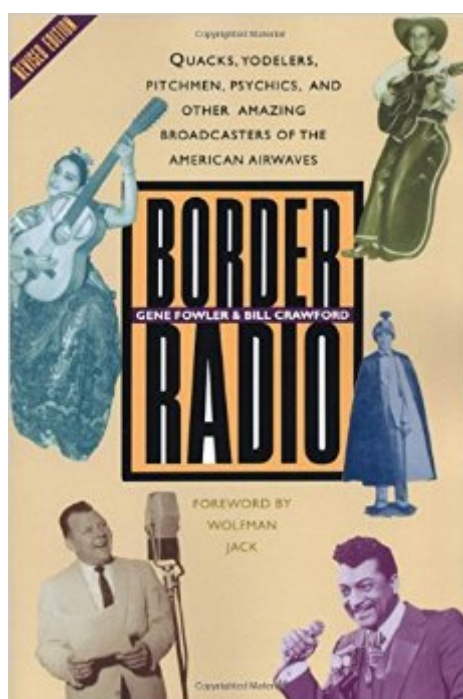


The book was found

Border Radio: Quacks, Yodelers, Pitchmen, Psychics, And Other Amazing Broadcasters Of The American Airwaves, Revised Edition



Synopsis

Before the Internet brought the world together, there was border radio. These mega-watt "border blaster" stations, set up just across the Mexican border to evade U.S. regulations, beamed programming across the United States and as far away as South America, Japan, and Western Europe. This book traces the eventful history of border radio from its founding in the 1930s by "goat-gland doctor" J. R. Brinkley to the glory days of Wolfman Jack in the 1960s. Along the way, it shows how border broadcasters pioneered direct sales advertising, helped prove the power of electronic media as a political tool, aided in spreading the popularity of country music, rhythm and blues, and rock, and laid the foundations for today's electronic church. The authors have revised the text to include even more first-hand information and a larger selection of photographs.

Book Information

Paperback: 371 pages

Publisher: University of Texas Press; Revised edition (March 15, 2002)

Language: English

ISBN-10: 0292725353

ISBN-13: 978-0292725355

Product Dimensions: 6 x 1.2 x 9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (18 customer reviews)

Best Sellers Rank: #200,671 in Books (See Top 100 in Books) #12 in [Books > Humor &](#)

[Entertainment > Radio > History & Criticism](#) #1109 in [Books > Politics & Social Sciences > Social](#)

[Sciences > Communication & Media Studies](#) #3196 in [Books > Arts & Photography > Performing](#)

[Arts](#)

Customer Reviews

As I read *Border Radio*, I had to keep reminding myself that this really qualified as a scholarly history well sourced and footnoted. The story is so surreal and hilarious at times, it's hard to keep from falling out of your chair. One improbable character after another beginning with Dr. John R. Brinkley, with dubious medical credentials, transplanting goat testicles in men as a cure for impotence. Other quacks offered cancer cures. Psychics and ministers made pitches that created a snowstorm of mail with checks and postal money orders. Nowadays, we forget how important radio was in the history of the 20th Century. America had a largely rural population in the 1930's AM radio not only produced entertainment in the cities, it opened up the world to people living isolated lives

on farms. Before Radio, people in rural America would get their news weeks later. Radio was important for other reasons. National leaders such as FDR, Churchill, Hitler, Mussolini used radio to communicate their message, often with astounding success, and to consolidate power. It was said that women in Germany would weep with joy at the sound of Hitler's voice. Radio had immense emotional power and significance from 1924 to 1956. Border Radio arose out of an informal alliance of outcasts. When Canada and the U.S. negotiated agreements on the allotment of radio frequencies, Mexico was excluded from the agreement. John R. Brinkley was being hounded and harassed, for very good reasons, and yet had the resources to fight back and brought with him the money and know how to set up these border blaster radio stations in Mexico. At the time, the American clear channel stations were limited to 50,000 watts.

[Download to continue reading...](#)

Border Radio: Quacks, Yodelers, Pitchmen, Psychics, and Other Amazing Broadcasters of the American Airwaves, Revised Edition Ham Radio: Ultimate Ham Radio Beginners To Expert Guide: Easy Step By Step Instructions And Vital Knowledge To Start Using Your Ham Radio Today! (Ham Radio, Ham ... Radio License Manual, Ham Radio For Dummies) Ham Radio Guide Quick Start Ham Radio Guide- From Beginner To Advanced: (Ham Radio Study Guide, Dummy Load Ham Radio) (Home Ham Radio, Ham Radio Book) Ham Radio: The Ultimate Guide to Learn Ham Radio In No Time (Ham radio, Self reliance, Communication, Survival, User Guide, Entertainments) (Radio, guide, reference books, how to operate Book 1) Flim-Flam! Psychics, ESP, Unicorns, and Other Delusions Bad Science: Quacks, Hacks, and Big Pharma Flacks Untold Tales From The Bush Leagues: A Behind The Scenes Look Into Minor League Baseball, From The Broadcasters Who Called The Action Ham Radio: The Ultimate Ham Radio Guide - How To Set Up And Operate Your Own Ham Radio Station (Survival, Communication, Self Reliance) Ham Radio: The Ultimate Ham Radio QuickStart Guide - From Beginner To Expert (Survival, Communication, Self Reliance, Ham Radio) Ham Radio: Ultimate User Guide 2016 (Survival, Communication, Self Reliance, Ham Radio, ham radios, ham radio for beginners, self reliance) Ham Radio: Advanced Guide (Ham radio, Self reliance, Communication, Survival, User Guide, Entertainments, Radio, guide, reference books) Dividing Hispaniola: The Dominican Republic's Border Campaign against Haiti, 1930-1961 (Pitt Latin American Series) Ham Radio for Beginners: Quickstart Guide for New Hams and Amateur Radio Enthusiasts (Get your license and go from beginner to expert in survival communication and self reliance) The ARRL Handbook for Radio Communications 2005: 82nd Edition (ARRL Handbook for Radio Amateurs) World Radio TV Handbook WRTH: The Directory of Global Broadcasting (World Radio TV Handbook)(60th Annv. Edition) Radio & TV Premiums: A Guide to the History and

Value of Radio and TV Premiums Radio Programming and Branding: The Ultimate Podcasting and Radio Branding Guide Guerrilla Radio: Rock 'N' Roll Radio and Serbia's Underground Resistance (Nation Books) Beyond Powerful Radio: A Communicator's Guide to the Internet Age_ News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio The Radio Amateur's Satellite Handbook (Radio Amateur's Library;, Publication No. 232)

[Dmca](#)