

Radio Helps "Keep 'Em Down On the Farm"



By ELMO SCOTT WATSON

NCE 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 Paro." 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:

The old refrain—"How're you goin' 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 statercraft 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 300,000 as compared with 1926 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 46 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 goin' 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 the 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 goin' 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!"

collar instrument used for inhaling smoke by the inhabitants of Hispaniola (Saint 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.

REPARATIONS BILL GIVEN TO GERMANS

Demand of Twenty-four Million Estimated; Net Amount Perhaps Half.

Paris.—The reparations experts of the allied powers, who have been studying revision of the Dawes plan, have handed the German delegation the allies' bill for reparations for damages incurred in the world war.

Actual bargaining between Germany and the reparations creditors for a final settlement of the last remaining financial question between them began Monday morning.

The amounts which the allied powers still expect Germany to pay were put before the experts in a formal document setting forth a plan of annuities which was said in French circles to represent considerable sacrifices by the reparations creditors.

The experts have kept the actual figures a secret, and discussion of the figures was, in large measure, speculation, but there was reason to believe that the total payments asked by the allies would be in the neighborhood of 100,000,000,000 gold marks (approximately \$24,000,000,000) payable over a period of 58 years.

Dr. Hjalmar Schacht, the head of the German delegation, gave no inkling by word or change of feature as to how the allies' proposal impressed him.

In German circles around the expert delegation, however, the general opinion was that if the figures were anywhere near those published in the French press, important deductions must still be made in order to have them accepted by Dr. Schacht.

HOOVER MESSAGE TO BE READ BY CLERKS

Washington, D. C. — President Hoover has decided to transmit his message to congress by a special messenger instead of following the example of his recent predecessors of going to the capital to deliver it in person at a joint session of the houses.

The message, the first state paper of the new chief executive, will be read in both houses on Tuesday by clerks of the respective bodies.

In the early days of the republic it was customary for the president to deliver his annual message in person, but this practice gradually was abandoned until revived by Woodrow Wilson, who chose this method of delivering many of his stirring war messages.

Warren G. Harding also adopted the practice and at the first session of congress during his administration, Calvin Coolidge likewise took his message to the capital in person.

It is possible that in addition to farm relief and tariff revision the message may include a reference to the national origins provision of the immigration laws, together with a request that it be repealed, but whether this will be done is a matter of speculation.

BOY SCOUT LOSES LIFE

One Falls to Death From Mountain in Stevens County, Washington.

Chewelah, Wash.—Five Boy Scouts, a Scoutmaster and his brother were rescued from a ledge on Quartzite mountain last week. They narrowly escaped the fate of Scout Harold Stiffenson, who lost his grip on the ledge and plunged to his death 300 feet below.

The last man to be rescued was Don Hutchinson, the Scoutmaster. He was sitting on a narrow projection of rock and could not move in any direction.

The tragedy occurred when the boys were skidding the top of the mountains, the earth gave way and sent them catapulting down the mountain. Stiffenson was unable to get a handhold on the ledge and plunged to his death.

The others clung to their precarious position on the ledge and finally their cries attracted the attention of a forest ranger. The ranger telephoned to Chewelah, five miles away, and a rescue party was hastily organized.

Car Registration Shows Gain.

Washington, D. C.—The number of motor vehicles registered in the United States rose to 24,493,124 last year, the bureau of public roads has announced, placing the increase over 1927 at \$1,359,883, or 5.9 per cent. The figure, based on state registration reports, covered automobiles, taxis, busses, motor trucks and road tractors, but did not include 148,149 trailers and 117,946 motorcycles.

Three Naval Fliers Killed in Disaster.

Managua, Nicaragua.—A second lieutenant and two non-commissioned marine officers were killed in an airplane crash at Lake Nicaragua, near San Carlos.

COL. H. L. GILCHRIST



Col. Henry L. Gilchrist, United States Army Medical corps, has been appointed by President Hoover to be chief of the chemical warfare service with rank of major general, succeeding Maj. Gen. Amos A. Fries, whose term of office expired.

BELOVED DIPLOMAT MAKES LAST VOYAGE

New York, N. Y.—Myron T. Herrick, beloved by two nations, came back to America Saturday to sleep through eternity in his native land.

The oppressive silence which had marked the arrival was broken suddenly as the Tourville passed Governor's Island, headquarters of the 2d corps area of the United States army, when her guns boomed, at brief intervals, 21 times—the national salute.

From Fort Jay, off the tip of Manhattan, came the answering salute of 21 guns. The French warship was escorted by the United States cruisers Marblehead and Cincinnati.

City and state officials joined with representatives of the American and French governments to meet the funeral ship.

Arrangements provided that the coffin be borne ashore by eight petty officers of the Tourville and placed on a gun carriage while American and French military bands played "The Star-Spangled Banner" and "The Marseillaise."

DORAN BEGINS INQUIRY

Juice Grape Saturation in California To Be Investigated.

Washington, D. C.—Prohibition Commissioner Doran has announced that an investigation of all commodities that bear on the national liquor problem will be made by the federal prohibition bureau.

As the first step he said he already had written to the two prohibition administrators in California to make a survey of the juice grape situation to ascertain the amount of California grapes grown and what happens to them after they are produced.

"We are going to investigate every commodity that bears on national prohibition," the commissioner said.

Commissioner Doran said further that if medicinal liquor is served as a beverage on the Leviathan, the owners and master of the ship would be subject to prosecution.

Airplane Loses Motor at Oakland.

Oakland, Cal.—Harry Andrews, pilot at the Oakland airport, was flying over the bay recently at a 1500-foot elevation when suddenly his motor fell out of the plane into the water. Andrews successfully brought the plane to a landing in the water, and was uninjured.

THE MARKETS

Portland

Wheat — Big Bend bluestem, hard white, \$1.16; soft white, western white, \$1.18; northern spring, hard winter, western red, \$1.16.

Hay—Alfalfa, \$28; valley timothy, \$19@19.50; eastern Oregon timothy, \$24@25; clover, \$20@21.

Butterfat—44@47c.

Eggs—Ranch, 21@26c.

Cattle—Steers, good, \$11.25@12.

Hogs—Medium to choice, \$10.75@11.60.

Lambs—Good to choice, \$14@16.

Seattle

Wheat—Soft white, \$1.19; western white, \$1.18; hard winter, \$1.17; western red, \$1.17; northern spring, \$1.17; bluestem, \$1.42; bulk Montana No. 1, \$1.16.

Hay—Alfalfa, \$22; timothy, \$28.

Eggs—Ranch, 19@27c.

Butterfat—48c.

Cattle—Prime steers, \$11.50@12.25.

Hogs—Good, and choice, \$11.90@12.

Lambs—Choice, \$13.50@15.50.

Spokane

Hogs — Good, and choice, \$11.50@11.60.

Cattle—Good, \$10.75@11.50.

Lambs—Choice, \$14@15.

HOW TO LIVE LONGER

By JOHN CLARENCE FUNK

THE ANNUAL VACATION

TOO many people look upon the annual summer vacation as a time and money spending orgy. They "save up" for a two-weeks' blow—and they blow it. They are out to get their money's worth; and this, no matter if it nearly kills them!

So far as the money is concerned, no objection need be raised provided one can afford to spend it. One certainly is entitled to some fun after having had one's nose to the grindstone for fifty weeks. Indeed, the change alone is a great life saver but it should be a life lengthener also. And this is usually exactly what it most positively is not!

The common mistake that most people make about this vacation business is that they fail to appreciate that pleasure, so-called is not the only thing they should seek.

While one's brain needs a rest from the daily grind, the body also should come in for its fair share of attention. Instead, the majority of excursionists absolutely disregard its requirements by eating all sorts of things at all sorts of hours, by sportng themselves into a sun-baked condition, and by deliberately robbing themselves of the sleep and rest which they so emphatically require.

And so it comes to pass that by far the majority of summer vacationists defeat the very purpose for which vacations were intended and frequently return to their daily routine more dead than alive. "Tired, broke, blistered and happy" as one optimist stated, as he crawled back to his desk after a fourteen-days' absence.

Now, seriously, is the game worth the candle? How much more logical it would be if one would resolve to cash in on his vacation rather than to cash out. There is nothing involved or complex in the process; and it certainly is more sensible from any standpoint one cares to take.

The rules are few and not especially exacting. Why not try them?

1. Don't try to crowd a year's bathing into one afternoon.

2. Keep your body out of the direct rays of the sun as much as possible.

3. Don't overload your stomach three times a day in an attempt to "break" the hotel kitchen. It can't be done.

4. And in spite of the bright lights, the poetical moon or the midnight cabaret, get eight and more hours sleep each night.

In short, be sensible. Have a good time. But don't kill yourself in the process.

LADY NICOTINE

BEAUTY is worshiped the world over. True, its standards differ with the races. But the fundamental instinct is the same. It is safe to say that the highest expression of this concept in America is a beautiful woman. And America has more than its fair share of this type of pulchritude. Moreover, never in the world's history have the aids to beauty been so highly perfected and so generally employed as they are today. Beauty, therefore, is in a high state of development indeed.

Nevertheless, there is one habit in to which many young men and women, and older ones too, have fallen that is quite antagonistic to beauty. This habit is the too great affection displayed for Milady Nicotine in the particular form of the cigarette.

The artistic sign board advertisements invariably associate high-colored cheeks and good health in tobacco users. But paint put the color there, as it is compelled to do on the cheeks of thousands of the female contingent who habitually inhale cigarette smoke to excess.

And this pallor so cleverly camouflaged by the ladies and so frankly displayed by their male counterparts in itself is bad enough. But it is also an indication of the physical condition of the person so unfortunate as to possess it.

Tobacco indulgence in moderation may not be harmful. On the other hand, if cheeks that were meant to be rosy are pale because of it, then it is quite time to consider the question and consider it seriously.

Reason it out for yourself. You will not need to be much of a logician to do so. Unhealthy pale faces are caused by some unhealthy practice or condition. If you lack normal color in your face it may not be on account of the excessive use of cigarettes. But if it is, you will have no difficulty in discovering the fact.

Smoke if you care to, but don't smoke yourself pale. Beauty is gone if you do. And neither rouge nor massage can bring it back. Take this hint, please. If for no other reason than for the sake of appearance!

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Master's License

Joseph Conrad's knowledge of English, literary and colloquial, need not here be praised. But there were certain words which he, so to speak, declined to learn. One very odd example was the word "vowel"; he transposed the "v" and "w" sounds, so that it became "wowel." I have been told that he would even write it so. He pronounced "used" as two syllables, something like "usit."—London Fortnightly Review.

It May Be Urgent



When your Children Cry for It

Castoria is a comfort when Baby is fretful. No sooner taken than the little one is at ease. If restless, a few drops soon bring contentment. No harm done, for Castoria is a baby remedy, meant for babies. Perfectly safe to give the youngest infant; you have the doctors' word for that! It is a vegetable product and you could use it every day. But it's in an emergency that Castoria means most. Some night when constipation must be relieved—or colic pains—or other suffering. Never be without it; some mothers keep an extra bottle, unopened, to make sure there will always be Castoria in the house. It is effective for older children, too; read the book that comes with it.

Fletcher's CASTORIA

No Poverty in Norway

Though a relatively poor country, Norway has virtually no poverty, although there is no great wealth. About 95 per cent of the farmers own their land, but the farms are generally small. A unique law makes it possible for a farmer or his descendants to repurchase his property within a certain time limit, if circumstances have forced him to dispose of it.

10,000 Bottles a Day

Every day 10,000 women buy a bottle of Lydia E. Pinkham's Vegetable Compound. They know that there is no better remedy for their troublesome ailments with their accompanying nervousness, backache, headache, "blue" spells, and rundown condition.

Lydia E. Pinkham's Vegetable Compound

Indian Child Burials

Two child burials have been uncovered in the prehistoric Indian ruins of the Wupatki National monument, in Arizona. Jesse C. Clarke, custodian of the reservation, who made the excavations, reports that in one burial a cradle board was lying over the body, which bore a shell necklace and was accompanied by three pieces of pottery.

In the other burial the cradle board was underneath the body. Four pots were found in it. Both burials had been wrapped in matting, but moisture had crept in and spoiled it so that only a small piece could be salvaged.

The poor custom tailor is likely to breed bad habits.



DR. CALDWELL'S THREE RULES

Dr. Caldwell watched the results of constipation for 47 years, and believed that no matter how careful people are of their health, diet and exercise, constipation will occur from time to time. Of next importance, then, is how to treat it when it comes. Dr. Caldwell always was in favor of getting as close to nature as possible, hence his remedy for constipation is a mild vegetable compound. It can not harm the most delicate system and is not habit forming.

The Doctor never did approve of drastic physics and purges. He did not believe they were good for human beings to put into their system. Use Syrup Pepsin for yourself and members of the family in constipation, biliousness, sour and crampy stomach, bad breath, no appetite, headaches, and to break up fevers and colds. Get a bottle today, at any drugstore and observe these three rules of health: Keep the head cool, the feet warm, the bowels open. For a free trial bottle, just write "Syrup Pepsin," Dept. BB, Monticello, Illinois.

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 1607, 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 ne-