

# Rural Radio

THE ONLY MAGAZINE PUBLISHED EXCLUSIVELY FOR RURAL LISTENERS!

Vol. 1. No. 1.

FEBRUARY, 1938

Ten Cents



"THE *New* PARTY LINE"

Lambdin Kay • Morse Salisbury • The Hired Hand Returns • Four Solid Pages of Pictures  
How to Double The Range of Your Radio-set • Lulu Belle Fashions • and Other Exclusive Features





E. M. ALLEN, Jr., Publisher

E. M. KIRBY, Editor

### WHY RURAL RADIO?

RURAL RADIO is dedicated to the 48 per cent of America's population living in rural communities—the backbone and breadbasket of the nation—some fifty millions of men, women and children.

For in the country home radio has attained its greatest degree of importance, and has received, in return, its widest measure of appreciation. Radio has made a neighborhood of far-flung, widely separated America. It places the most remote country dwelling in instant touch with the world: its news, its problems, its best minds, its leaders, its diversions, its sports, its entertainment, its laughter and its sorrow.

It enables the farmer to know the price of grain and cattle as quickly and as accurately as does the Chicago broker. Because of radio, the farmer more intelligently markets his produce. It brings to his children information that will make them better farmers; wholesome recreation that draws them closer to the family fireside. To his wife it brings pleasant, friendly company as she works about her household. And when nightfall sets in, radio fills up the long hours, enriches living, sums up the day's news, brings relaxation for the morrow.

Folks who live away from the metropolitan centers have been quick to respond to the magic touch of radio. They want news of people and of programs that serve them. They want information that will enable them to broaden the scope and service of their radio sets. They want to see the people who have been welcome radio guests in their homes these many years. In short, they want to be well-posted about the people and programs that please and serve them best. And to this end, RURAL RADIO has been published.

No other magazine just like it has ever been published before! It is not a picture magazine, yet its pages are plentifully filled with fresh photographic material. It is not just a fan and gossip magazine, yet gossip and personality features it has a plenty. It is not just another farm journal, yet its contributors number nationally recognized leaders in the agricultural life of the nation.

It is not just a man's magazine, nor a woman's, nor a child's, yet the man of the house, the lady of the house and the child will find assorted features especially *seasoned* to their tastes! It is, in fact, an all-family radio journal. *It is the only radio magazine published for the exclusive interest of listeners who live away from the city.*

That it was needed is proven in the amazing response this first issue has received. No sooner had the announcement been made that RURAL RADIO MAGAZINE was to be published, than thousands, *literally thousands*, of subscriptions poured in, though no living person had ever seen a copy of the first issue! And the underlying theme of all these letters was "We've been waiting for just such a magazine. It's the only place where we can see and read the things we want."

To these thousands of people who bought the magazine, *sight unseen*, the editors of RURAL RADIO cannot find words adequate to express our appreciation for your remarkable demonstration of confidence. But this we can say: With all our energy and all our power we will strive faithfully and ceaselessly to live up to the confidence you have put in RURAL RADIO. We will ever strive to make it the kind of magazine you want. We will seek to improve it month after month. We will guard its advertising pages against fraud and misrepresentation. We will make of RURAL RADIO the voice of rural listening America, a voice that speaks your language month after month.

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COMING NEXT MONTH

The Only Educated Cow in the World!

Articles by:

Senator Ellison D. "Cotton Ed" Smith, of South Carolina, Chairman, Senate Committee on Agriculture and Forestry.

Dr. W. W. Bauer, Director, Public Relations, The American Medical Association.

And new stories, new photographs, new gossip about your radio favorites.

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# What Radio Means to the FARMER

By One Who Knows:  
MORSE SALISBURY, RADIO CHIEF  
The United States Department of Agriculture



As radio spokesman for the United States Department of Agriculture, Morse Salisbury has a message of interest for the farmers of the nation almost every day. Because of this, Rural Radio felt that of all the people it might call upon, Morse was perhaps the best qualified to tell us "What Radio Means to the Farmer." For eight years he has been chief of radio service for the Agriculture Department and is heard regu-

larly on the National Farm and Home Hour. His voice is familiar in practically every home in rural America. The timely information he passes on to listeners ranges from crop outlook reports and farm business facts to hints on gardening and household affairs. He is heard on the NBC Farm and Home Hour daily except Saturday and Sunday at 11:30 A.M., C.S.T. (12:30 P.M., E.S.T.) over the NBC Blue network.

Tens of thousands of letters from farm families have passed over my desk in the past decade. The writers have recognized and given thanks for the services of radio in their daily lives; they have asked for further services. I have learned from these thousands of friends of mine that radio means to the farm family what it means to the city family—a miraculously quick and close contact with the world of entertainment and culture and news information. And over and above this, radio means to the farm family *quick and close contact with knowledge that is important in a business way.*

Because the farming business of the nation is operated by over 6 million families, hardly any of whom have large enough incomes to finance their own systems of gathering scientific and economic information, the Government of the United States 75 years ago started to provide such information for the farm people. The State governments through the Land Grant College system and the extension services cooperate in providing this type of service. Farmers have wanted these services through all means of communication. They want them particularly through radio, because radio gives speedy service at small cost per person served. The Federal and State Governments stand

ready to provide the service by radio, and the men and corporations who operate radio stations and networks have largely responded to the desire of listeners for this type of radio broadcast.

With the cooperation of individual radio stations and networks, the Department of Agriculture, the state extension services, the state and county agricultural conservation committees and associated agencies are sending out facts that will be helpful in the business of the farm and the home on a variety of schedules. Listeners may hear the current news from the Department in the National Farm and Home Hour broadcast at 12:30-1:30 P.M., Eastern Standard Time (11:30 A.M.-12:30 P.M., Central Standard Time; 10:30-11:30 A.M., Mountain Standard Time; 9:30-10:30 A.M., Pacific Standard Time). Ninety-three associated stations of the National Broadcasting Company from coast-to-coast send out this service to farmers and homemakers who have radio receiving sets.

Hence we have a great volume of business information of considerable importance to the individual farm family waiting to be tapped by the radio set in the farm home.

*It will be so, I feel sure, as long as farm people desire this extra service that no other large group of American people gets from the program schedules of the broadcast stations.*





*The Most  
Expensive  
Cowpath in  
America  
in Down Town  
Chicago!*



Edward J. Kelly, Mayor of Chicago; Ocie Shuman, 4-H Club Girl; the cows that walked the path; bewhiskered impersonator of Willard Jones, cowpath founder; Thomas Wilson, meat packer.

By George Biggar

The next time you go to Chicago, go to 100 West Monroe Street. There, in the heart of down-town Chicago, you'll be amazed to find, of all things, a cowpath!

Herewith the story: why the cowpath is there and why WLS, Chicago, made a feature event of its discovery!

In these days of four-lane concrete highways, an ordinary cowpath doesn't seem very important. But when a cowpath is in the heart of Chicago's loop and a cow actually

City's Charter Jubilee. A bewhiskered gentleman, representing the original Willard Jones, herded a scrubby bossy cow over the world's most expensive cowpath, followed by a bright young 4-H Clubber from Columbus City, Indiana, Miss Ocie Shuman. She led Priceless Daisy II, a prize-winning Shorthorn. It was a contrast of the "old and the new."

Arthur Page and John Baker broadcast it all for WLS listeners, including Mayor Kelly's friendly words, "This marker reminds our agricultural friends they will always have a part in this city."



walks on it, and a bronze tablet is unveiled in its honor—then it's big news! Which is the reason Station WLS Chicago broadcast the event.

The story is that in 1844 a man named Willard Jones sold part of his land (in what is now downtown Chicago) to Royal Barnes. The terms of the sale stipulated that a strip ten feet wide must be perpetually reserved as a cowpath. Huge buildings have grown up around and tower over the cowpath. It cost \$200,000 additional to build around and over this cowpath when a skyscraper was erected in 1926. The "path" is a strip ten feet wide and about 170 feet long and being only a few feet from LaSalle Street sees very, very few cows but numerous "bulls" and "bears" of the financial world.

Chicago's Mayor Edward J. Kelly unveiled the tablet over this historic cowpath as a closing feature of the

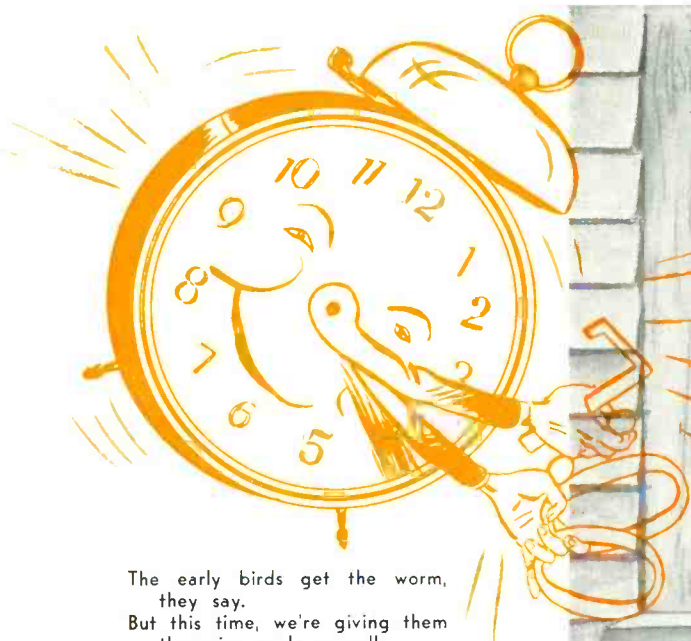


The \$200,000 Cowpath



Mayor Kelly of Chicago

# WORM'S EYE VIEW OF THE EARLY BIRDS



The early birds get the worm, they say. But this time, we're giving them the prize apple as well. For the Early Birds at WFAA, Dallas, deserve it!

By Dick Jordan



They've been on the air for seven consecutive years, something of a record as radio programs go these days. And what's more, they're still going strong.

When the program was started at seven o'clock one morning in March, 1930, with a 12-piece band, a master-of-ceremonies and a commercial announcer, no one at WFAA suspected the program would pass its 2500th performance—no one dreamed that its individual performers alone would receive 43,680 letters—an average of more than twenty fan letters every day! But the program had in it what Southwesterners like.

There was and there is still today Wilbur Ard, director of the orchestra.

There was and there is still today Eddie Dunn the popular master-of-ceremonies, leading the general volley of wisecracking which inevitably breaks out in every broadcast. And there was and there remains an atmosphere of informality about the program. Both Eddie and Cecil Hale, the Early Bird announcer, are responsible for a variety of miscellaneous characters who are heard on nearly every program.

Most famous of the characters created by Eddie is Professor Anatole (once Professor Anatole Zilch, until a Texas family named Zilch objected), whose eternal reply to Cecil's cheery greeting is "Well, I don't feel very good this morning," delivered in a quaking voice. "Bones," a negro shine boy characterization, is also Eddie's,

as is "Goofie," a none-too-bright boy whose voice has recently reached a heretofore unknown bass note.

Cecil is responsible for Colonel Droopsnoot, a cockney Englishman, and for "Rufie," who is teamed with "Goofie," the laugh-makers. You can't stop them! Cecil does the commercial announcing for the program.

Members of the orchestra join in and provide miscellaneous characters in impromptu comedy skits almost every broadcast.

Early in 1937, the Early Birds made a mythical tour of Texas, Cecil acting as mayor of every town visited, also as a one-man welcoming committee. He had pinned on him the title "The Mayor of Texas."

It was during this tour that a group of college boys in one of the towns visited by air reported disgruntledly that they had misunderstood the "mythical" part of the tour, and had stood on the steps of their college administration building in a drizzling rain waiting for the Early Birds, who somehow never arrived.

Cecil has an adopted mother at Greenville, Texas, who never fails to write him at least every two months, giving him motherly advice, such as "Put on your wool socks when the first cold spell strikes," and saying she noticed his voice was a little tired lately, telling him to rest more.

### How Cecil Was Married

On one of the broadcasts, Cecil jokingly told Eddie that he lived the

life of the lone wolf, intimating that he had no time for girls in his life. It was three days later that Cecil received a letter from his adopted mother, scolding him for "having the wrong attitude toward girls." Evidently he took the advice, for Cecil married in November, 1937!

One old lady in west Texas writes to the Birds religiously, sends cakes and other gifts to the orchestra members.

On the occasion of the Bird's 2,000th anniversary broadcast, she arrived just after the program had ended, bearing a huge cake with "To the Early Birds on Their 2,000th Birthday" printed in frosting on the top. She had hitch-hiked more than 200 miles from her home, trying to be there in time for the anniversary broadcast.

Members of the band took up a collection for her return home by train, and there was a little extra besides. This old lady is the same one who submitted the slogan which WFAA now uses after its call-letters. The slogan is "Your Neighbor of the Air."

Musical Director Wilbur Ard and Eddie Dunn, Cecil Hale and members of the orchestra answer fan letters personality if listeners write their names and addresses.

The program is on the air every morning, except Sundays, at 7 A.M. (CST).



## FARM AND HOME HOUR HIGHLIGHTS



NBC Farm Expert, William E. Drips, veteran farm expert, Director of Agriculture for the NBC. He supervises the National Farm and Home Hour and has arranged some interesting features for February.

- Feb. 2—Home Demonstration Day program; hints for homemakers.
- Feb. 5—National 4-H Club Music Hour; United States Marine Band features music typical of Spain and France.
- Feb. 12—American Farm Bureau Federation program.
- Feb. 14—Future Farmers of America program; United States Army Band.
- Feb. 16—Broadcast from the campus of Kansas State College, Manhattan, in observance of the 75th anniversary of its founding.
- Feb. 18—Carl D. Shoemaker, secretary, General Wildlife Federation, will discuss highlights of the 3rd North American Wildlife Conference.
- Feb. 19—National Grange program; United States Army Band.
- Feb. 26—Farmers Educational and Cooperative Union program.

The Farm and Home Hour is broadcast daily except Sundays over 93 stations affiliated with the NBC-Blue network at 11:30 A.M., C.S.T. (12:30 P.M. E.S.T.), including the following:

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



Gussie is the name of a prolific Rhode Island Red Hen who has just joined the cast of *Charlie Smithgall's* Morning Merry-Go-Round heard from 5:45 to 7 A.M. (C.S.T.) over WSB, Atlanta. According to Charlie, Gussie can lay a whole setting of eggs during one broadcast. Now Charlie!

Among strange requests received by WSM is this:

"I am just a poor country boy way out here in Red Land, and I am very anxious to get me a wife. And a lady told me if I would get up 125 Octagon Soap coupons that she will give me her daughter.

"I would be mighty thankful if you would tell your old friends to mail me a few so I will have somebody to keep me company this winter. It's mighty lonesome alone here. I would greatly appreciate just one from anybody. Will you please broadcast this for me Saturday afternoon at 7 o'clock."

To the folks at Octagon Soap, Cincinnati: *Have a Heart!*

Glad to see back from the sick list, *Joe Eaton*, program director of WHAS, who made such a name for himself and his station last year during the Ohio Valley-Louisville Flood. And the legion of friends of *George Dewey Hay*, better known as WSM's Grand Ole Opry's "Solemn Ole Judge," will be glad to know he is rapidly improving and will be back on the airplane soon again.

*Ken McClure*, San Antonio's famous news commentator appearing over WOAI, has written a book devoted to the human interest side of the news. It's entitled "After '30." Ken's followers may learn more about when the book will appear and how to get it, by writing WOAI, direct.

As is his custom every New Year's the WBAP *Hired Hand* handled the song by song account of the Negro Holiness Meeting. This yearly event has been broadcast over WBAP by the Hand or Chief Announcer *Herb Southard* for the past 15 years. It begins at about midnight as a rule and goes far into the morning. Nothing is rehearsed. The January 1st

program featured 700 Negro voices earnestly singing spirituals to the accompaniment of a torrid orchestra consisting of a piano, tambourine, drums and violins. Various instruments are played by the congregation—the instrumentation ranging from mouth harps to pocket combs and even a bazooka or two.

The cast of nearly 100 persons who weekly appear on WHO's 2½ hour stage broadcast, munched generous portions of genuine Pella bologna and Dutch cookies throughout the Sunset Corners Frolic broadcast, recently as Mayor *Tillie Boggs* clomped about the set in highly prized wooden shoes.

A delegation of 350 citizens of Pella, Iowa, were guests of WHO in Des Moines, at the broadcast. The famed "City of Refuge" was honor city on the Frolic which featured the radio debut of *Queenie*, Deloss Wilkie's educated cow, about which RURAL RADIO will carry an unusual story next issue.

If one orchestra started out to play the 7,000 orchestrations in the WFAA (Dallas) music library without stopping, they would finish 290 days later, if they played 24 hours every day.

WLS's *Pat Buttram*, the pride of Winston County, has this to say about things in general:

A good fire in the furnace is th' best cold remedy that I kno uv.

Last week I visited th' Art Exhibit an' seen some of them Futuristic paintings. . . . If them pictures are true th' future shore looks bad.

I've allus heerd that love is blind, but I kno a lot uv fellers that kin see twice as much in their gals as I kin.

Of course goin' to church on Sundays helps, but th' Lord is gonna judge ye by yer actions on them six off days.

Heerd a lot about hitchin' yer wagon to a star. If ther ain't no star handy, ye kin git ther by just hitchin' yer wagon to a good steady hoss.

—PAT.



*Radio's Farm*  
**MARKET REPORTS**  
*From Many Sections*

**From Des Moines WHO (1000)**

12:00 Noon—Farm Market and  
*(Monday thru Friday)* Weather Reports  
 6:30 A.M.—Farm News, by Herb  
*(Except Sunday)* Plambeck  
 12:00 Noon—Corn Belt Farm Hour  
*(Saturday)*

**From Fort Worth WBAP (800)**

10:15 A.M.—Market Reports (Live-  
*(Except Sunday)* stock, Cotton, and  
 Grain Reports)  
 1:35 P.M.—Market Reports (Live-  
*(Except Saturday and Sunday)* stock, Cotton, and  
 Grain Reports)

**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 Sunday)* Program (from Tex-  
 as A. & M. College)

**From Atlanta WSB (740)**

9:15, 10:15, 10:45, 11:30 Noon.  
*(Saturdays)* 12:30 P.M.  
 12:45 P.M.—“Farming in Dixie”—  
*(Wednesday)* By Georgia College of  
 Agriculture

**From San Antonio WOAI (1190)**

11:30 A.M.—Texas Farm and Home  
*(Monday thru Saturday)* Hour  
 10:00 A.M.—Home Folks with Ethel  
*(Tuesday)* Strong

**From Louisville WHAS (820)**

12:30 P.M.—Farm Report—Live-  
*(Daily)* stock; P r o d u c e ;  
 Weather; Ohio River  
 Stages  
 12:15 P.M.—“College of Agricul-  
*(Monday thru Friday)* ture”

**From Chicago WLS (870)**

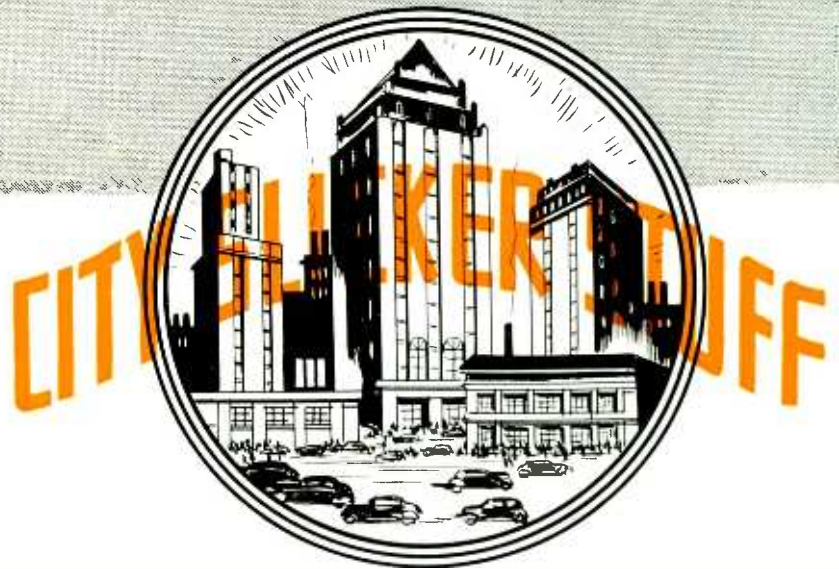
6:00 A.M.—Farm Bulletin Board;  
*(Daily estimate)* Weather Forecast;  
 Chicago Livestock  
 8:44 A.M.—Livestock estimates and  
*(Daily)* early markets at  
 8:44, 9:50, 9:55,  
 11:45 A.M.  
 12:35 A.M.—Closing Summary Chi-  
*(Except Sunday)* cago Livestock Mar-  
 ket  
 1:30 P.M.—Closing Summary Chi-  
*(Except Sunday)* cago Grain Market

**From Nashville WSM (650)**

11:15 A.M.—Bill Burnett's Farm  
*(Tuesday)* Scrap Book  
 12:45 P.M.—State Department of  
*(Monday thru Friday)* Agriculture  
 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)*



Those of us who still have Paul Whiteman's phonograph records lying around the house are mighty happy to know that Chesterfield has brought him back to us: over CBS, each Friday night at 7:30 C.S.T. When *syncopation* was the word about eighteen years ago, instead of today's *swing*, those of us in the middle generation remember the old Saturday dances we used to have at each other's house. Then everybody brought his own records—mainly Whiteman's. Today, we just turn a little switch and here he is with us again. . . . Thanks to Radio.

Those who like the old-time-*tales* of the country will enjoy both “*Death Valley Days*” over NBC, Fridays at 7:30 E.S.T., and the “*Cavalcade of America*” over Columbia at 8 P.M., E.S.T., Wednesdays.

In radio they come and go, but Amos and Andy seem to go on forever. This winter they're broadcasting from the middle of a desert. They're in Palm Springs, California. To reach them, NBC had to string a wire one hundred miles through the desert country. Bill Hay is with them, too. Seldom photographed, the cameraman has caught them here as they perform at the microphone.



Amos has his hand to his head . . . Andy, as usual, looks worried.

Molly of *Fibber McGee* and Molly is still sick as we go to press. Fibber always bids her good night at the end of his program.

Say! What's become of Judy Canova? And Zeke and Annie? When last seen, before she left the air for Hollywood, Judy looked like this



Please, Judy, R.S.V.P.!

We don't know how you feel about it, but personally, we're a little bored with too much Hollywood stuff on the networks. Now, Hollywood is all right and they send us swell pictures, but after all, must we listen *every* night to this guest star and that guest star whose gown is by special permission of somebody or other; who appears with the consent of somebody else or other; whose latest picture is something else again or other; whose next picture includes still this or that or the other? That's all very well, but why keep telling us about it? Certainly we're interested in our favorite Hollywood stars, the same as we're interested in our radio stars, but after all, our radio stars seem to have *less* trouble visiting our homes than the Hollywood personalities!

ALONG THE WAY WITH Lambdin Kay



WHO DOESN'T KNOW HIM?

The "Little Colonel"—"The Atlanta Journal—covers Dixie like the dew—Atlanta, Jaw-guh!"

That's right, Lambdin Kay, radio's oldest old-timer—sixteen years in charge of Atlanta's famous WSB, one of the leaders in radio's development.

Mr. Kay's humor and good horse sense will be found in this column every month as an exclusive feature of Rural Radio.

He speaks his own mind, says what he thinks, is respected by everybody, especially for his generosity and his opinions—and he has plenty of both!

In refraining from answering its critics, broadcasting has leaned so far backward a P. G. Wodehouse butler would look stoop-shouldered by comparison.

Chase and Sanborne hit what the umpire called a foul-ball here lately. Chase and Sanborne probably have contributed more toward making American broadcasting the best in the world than anybody else since Pepsodent hired Amos and Andy.

Immediately people began to pop off in print. A lot of gabby volunteers horned in to rescue the purity and morals of radio.

I was too busy serving the public interest, convenience and necessity to read any of their stuff. I lose three weeks of my life every year putting on an appeal for Christmas charity.

But I understand some self-sufficient Senator or consecrated Congressman threatened an investigation. I hope he gets it. And I hope I'm there to help furnish facts.

Because the record will show that no human activity touching the minds and morals and manners of mankind has been so inherently decent as has radio broadcasting.

Compare it with literature, with the theater, with art, with the motion picture, even with music. Radio stands out like a broad highway sweeping across a tangle of muddy roads.

I listened to the Mae West-Don Ameche-Charlie McCarthy episode.

It left me nursing a sharp disappointment. I thought it was generally dull and often stupid. Mae's stuff was

strained and awkward. I felt that a halcyon opportunity had been completely muffed.

Every literate listener who tuned in that night knew about what to expect. But, say some of the most discerning critics, it wasn't so much what she said as it was the way she said it.

But I was not offended. And I'm pretty sensitive to the fitness of things on the air. I've been weighing delicate items of radio taste and direction for sixteen years.

Please pardon me while I explode. I've never seen Mae West on the screen. No particular reason except that I haven't been that much interested. But I know exactly what sort of accent and intonation and inference she puts into her use of the English language.

There's nothing basically evil or immoral in the seven words—"Come up and see me some time"—but Mae gave them an atmosphere that reeked with obvious inference.

I'll warrant that every soul who tuned in that program had heard those seven little words and knew just what they implied. Therefore, everybody knew what was coming. Therefore, nobody should have been shocked. And I don't believe anybody was shocked much, if at all.

I got a letter the other day from a lady in Florida. In part she wrote:



Edgar Bergen

We feel that it is about time someone should take up the cudgels in defense of Don Ameche and Mae West and that very clever playlet, "Adam and Eve," which is causing such anguish to some of our citizens. All my community enjoyed it tremendously and felt it was quite the funniest thing that had been heard for a long time. Mr. Connery from Massachusetts, who proposes a congressional investigation of it, might use his efforts to greater advantage instead of taking time out to annoy radio stations that put on the broadcast and the actors who furnished the fun. It's a tempest in a teapot. Please, if you can, assure Chase and Sanborne and the original station (we heard it over WSB) that we are for them one hundred per cent.

The lady and I disagree about the thing being funny. But her viewpoint suggests the infinite variety of opinion represented by a radio audience.

And if Congress does do any investigating, broadcasting will come out of it with the most stupendous, monumental endorsement for a superlative record of day-in and day-out decency that no human effort ever earned.



Charlie McCarthy





# Radio Revives POSTER STAMP Collecting Hobby

By Dolly Sullivan

EAGER HANDS OF YOUNG AND OLD EVERYWHERE ARE REACHING OUT FOR THE LIVELY, LITTLE COLORED POSTER STAMPS OF RADIO PERSONALITIES.

Because in December WHAS introduced its Radio Personality Poster Stamp, RURAL RADIO asked Dolly Sullivan of the Louisville station's staff, to tell you about these Poster Stamps—what they are—how you can start a stamp collection, today.

*“Are Poster Stamps something new”?*  
*“Who Originated Poster Stamps”?*

These two questions seem to puzzle young America, especially since Radio Station WHAS began offering Poster Stamps of Radio Personalities last December.

The answer to question one might properly be “yes” and “no.” Yes, to the younger generation, for the Poster Stamp, although a craze in European countries early in the Twentieth Century, did not reach the United States until 1913, and then died out with America's entry into the World War, except for a few dauntless collectors who continued their hobby substituting charity stamps such as the anti-tuberculosis seals.

As for the origin of the Poster Stamp, it is of French and German parentage. Germany introduced the Poster, drab in color and conservative in form. Then Jules Cheret, a radical French artist, introduced the vivid color and modernistic design. The brilliant colorings caused a furor in art circles and attracted the attention of everyone. When the artistic battlefields cleared, there followed a demand for making these poster designs available to the general public—and so the Poster Stamp was born.

Among the very first to distribute the small, colorful, gummed stamps was the North German-Lloyd Steamship Company. Other European concerns followed suit and soon Poster Stamps were intensively sought after by thousands upon thousands of people intent on building up a new and interesting collection. Some collections were for themselves, others for children of the family, or for neigh-

bors. It made no difference, the Poster Stamp collection was on in earnest.

America then took up the craze and enlarged upon the stamp subjects with the result that today the Poster Stamp enthusiast may add to his collection Poster Stamps of every conceivable subject—famous flying ships, balloons, dirigibles, gliders, Presidents of the United States, exposition stamps from the Texas Centennial, historical scenes, automobiles, ball players, Mickey Mouse, Dick Tracy, Skippy, Orphan Annie, movie stars, flowers, birds, animals, coats-of-arms. And now, thanks to the tremendous following of radio personalities, a new trend in Poster Stamps has come forward—the Radio Personality Poster Stamps.

So much interest has been aroused in the United States that a short time back the National Poster Stamps Society, 64 East Lake St., Chicago, Ill., a non-profit organization was formed.

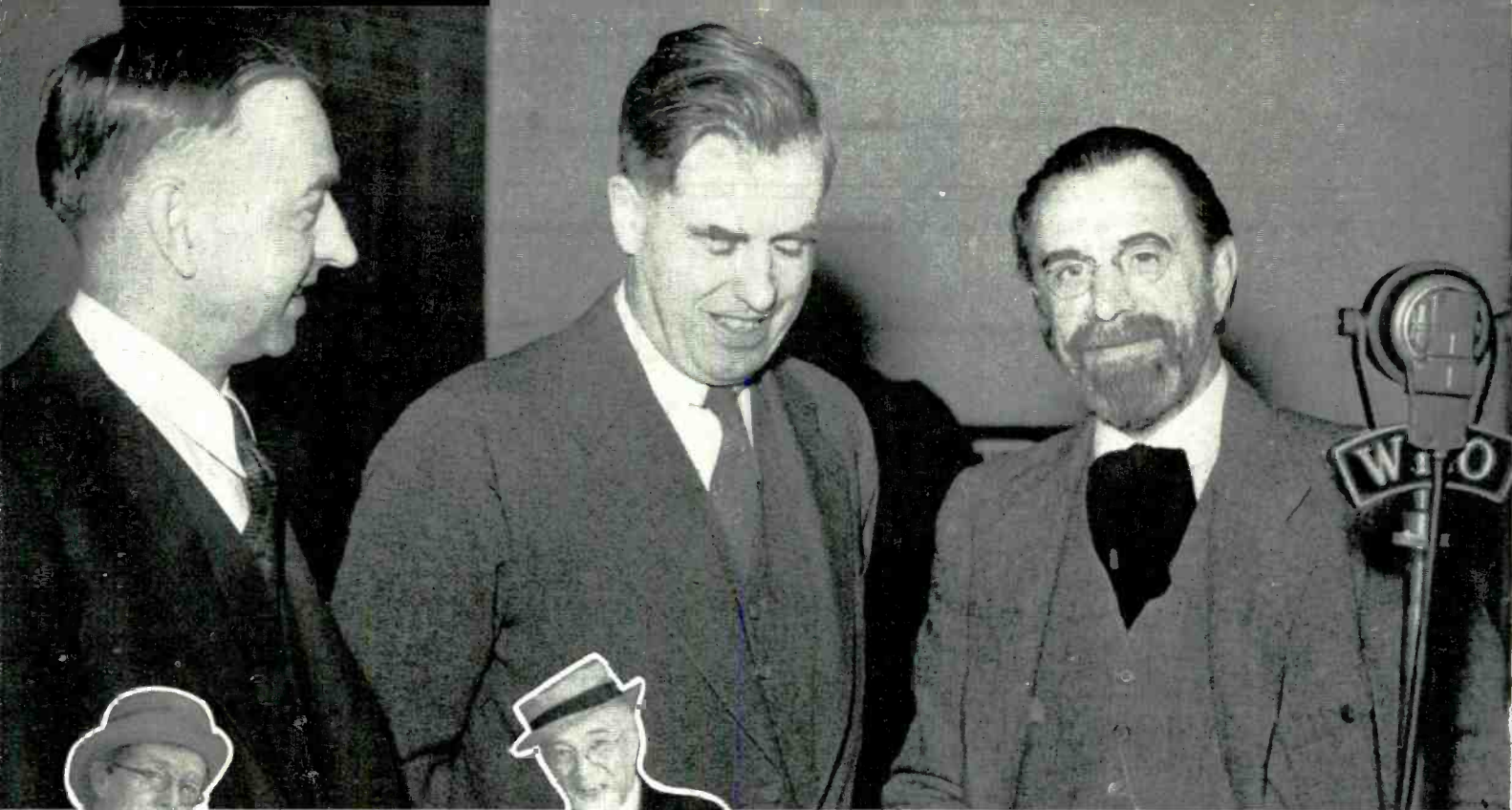
The foregoing answers many of the questions asked by WHAS listeners since the introduction of the Radio Personality Poster Stamp in December, 1937.

The object is to interest boys and girls—and adults, too—in a hobby. Early in life children invariably show the collector's instinct. Girls save dolls, beads, books, whereas the boy's pocket is rarely free of marbles, golf balls, a rabbit's foot, bits of string, and so on. With people who can afford to indulge this desire for collecting, it is quite natural for this hobby to develop into costly collections such as antiques, old coins, firearms, art, pictures and tapestries. But simply because one has little or no money to spend is no reason not to collect. Take the collector of match books and match boxes, Christmas cards, magazine covers, cigar bands, even the old lady who collects Christmas ribbons and string from which she fashions colorful and useful table mats!

Adults and the new generation of youngsters are the ones who are naturally interested in Poster Stamps collections. WHAS joins the pioneers who are leading the way to the revival of the Poster Stamp hobby, by offering to Radio Listeners lovely little colored, gummed and perforated picture stamps of radio's most popular personalities similar to those you see surrounding the borders of this page. You may begin your collection at once by writing to us at WHAS, Louisville, Kentucky. You may secure thirty individual, colored, gummed stamps for just ten cents, at the rate of three for a penny. So if you want to fill up the evening hours collecting and swapping these gay little stamps, here's your chance. WHAS, of course, makes no profit on them.







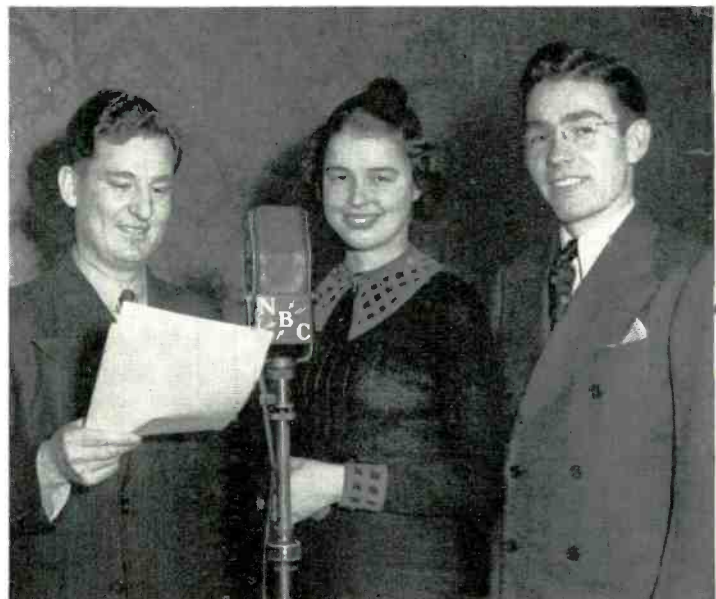
#### THE SECRETARY OF AGRICULTURE BLINKS

Though he is accustomed to the spotlight of public life, Henry A. Wallace, Secretary of Agriculture, still blinks at the cameraman's flashlights. He is snapped here at a recent broadcast from WHO, Des Moines, when he spoke over the Corn Belt Farm Hour. At the left is J. O. Maland, Manager of WHO, and at the right is Colonel B. J. Palmer, President of the Central Broadcasting Company operating WHO.



#### WHAT'S THIS ABOUT A POSTMAN'S HOLIDAY?

Herb and Hank, a couple of gents from the country, who impart wisdom and wit from WHAM, Rochester, New York, throughout the week, seem to get a kick listening to the radio when they're not on the radio.



#### 4-H LEADERSHIP CHAMPIONS IN CHICAGO

Everett Mitchell, (left) NBC announcer heard each week day on the National Farm and Home Hour, interviews Miss Helen Michael, Eugene Oregon, and Clifford Breeden, West Lafayette, Indiana, winners of the 1937 4-H Club Leadership Trophies. Miss Michael and Breeden won the coveted awards for outstanding leadership in 4-H Club work over contestants from 40 states. They are shown here in the NBC studios as they discussed their experiences on the monthly 4-H radio program which is heard on the first Saturday of each month at 11:30 A.M., C.S.T. over the NBC Blue Network.



# RURAL RADIO *Roundup*



## SHE LIVES UP TO HER NAME

Sunshine Sje, who is heard regularly through WHAS, Louisville.



JERRY SMITH

The Yodeling Cowboy, one of the big reasons why "Good Morning Time" sends a cheerful earful to WHO listeners at 7:30 each Monday, Wednesday, and Friday.



## THE HOOSIER HOT SHOTS

Famous novelty comedy foursome featured on WLS-NBC National Barn Dance and on Station EZRA. They're all from Indiana: Gabe Ward, Hezzie Trietsch, Frank Kettering and Kerry Trietsch. Can you pick out the brothers?





**PUTTIN' IT OVER WITH A PUNCH**

When the news gets hot at WFAA, Dallas, Bill Hightower, keen news commentator, gets hot too. Off comes his coat, up goes his sleeves, and out comes the news hot off the griddle.



**LEONA BENDER**

WOAI's Girl Reporter, interviews many celebrities during her 10:00 A.M. broadcasts. Above she is getting over some personal question to Ken Maynard of the movies.



**THIS LITTLE PIGGIE DIDN'T GO TO MARKET**

A fan sent him to Charlie Smithgall, conductor of WSB's Morning Merry-Go-Round, who wakes up the Southeast every morning with his 5:45-7:00 o'clock broadcast.



**ARKIE AND POKEY MARTIN**

heard on WLS, Monday, Wednesday and Fridays at 7:15 A.M. Arkie is square dance caller on the National Barn Dance. Pokey, from Durant, Oklahoma is the "tall story teller" on the WLS Tall Story Club. (10:00 P.M. Saturdays.)



**E. B. WOOTEN**

The sharp eyes of E. B. Wooten focus on the chalk-marked blackboards of the Fort Worth Grain and Cotton Exchange as he broadcasts quotations daily at 9:20 A.M. and 2:10 P.M. each week-day and once on Saturday. Rural listeners in the outlying districts of five states tune regularly to the familiar voice of Announcer "E. B. W.", as familiar since 1923, as the WBAP cowbell. Mr. Wooten was born in the hilly country of Tennessee and his slow drawl is the delight of all who hear him.

**RURAL RADIO ROUNDUP for February**





**SCRUB-BOARD, BUT NO KITCHEN STOVE**

One of the most popular radio groups in the southwest, **Rec Hawke's Gang** are heard from the station at the sound of the cow-bell (WBAZ, Fort Worth) every morning, Monday through Friday at 6:30 A.M. On Saturdays you get them at 12:30. They seem to use everything but the kitchen stove. (Notice scrub-board.)



How'd you like to have this organ in your home? Notice the tremendously complicated keyboard of the WHAS organ which under the masterful touch of Herbie Koch, can emulate a marching band, a symphony, a jazz band, or cathedral organ. Koch has been staff organist at WHAS for the past five years. He's been playing the organ since 1918.



**"MRS. O'NEILL"**

Kate McComb plays the role of Mrs. O'Neill in "The O'Neills," heard on the WABC—Columbia network Mondays through Fridays at 2:15 E.S.T. As the mother who handles her son and daughter, Danny and Peggy, with patience and understanding, "Mrs. O'Neill" has received hundreds of tributes from parents who have listened and followed her example in dealing with their own children.



Sarie does a satchet as Sam McGee does an old-time jig on the stage of the Grand Ole Cory House at WS-A.



**OL' MICROPHONE'S GOT HIM**

Owl-faced Charlie Butterworth, NBC comedy star, is an old friend of the microphone now. But it took him months and months to get over that "queer, cold feeling in the pit of the stomach" when facing the mike. Charlie's heard each Tuesday at 9:30 (EST) over the NBC Red Network.

**RURAL RADIO ROUNDUP** *for February*



# HOW TO GET MORE *from your* RADIO SET

By A. C. OMBERG  
WSM TRANSMITTER ENGINEER

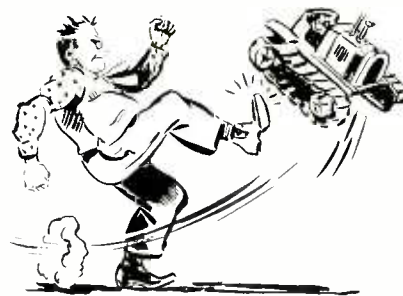
The first thing to worry about is getting some radio waves out of the air and into your set. No matter how much you paid for that radio set you've got to get a radio wave into it somehow or other, else you are not going to hear much. Radio waves are out in the air—yes, they're under the bed too, and you can connect up to the bed springs and hear something, and you can run your car with a flat tire too—but I'm talking about the best, and no half-ways. Yes, you've got to get out and get up into the air to get real strong waves, and the higher up you go, the better they are. You might say there isn't much to that outside aerial stuff if you've got a good radio—that you have a new Howland-Fuss 8-tube set and you can get stations without using an aerial or a ground. Well, maybe you can, and if you are satisfied, don't read any more, but put this copy of RURAL RADIO aside, because some day you might want to hear a weaker radio station, or you might wonder what's making that crackling noise under the bottom of your music and want to fix it up right.

You can buy radios that are so sensitive you can pick up anything that's in the air at all, and when you do that, you pick up a lot of noise, because there's plenty of that all of the time! Just do a little figuring on what you are asking a radio to do for you. You ask it to pick up a little of the power of the station you want, out of the air. Well, how much of that power is in the air? Let's figure:

Most stations are either about 100 watts, 1,000 watts, or 50,000 watts. Now that 50,000 watts sounds like a heap of power. Do you know how much 50,000 watts really is? Well it takes about 760 watts to make a horse-power, so a 50,000 watt station is really putting out about 70 horse-power. That's the real power that leaves the aerial of a 50,000 watt broadcast station and goes out into the air. Not even as much power as a new Ford. Well, you'll say, those new Fords are right powerful and can do a lot of pulling. Yes, they can, but you try taking the power from one Ford motor and spreading it out all over the country—and that's what

*Regardless of the type of radio you have, it is common sense to want to get the most out of it. Whether your radio is a "model T" or a "Cadillac," you naturally want to run it in high gear. Some folks have "Cadillac" radios that have never been out of second gear, and don't know it. Other people have "model T" radios running in low gear and they believe that "Radio isn't much good yet," or that they live in a bad location. Both blame their troubles on their radios, and that's like saying tractors are no good because they won't run without gasoline or kerosene. Here are some tips on how to get your radio hitting on all eight. If you've been having noisy, poor reception try these ideas out and see if they don't help.*

that 70 horsepower from a 50,000 watt broadcasting station has to do. It has to be spread all over the country and up in the air, and down in the ground besides; so there isn't much when it gets out to your house, unless you live mighty close to a big station.



## Why an Aerial?

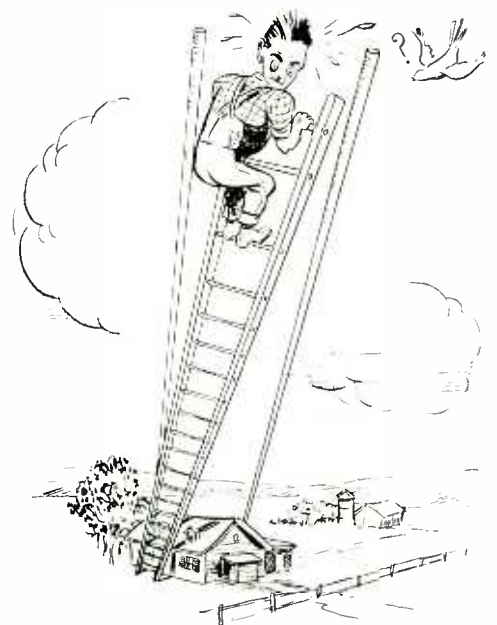
Just remember that there is mighty little power up there in the air. Try to get as much as you can. Put up a good aerial 40 to 75 feet long and up in the clear, away from trees and houses, and such. All those things like trees, and barns, etc., act like aerials, themselves and hog the power from your aerial. You've got to get out in the clear away from them as much as you can.

## And Why a Clean Lead-in Wire?

There's another thing to worry about when you are thinking about your aerial. That's the lead-in, the wire coming from your aerial to your set. You might have the best aerial in the country and be picking up a whole lot of power from the station you want, and then have a dirty lead-in connection and waste all of your

power right there and not get a bit to your set. If you leave a copper wire out in the weather it will get dirty and corrode and the weak electric currents that are picked up just can't flow past a dirty corroded connection; so they stay up in your aerial and don't do a bit of good. You've got to have a good solid connection. It's much better if you solder it, otherwise your aerial won't do you any good, and you are just using your lead-in for an aerial and go along hitting on three cylinders.

After you get a good aerial up in the air picking up waves, and a good lead-in soldered on to it so it can bring the electric currents down, you've got to get the lead-in into the house to your set. Right here is where a lot





of people lose most of the power that they have picked up. If you let your lead-in run along the side of the house or a long way under the house you are going to let the house absorb all your power and just leave the noise for you. And when it comes through the house walls or window you've got to be very sure that you have a good insulator because that is one of the easiest ways to lose your power and at the same time put a lot of noise into the music.

### Where the Ground Connection Comes In

There is one more very important thing to get correct before we start talking about your actual radio receiver, that is the *ground connection*. A good ground can do more to help the noise in your radio than almost anything else. Just like the aerial, a radio will work without a ground;

a pipe or radiator and clamp tightly into it. Get one. They are real bargains.

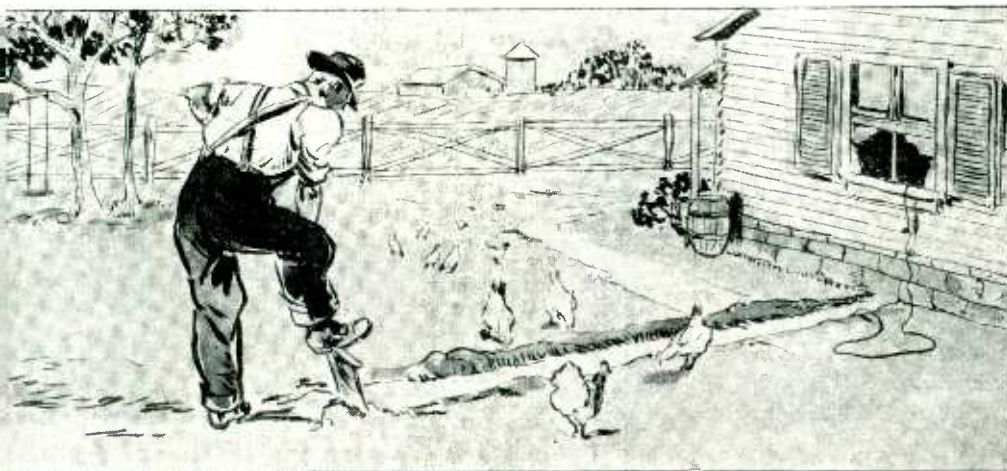
Now we've done a lot of talking about how to make your radio work better and we haven't started to talk about the receiver itself. I explained at first that I would try to tell you how to get the most out of what you have regardless of what it is. If you already have a radio there is very little that you can do to the set itself. The fact of the matter is, the *less you fiddle with the inside of your radio the better it will be!*

You can be sure that the aerial and ground connections are tight, that there is no dust in it, and that the tubes are good. The dust ought to be blown out about every month during the summer. This doesn't mean to take the radio apart. Just get the dust off the parts that are sticking out of the top and be careful not to



... If you can't blow dry, don't blow at all.

leave them alone and get a radio man to come and check them for you. If you can do it yourself, it's a good thing to do that first if your radio doesn't sound right. If that doesn't fix up the trouble, my advice is to get somebody that's in the business to fix it for you and leave it alone.



in lots of cases it will sound just about as good, but be careful—it *won't* when you tune to a weaker station, or when your tubes get a little older. It pays to put a good connection to ground, and you have to have a good ground if you want to really tune your radio up for top-notch performance. *The ground connection on your radio can be run either to a radiator, water pipe, or directly to the earth.* If you use a water pipe be sure you have a good connection that's going to stay good and clean, otherwise when it gets dirty you will just have another wire on your set to pick up more noises out of the air. If you have to make your own ground you can drive a pipe or an old auto axle about three or four feet into the ground. Under the eave of the house where the rain water comes down is a good spot. If you can't find a pipe or rod of some sort you can plow a furrow about twenty-five feet long and bury a wire in it, and use that for a ground connection.

Remember that regardless of the kind of ground you have, be sure to have a good tight connection to it. Every radio store sells ground clamps. These are gadgets that sell for less than a quarter that will wrap around

bend anything on the inside. A couple of good healthy puffs with your mouth will help a lot if you can do it without spitting. *If you can't blow dry, don't blow at all.*

### Poor Tubes Mean Sorry Radio Reception

Tubes cause more trouble than all of the rest of the parts in your set put together. An old or weak tube will allow the radio to work and get noisy and distorted so slowly that you don't realize it until you've been listening to a sorry radio for about a month. Almost every radio store will test your tubes for you free, because they hope they will sell you some new ones. So when you have your tubes tested be sure that you take it to an honest man or you will probably find you need a new set of tubes every time you have them tested. If you are mechanically minded and don't mind tinkering with contraptions, you can take the tubes out yourself. Just be sure you mark them some way or another so you can get them back in the same places. Then take them to a radio man for testing. If you are not mechanically minded, you had best

## Rural Radio's LISTENERS' TECHNICAL SERVICE PAGE

This is the first of a series of articles written by practicing radio engineers, which will be a feature of our Listeners'

TECHNICAL SERVICE PAGE.

One of the other features of this page will be a

### Question and Answer Box!

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 can extend the range of your receiver to bring in more stations, and so forth.

Questions will be referred to prominent radio engineering experts who will answer them through these columns free of charge.

It is RURAL RADIO'S desire to serve its readers so that they may double and redouble their radio enjoyment. Ask us any question and it will be our pleasure to get the right answer for you.

So send us your questions.

The Address:

Editor, Technical Service Page  
RURAL RADIO  
Nashville, Tennessee

# The HIRED HAND Returns!



## Here he is in Rural Radio!

HERE YOU WILL FIND HIM MONTH AFTER MONTH

*He's a distinct character unto himself. He's the nearest thing in the country to Will Rogers (whose friend he was), yet he has a viewpoint, a dry humor of a somewhat different character. These were the things which won him a tremendous following when he was on the air from Fort Worth's WBAP.*

*Executive duties with the Fort Worth Star-Telegram, however, prevented him from continuing his regular turn at the mike.*

*But now, through Rural Radio, he'll visit with you here every month!*

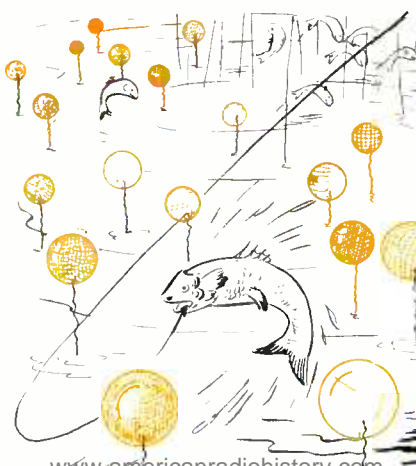
*In real life he answers to the name of Harold Hough. In radio, he serves as treasurer of the National Association of Broadcasters, and as general manager of Station WBAP.*

What's become of the Hired Hand at WBAP? Every once in a while, some old timer of the air sends a query on that question. The reason is because, no doubt, for several years I was an announcer on the station and I was a good one, too. I know I was a good one, because I received a lot of fan mail. I know that—I sent it myself.

About the time I run out of stamps, it was discovered that broadcasters could sell things over the air, and this brought in the era of good speling—where the boys with the lace on their tonsils commenced to peddle cold cream, syrup and things like that.

Whereupon I established a world's record by being the only announcer who ever fired himself because he was no good. It was a painful process—just like taking a nipple from a baby or a mike from a politician. However, that answers the question as to What has become of the Hired Hand?

I am still sweeping out around WBAP. In the past few years, I have swept out a lot of things—mostly amateurs. On New Year's night, I usually drum up my favorite Negro service, and occasionally, they let me have fun with the Rodeo. So,



I am not entirely divorced from the air, as I still work with the horses.

They tell me in the RURAL RADIO MAGAZINE, now and then I am to try to give you folks a country boy's idea of what is doing on the air. I will do my best, and I promise not to go Hollywood.

In the meantime, I have decided to become a Captain of Industry, and get rich.

Bob Calen, who you hear on WBAP at the unearthly hour of 6:15 in the morning, has given me an idea, and I pass it along to you boys out there in the brush. We are going to rent us a lake—would really like to rent one close in, right down on Main Street, if we can find one. And then we are going to sell fishing privileges. We will catch a fish. Instead of putting him in the sack, we will tie a thread around his lip and to the end of this little thread, we'll attach a colored balloon, put him back in the water. Of course, he'll swim right to his home where his brothers and sisters live, the balloon dragging along on top of the water, thus indicating the fish home. We'll use red balloons for perch—yellow for crappie—blue for bream—purple for bass—green for cats, etc. The lake will look like a birthday cake. Then, we'll sit on the bank and when the city slickers come along, we'll sell them fishing privileges, and they can go right out and catch their favorite kind. We'll just sit there and throw the money in the barrel. The only thing that bothers us, we are afraid we will run out of barrels.

So, next month when you hear from me, I will be a rich Hired Hand.







## Rural Radio's Religious Review



Rev. H. W. Lambert

TEXT—Jer. 5: 1—"Run ye to and fro—and see if ye can find a man."

Ezek. 22: 30—"I sought for a man to stand in the gap."

Both scripture passages speak alike. A crisis exists in the land. Sin has come in like a flood, enemies abound, and God stands helpless apart from human personality. It is God looking for a man. We are ever seeking new methods, machinery while God is seeking for new men. "God's method is a man." Ours is a machine age. We talk about the "masses" and in so doing often lose sight of the lone individual. God always makes much of the man. When you look into His Book you find Him taking men, changing them into living personalities, and then establishing new relations with heaven and earth thru this channel.

Individuality is defined as "that which makes me different from all others." "A separateness of being." That difference may be very small and yet it is the thing that counts most. The Creator made no two persons or things alike—no two blades of grass, leaves, finger-prints, baby feet nor hands, even noses they tell us today.

### This Month's Message

## GOD'S SEARCH FOR A MAN

by

REV. H. W. LAMBERT,  
Radio Pastor,  
THE MORNING DEVOTIONALS.  
Station WHO  
(6 A.M., Monday through  
Saturday)

*Dr. Lambert rises each morning at 4 A.M., in order to be on hand for the WHO Devotional Period. He has a wide following in practically every middle-western state and draws New York, Tennessee, Georgia, Colorado and Canada besides.*

*In Dr. Lambert's daily message scores of early risers find inspiration for the day's chores ahead. His is the first of a series of messages from outstanding radio pastors which Rural Radio will bring each month.*

The same is true in grace as in nature. So that while we have each been "born an original we die a copy" trying to imitate others. Most of us are mere copy-cats, trailers, trying to follow and be like some one else and thereby spoil that which we were intended to be.

"We are God's workmanship, created in Christ Jesus unto good works, which God hath ordained that we should walk therein." *Eph. 2: 10.*

That means that God has a plan for every life. Have you found out what His plan is for your life and are you walking in it today? We read that John the Baptist was a "voice"; many are "echoes" today and most of us very "faint" too.

In nearly all of our Mission Fields today we have a Moody, Sunday, Spurgeon, etc. Recently a young chap tried to imitate Billy Sunday. He pranced up and down the platform

and made a monkey of himself. When God made Billy Sunday He threw the mould away. One man for each generation of his kind was enough.

Have you ever thought of how we came to have the names of Schools and other great Institutions in America? Why Colleges, Stores and great Factories are named as they are? Because some man built them around his own personality. Some of them never intended to build a school but their lives burned the imprint of their Master upon their own age that the School followed naturally. Hundreds of illustrations of this can be found today.

So before you and me, God has set one PERFECT PATTERN for us to follow. "Looking unto JESUS the Author and Finisher of faith." He never sought the crowds but He found individuals, changed them into personalities, and they went forth to find and win the crowds. He is still saying in tones sweet and tender—"Follow Thou ME."

### Radio in the PULPIT

#### INTERESTING SUNDAY BROADCASTS

(All Central Time)

|                                 |                 |
|---------------------------------|-----------------|
| Bible Broadcaster               | 8:15 A.M.—WHO   |
| Little Brown Church of the Air  | 9:00 A.M.—WLS   |
| Morgan Blake Bible Class        | 9:30 A.M.—WSB   |
| The Fidelis Sunday School Class | 9:45 A.M.—WSM   |
| Dr. David Lefkowitz             | 9:45 A.M.—WFAA  |
| Church Service                  | 10:00 A.M.—WHAS |

#### FROM THE NETWORKS—SUNDAYS

(All Central Time)

|                   |               |
|-------------------|---------------|
| 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

(All Central Time, except where noted)

|  |                |
|--|----------------|
| Morning Devotions, Monday through Saturday   | 6:00 A.M.—WHO  |
| Morning Devotions, Monday through Saturday   | 7:30 A.M.—WLS  |
| Hymns of All Ages, Monday through Thursday   | 9:00 A.M.—WOAI |
| Hymns of All Churches, Monday through Friday | 2:15 P.M.—WHAS |
| International Sunday School Review, Saturday | 5:15 P.M.—WSM  |
| The Friendly Voice, Monday (EST)             | 2:15 P.M.—WHAM |

# Little Red School House on the AIR

By Art Kelly



RADIO CLASS IN 7-A SCIENCE

From left—Marian Oakley, Henry Kehrer, Hannah Esterman, Bruce Kunkel, and Harry A. Carpenter, specialist in Science in the Rochester Schools. The children are students of Frank Fowler Dow School 52.

There was a day when city folks regarded the farmer as a somewhat uninformed individual but now the picture has changed. Radio and its host of newscasts, sports broadcasts, variety programs and musical presentations has helped the farmer to be as well informed as any city dweller could be.

Especially is this true in regard to education. In city schools children have the benefit of big libraries, music classes, current event papers, interesting science lessons, and well-known guest speakers. In former years the little red schoolhouse was more or less a workshop for the three R's but today the snap of a radio switch and the little rural school becomes just as modern as the classy city school.

WHAM—Rochester's School of the Air, is one of the outstanding examples of radio education in the country. Five years ago radio classes were started and today more than 53,000 boys and girls are enrolled in schools in Western and Central New York State. At first the classes were intended for the local public schools of Rochester but now the number of schools outside the city has increased until there are three times as many schools listening outside the city as in Rochester.

To get right down to figures, the number of schools in Rochester is 46, while the number outside of the city

is 125. In Rochester 30,410 pupils listen and in the rural areas—22,734 pupils.

School children in the rural areas now have at their disposal classes in music, featuring the famous Rochester Civic Orchestra; programs on books presented by the Rochester Public Library, talks on science offered for pupils in the fifth, sixth and seventh grades; programs for Art Appreciation and last but not least, current events.

The school programs are presented over WHAM during the afternoon of school days and are presented on the air by members of the Rochester Board of Education, under the direction of Lewis Stark, WHAM's Director of Radio Education and Paul C. Reed, Supervisor of Radio and Visual Education for the Rochester Board of Education.

## Education Through the Air

Those of us who trudged through the snow and over dirt roads to the little red school house on the hill can be thankful that better roads and better schools are provided for our children today.

And we can also be thankful that knowledge now comes to all of us—both parent and child—without our even going out-of-doors. That's one of the blessings of radio.

As an example of the great variety of subjects and programs available to rural America, we have selected a week's outline of a few we believe you and your family will find stimulating and highly worthwhile. In this group you are almost certain to find just the subject you would like to hear about (all Central Time):

*Mondays*—Health? Texas State Health Talk—  
4:30 P.M. from WOAI (1190)

History? Adventures That Made  
America—6:30 P.M. from WSM  
(650)

*Tuesdays*—All Family Farm News? Prairie  
Farmer Dinnerbell Hour (on the  
air every day)—Noon from WLS  
(870)

The World of Women? from Texas  
State College for Women—4:15  
P.M. WFAA (800)

*Wednesday*—University of Kentucky broadcasts?  
—1:30 P.M. every day—WHAS  
(820)

*Thursday*—P.T.A. Program? Our Book—5:30  
P.M.—WOAI (1190)

Science-Art?—1:30 P.M. (EST)—  
WHAM (1150) (see above story)

*Fridays*—Current Events? Atlanta Journal  
Editorial Hour—7:00 P.M.—

WSB (740)

*Saturdays*—Fort Worth High School Series?—  
9:00 A.M.—WBAP (800)

Rural Life Programs?—11:00 A.M.  
—WHO (1000)

### Attractive Network Features

Time for Thought (Monday through Friday)—  
11:00 A.M.—NBC

National Congress of P.T.A. (Wednesday)—  
3:30 P.M.—NBC

Brave New World (Monday)—9:30 P.M.—CBS  
Walter Damrosch Music Appreciation Hour  
(Friday)—1:00 P.M.—NBC

School of the Air (Monday through Friday)—  
1:30 P.M.—CBS

Senate Questions (Thursday)—3:45 P.M.—CBS  
Between the Bookends (Saturday)—3:15 P.M.—  
CBS



# VIVA ROSITA!

## *How a Child of the Revolution Entered Radio*

By Carl Doty

It was two o'clock, Sunday afternoon and San Antonio's WOAI was on the air.

The Frito Rhumba Kings had just concluded a Porta Rican rhumba and Enrique Garcia, gifted Mexican conductor, stepped to the microphone to announce the feature of this popular program.

"And now, ladies and gentlemen, let me present that vivacious little Mexican torch singer, Rosita, in her favorite song, 'La Momba.'"

Back of that stirring composition was legend and hazardous adventure in Old Mexico during the republic's fiercest banditry and revolutionary struggles. Colonel Fernandez, Rosita's father, was a colonel in the Mexican Army and saw four presidents come and go. He led a campaign against the greatest of all Mexican bandits, Francisco Villa, and fought side by side with John J. Pershing, who brought troops from the United States to help subdue the famous outlaw. He then moved to Monterey where, in the year 1918, Rosita was born.

She grew up amid surroundings of Mexican army life and thrilled to the daring tales of adventure and conquest.

As early as Rosita can remember she has been singing songs of Mexico. While still very young, her family moved to Mexico City where she had her first chance to display her natural singing talent to the world. Here at the age of 12 she made her debut on the stage. Winning quick acclaim, Rosita was signed immediately to tour Mexico and Central America with a stage unit. This eventually led to radio and to fame as the best singer of Mexican, Cuban and Argentine songs in the Southwest. Upon hearing Rosita's voice on the radio one night, the



Brunswick Recording Company signed her to make a series of records. The Gebhardt Chili Company soon enlisted her services on their musical program over WOAI.

The most glowing tribute to be paid Rosita in her youthful career came in the spring of 1936. The Entertainment Committee of the Texas Centennial Exposition chose the Rhumba Kings as the official orchestra of the Exposition and Rosita was named the featured singer.

Rosita and the Rhumba Kings can now be heard every Sunday at two o'clock, over the Texas Quality Network, on the Frito Company Program.

Rosita, petite and charming in the Mexican manner, prefers horseback riding and swimming as her outdoor sports. Her favorite dish is Mole Poblano, turkey cooked with a special Mexican sauce which takes hours to prepare. Part of the preparation of this delicacy calls for toasting pumpkin seeds to just the proper turn and then pulverizing them as one of the many ingredients. Next to singing, Rosita likes to dance.

And almost any night, when she is not busy rehearsing, you might find her joyfully dancing an Argentine tango—adding to it, of course, that spicy Mexican flavor, which listeners enjoy so much on the air.

Rosita as she appears with the Rhumba Kings, under the direction of Enrique Garcia, broadcast over the Texas Quality Network every Sunday afternoon at two o'clock (Central Time).





# Rural Radio's DADDY GANDER

*A Page for Children*

Dear Daddy Gander,  
Please write a poem about  
Valentine's Day. Teacher always lets us  
have a party at school. We put our  
valentines in a big box and some-  
body is a postman.



## VALENTINE DAY (February 14)

Taking valentines around  
Valentine night,  
Ringing door-bells, leaving them,  
Dashing out of sight.  
Having parties at the school,—  
Ice-cream, cake and fun,  
Playing postman, calling out  
Names of everyone.  
Looking sideways down the aisle  
Trying hard to see  
Nell's expression when she opens  
One that came from me.  
Teacher got a pile of them—  
She enjoys the fun,  
(Hope she won't know which I sent—  
'Twas a comic one).

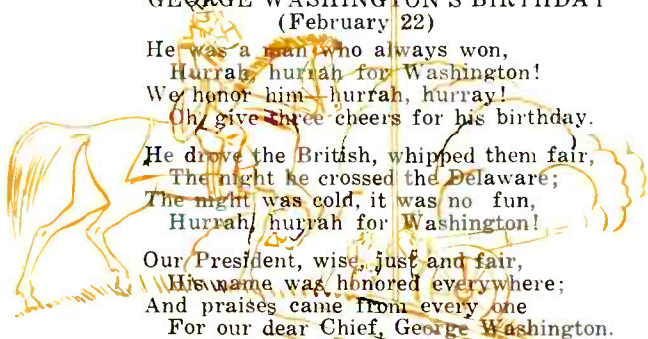


Dear Daddy Gander: I have  
blue eyes and yellow hair. When  
I get big I want to be a general  
like George Washington. We  
study about him in school.  
Write something about him in  
your poems.



## GEORGE WASHINGTON'S BIRTHDAY (February 22)

He was a man who always won,  
Hurrah! hurrah! for Washington!  
We honor him—hurrah, hurrah!  
Oh! give three cheers for his birthday.  
He drove the British, whipped them fair,  
The night he crossed the Delaware;  
The night was cold, it was no fun,  
Hurrah! hurrah! for Washington!  
Our President, wise, just and fair,  
His name was honored everywhere;  
And praises came from every one  
For our dear Chief, George Washington.  
How he would smile to see the way  
Our flag—and his—waves out today;  
The finest flag beneath the sun,  
Hurrah, hurrah for Washington!



Daddy Gander: We live on a  
farm. Troy is my dog and we  
play together. He is very smart  
but not one time. A woodchuck  
about bit his nose off because  
Troy thought he was dead and he  
really wasn't. They are very fun-  
ny that way.



## GROUND HOG

(February 2—His Day)

The ground-hog's fur is yellowish gray,  
He isn't hard to tame.  
His nose and feet are very black.  
"Woodchuck" is his right name.  
His appetite is pretty big.  
All summer long he'll stuff.  
He grows real fat.  
It seems just like he cannot eat enough.  
This shows how very smart he is—  
To eat a lot like that.  
When winter comes, he goes to sleep  
And lives on all his fat.  
Ground-hog is quite a fighter.  
He can whip a dog that's small.  
Sometimes he makes believe he's dead,  
And curls up in a ball.  
Then, when the dog bends over him,  
He quickly gives a bite,  
And scampers for his hole,  
While doggie overcomes his fright.  
Old Ground Hog has a reputation  
As a weather bureau.  
He judges by his shadow, but—  
It isn't always true though.

Have you a dog? . . . or a pony? . . . or a  
sled? Do you like to skate, or play dolls, or sail  
kites? Why not write Daddy Gander a letter and  
tell him all about yourself? Tell him what you like  
to do. If you have any pets tell him about those,  
too.

THEN—out of all the letters Daddy Gander re-  
ceives each month he will pick out the best ones  
and write a poem about each one. Wouldn't you  
like for him to write a poem about YOUR letter?  
Why not sit down right now and write to

DADDY GANDER, RURAL RADIO  
Nashville, Tenn.





# The Party Line



By Marjorie Arnold

## Party Line PANTRY

Lots of you folks have heard the Singing Fishermen, Bob and Art of WBAP, these early wintry mornings at 6:15 A.M. They *do* sing, but they *don't* sell fish. Ever so often, however, they run across a good recipe which they pass on. The Party Line Pantry likes their idea for a Valentine Cranberry pudding:

- 1½ cups all-purpose flour
- 2 teaspoons baking powder
- ½ teaspoon salt
- ½ cup shortening
- 1 cup sugar
- 2 eggs
- ½ cup milk
- 1 cup halved cranberries
- ½ teaspoon lemon extract

Sift flour; measure; and sift again with baking powder and salt. Cream shortening; add sugar gradually, and cream until light and fluffy. Beat eggs; add milk; and add to shortening alternately with flour, beating until smooth. Add cranberries and flavoring. Bake in well greased pan about 45 minutes, or until done, in moderate oven (350 degrees F.). Serve with hard sauce or lemon sauce. Serves 8.

And for the Washington's Birthday Party, Bob and Art suggest their own Banana Betty:

- 4 green-tipped bananas
- 1¼ cups graham cracker crumbs
- dash cinnamon
- 2 tablespoons butter
- ¾ cup orange Marmalade

Peel bananas; slice ¼-inch thick. In well greased baking dish arrange alternate layers of bananas and graham cracker crumbs. Add cinnamon; dot with butter and cover top with orange marmalade. Bake about 30 minutes, or until bananas are transparent, in moderate oven (350 degrees F.). Serve with cream. Serves 6.

Incidentally, February 15—22nd is National Cherry Week. Dolly Dean has *thirty-one* cherry recipes that are yours for the asking. Address your requests to Dolly Dean, care WHAS, Louisville, Kentucky.

## TRY THESE PROGRAMS OF ALL-WOMEN INTEREST

*Emily Post* (Tues. and Thurs.)—9:30 A.M., WHAS.

*Leona Bender's Woman's Page of the Air* (Mon., Wed., Fri.)—10:00 A.M., WOAI.

*Woman's Division of State Bureau of Markets, Mrs. Robin Wood, Commentator* (Tues.)—10:15 A.M., WSB.

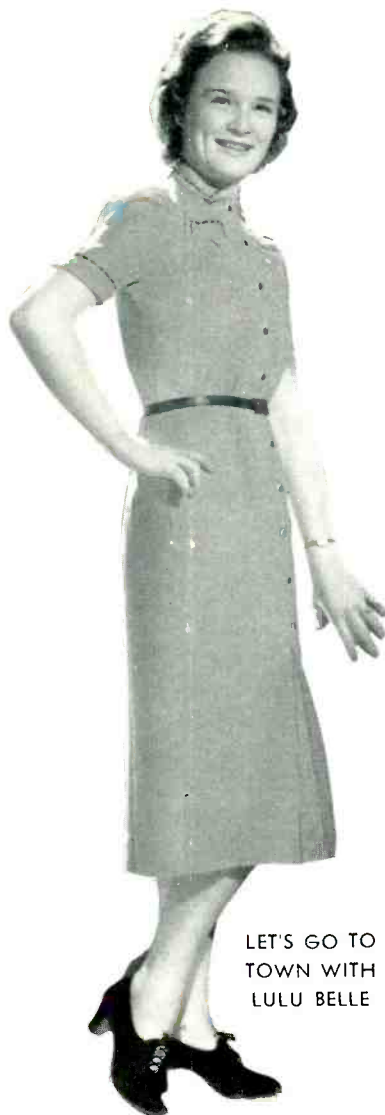
*Homemakers' Hour* (Mon. to Sat.)—2:00 P. M., WLS.

*A Woman Looks at the News—Ann Ford* (Mon. thru Fri.)—3:00 P.M., WSM.

*Helen's Home* (Mon. through Fri.)—8:30 A.M., WBAP.

*Mrs. Tucker's Smile Program* (Mon., Wed., Fri.)—12:15, WFAA.

*Dr. Florence Hall's Radio Column* (Sat.)—10:00 A.M., WHO.



LET'S GO TO TOWN WITH LULU BELLE

We all like Lulu Belle of WLS

We've persuaded Lulu Belle to go shopping; to pick out the dress she would wear when she went to town. Here it is. It's from Carson Pirie Scott's of Chicago.

Note the saddle stitching—it's a high fashion note. The tiny tailored collar is becoming to *all* types, and the softened shoulders are flattering and have a slenderizing effect on the figure. Four kick pleats in the skirt afford ample freedom for a good long stride.

The fabric is *Nubsacking*, a new cloth for spring. It comes in an exquisite group of very smart colors: *Silvermist, hibblue, hibiscus red and Bali green*. Just the thing to slip on under your coat these in-between days for a trip to town, for church, or for neighborhood gathering.

The dress was created by Ann Foster of Chicago. As a guide to your purchasing or matching, its retail cost is \$6.50.

Leona Bender of WOAI, San Antonio, writes in to say:

By the way, how many times have you wondered what to serve for that Sunday night lunch, since your main meal for that day had been at noon. Well, here is one, kitchen-proven, which not only saves time and work but is mighty good. Make a thick white sauce by combining a tablespoon of butter, 1 tablespoon of flour, salt, pepper and ¾ cup of milk in a double boiler. Stir it while it thickens so as to keep it smooth. To the sauce add ½ cup grated American cheese and the yolks of two eggs. Stir these in well. Then add the whites of the two eggs beaten stiff. Heap this mixture on slices of toast, garnish the top liberally with paprika, and brown lightly. Serve it piping hot. . . . Must go now, see you in next issue or so. (Leona Bender, woman's commentator, may be heard each Mon., Wed., and Fri., at 10:15 A.M., WOAI.)



Biscuit dough, cut like doughnuts, fried in deep fat, then rolled in cinnamon and sugar, makes delicious QUICK doughnuts.

Dipping the knife, with which you spread frosting on the cake in HOT water, will make the frosting go farther.

Pure beeswax is WHITE—not yellow!

Periodic washing of electric light globes—and fixtures—should be part of every good housekeeper's regular routine. Clean electric light bulbs give more light.

Successful weather-stripping can be made from old automobile tires or inner tubes. Cut the rubber in long strips and tack on.

Another way of keeping out cold air around window sills and under doors is to use long, narrow sandbags, MADE TO FIT. These sandbags at BEDROOM doors at night will keep cold air from the bedroom from chilling the rest of the house.

Always use a DRY towel or pot-holder when removing glass or earthenware utensils from a hot oven. A wet cloth may crack or break this cookingware.

# RFD

## RADIO FARM DIGEST

RFD is going to be our family gossip table. Interesting bits culled from the letters you write us will be printed and discussed.

It is a page for our RURAL RADIO family—our subscribers and our editors.

Since radio has come in, we've had so much more to talk about, so much more to *listen to*. More and more radio is playing an important role in our lives . . . so much so that *Mrs. J. O. Willoughby*, writing in from her ranch near Eldorado, Texas, to tell us how glad she was that such a magazine as RURAL RADIO MAGAZINE was going to be published, had this to say about the need it would fill:

"I can't see why some *one source*, at a given time, cannot tell us what to expect on the air. If you are mud-bound, and your paper is in the post-office twenty-five miles away, you have no knowledge of the radio events scheduled. Surely you can't just sit in front of your radio all day just in case. . . ."

(Mrs. Willoughby—We hope we're off to a good start. We're going to enlarge our program listings as we go along.)

But Miss Zella Miller on Route 2, near Lohville, Iowa, seems to have a pretty good idea of what she wants to listen to in advance. She writes us:

"I like to listen to the WHO Barn Dance, Saturday nights. If you could see me laugh and laugh until my sides split, you'd know

how much I want to see that picture of Jerry, the yodeling cowboy you promised to run in the first issue."

(It's up front, Miss Miller, on page 10.)

Thank you for so many kind letters wishing us good luck, written even before the magazine was in print! There was a remarkable variety of opinions expressed as to what radio meant to each of you. It is our honest hope that through the pages of this magazine we can help further its enjoyment and its service to each of you.

That gives us an idea: why not, sometimes, have a little contest with this as the theme—"What Radio Means to My Family"? Wouldn't there be room for all sorts of opinions and ideas? And what a job for the judges? If you'd like, maybe later on we could have such a contest. Let us know what you think.

*And speaking of contests: the winners of Rural Radio's \$1,000 contest for the best slogan of ten words or less for our new magazine will be announced here next month. As soon as we can get the final selections from the judges we'll try to have the winner's name announced over the radio, too. Luck to each of you!*

*One of our subscribers—and we won't call any names—is a little impatient to get his prize money. He composed a little verse which we think is pretty good:*

*"Hurry the prize, I'm in a jam,  
There ain't no eggs, there ain't no ham.  
Of course, it's all in fun,  
But I really do need the mon!"  
—Don't we all!*

Next month you'll find an article here on a new aspect of radio in its relation to your pocketbook. It's written by a man who certainly is in a position to know, none other than Senator Ellison D. Smith of South Carolina, Chairman of the Senate Committee on Agriculture and Forestry. Senator Smith is better known to all of us at Senator "*COTTON ED SMITH*."

Also, there will be an important article by Dr. W. W. Bauer, nationally known officer of the American Medical Association. His subject will be "The Mexican Menace." He will tell us the dangers to life and health in "falling for" the dangerous medical advice that comes on the air from across the borders. An article no one can afford to miss.

### THE COUNTRY STORE STARTS HERE NEXT MONTH

Because of the demand of folks who would like to offer for your consideration such things as shrubs, seeds, fertilizer, radio gadgets, books, furnishings, and other merchandise, Rural Radio will open a new page for classified advertising to be called, THE COUNTRY STORE. Here Rural Radio readers may shop at their leisure. Rates upon request.

Before any advertiser is admitted to its columns, Rural Radio promises that it will make every endeavor to determine before publication, that merchandise and services offered come from reputable people, and is "as advertised".

No general display advertising is yet available in this magazine.

## 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**





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 AS LONG AS THEY LAST!  
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(Enough to plant 100 square feet!)

Both for just \$1.00—full year's subscription to RURAL RADIO MAGAZINE.

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RURAL RADIO MAGAZINE  
 Third National Bank Building Nashville, Tennessee

Dear Friends:

Send me the next twelve monthly issues of RURAL RADIO MAGAZINE. I enclose \$1.00 covering full year's subscription.

You are to send me, in addition, six packets of genuine Burpee Flower seeds of the variety announced above, at once!

Name

Address

State

YOU GET twelve (12) big issues of this new, colorful news-picture radio magazine, chock-full of the features, the stories, the pictures **you want**—the only radio magazine published **exclusively** for Rural America—**your own radio magazine!**

**PLUS!** Six generous packets of the famous Burpee's Flower Seeds—seeds of the highest possible germination—including the following varieties:

|                                |                               |
|--------------------------------|-------------------------------|
| <i>Sweet Alyssum</i>           | <i>Marigold, Tall African</i> |
| <i>Centaurea, Syanus Mixed</i> | <i>Double Mixed</i>           |
| <i>Cosmos, Early Single</i>    | <i>Zinnia, Lilliput Mixed</i> |
| <i>Flowering</i>               | <i>Statice, Sinuata Mixed</i> |

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Enough Seeds to Fill Up about 100 square feet of ground around your house in Beautiful Burpee Flowers.

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Enough seeds to produce a quantity of fresh cut flowers worth from \$5.00 to \$10.00 retail! (depending on care given the plants—complete Burpee cultural directions on every packet).

★ MAIL TODAY! Free Seeds As Long As They Last! DON'T WAIT! ★