

Radio Helps "Keep 'Em Down On the Farm"



By ELMO SCOTT WATSON

ONCE upon a time a song writer sat him down and composed a song about the difficulty of "keeping 'em down on the farm after they've seen Paree." Although it is probable that this particular writer had no more accurate conception of real farm life than the average resident of New York's famous "Tin Pan Alley," his song did reflect a certain condition in our national life which has been causing concern for a number of years. That is the steady drift of population from the rural sections to urban centers and economists have been painting dark pictures of what will result if this movement from the farm to the city is not checked.

A somewhat brighter picture, however, has recently been painted by a man whose position puts him in close touch with conditions throughout the country. He is Merlin H. Aylesworth, president of the National Broadcasting company, one of the two big systems which is providing daily entertainment and instruction for millions of Americans, and in view of the importance of the farm-to-city migration problem, there is considerable significance to the statement which he makes. He says: "How're you going to keep 'em down on the farm?"—was written before the advent of radio.

For, even a decade ago, the cities—then as now the centers of education, entertainment and similar influences that contribute to the satisfaction and enjoyment of life—kept their favors well confined within their own boundaries. The outsider who craved them had to go to the city to enjoy them or do without. Today, however, thanks to radio, this is changed. The best that the city has in music and the drama, in art and literature, in entertainment and information, is available to the farm family as quickly and as fully as it is to the city dweller. The greatest opera and concert stars, the jazziest jazz artists, the stars of the vaudeville and stagecraft all speak or sing or perform for the resident of the farm or the country village as directly as they do for their metropolitan audiences.

One result of this is noted in recent census statistics covering the shift in population, as between cities and farms. Since the advent of radio it is noted that not only has the movement of population from the country to the cities been checked, but that a counter-movement from the cities toward the farms is gaining impetus. In 1927, for instance, 1,247,000 persons moved from our cities to the country. In the same year the drift from farm to city was reduced by about 200,000 as compared with 1925 and 1925.

But this, in my judgment, is only a beginning. What radio has done in the past toward relieving the isolation and monotony of farm life is only an index of greater things to be done in the future.

Improved conditions of life on the farm are not, of course, due to radio alone. Automobiles, telephones and, to a very large and an increasing degree, the extension of electric facilities into agricultural territory, have each played important parts. They have provided the farm dweller with comforts and conveniences equal to those enjoyed in the city and have definitely improved his economic opportunities and outlook. But in maintaining morale on the farms, in keeping the young folks satisfied, in establishing contact between

country and city in terms of spiritual as well as material values, no single factor has played so important a part as radio.

It has been estimated that there are now in use 10,000,000 radio receiving sets which serve between 30,000,000 and 60,000,000 listeners. Just what percentage of these 10,000,000 sets are in farm homes is unknown, but a survey made two or three years ago showed that one of every five farm homes in the United States has a radio set. Considering the amazing growth of the radio industry, which has increased by leaps and bounds every year, it is reasonable to suppose that that ratio has held its own, if not actually increased, so that it would not be a bad guess to assert that one in every four, or perhaps even one in every three farm homes, now has a radio set.

The results of the survey referred to, made by the National Farm Radio council, revealed some interesting facts in regard to the importance of the radio to the farmer. Its importance in changing the marketing methods of entire groups of farmers was reflected in reports from 43 states. More than 40 per cent of the replies to the questionnaire sent out gave specific examples of cash savings effected by the use of radio and practically every report indicated the importance and value to the farmer of having market reports from 24 to 48 hours earlier than they are obtainable through any other source or medium.

Typical of hundreds of reports of the farmer's use of radio in marketing is this one from a farmer living near Keytesville, Mo.: "Radio reported hogs due to drop in two days. Shipped at once. Saved \$150. In same week put off haying because of storm warning. This prevented heavy loss of hay."

In conducting this nation-wide radio survey the National Farm Radio council gathered and tabulated 44,550 individual expressions. The survey was conducted by the council in co-operation with 15 farm publications, 450 county agents, 200 boys' and girls' club leaders, 150 home demonstration agents, the National Grange, the American Farm Bureau federation, several hundred teachers of vocational agriculture, deans of 37 colleges and several radio stations.

Ninety-five per cent of farmer radio owners, the council said, think of their radios as a utility as well as an amusement device. They think of

it as a utility because it brings to them market reports from 24 to 48 hours earlier than obtainable in any other way. These enable the farmer to market his produce to the greatest advantage.

It is, however, as an amusement, rather than a utility device, that the radio is playing an important role in satisfying the desire of the farm youth for entertainment and helping to answer the question of "How're you going to keep 'em," etc. Thanks to radio, the farm boy today sits in the great national sporting events. He attends, by proxy, the world's series games, the great gridiron classics, national championship bouts of all sorts. He thrills at a reception to Lindbergh, at an address by a President from Washington. He not only knows what is happening when it happens, but he is enabled to feel a real sense of participation in the event.

The voices of grand opera stars, the masterpieces of music, both vocal and instrumental, the latest dance tunes or vaudeville jokes are as familiar to the farm family today as they are to city folks. Farm life, indeed, has entered a new era of comfort, convenience and satisfaction. For in a very true sense, and to a far greater extent than the government's census figures yet show, the city is moving to the country. That is, the factors that made the city attractive are rapidly becoming equally available on the farms. And in this evolution radio is playing a major role.

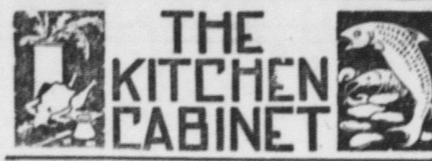
This is due to a greater extent in America than elsewhere by reason of the lines along which our radio broadcasting has developed. Through the association of stations into nationwide network it is possible to give radio listeners, throughout the country, the very finest programs that talent and ingenuity can produce. Without the co-operation of these stations, remote parts of the country would still be denied the pleasure of hearing many of our finest artists, since these artists for the most part are still city-minded and congregate in those centers of population where rich concert and theatrical contracts are to be found.

But while the artist stays in the city, his voice and his artistry are broadcast, by radio, to every corner of the land. So are the latest news and the views of informed men. Radio, in a very definite way, has carried the city to the farm.

"So, when today the question is asked: 'How're you going to keep 'em down on the farm?' the answer is obvious," says Mr. Aylesworth. "They don't have to be kept. They're staying from choice. Uncle Sam's census figures themselves prove it most conclusively!"

cular instrument used for inhaling smoke by the inhabitants of Hispaniola (Santo Domingo). This instrument consisted of a small, hollow wooden tube shaped like a Y, the two points of which being inserted in the nose of the smoker, the other end was held into the smoke of burning tobacco, and thus the fumes inhaled. This apparatus the natives called "tabaco."

Accord is necessary to enable the husband and wife to pull together.



(© 1929, Western Newspaper Union.)

There are many who encounter adversity, that are happy; while some in the midst of riches are miserable; everything depends on the fortitude with which the former bear their misfortune, and on the manner in which the latter employ their wealth.—Tacitus.

VALUE OF CANDY IN DIET

Who knows better than the physical director of the youth as to the "freak diets" for the athletic girl? G. H. Heineman, of Philadelphia advocates following the natural appetite for a variety of foods. He says, "you can't build strong and healthy bodies on a diet that eliminates or appreciably reduces the essential energizing foods. The physical condition of a great many women who are struggling to attain a boyish figure at any price is proof of that. Their lack of stamina make them susceptible to sickness and fatigue, and it's a handicap to them in everything they do.

"They deprive themselves of sugar or some of the other carbohydrates in an effort to cut down on their daily consumption of calories, and what is the result? When they do without sugar and sweets they rob themselves of one of the most valuable of all the sources of human energy, and the joke of it is that sugar and sweets are no more fattening than any one of a score of other foods. If women would forget their dieting fads they'd not only be healthier and stronger, but a whole lot more attractive to look at."

So it is that youths' sweet tooth is accepted and school boards are authorizing the serving of candy at school, pointing out that regulation is wiser and more efficient than prohibition.

Many of our wisest health authorities now urge suitable provision for sweets, especially for growing children. It is far better for them to buy on the school grounds at the lunch hour or play hour than to carry the sweets with them to be eaten at the wrong time of the day.

Candy as dessert has been used by wise mothers for years, but candy in desserts is an entirely new wrinkle. Here are a few suggestions:

When preparing custards, junkets or blanc mange, drop a caramel or a few pieces of peanut brittle in the bottom of the cup before it is filled. When turned out the melted candy makes an attractive sauce for the custard.

Scalloped Apples With Peanut Brittle.—Spread thinly sliced apples over the bottom of a baking dish. Sprinkle with salt and cover with a layer of peanut brittle; add a little lemon juice and bake in a slow oven for an hour.

Seasonable Desserts.

Figs are one of the fruits which are so highly recommended as food. A few figs, stuffed or otherwise, with a handful of nuts will furnish a most satisfactory dessert. Here are other ways of serving them:

Fig Pudding.—Pour one-third of a cupful of milk over two and one-half cupfuls of soft bread crumbs. Add three well-beaten eggs, one cupful of brown sugar, one teaspoonful of salt and one teaspoonful of grated orange peel; mix all thoroughly and turn into a buttered mold and steam three and one-half hours. Serve with any desired sauce.

Fig Custard.—Scald one quart of milk. Mix two tablespoonfuls of cornstarch with one cupful of sugar and one-fourth teaspoonful of salt. Pour on the scalded milk slowly and cook in a double boiler twenty minutes. Add the yolks of three eggs slightly beaten and cook just long enough to set the egg. Put a pound of figs into small pieces, put in a saucepan, add one-fourth cupful of orange juice, two tablespoonfuls of lemon juice and a little water, which is added and cooked with the figs before the fruit juices are added. When the figs are soft add to the first mixture and cool. Serve sprinkled with shredded almonds, cover with a meringue of the eggs or with whipped cream.

Rice Snow Balls.—Butter glass custard cups. Line them with cooked rice to the thickness of half an inch. Place in the centers one large stuffed fig, using nuts for the stuffing. Cover with rice and with buttered paper. Steam for half an hour in a steamer. Serve with sweetened cream or with a fruit sauce such as orange juice or pineapple, with a dash of lemon.

Fig Fritters.—Cut large pulled figs into halves, roll in dried macaroon crumbs, moisten with orange juice, place together in pairs, roll in flour, then dip into a fritter batter and fry a golden brown in deep fat. Sprinkle with sugar and serve at once.

Stuffed Egg.—Cream cheese adding a little cream to soften and stuff pulled figs with this mixture. Serve with crackers and coffee as the finish of a meal.

There is nothing in fish food to equal a well-cooked shad. If one could be grown with fewer bones we might enjoy them better, and on the other hand perhaps that is the reason we appreciate them; we taste each morsel so carefully.

Nellie Maxwell

Radiola 33

- newest RCA achievement



A high quality "all-electric" receiving set for inexpensive A.C. operation. An amazingly fine instrument at this remarkable price.

\$77.50 (less Radiotrons)

Ask the nearest RCA Radiola Dealer to demonstrate the "33" for you and tell you about the RCA Time Payment Plan.

RCA RADIOLA

MADE BY THE MAKERS OF THE RADIOTRON

Agents Attention

Sell high grade Portraits, Frames and Medallions, at Big Profits. Business requires but small capital. Quick Service. Our Big Medallion is new, attractive, different and superior. No tin backs. Costs \$50 complete with metal frame, and sells for \$12.50 up. Don't fail to be the first to introduce in your territory, this big seller to all classes. Details on request.

D. E. ABBOTT & CO., Huntington, W. Va.

Fine for the kiddies
Eat MEGS
more than macaroni!

For Cuts, Burns, Bruises, Sores

Hanford's Balsam of Myrrh
Money back for first bottle if not satisfied. All Dealers.

Many a tombstone inscription is too good to be true.

The greatest conquest in life is the conquest of Ideas.

Hotel and Restaurant; Stephens City, Va.; 18 rooms, up-to-date, furnished; account sickness owner will sacrifice to quick buyer. Empire Brokers, 152 W. 42nd St., N. Y.

Modern Flour and Feed Mill; established 12 years; Winchester, Va.; doing \$20,000 annually; completely equipped; Illinois complete sale of business and property, 2 acres land; \$16,000. Empire Brokers, 152 W. 42nd St., N. Y.

General Merchandise and provision business; Port Republic, Va.; established 8 years; doing over \$100,000 annually; fully stocked; sacrifice; \$17,000. Empire Brokers, 152 W. 42nd St., N. Y.

Hardware, Grocery and Furniture Store; established 23 years; Elkton, Va.; income over \$100,000 yearly; splendid paying business; owner retiring; will sacrifice, together with three-story brick building; price reasonable. Empire Brokers, 152 W. 42nd St., N. Y.

Salesmen and Salesladies to take orders for Marvel Bells and Gift Novelties. Big commissions in advance. Tremendous values; regular prices; make \$20.00 weekly spare time. Write immediately for details. Marvel Bell Co., 210 Linwood, Little Rock, Ark.

Baby Chicks of Quality! B. P. Rocks \$15.00 per 100. B. I. Reds \$15.00 per 100. W. Leghorns \$14.00 per 100 delivered free. Dept. G, Gaitheburg Hatchery Co., Gaitheburg, Md.

W. N. U., BALTIMORE, NO. 16-1929.

Every one fault seeming monstrum till his fellow-fault came to match it.—Shakespeare.



READ how millions of men and women have taken a new lease on life . . . or have quickly got rid of stubborn coughs, due to colds, by a simple, pleasant, time-tested method. Don't say you have no appetite, no interest in life. Where there's life, there's hope . . . because there's always PERUNA! Famous the world over for its tonic qualities, PERUNA pepes you up, almost like magic. Contains IRON; also certain roots and herbs frequently prescribed by physicians everywhere. Tasty too. After the first precious spoonful, you'll smack your lips and square your shoulders. And food! You'll actually crave it. Your whole system will respond. You'll assimilate nourishment and eliminate poisonous waste as in your balmy youth. PERUNA not only helps build strength, but sustains it. One bottle often does the work. Try it . . . today!

PERUNA

SINCE 1861

THE SECRET of Skin and Hair Loveliness

IN THE regular daily use of Cuticura Soap and the occasional use of Cuticura Ointment, women everywhere have discovered the secret of natural beauty. The Soap, fragrant and pure, to cleanse; the Ointment, antiseptic and healing, to remove pimples and irritations. Soap 25c. Ointment 25c. and 50c. Talcum 25c. Sample each free. Address: "Cuticura," Dept. B6, Malden, Mass.

Advice

Advice must not fall like a violent storm, bearing down and making those to whom it is meant to cherish and refresh. It must descend as the dew upon the tender herb, or like melting flakes of snow; the softer it falls, the longer it dwells upon and the deeper it sinks into the mind. If there are few who have the humility to receive advice as they ought, it is often because there are few who have

the discretion to convey it by a proper vehicle, and the quality the harshness and bitterness of reproof, against which nature is apt to revolt, by a mixture of sweetening and agreeable ingredients.—Woodman News.

How Tobacco Got Name

In Virginia, where tobacco was found growing before 1007, the Indians called the plant "apooke." The term "tobacco" appears not to have been a commonly used name for the plant, and it comes to us from a pe-