC-Blue network with concerts by the city's Civic and Philharmonic orchestras as well as the renowned Eastman School of Music Symphony Orchestra and other associated groups.

Proof of the pudding is in the tasting so here are the figures. During the broadcasting year of 1937-38, WHAM has scheduled more than 96 classical broadcasts which include: 10 concerts by the Rochester Philharmonic Orchestra; 42 concerts by the Civic Orchestra; 24 concerts by the Eastman School Symphony Orchestra; 4 concerts featuring 16th-17th-18th-Century music played by the Eastman School Symphony Orchestra; 12 recitals by Eastman School ensembles; 4 broadcasts in the Milestones In American Music series; 3 concerts by the Rochester Philharmonic, one by the Eastman School Symphony Orchestra, and concerts featuring prominent local and visiting musicians.

Don't let this complete schedule of classical music fool you, because WHAM is far from being a "high-brow" station. The weekly schedule of Rochester's 50,000 watt station includes a wide variety of popular entertainment ranging all the way

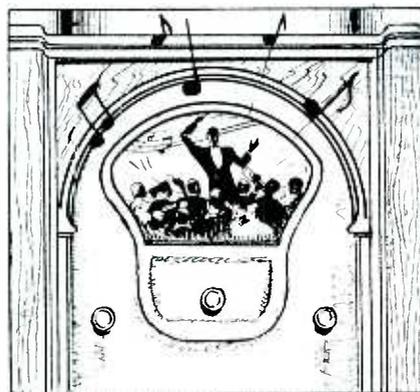
from hillbilly music to sophisticated melodies of modern dance bands.

WHAM's broad musical program has been fostered by the station's General Manager, William Fay. It is his opinion that radio serves as an ideal medium for creating a friendly neighborly feeling among listeners—a common link between radio's two great classes, the rural and urban listener.

As guest speaker at WHAM's recent Tenth Anniversary banquet, Dr.



Good neighbor William "Bill" Fay, who, as genial manager of WHAM, has brought good music to folks in the country and to their city cousins, as well. Here's a behind-the-scenes account of what the Rochester station has done which means so much to hundreds of thousands of music lovers whose homes are not near the great music centers.



Certainly those who love good music know that through 1150 on their dials, WHAM brings into their living-rooms the same fine music they would hear otherwise only at the Concert Hall.

Howard Hanson, Director of the Eastman School of Music and champion of American music and composers, summarized Rochester's radio prestige as follows: "Mr. Fay, by his untiring effort, has established Rochester on the air as a national cultural center. He has long championed good music and through his determined work has established Rochester as the radio home of three of the nation's foremost musical organizations—the Rochester Philharmonic Orchestra, the Rochester Civic Orchestra and the Eastman School of Music Symphony Orchestra."

FROM A VARIETY OF PROGRAMS FROM A NUMBER OF STATIONS, WE HAVE SELECTED THESE AS WORTHY OF YOUR LISTENING

| | | | |
|---|------------|------|--------|
| Texas State Health Talk (Mon.) | 4:30 P.M. | WOAI | (1190) |
| Prairie Farmer Dinnerbell Hour (Mon.-Fri.) | 12:00 Noon | WLS | (870) |
| Romance in Education (Sat.) | 11:00 A.M. | WFAA | (800) |
| University of Kentucky broadcasts (Mon.-Fri.) | 1:30 P.M. | WHAS | (820) |
| P. T. A. Program: Our Book (Thurs.) | 5:30 P.M. | WOAI | (1190) |
| Rochester School of the Air (Mon.-Fri.) | 1:30 P.M. | WHAM | (1150) |
| America Looks Abroad (Fri.) | 9:30 P.M. | WSM | (650) |
| Georgia Congress of P. T. A. (Fri.) | 3:30 P.M. | WSB | (740) |
| WBAP Educational Hour (Sat.) | 9:00 A.M. | WBAP | (800) |
| Music and American Youth (Sat.) | 10:30 A.M. | WHO | (1000) |

RURAL RADIO'S FREE TECHNICAL SERVICE

Write in any question you care to ask about the operation of your set—how you may improve the quality of your reception—how you may extend the range of your receiver.

Questions will be referred to expert radio engineering minds and answers given you, without charge, through RURAL RADIO.

Already many of our readers are taking advantage of this valuable aid to better listening. *Theodore Huus* of Plaza, North Dakota, was having trouble with the wiring into his dial lights. And *D. M. Gifford* of Hornell, New York, wanted to know whether there was any difference in the reception on a solid copper aerial wire and one of several small wires "we buy for aeriels—and why"? Answers on the way, friends, by mail.

Next month we promise an especially valuable and practical article on "The Trick of Tuning In" by *H. L. Blatterman*, Chief Engineer of the great Los Angeles station *KFI*.

Don't miss it!



By "The Hired Hand" of WBAP

For years, much time, thought, money, schemes, plans and hustle have been dished out in great gobs by we gents of the ether, who prepare entertainment for the listeners.

We have presented artists, amateurs, Mussolinis, Operas, Symphonies, Dramas and Hillbillies. We have laid awake unsilent nights, preparing scripts for programs which were to floor the natives.

After all this boundless and unleashed energy has been unrelaxed, what do we find—we find the champion radio performer today is a dummy!—PROGRESS?

And now everything suddenly goes Hollywood—the grand push to the Coast. Radio Programmers almost trample down the Rocky Mountains beating it out there. But many of them progress fast, and so now, as we turn our dial, frequently something comes out like this—

"Ladies and Gentlemen: Tonight the Cream Puff Studio presents that sterling, glittering, shining, radiating actor, the Hero of the recent picture, 'She Slapped Him on the Wrist' (seats at your neighborhood theatre, 25c—parking space free). This grand, elegant man of the silent and shouting screen, Mr. J. Percival Piffle, is with us in the flesh tonight, and in just one historic minute, you will hear, with your own ears, from his own lips, the only authentic, true and uncensored version of his volcanic success, in that picture where he played the part of a Lamp Post. (Down town seats 40c at the Globe Theatre, starting Wednesday night.)

"Mr. Piffle's original characterization of the Lamp Post was so real, so heroic, so encyclopedic, that a policeman actually came up and leaned against him while he was acting. And now we shall hear the story of that triumph.

PROGRESS



The Hired Hand Says:

I want to get on relief. Will you help me? Here's how. I want to be relieved from the dares a couple of bowlegged bronc busters have thrown at me. These two leather grabbers, who are noted for their strong backs and weak minds, owe me some money I loaned them last year for entrance fees at the Fort Worth Rodeo. They have sent me word to come out and take it out of their hides, as they will be back to our rodeo show in March.

If some of you RURAL RADIO readers will gather me up a couple of fists full of He-golden brown cockleburs, I intend to do some volunteer saddling. Thanks in advance for the burs.

I'll see you next month unless the President calls for littler little business men. I have an electric megaphone.

"Mr. Piffle, to what do you attribute the success of your career, the destiny of your success? How were you able to rise to the top of the Lamp Post?"

Mr. Piffle: "My Mother."

"And there you have it, Ladies and Gentlemen. The secret is at last released. Mr. Piffle will be seen in a picture as soon as he returns from a trip to Scandinavia, where he's going for a much-needed rest.

"But continuing with our cellar—I mean stellar—program, which is sponsored by—which is sponsored by—let's see. Please remind me to see the vice-presi-

dent in charge of Small Matters on Stage 21 and ask him who our sponsor is.

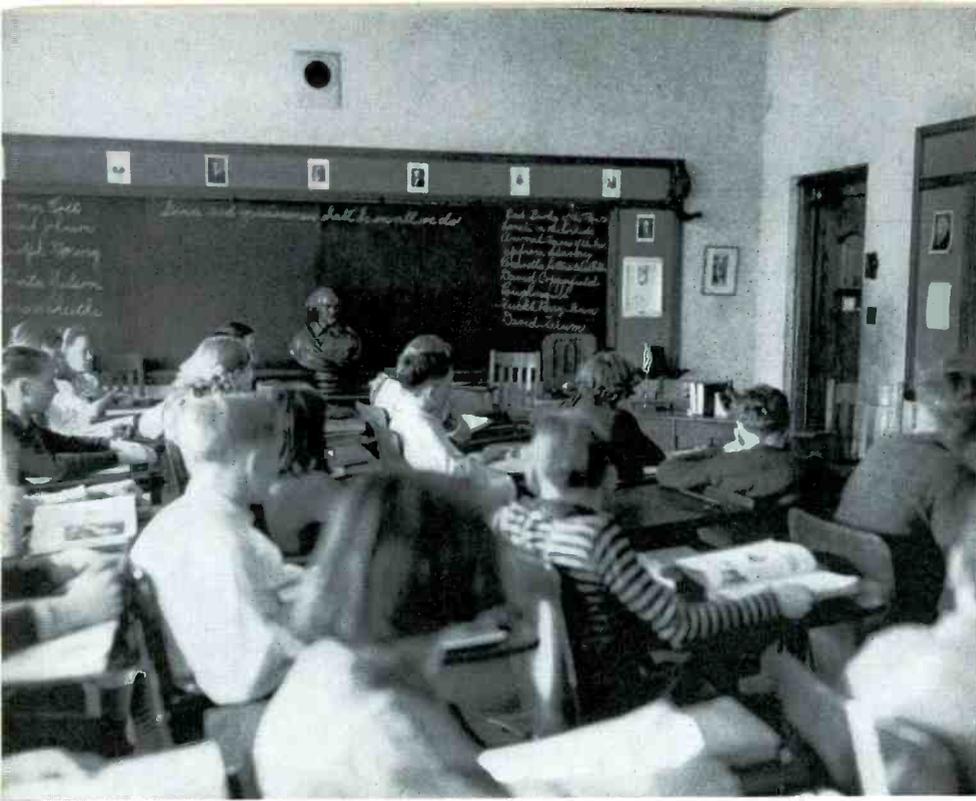
"And next week, another of these programs direct from the past of Hollywood. I plan to introduce fifty-seven actors in fifty-seven minutes—as many actors as Heinz has pickles—Ha, ha, ha. —COMEDY. I must see about a new contract—I'm getting too good. Be with us next week—same time—for thrills and pills—PROGRESS, P R O G R E S S, PROGRESS?"

Before signing off, let's come home a minute. You will recall that last month I told you about our new fishing plan, whereby, when we catch a fish, we put a little circus balloon in his mouth, dump him back and watch the balloon. Invariably, he heads for home, and then we follow him home and catch the whole family. It works—this picture proves it.

My old friend, Bob Calen, who appears on a program at WBAP each morning about feeding time, recently hooked this little bass, tied a balloon in his lip and turned him loose. He didn't like it. He wiggled right home and told Pa about it and Pa was mad. Well, about that time Bob threw a lure in Pa's nest, and the moral of the thing is—"Never bite a pork rind."



"The little one was the balloon decoy."



SCHOOL TIME

Prairie Farmer-WLS's Daily Program for Boys and Girls in School

By HAROLD CAFFORD, WLS Program Director

Every school day for more than a year, promptly at 1 o'clock, the school bell has rung at WLS. School Time, the Prairie Farmer Station's daily program for boys and girls in school celebrated its first birthday on February 8. In the single year since the program was started as an experiment in education by radio, 1,200 schools in Illinois, Wisconsin, Indiana and Michigan have written to WLS reporting that they listen regularly to School Time.

On a recent visit to WLS, David Heffernan of the Cook County Superintendent of Schools office stated that Cook County has just completed a summary of schools, classrooms and radio sets to find out what programs are listened to and how often. More than 40,000 school children in Illinois' Cook County alone, he revealed, are listening regularly to the School Time broadcasts. Members of the radio committee from the office of

the State Superintendent of Public Instruction for Illinois—including State Superintendent John A. Wieland and four of his assistants—witnessed a recent broadcast of School Time in the Prairie Farmer studios and evinced much interest in WLS's educational plan, stating that they have found the School Time programs particularly popular throughout the state.

School Time, conducted by John Baker, was started on February 8, 1937, to bring into the classroom experiences and types of information which the boys and girls of the middle west might otherwise not obtain. Educational radio programs are not new; many radio stations grant time to educational institutions and to school systems for the broadcasting of educational programs. But for a radio station itself to take the responsibility of planning, preparing, and presenting a series of daily pro-

Seventh grade students of Emerson School, Maywood, Illinois, listen to School Time, the Prairie Farmer-WLS program designed for boys and girls in schools of the Middle West.

grams for classrooms of four states—that was pioneering!

Supporting education is not new to WLS or its parent, Prairie Farmer. One of the first editorial campaigns of Prairie Farmer, when that publication was founded by John S. Wright, in 1841, was for better schools. The interest of Prairie Farmer in education has never waned through the years.

In the early days of radio, in 1925, WLS presented the Little Red Schoolhouse of the Air. But schools in 1925 were not equipped with radio receivers, and so the Little Red Schoolhouse of the Air was abandoned. But the idea of a radio program which would supplement the work of the teacher in the classroom was not forgotten. Early in 1937, the time seemed ripe to launch this experiment in education.

Burridge D. Butler, publisher of Prairie Farmer and president of Station WLS, made this statement in introducing Prairie Farmer's School Time program:

"We are proud to have a part, with parents and teachers, in shaping the lives of boys and girls. There can be no greater privilege, no more solemn obligation, than this. We are putting our best efforts into School Time, and if it helps to broaden the lives of our boys and girls, our ambition for it will have been fulfilled."



School Time listeners were taken by radio through the Elgin Watch Factory by John Baker, who conducts the Prairie Farmer-WLS program for boys and girls in schools of the Middle West.

The objective of School Time was to present a radio program which would be so interesting that boys and girls in the schoolroom would want to listen every day, and so vital in its information that the teachers and school officials would regard it as a daily quarter hour well spent.

There are some things which can be taught best in the classroom, but at the same time there are some things which the long arm of radio can bring into the classroom, some experiences and some types of informa-



Tuesday—Music Appreciation
by Ruth Shirley

tion which the boys and girls might not otherwise obtain. It was these things that School Time was designed to contribute to the cause of education.

Most news reports on the radio are aimed at older ears and older heads. Therefore, School Time has included once a week a program of Current Events, presented by Julian Bentley, WLS news editor. Drama, dialogue and interview are used to add interest to the discussion of news every Monday.

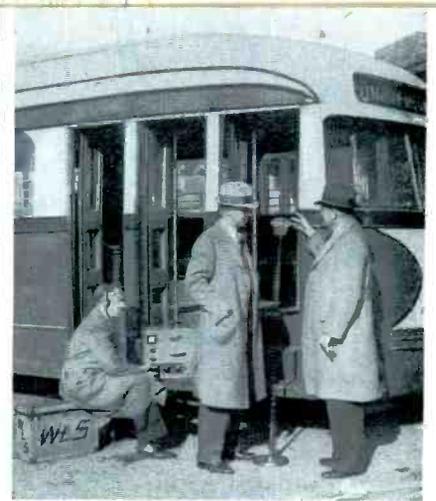
In the smaller schools, very little musical training is given. Accordingly, Ruth Shirley, a former public school music supervisor, conducts a musical tour of the globe each Tuesday, featuring folk songs of all nations.

One of the regular features of School Time is a series of visits to industries of different kinds. Each Wednesday, John Baker visits a leading industry and interviews one of its officials concerning its operation. With a roving "mike" he tours the plant, describing in detail each step in the operation.

Each Thursday, as a supplement to their geography studies, School Time listeners meet a foreign guest star who was born in the country being



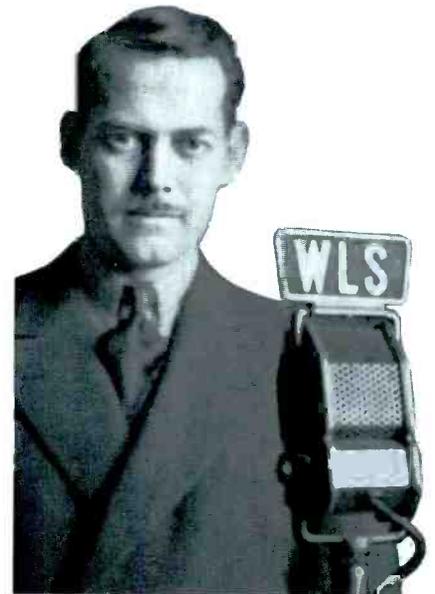
E. S. Buckmaster, general agent at the Railway Express Agency in Chicago (right) was interviewed by John Baker (left).



School Time at the Chicago Street Car Depot, giving students first-hand account of trolley transportation.

discussed and who tells about living conditions in his native land.

Following the suggestion of educators and Parent-Teacher representatives who attended an advisory conference held last May, the Friday programs are divided into four topics. A program of Good Manners is presented on the first Friday of each month. On the second Friday of each month, Harry D. Edgren, well-known recreation authority on the staff of George Williams College, conducts a program on Recreation. On the third Friday, School Time listeners take to Woodland Trails with "Trailblazer Don," who is Gordon Pearsall, director of the Trailside Museum in River Forest, Illinois. And on the fourth Friday, in cooperation with the Children's Theater of the Chicago Junior League, classics among books for boys and girls are dramatized on the program titled "Books That Live."



Monday—Julian Bentley gives a news summary.



Diego Jose Fallon, Colombian Consul (left), told School Time listeners about his native country on one of the regular Touring the World series featured on School Time each Thursday.



OVER THE CRACKER BARREL

Ever Have a Saturday Night Barn Dance Party In Your House?

There's nothing new about this idea, for it's been going on for years. People have been listening to such Saturday night shindigs as the WLS Barn Dance, the WSM Grand Ole Opry, the WHO Sunset Corners Frolic and the like.

Folks invite their friends and neighbors in, tune up the radio full blast and have a full evening of enjoyment.

Now the idea has been extended to include larger crowds than could possibly squeeze into a living-room. Folks are opening up the barn or the schoolhouse for such Saturday night occasions.

For example, here's a letter received by WHO from Delores Saeger, Fort Dodge, Iowa:

"Two months ago we started a club in town. It's been a grand success.

Every Saturday night a group of people reserve the Club for the evening and come dressed in overalls, straw hats, farm aprons, etc., and carrying anything from a milk stool to a pitchfork. They call it the "Old Timers Club" and all their dancing is done to the music of the Sunset Corners Frolic."

"The Club has thirty or forty members."

Why Don't You Organize a Saturday Night Barn Dance Club?

You can do it in your own home, or in the barn or in the schoolhouse. Tell you what you do.

You let us know the name and address of everyone in your club.

We'll send you a **CERTIFICATE THAT YOU CAN HANG UP OVER THE DOOR SHOWING THAT YOU ARE A "RURAL RADIO SATURDAY NIGHT BARN DANCE CLUB."**

This certificate will entitle you to special consideration from most of the outstanding radio stations broadcasting Saturday Night Barn Dance programs.

We'll undertake to make arrangements that **EVERY REQUEST YOU AND YOUR CLUB MEMBERS SEND IN TO THE BARN DANCE PROGRAMS WILL RECEIVE SPECIAL HANDLING!**

Here's all you do:

Organize the club by inviting your friends, relatives and neighbors to meet at your home or in the schoolhouse next Saturday night.

Get all their names and addresses.

Send these in to **RURAL RADIO** right away and tell us you are "all set and rarin' to go."

We'll get up a certificate, and notify the major Saturday Night Barn Dance Programs to give all your requests *special speedy* attention. We'll give full details in the next issue!

Is this a real Rural Radio service?
Let's hear from you right away!

"Aunt Em" Remembers the Lincoln Days

Mrs. Emma Van Alstyne Lanning, more familiarly known to *WLS* listeners as "Aunt Em," recalls clearly the day of Abraham Lincoln's assassination. She was a school girl in Marengo, Illinois, at the time.

Nearly 82 years "young," "Aunt Em" is probably the oldest person appearing on a radio program. Her inspirational messages are broadcast every Sunday morning over *WLS* on Everybody's Hour (8:00-9:00).

The *WBAP Hired Hand* is sharpening up his tonsils for the Fort Worth Exposition and Fat Stock Show which begins March 11th. As usual, *WBAP* will probably carry daily word pictures of the various rodeo events.

Ernest Rogers, head of *The Atlanta Journal's* radio-news staff (you hear him deliver one of Dixie's earliest newscasts over *WSB* every morning, 7:15, CST), knows how to spell the words as well as say them. He defeated a group of Atlanta civic leaders and eminent educators in a recent spelling bee. And received as a prize—of all things—a spelling book!

Mark Hawley, narrator of Mutual's "*Famous Fortunes*" program, (heard Tuesdays from 7:45 to 8 P.M., EST, and repeated at 11:15 P.M., EST, for the West Coast) received a long-distance call from an enthusias-

FARM AND HOME HIGHLIGHTS

(For the month of March)

The National Farm and Home Hour will feature the following special broadcasts over the NBC Blue network during March:

Mar. 2: Home Demonstration Day Program.

Mar. 4: Cal Johnson, associate editor, *Sports Afield*, will be guest speaker on the Conservation Day program.

Mar. 5: National 4-H Club Music Hour; United States Marine Band features music typical of Italy.

Mar. 12: American Farm Bureau Federation program.

Mar. 14: Future Farmers of America program; United States Army Band.

Mar. 16: Special broadcast from the campus of Clemson Agricultural College.

Mar. 19: National Grange program; United States Army Band.

Mar. 24: World Crop Report from Rome, Italy, by J. Clyde Marquis, American delegate to the International Institute of Agriculture.

Mar. 25: Farmers Educational and Co-operative Union program.

The Farm and Home Hour is presented daily except Sundays at 11:30 A.M., CST (12:30 P.M., EST) over the coast to coast NBC-Blue network, including the following stations:

| Station | On Your Dial At |
|-----------|-----------------|
| WOAI | 1190 |
| WFAA-WBAP | 800 |
| WHAM | 1150 |
| WHO | 1000 |
| WSB | 740 |
| WSM | 650 |

tic listener who had read of his New Jersey farm retreat, where he usually passes the week-ends. After a long conversation on the joys of rural life, she offered Hawley two goats, even promised to deliver them to the farm in person.

Net result: Hawley's infant daughter, Marcia Time Hawley, will now have goat's milk at her beck and call. That is, if and when Mark learns how to milk the goats!



Grunto—yodeling pig of WDHY, Fargo, N. D.

Radio's Farm
MARKET REPORTS
From Many Sections

- From Des Moines WHO (1000)**
12:00 Noon—Farm Market and
(Monday thru Weather Reports
Friday)
6:30 A.M.—Farm News, by Herb
Plambeck
(Except
Sunday)
12:00 Noon—Corn Belt Farm Hour
(Saturday)
- From Fort Worth WBAP (800)**
10:15 A.M.—Market Reports (Live-
(Except stock, Cotton, and
Sunday) Grain Reports)
1:35 P.M.—Market Reports (Live-
(Except stock, Cotton, and
Saturday Grain Reports)
and Sunday)
- From Dallas WFAA (800)**
7:57 A.M.—Liverpool Cotton
(Except Sunday)
11:45 A.M.—Domestic Cotton
(Except Sunday)
11:30 A.M.—Texas Farm and Home
(Except Program (from Tex-
Sunday) as A. & M. College)
- From Atlanta WSB (740)**
9:15, 9:45, 10:15 A.M., 12:30 P.M.
(Except Sunday)
11:00, 11:30 A.M., 12:00 Noon, 1:00
(Except P.M.
Saturday and Sunday)
1:30 P.M.
(Monday thru Thursday)
12:45 P.M.—“Farming in Dixie” (by
(Wednesday) Georgia College of
Agriculture)
- From Louisville WHAS (820)**
12:30 P.M.—Farm Report—Live-
stock; Produce;
(Daily) Weather; Ohio River
Stages
12:15 P.M.—“College of Agriculture”
(Monday thru Friday)
6:00 A.M.—Farm Bulletin Board;
(Daily) Weather; Livestock
Estimate
- From Chicago WLS (870)**
6:00 A.M.—Farm Bulletin Board;
(Daily) Weather; Livestock
Estimate
8:44 A.M.—Livestock Market News;
Poultry, Butter and
Egg Quotations;
(Daily) Fruit and Vegetable
Reports at 8:44, 9:50,
9:55, 11:45 A.M.;
12:15 P.M.
12:35 P.M.—Closing Livestock Sum-
(Daily) mary by Jim Poole
1:30 P.M.—Closing Chicago Grain
Market Summary
- From San Antonio WOAI (1190)**
11:30 A.M.—Texas Farm & Home
(Monday thru Hour
Saturday)
3:00 P.M.—Newscasts (Cotton, Live-
stock, Stocks)

- From Nashville WSM (650)**
11:15 A.M.—Bill Burnett's Farm
(Tuesday) Scrap Book
12:45 P.M.—State Department of
(Monday thru Agriculture
Friday)
11:00 A.M.—Farm Credit Interview
(Thursday)
- From Rochester, N. Y. WHAM (1150)**
6:30 A.M.—Shipping Reports
(Daily)
7:10 A.M.—Happy Family Talks
(Daily)
12:15 P.M.—4-H Club Meeting
(Saturday)

STEDMAN REPORTS ON SOIL
CONSERVATION

Progress of the agricultural conserva-
tion program is reported each Tues-
day on the National Farm and Home
Hour at 11:30 A.M. CST (12:30 P.M.,
EST) over the NBC-Blue network by
A. D. Stedman, assistant administra-
tor of the Agricultural Adjustment
Administration. In his weekly broad-
casts Stedman reviews the provisions
of the program as they affect differ-
ent farming sections and reports last-
minute news pertaining to the opera-
tion of the program.

Officials of the United States De-
partment of Agriculture are heard
daily except Saturday and Sunday on
the Farm and Home Hour discussing
a wide variety of topics of special
interest to farmers and homemakers.

4-H MEMBERS HEAR ITALIAN MUSIC
FEATURED BY U. S. MARINE BAND

Characteristic music of Italy by
such famous composers as Rossini,
Verdi, Donizetti and Mascagni will be
featured by the United States Marine
Band under the baton of Captain
Taylor Branson during the National
4-H Club Music Hour, Saturday,
March 5. Annotations on the music
will be given by R. A. Turner, veteran
commentator on the 4-H Club Hour.

The broadcast is the third in the
1938 series in which 4-H boys and
girls are participating in a musical
journey around the world to study
music typical of different nations.

In addition to the musical features,
officials of the United States Depart-
ment of Agriculture and 4-H mem-
bers will be heard in talks on differ-
ent phases of their Club activities.
The program will be heard at 11:30
A.M., CST (12:30 P.M., EST) over
the NBC-Blue network.

WHITTLIN'S

By PAT BUTTRAM



PAT BUTTRAM

Here he is—Pat Buttram—the pride
and joy of Winston County, Alabama. His
ready rural wit and quaint manner of
speech remind his listeners at once of the
“hot stove league” in the country store
back home. His father is a circuit-riding
rural minister in north Alabama. Pat is fea-
tured in the “Pat and Henry” rural sketches
at 6:45 A.M., Tuesday, Thursday, and Sat-
urday—and between 9:00 and 9:30 on the
WLS National Barn Dance.

Don't worry about havin' to start
at th' bottom, ye allus got somthin'
solid to come back to.

There's plenty uv fish left in th' sea
. . . th' trouble is most girls are look-
in' fer gold-fish.

I'm beginnin' to think that this
“Swing Music” is just a racket.

Definition of social tact: Makin'
yer company feel at home, when ye
wish they wuz.

Th' way I like spinach best is:
first, feed it to th' cow an' then serve
it in a milk glass.

If th' Government will jest invent
sumethin' to take keer uv a man be-
tween th' age after he leaves th' CCC
an' starts collectin' on his social se-
curity, we'll be all right.

Did ye ever see a woman at a bar-
gain counter? She'll ruin one dress
tryin' to buy another.

Yourn 'til cupid wears out his bow.
PAT.



Rural Radio's DADDY GANDER

A Page for Children

March Wind



The March wind blows,
It hails, it snows,
The wind puts freckles
On Tom's nose.

Nell went to school
And took her sled,
Her hat was blown
Right off her head.

Across the street
It went, ker zipp!
Till Fattie Peebles
Rescued it.

DON'T FORGET, WHEN MOTHER CALLS
SHE MEANS, COME RIGHT AWAY.
SOME LITTLE FOLK FORGET,
AND CAN'T LEAVE OFF THEIR PLAY.
DON'T FORGET. IT'S ALWAYS BEST
WHEN LITTLE FOLKS OBEY.

Dear Daddy Gander: When you are little you have to go to school and mind people and go to bed when they say. I think it will be fun when I am big and then everybody has to mind me.



WHEN I'M A DADDY

While I am little I must do
The things my Daddy tells me to,
But some day I'll grow up you see,
And all my children must mind me.

I'll have myself an easy chair
With comfy slippers always there;
Then I'll sit back and read the news,
Or just do anything I choose.

I'll light my pipe and smoke awhile,
And then I'll give a little smile
And say, "It's time each sleepy head
Was running on upstairs to bed."

Oh, HOW much fun some day to rule
And never have to go to school.
When folks can't call me sleepy head
And send me early off to bed.

I'll walk along as tall and grand
As any daddy in the land;
Oh gee, how funny it will be
When all my children must mind me.

Dear Daddy Gander;
Mother let my little brother go
to Sunday School last Sunday.
All the children laughed be-
cause Jimmy sang with
the book wrong side up.



DOGGIE

Doggie went to school one day
To get an education;
Teacher scolded 'cause he came
Without an invitation.

Dear Little Children:

Guess what I saw yesterday?
It was a little bird with a rag
in her mouth! She was starting
to build her nest. I am tired of
winter, aren't you? I love
Spring, even if Mr. Wind does
blow your hat off like he did
Nell's in the poem.

Write me a lot of letters and
tell me what you want me to
write about. I am your own
Daddy Gander, and this is *your*
page. When you read it, I want
you to be able to say, "Look,
Mother, I told Daddy Gander
to write about this, and he did
it!"

Your loving Daddy Gander.

Address:

DADDY GANDER, RURAL RADIO
Nashville, Tenn.

SUNDAY SCHOOL AND JIMMIE

To Sunday school where we all go
A lot of children come, you know,
And Sunday I took Jimmie there
And sat him in a little chair.
Soon all the children rose to sing,
And he sang out like everything.
He used his song-book too, and though
'Twas upside down, he didn't know.
The children laughed, he didn't care—
He felt so glad 'cause he was there.



Text—Mark 2:14—"And as he passed by he saw Levi, the son of Alphaeus, sitting at the receipt of custom, and said unto him, Follow me. And he arose and followed him."

Once upon a time in the city of Capernaum in the land of Palestine there lived a man by the name of Levi. Palestine was the home of the Jewish race and it was under the heel of the Imperial Roman Empire which at that time dominated most of the known world.

Mr. Levi had a good job and in the material things of this world was well fixed. But he was not popular in his home town. In fact he was cordially despised. His job was a political job. He was a tax collector appointed by Rome and he worked on a commission basis. Rome said to her collectors, "You must collect a stipulated amount from the inhabitants for the government and all over that amount you can squeeze out of them you can have for yourself."

So Levi or Matthew, for that was his other name, was hated by his fellow Jews not only because he was an office holder of the cruel Roman government, and therefore deemed a traitor to his race, but also because he was a grafter.

But for a long time Mr. Levi's conscience apparently gave him no trouble on this score. He met the hatred with a sneer. And to the man on the street Levi was a hard-crusted, thick-skinned individual, who was content to be despised so long as the tax money came in regularly.

In the same town with Levi lived a man by the name of Simon Peter who earned his living as a professional fisherman. Simon was a rugged citizen, rough in appearance, with a booming voice, a hot temper and a strong vocabulary. Simon, however, was a family man and lived with his wife and mother-in-law in a little home he had been able to acquire.

Simon, I feel sure knew Mr. Levi quite well. We can readily assume that Levi had some dealings with Simon in regard to taxes on his home. And we can readily assume that Simon did not meekly submit to be grafted upon by this publican. One can almost feel sure that Simon had expressed his opinion of Mr. Levi to the latter's face on numerous occasions.

One day Mr. Levi was out taking a walk along the sea of Galilee and he saw a large crowd gathered listening to a public speaker. His curiosity whetted, he drew near the outskirts and began to listen. He saw a blue-eyed young man in the early thirties, and he heard a voice that was strangely compelling. Mr. Levi had been in the Synagogue occasionally and listened to the weary droning of the fossilized ecclesiastics there. What they said left no impressions on his

This Month's Message

"The Strange Case of Mr. Levi"

By MORGAN BLAKE

Teacher of Agoga Bible Class and Sports Editor of *Atlanta Journal*. Morgan Blake's class is heard over WSB every Sunday morning at 9:30 A.M.



Morgan Blake

heart. If they were true representatives of religion he would have none of it.

But this young man was speaking in language that Levi could understand. He spiced his talk with illustrations from the fields and the sea and from human life. He spoke as no man spoke before. And as he listened the hard crust fell from the heart of Levi and he had a great urge to reconstruct his life, to become a man of honor and respect. The real loneliness of his heart was revealed. He craved human society and human love, and most of all he desired to follow after this young man and find the real answer to life and to meet and know God, as the young man interpreted Him.

And then suddenly he felt a hand upon his shoulder and he looked up and there was Simon Peter, his enemy. Momentarily his heart quailed for he felt that Simon was a dangerous man and might do him harm. But there was a new look in Simon Peter's

eyes. There was a call to friendship there. And Peter seized the hand of Levi and called him "Brother." And Levi fell on his shoulder and wept.

The next day Levi was sitting at the receipt of custom and he was thrilled to see the young preacher he had heard the day before walking towards him. The young man approached and smiled, but all he said was "Follow me."

Levi was waiting for that command and he didn't hesitate. He left his swell job and the steady income it brought, and followed after the young man whose name was Jesus.

And all the rest of his life, Levi or Matthew was a loyal soldier of the cross. He was a tremendous factor in the advance of God's kingdom on earth when he wrote the First Gospel. The hated tax collector became a man of destiny, a man honored and revered down the ages as one of the Twelve Apostles.

How would you like to be a great man? Well you may never be great or famous or wealthy in those things the world looks to.

But the humblest individual has the possibilities of Divine greatness, if when Jesus Christ says "Follow Me" he leaves all and follows Him.

RADIO IN THE PULPIT

INTERESTING SUNDAY BROADCASTS

(All Central Time)

| | |
|------------------------------------|-------------------------------------|
| Bible Broadcaster | 8:15 A.M.—WHO |
| In Radio Land with Shut-Ins | 8:15 A.M.—WSB |
| Little Brown Church of the Air | 9:00 A.M.—WLS |
| The Fidelis Sunday School Class | 9:30 A.M.—WSM |
| Dr. David Lefkowitz Church Service | 9:45 A.M.—WFAA |
| First Presbyterian Church Service | 10:00 A.M.—WHAS |
| First Methodist Church Service | 11:00 A.M. (alternate Sundays)—WBAP |
| First Pres. Church | |
| Father Charles E. Coughlin | 11-12:00 P.M.—WOAI |
| | 3:00 P.M.—WHO |

FROM NETWORKS—SUNDAYS

| | |
|-------------------|---------------|
| Church of the Air | 12:00 M.—CBS |
| National Vespers | 3:00 P.M.—NBC |
| Lutheran Hour | 3:30 P.M.—MBS |
| Catholic Hour | 5:30 P.M.—NBC |

WEEK-DAY DEVOTIONALS OF WIDE FOLLOWING

| | |
|--|-----------------|
| Morning Devotions, Mon. through Sat. | 6:00 A.M.—WHO |
| Asbury College Devotional, Mon. through Friday | 6:00 A.M.—WHAS |
| Morning Devotions, Mon. through Sat. | 7:30 A.M.—WLS |
| Hymns of All Churches, Mon. through Thurs. | 10:15 A.M.—WOAI |
| Hymns of All Churches, Mon. through Thurs. | 11:30 A.M.—WHO |
| The Friendly Voice, Monday (E.S.T.) | 2:15 P.M.—WHAM |
| Sunday School Lesson, Saturday | 5:00 P.M. WFAA |
| International Sunday School Review, Sat. | 5:15 P.M.—WSM |

**ALONG THE
WAY**
WITH
Lambdin Kay



"This is WSB, which means 'Welcome South, Brother,' Atlanta, Jaw-juh." Col. Lambdin Kay (second from left) helps the Atlanta Chamber of Commerce invite America to Dixie on The Atlanta Journal's "Welcome South, Brother" series, heard Monday-Thursday at 10:30 P.M., C. S. T.

This is written at the tail-end of the Sixteenth Annual Convention of the National Association of Broadcasters, Willard Hotel, Washington, D. C., February 14-15, 1938.

The NAB is the outfit representing the guys who give American radio listeners by far the finest broadcasting service heard by any other national audience in any nation anywhere.

We had a little job of work to do at this powwow—a little chore involving a reorganization and regeneration of the most complex industry on earth—meaning our own—radio. It needed a little fundamental overhauling in order that Rural Radio readers—and quite a few million other listeners who are, temporarily, we feel, non-subscribers, may keep on getting better and better radio programs.

The job was done with almost shocking ease—largely through the initiative and courage of a gentleman named Edwin Craig, who lives in Nashville, Tennessee, and who runs a station named WSM, which sometimes broadcasts the Grand Ole Opry.

But what I started to write about was the speeches we heard. We invited three distinguished Americans to talk to us. The first was Senator Burton K. Wheeler, of Montana, who has done this country a lot of good as a fighting progressive.

The second was Hon. Frank R. McNinch, former lawyer and Mayor of Charlotte, N. C., now Chairman of the Federal Communications Commission, the agency Uncle Sam set up to tell us broadcasters whether we can stay on the air.

The third was Commander T. A. M. Craven, one of the newest members of the seven-man Communications Commission, a learned engineer and a lifelong Navy man with Navy generations behind him.

The first two speakers didn't say anything particularly nice about how we had built broadcasting from nothing to the best in the world in sixteen years. Even President Roosevelt, whose greeting was read to us by Chairman McNinch, didn't include one word of direct commendation in his message, so far as I could gather.

Mr. McNinch got the most intensely concentrated attention and the most spontaneously vociferous and inspiring response I have ever witnessed at a broadcasters meeting.

But I got particularly hot in the collar when Senator Wheeler said that when a station got high power on a clear channel it automatically lost its local and state identity. Or words to that effect. That happens not to be so. It's unfair and dangerous to think such a thing. Senator Wheeler ought to know better.

I run a fifty-thousand watt station. And I challenge Senator Wheeler to find a more intensely local station in the world than WSB. And if advances in radio technology and the demands of the American radio audience require us to go to a million watts—which Heaven Forbid—we're still going to be a hometown station. And I know two dozen other big stations that answer the same roll call.

The Senator has apparently been listening to somebody who thinks you can draw circles on a map and work out a national broadcasting service. The only trouble with that notion is that it can't and won't work. The good Lord made radio much harder to handle.

Chairman McNinch didn't say much about his ideas of making broadcasting mechanically available to a hundred and twenty-odd million Americans. But everything he said about the colossal social influences of radio was right as rain. And I believe every broadcaster there agreed with him.

The only fault I could find with Chairman McNinch's speech was that he didn't seem to realize that a lot of us are bald, gray, decrepit and badly battered after sixteen years of trying to accomplish exactly the thing he enjoined us to do, while struggling against the most confounding barrage of badgering by perplexing side-issues that any previous form of human endeavor ever suffered under.

The sunshine came in Tam Craven's speech. Tam is not a speech-maker—nothing like as potent as that famous old war-horse, Burt Wheeler, or that consummate pleader, Chairman McNinch. I was certainly proud of the South when the latter cut loose.

Commander Craven, in the meticulously careful, coldly dispassionate, conservative language that good engineers and scientists habitually use, indicated that American broadcasting was pretty good and that American broadcasting was on the right track.

He said one thing that means the difference between good or bad or no reception to readers of Rural Radio.

Break down clear channels, said Commander Craven, in effect, and FORTY MILLION American Radio listeners won't have much radio.

Now, remember that Commander Craven knows more about that mechanical side of radio than Senator Burton K. Wheeler or Chairman Thomas R. McNinch may ever hope to learn.

And if you ever hear any plausible talk about making a lot of wave lengths grow where only one grew before—that you can split up one broad avenue of decent radio reception into a flock of by-paths—just check up on whose idea it is.

I'm willing to bet it won't be Commander Craven's.

And the only people who will lose, if you don't believe me, are those forty million rural listeners who won't be hearing anything.



The Party Line

By Marjorie Arnold



EMILY POST

The rarely photographed Emily Post poses for her first portrait in a number of years. Mrs. Post, famous for her book on Etiquette, tells "How to Get the Most Out of Life" in a series of programs broadcast over the WABC-Columbia network Tuesdays and Thursdays from 10:30 to 10:45 A.M., EST. Mrs. Post answers all sorts of questions ranging from wedding problems to how to get along with your mother-in-law.



Especially posed for Rural Radio

IT'S SPRING FOR SUNSHINE SUE OF WHAS

Pretty Sunshine Sue took time by the fore-lock and knitted her spring ensemble. Here she is ready for a day of shopping in Turquoise blue with Red Clay accessories. As the picture shows, the suit is of three pieces with plain flare skirt, short-sleeve Eton blouse and finger-tip jacket. The geometric squares are knit in and are beige in color. So are the crocheted buttons. Burnat-Chantilly yarn was used. Sixteen one-ounce balls of yarn makes the three pieces in size sixteen, at a cost of \$9.60. *The pattern and yarn are from the Trudie-Ann Knit Shop, 1022 Bardstown Road, Louisville, Ky. Instructions for making and yarn, sent anywhere by mail.*

EGGLESS WAFFLES

(As given by Mrs. Winifred S. Bell, WSB, Monday, Wednesday, Friday, at 10:15 a.m.)

Sift two cups flour with four teaspoons of baking powder, one-half teaspoon salt, 1 teaspoon sugar. In to these dry ingredients chop four tablespoons cold shortening, as in pastry-making. Add enough sweet milk to make a batter of the consistency to pour easily. These waffles are light and never tough, as are waffles made with eggs.

Mystery Chef Recipe from WBAP's Regular 9:30 A.M. Thursday Presentation

SPARE RIBS—STUFFED AND BAKED

- 2 pieces spare ribs
- 4 cups of bread crumbs
- 2 tablespoons melted fat
- 1 teaspoon salt
- 1 small onion, minced

Method: Pour melted fat on bread crumbs. Add salt and onion. Spread dressing on one piece of spare ribs. Place other piece on top. Dust with flour and season with salt. Brown in a hot oven for 20 minutes or until lightly browned. Reduce the oven temperature to a very moderate heat, 350 degrees, and continue cooking for one hour.



If you want your water glasses and other glassware to "shine like new," add a tablespoon of vinegar to the rinse water.

Potatoes will bake more quickly if cut in halves. Melt a little butter in the baking pan—place the halved potatoes CUT side down in it and bake.

Boiled fish will keep firm and white if a little vinegar is added to the water in which it is cooked.

Rubbing a candle stub, wax or laundry soap along the sliding edges of the dresser drawers will make them move in and out more easily, even when heavily loaded.

A large shaker containing six parts of salt and one part of pepper and kept on the stove will save time and steps when seasoning cooking foods.

To prevent rust in the oven—after using the oven, leave the oven door wide open. This allows all moisture to escape and prevents rust.



Women Only

One of WHAM's most successful household programs is "Women Only," a Monday through Friday presentation offering interesting information on news, views, foods, fashions and advice presented by WHAM's Women's Editor—Hazel Cowles. The homemakers program is on the air each afternoon from 5:00 to 5:15, E.S.T., and is the result of nine and a half years of radio work devoted mostly to programs with feminine appeal.

RFED

RADIO FARM DIGEST

We're mighty happy as we go to press this month.

So many of you have been nice enough to write in and compliment the first issue, that we *know* we're on the right track.

We couldn't possibly publish *all* the letters, but we've picked out a few from friends in different parts of the country which give us a pretty good idea of the place RURAL RADIO is occupying in their homes:

"I think RURAL RADIO is tops. Your article on "How To Get More From Your Radio Set" has already helped us straighten out some of the 'kinks' in our set. Thanks."
Mrs. Ethel M. Goepel, Britt, Iowa.

"It is just what I have been wishing for. My radio is my greatest enjoyment and it is such a pleasure to turn through RURAL RADIO and see what my favorites look like."
W. H. Hallmark, Hamlin, Texas.

Creates Family Argument!

"My eighteen-year-old daughter and I had an argument over which one was to look at it first. So we compromised and sat on the davenport and looked at it together. My husband and son think it's the 'berries' too. I'll be proud to show it to my neighbors."
Mrs. Flora Demlow, Blanchard, Mich. R. F. D. No. 3.

Good Idea

"Crazy about RURAL RADIO. It's just the kind of magazine I've been waiting for. Now, in my opinion, the only thing needed to make it absolutely perfect is a department which would tell us what has become of the many artists who leave stations from which we've been hearing them—and then we can't find them anymore."
Miss M. M. Hunter, Cordele, Ga.

Miss Hunter, that's a good idea, and we're announcing a new department that will include this feature. Look across the page.

—And Another

"I must say RURAL RADIO is the best radio magazine I have ever seen. I wonder if you could publish each month, a biography of some popular radio entertainer, giving his or her height, weight, age, home town, hobby, single or married, etc.? I'm sure everyone would enjoy it as much as I. Best of luck."
Mrs. Cliff Lewis, St. Clair, Mo.

Look across the page too, Mrs. Lewis, and see what RURAL RADIO thought of your idea.—Ed.

Radio Means Something Here

"We live on a ranch in the most remote part of Ontario, Canada. A beautiful part it is and we are surrounded by neighbors, both Americans and Canadians. Radios are not too plentiful here. I have seen as many as twenty or thirty gathered in our home on Saturday night to enjoy the Saturday Night Barn Dance. Since we have received RURAL RADIO we enjoy it all the more now. Thanks and good luck to your magazine."
Hugh and Ann MacNabb, Rothsay, Ont.

We think Hugh and Ann ought to join the Rural Radio Saturday Night Barn Dance Club, announced in the Cracker Barrel Column in this issue. Don't you?

A Nice "Bouquet" in Verse

To me it is quite a surprise—
A magazine so small of size
To contain so many spicy items.
I'm sure your new enterprise
Must be a success as I analyze.
About the slogan I sent, I feel bright
As it reads: "The Farmers' Needs and the
Radio Fans' Delight!"
B. Kaplan, Waco, Texas.

(But Brother Kaplan, notice how we're growing! We have four new pages in this issue. We hope your name was among the winners in our \$1,000 contest announced in this issue.)

"Sending you a year's subscription to RURAL RADIO. It's the best magazine I have ever seen! O boy, how I like the picture of the yodelling cowboy. You see, we live on our own cattle ranch here and we *know* cowboys!"
Rcsie Apodaca, Lake Valley, N. M.

"I haven't words to express my pleasure with RUKAL RADIO. I read it from cover to cover . . . just one objection—it doesn't arrive often enough."
Mrs. Preston Wright, Vallonia, Ind.

"From the reading of the first issue I know I am going to enjoy all the eleven magazines this year. I truly enjoyed every page and just wanted to let you know how thankful I am for such a magazine."
Mrs. E. B. Acker, Bridgeport, Nebr.

"Delighted with RURAL RADIO . . . have read my magazine from cover to cover. Enjoyed 'Along The Way With Lambdin Kay' so much . . . glad I've subscribed for this delightful rural magazine . . . was born on the farm myself, on our own land, and remained there till age 14. Come on RURAL RADIO—you're doing grand already!"
Laura C. Kilburn, Atlanta, Ga.

Coincidence?

I bought a pair of Chester white pigs three years ago and named them Eddie and Ida. They have raised 15 offspring—all female! Coincidence, eh? (How about it, Mr. Cantor?)
Mrs. Arthur Choate, Pecan Island, La.

Want Some Limericks?

" . . . The R.F.D. page is grand, too. I think it would be nice to have some last line limericks having two or three prizes a month. The limericks would be about the different radio people we hear every day."

Miss Daisy Burger, Melbourne, Kans.

If you like Miss Burger's idea, let us know. We'll see about putting up a few cash prizes to make it interesting.

"Please accept my sincere words of praise. I feel that more than you should know how I feel about this splendid magazine. So I shall tell all my friends about RURAL RADIO!"

Ferdie Waller, Stanton, Tenn.

Thank you so much, Ferdie.

Now About Next Issue

In addition to all the surprise pictures and feature stories we have planned for you, the new "fan" department, there are two specially important articles that you won't want to miss:

The one by Senator Ellison D. "Cotton Ed" Smith of South Carolina. The other by J. Edgar Hoover, the head G Man. So be sure to tell anyone who hasn't already subscribed to get his or her name on the list quick!

NEW DEPARTMENT!

In the next issue, and thereafter, we will give you a new department:

FAMILY GOSSIP

by
Peggy Stewart

You've asked for it and you get it!

So many of you wanted us to give you personal information about your favorite radio stars: where they were born, color of their eyes, where they can be reached by mail, etc. Miss Stewart will take care of every request you send in. Be sure to enclose a self-addressed stamped envelope for a speedy answer. Later on, as the magazine grows, we'll devote as much as a full page to *Family Gossip*.

RURAL RADIO'S REQUEST CORNER

RURAL RADIO wants to publish the pictures you want most to see. It wants also, to get on the air, the people, the songs, the information you want most to hear. So this Request Corner will be run in every issue. What pictures do you want us to publish in the RURAL RADIO Roundup Section?

(1) (2) (3)
What requests have you to make of your favorite program or radio artists? Please give station, name of program or artists, time of broadcast.

(1) (2) (3)
If more space is needed write us a letter.

Signed

Address

Rural Radio will see to it that your requests reach the program or person concerned. . . . Cut out and mail to us:

RURAL RADIO MAGAZINE Nashville, Tennessee

Announcing

Winners of Rural Radio's \$1,000 Contest

You've been waiting! We've been waiting! For the 53 winners of RURAL RADIO's nationwide search for the slogan of ten words or less that best describes this new magazine, *the only magazine published in the exclusive interest of rural listeners.*

Our judges have been hard at work. They've had quite a job. They are: John S. Cullom, Public Relations Counsel; Francis Robinson, Magazine Editor, *Nashville Banner*; David Stone, Grand Ole Opry; C. P. Clark, president C. P. Clark, Inc., Advertising.

Each slogan received the careful attention of each judge. Every consideration was given, for the editors of RURAL RADIO chose this Board of Judges because of their sincerity, fairness and prominence in various divisions of radio, publishing or advertising.

Unanimously they have made their decisions. We give the names of the winners here as directly received from them.



The Judges hard at work.

FIRST PRIZE \$500.00

Mrs. Grace Lankford, 1606 Hayes, Wichita Falls, Texas.

SECOND PRIZE \$200.00

Mrs. Bertha Pace, Barlow, Ky.

THIRD PRIZE \$50.00

Mrs. Ralph Preston, R. F. D., Avoca, N. Y.

\$50.00 TO EACH OF THE FOLLOWING

Mrs. Lester Kennebrew, Vera, Texas.

W. D. Shriver, Shreveport Rd., Marshall, Texas.

Mrs. Louis Wolf, 830 Greenlawn Ave., Peoria, Ill.

Mrs. Pearl Slade, 51 Ross Ave., Ottawa, Ontario, Canada.

Mrs. Clara Sheldon, 135 Maple Ave., Oak Terrace, Diamond Lake, Mundelein, Ill.

Mrs. J. H. Perkins, Rt. 3, Box 225, Denison, Texas.

Mrs. Geo. Brickman, R. R. 5, Quincy, Ill.

Nelson F. Muntz, R. F. D. 2, Hillsboro, Ohio.

Mrs. Mervyn Fisher, Ontario, N. Y.

Mrs. Leota Forshey, Rt. 1, Delton, Mich.

Warren L. Moser, R. R. 2, Fostoria, Ohio.

Miss Irene Wetzel, Rt. 2, Whitewright, Tex.

Miss Marie P. Weik, Box 74, Lakeside, Conn.

Mrs. Geo. F. Adams, 479 So. Main St., Canandaigua, New York.

Mrs. John Dursum, Rt. 2, Ada, Mich.

W. R. Vines, R. F. D. 1, Martinez, Ga.

Mrs. Jack Murray, P. O. Box 303, Leitchfield, Ky.

H. C. Thorne, 139 E. State St., Ithaca, N. Y.

Mrs. Sara M. Gillam, 361 Third St., Manistee, Mich.

G. L. Nowell, 1240 So. Lumpkin St., Athens, Ga.

Mrs. J. H. Thompson, Rt. 4, Madisonville, Ky.

Mrs. T. N. Lillie, 220 1st Ave., Murfreesboro, Tenn.

Miss Lesta Brower, Keota, Ia.

Mrs. H. H. Golay, R. R. 2, Hopkinsville, Ky.

Mrs. Emil Marugg, R. R. 2, Crocker Springs Dairy, Goodlettsville, Tenn.

Maude E. King, R. 1, Box 25, North Liberty, Ind.

Mrs. Della Miller, Rt. 4, Maquoketa, Ia.

Christie Wilburn, Louisville, Tenn.

Mrs. Norman Nelson, R. F. D. 2, Box 177, Gary, Ind.

Mrs. Fred Karges, 4320 Taft Road, Kenosha, Wis.

Mrs. C. O. Rice, R. R. 2, Box 112, Huntingtcn, Ind.

S. J. Phillips, Box 58, Tuskegee, Ala.

Mrs. Hazel Jones, Dalton, Wisc.

D. C. Fowler, Box 434, Tyler, Texas.

Mrs. C. Neumann, Jr., R. R. 5, Box 294, Peoria, Ill.

Harry W. Morse, Rt. 2, Fayetteville, Ark.

S. D. Hall, R. F. D. 4, Lone Wolf, Okla.

Miss Gertrude Pass, Box 373, Princeton, Wisc.

Edward K. Johnson, 7321 Dewey Drive, St. Louis Co., Mo.

Wyndolyn C. Givens, Rt. 4, Frederick, Okla.

C. P. Leach, R. 1, Box 12, Leesville, La.

Chas. H. Adair, Custer, S. D.

Cordelle Ainsworth, R. 2, Box 139, Magee, Miss.

K. M. Smith, Vinton, Va.

Mrs. Neils J. Moeller, Bowbells, N. D.

Readie Comer, Box 121, Fort Huechuce, Ariz.

James O. Brown, Holly Bluff, Miss.

J. D. Johnson, 312 N. Phillips St., Salina, Kans.

E. O'Neil Obenschain, 11 Sunset Village, Rt. 1, Salem, Va.

Mrs. Ford B. Massey, care Massey Poultry Co., Wichita Falls, Texas.

To all winners, congratulations! Your checks are in the mails.

To those who didn't win,—well you kept the judges busy day and night, when they thought they could do it in two days!

But through this contest we've all become friends with RURAL RADIO, a friendship to be renewed each month in the years ahead.

THE COUNTRY STORE

WIN CHEST OF SILVER OR SET OF DISHES

This is the third year that the Family Photograph Company has given away, absolutely free, three Chests of Luxor Silver or three 35-Piece Sets of fine Dinner Dishes with the winners' initials on each piece in 23 Karat Gold each week! All you have to do to enter is get out any little Kodak films or snapshots and mail them in. We will enlarge them to a full 5x7 inches and have our artists hand tint each one in Natural Color Oils. The entire cost is 50c for each picture enlarged and colored, plus a few cents postage. And *each week* the judges select the three most interesting pictures for the awards. Winners are notified on our Grand Ole' Opry programs each Saturday at 10:30 and by mail. Our special process makes your pictures into a fadeless, permanent form that you will treasure always. Get out those little snapshots right now and mail them to us. Send no money, pay the postman 50c plus a few cents postage. Your original returned unharmed. We prefer to work from negatives but no extra charge is made for prints. Any picture is a treasure as the years roll by but a 5x7 hand colored enlargement will be a joy forever and you may be the winner of a fine 25-Piece Chest of Luxor Silver or a 35-Piece Set of Dinner Dishes. Satisfaction guaranteed or money instantly refunded. Be sure and tell us color you want the hair and eyes to be. Send your snapshots to *Family Photograph Company, Dept. RR-2, 2411 West End Avenue, Nashville, Tenn.* (ADV)

NEW SUBSCRIBERS CAN STILL GET THE FAMOUS BURPEE FLOWER SEEDS FREE!

Six Generous Packets, with each year's subscriptions at the special price of \$1.00. New subscribers please state whether you want the seeds, when you send in your letter and \$1.00.

IT'S NOT TOO LATE!

YOU CAN STILL GET SIX GENEROUS PACKETS OF BURPEE SEEDS WITH YOUR FULL YEAR'S DOLLAR SUBSCRIPTION TO RURAL RADIO.

When you send in your dollar subscription, tell us whether or not you want the big Burpee Seed Gift Package.

Six varieties included:

Sweet Alyssum

Centaurea, Syanus Mixed

Cosmos, Early Single Flowering

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Mixed

Zinnia, Lilliput Mixed

Statice, Sinuata Mixed

Over 4,000 individual seeds in this amazing subscription offer! . . .

Enough to plant nearly 100 square feet of ground in beautiful Burpee Flowers!



THIS OFFER IS LIMITED! DON'T WAIT!

FILL OUT THE COUPON, SEND \$1.00 (check or money order).

RURAL RADIO, Inc.,
Nashville, Tennessee.

Dear Friends:

Yes I want the six generous packets of Burpee Seeds.

Enclosed is my dollar for a full year's subscription.

Name

Post Office

What does Radio Mean to You and Your Family?



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FREE!

3
RCA VICTOR
RADIO SETS

GIVEN AWAY
EVERY WEEK

for the
Best Answers!

THESE brand-new, up-to-the-minute RCA-Victor Radios will be given away to the three people who submit the best answers each week in fifty words or less to the question "What Radio Means to Me and My Family."

EVERYBODY ELIGIBLE! You Do NOT
Have to be a Subscriber to Rural
Radio to Win a PRIZE!

Everybody, subscriber or not, is eligible to win an award—however, if your name is not on the subscription roster, or if you do not subscribe for the full year at the special subscription price of \$1.00 when you send in your letter, RURAL RADIO will pay only one-twentieth of the cash value of the RCA VICTOR SET should your letter be adjudged among the top three.

SO TAKE FULL ADVANTAGE OF THIS FASCINATING, SIMPLE CONTEST! ACT NOW!

SUBSCRIBE AND BE ELIGIBLE TO WIN ONE OF THESE MARVELOUS NEW RCA'S . . . GIVING YOU CLEAREST RECEPTION AND FULL TONE QUALITY.

SEND IN YOUR LETTER AND TELL US WHAT RADIO MEANS TO YOU AND YOUR FAMILY. WINNING LETTERS WILL BE PUBLISHED IN THE NEXT ISSUE OF RURAL RADIO. DECISIONS OF THE JUDGES WILL BE FINAL. IN CASE OF TIES DUPLICATE AWARDS WILL BE MADE. THIS CONTEST OPEN FOR NEXT FOUR WEEKS ONLY!

DON'T DELAY

FOR YOUR LETTER TO BE ELIGIBLE NEXT WEEK, YOUR LETTER MUST REACH RURAL RADIO, THIRD NATIONAL BANK BUILDING, NASHVILLE, TENNESSEE, NOT LATER THAN NOON WEDNESDAY . . . otherwise it will be judged in the following week's contest.

Don't miss this opportunity to win a famous
RCA Victor Set!

Battery Set Optional. Please Specify in Your Letter Whether
You Need Current or Battery Set . . . Rush Your Letter Now!

PIN A DOLLAR (Check or Money Order) to Your Letter and MAIL TODAY!