SAYS RADIO IS AID TO THE HOUSEWIFE

MANY VALUABLE HINTS

Writer in Home Department of **Boston Newspaper Points** Out Practical Use of Advice Given

The home maker who knows the uable to thousands of people, and they and unseen listeners-in. are not all that may be derived from the air, by any means, says a writer in the Home department of the Christian Science Monitor of Boston.

local papers carry daily programs; to the radio editor of one's favorite tures. So great was the demand that reason or force with equal power, at newspaper and ask him what stations this year, from more than 100 sta- this time, to bring about that unwhich the writer is most interested: on such subjects of importance to the if the men-controlled organization canmenus, cooking, dressmaking, child home maker as clothing, decoration, not be brought to a sense of the care, social affairs, etiquette, or any housecleaning, millinery, sewing, re- situation by any other method, even subject of special value to that list- pair work. Practically all the tech- then let us hope we may not need to use and at what times to tune in, ers of the Bureau of Home Economics distinctly a women's party, embracand possibly he will refer the inquirer now goes out to the home makers of ing the women of all parties. to somebody else.

Progressive Game

ing to talks concerning one or more ly and thoroughly covered. of the subjects desired; then a letter mine what stations throughout the table. country are offering the programs of one's choice, and when. List the inthe talks, pick out the best in each housekeeper can get, not only a wom- "Yes, they do want us to vote, line, but never consider the list comservice, the enthusiast will be condropping some of the old. And some that a small son cobbled up with each party fears the voting strength of the old will prove standbys through cereal boxes and wire, questions asked of the women in the opposing party. all sorts of tests.

Of course, these talks are given with the idea of helping the largest number of home makers they can. of the time one may listen in while, ourselves to a frazzle getting an all-Some listeners-in are brides new to with which the experienced house- of the radio, what was formerly un- votes again. keeper is familiar. But by hearing attractive and perhaps even drudgthe speaker through, even she will bry, has been touched by the breath of doubtless find eventually some phase of the subject reviewed that is new to her. Be prepared with pencil and paper, ready to make note of it so as not to lose any of the rest of the talk in the attempt to remember the first interesting point. -

Value of Appreciation

It often happens that one hears at a meeting something that is very helpful. One desires to express gratitude to the speaker but hesitates for fear of seeming intrusive. In the same way, one reads helpful articles and that same bashfulness checks a letter of appreciation to the editor of the publication. It is not realized by the layman that editors keep close track of the preferences of their subscribers, and that failure by readers to express approval of sympathetic material may cause the selection ofanother writer who, it is hoped, will meet with more response.

This is particularly true of the radio. The only way those in charge of radiocasting stations can tell whether or not they are offering what their listeners want, is through letters and telephone calls from those who listen in. This is one of the chief reasons why the announcer makes it so clear, both before and after each number, what station is radiocasting and what speaker is on the air. Those mentioned favorably by the largest number of communications are considered the most popular and are en-



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gaged again and again, while those who get the smallest response are soon dropped.

Not only is it no imposition to write and express appreciation and ask for further particulars on any phase of the talk that was of special interest, but such a letter is a favor to the speaker, who tried hard to make her talk most worth while Missouri Woman Office Holder to her invisible audience. She will be grateful for that communication, and the inquiry will show her how to broaden her work and so make herself more valuable in the line she has chosen.

Many such correspondents, in sendradio only through selections made ing in their questions, say that they by her husband and the young people will listen in for the following talk, exercising the privilege of voting for of the family, little realizes what a at which time many of their quesworld of valuable help is available tions are answered over the air. It getting any of the honors and emoluto her at hours when her family is is a most interesting development of ments of political office themselves, away from home. Music, concerts, radio, this promptness and thorough- declares Mrs. Alice Curtice Moyerweather and market reports, are val- ness in answering queries of unknown Wing, Director of Industrial Inspec-

Home Economics Bureau makers by the Department of Agri- or all-partisan women's parties as culture through the Bureau of Home separate from men," writes Mrs. Moy-Some women realize that they Economics has been a great success er-Wing. "I am a strict adherent of could get much more out of the this year. Last year, about 20 sta- 'party' organization. But class organradio than they do, but they do not tions used the material prepared by ization in the parties cannot fail to know how to go about it. Of course, the Government bureau and thou- force women eventually into an undersands of letters were received in its standing among themselves. Indeed, but here is another suggestion: write praise and asking for additional fea- I do not know of any other existent are radiocasting the information in tions, expert advice has been given happy state. And if it must comeener-in. He may tell what wavelength | nical knowledge of the trained work- to resort to a party, separately and America over the air. Through some station or other, every phase of home If one follows the programs or else management and even of home en- this to be, if we must have it, an his directions, one will soon be listen- tertainment is being most interesting- understanding among the women of

can be written to the radio authorities | nothing short of marvelous. Not only ular party organization, with itat those radiocasting stations for does one learn of menus, for instance, 'class' methods, continues to fail its further information. These people but reasons for the choice of the women members. I am not referring will know of other stations, and what foods is given and directions for to a temporary campaign club for an they are radiocasting, or they can tell | making the dishes, even down to the immediate campaign only. I refer to to whom to write to get just the facts last detail. And then, to top it all, something permanent—as the regular wanted. In this way and in a com- one is also told how to serve the food organization is permanent. paratively short time one can deter- after being advised how to set the "We do not work with the men.

Work Colored by Play

formation as it comes in, listen-in on fore, and the children in school, the excuses against women for office, etc. an's magazine service, but also a now that we are voters. But here plete. In looking always for the finest | course in home economics. No matter is the 'fly in the ointment': we are how humble the home, and no matter invited only to vote. And the reason stantly picking up new stations and whether one is using a radio outfit we are invited to vote is because will have serious consideration.

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SAYS WOMAN WANT SHARE OF OFFICES

SEEK POLITICAL HONORS

Writing in Scribner's of Opinion They Seek to Gain Influence

Women are growing weary of the honeyed words of politicians and of men and working for men without tion, Labor Department, Missouri, in

the September Scribner's Magazine. The radio service given to home "I have opposed the non-partisan

Alternative Suggested

"As a party woman, I would wish each party-women of one political The completness of the service is faith; and then only in case the reg-

They won't let us. We work for them: to carry out their plans, to elect their While the men are at work, there- men, to listen to and agree to their

Nobody invites us to any sort of an While one may want a pencil and equal opportunity. No, indeed. Our pad during some talks, a great deal duty as voting citizens is to work continuing the mending, sewing, or men ticket elected. Our job then is their jobs, so that much will be told kitchen work. So, through the power to sit down and wait till they need our

Step Out in Open

"How I should love to se my party step out into the open, lays its cards on the table, and 'divvy up' As an ardent Republican I should like exceedingly to have us beat the Democrats to it. There are some superb leaders in the Republican party. How easily they could lead the way from out this morass of party class organization to the safe and sane method of team -work. Uncle Sam does need a wife. The double harnes makes for better work and farther going than the single driver. Class organ ization is the single driver, or, in what is possibly a more understandable language of the day, class organization is something hitting on none of its cylinders."

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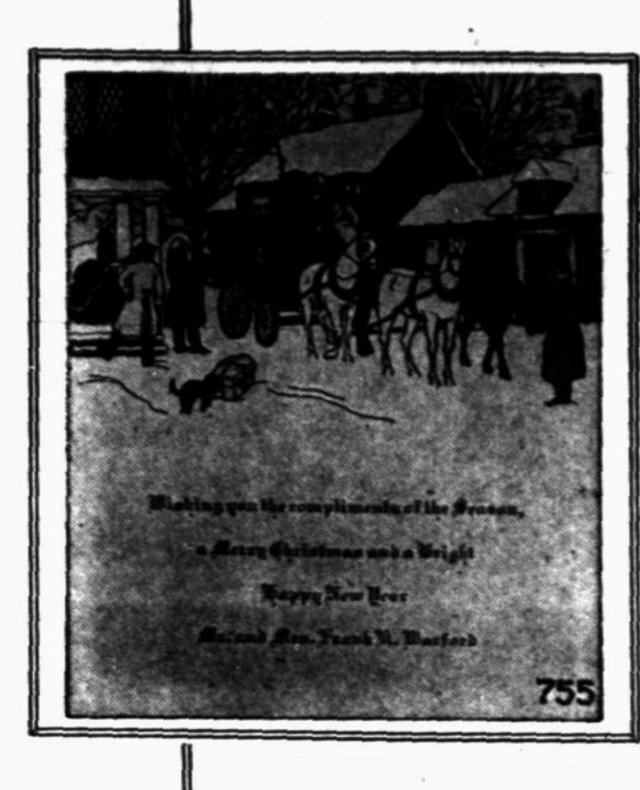
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