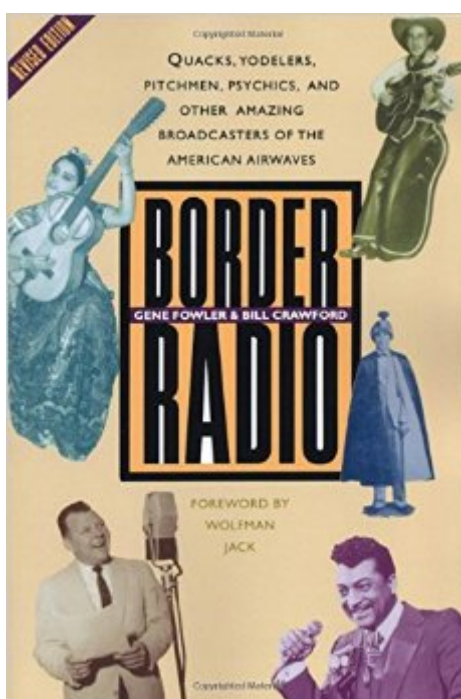


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# Border Radio: Quacks, Yodelers, Pitchmen, Psychics, And Other Amazing Broadcasters Of The American Airwaves, Revised Edition



## 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

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## 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.

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