

The Home Town Reporter
in WASHINGTON
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**Poor Radio Programs
Irk Rural Listeners**

FARM organizations here are up in arms against radio stations and the radio networks because they believe rural listeners are being discriminated against in allocation of time and the type of programs beamed to farm audiences.

Through four days of hearings before the Federal Communications Commission representatives of the National Grange, the National Farmers Union and the National Council of Farmer Co-operatives laid their grievances on the table in an effort to induce the FCC to demand more adequate farm programs broadcast at a time when farm and rural folks can listen.

The contention was (1) that the stations and networks are not allocating sufficient time to farm programs; (2) that programs now being broadcast are not of high caliber or interest to agriculture; (3) that time of broadcast makes it inconvenient or impossible for rural folks to listen; (4) that 21 million rural listeners are shut off at night from primary radio service and must be content with relatively inferior secondary service, and 10 million rural folks live outside the daytime service area of any standard broadcast station; and (5) due to new allocations many radio stations of land grant universities have been cut off the air by clear channel stations at times when farmers can listen.

The department of agriculture was represented at the hearing by John Baker, chief of the radio service of USDA, and M. L. Wilson, agriculture extension director. The farm leaders were outspoken in their disappointment at Baker's testimony in the belief he did not back them up, although they maintain Agriculture Secretary Anderson was interested in presenting a "strong case" in behalf of his department.

'Farm, Home Hour' Dropped

Farm leaders point to the loss of the National Farm and Home Hour. For many months this ran as a 60-minute, six-days-a-week show during the noon hour in which the department of agriculture and farm organizations participated. They say that the show has now deteriorated into a five-minute Saturday presentation sponsored by a farm machinery manufacturer. Farm leaders contend that if the radio broadcasters were sympathetic to the more than 50 million rural listeners they would allocate more and better time and would program shows of special interest to farm audiences.

Many clear channel stations and the networks were represented at the hearing by their lawyers. While they presented no evidence, they did cross-examine the witnesses for the farm organizations, which included Russell Smith of the Farmers Union, C. Maurice Wieting of the Co-operatives, and Louis Wilson of the Grange.

Paul Porter, chairman of the Federal Communications Commission, in an address before the National Association of Broadcasters last March, shortly after he assumed chairmanship of the commission, pointed out the "intolerable situation" in which rural listeners found themselves due to lack of good radio service. This statement indicated that he might do something about the allocation of new wave lengths.

Special Programs Needed

However, the farmers maintain that nothing has been done to correct the situation and they have lost much of the time that was formerly allocated to farm programs. They maintain that farm and rural listeners have a special need for programs tailored to the interests of agriculture.

Mr. Porter, in his address before the broadcasters, pointed out the very facts testified to by the farm leaders, that 38.5 per cent of the area of continental United States inhabited by 10 million rural folk lies outside the daytime service area of any standard broadcast station, and that at night almost 57 per cent of the area populated by 21 million folks must rely on inferior service.

"This is an intolerable situation for a country with our great resources and technical capacity. The condition is particularly aggravated when you consider that the millions who have no service or only inferior service are precisely those isolated rural families which must rely on radio for their contact with the outside world," Mr. Porter said.

It's Up to Stations, Networks

The FCC has regulatory power over the radio stations and networks, not only over power and wave length, but over the type of broadcasts presented, hence the petition of the farm organizations before this commission. It would appear to your Home Town Reporter that with an audience of millions of rural listeners the radio industry would police itself with regard to the proper timing and presentation of interesting agricultural programs. No doubt they have a side in the matter.

**Dress With a Contrasting Top
Offers Endless Possibilities**

By **CHERIE NICHOLAS**



NOT only has the dress with a contrast top held high fashion rank right through the fall and winter, but it now registers as a major theme on the new spring style program.

The idea of a two-piece costume that tops a skirt with a contrast blouse or bodice offers endless possibilities in way of versatile interpretation. It is ever so practical too in that it is easier to get a few yards of this material or that, in these days of limited yardage distribution, than it is to buy a whole dress length in a single fabric. Then too, there's the thrift in the dress made up of a skirt with interchangeable tops.

The field of the contrast top is of such wide scope it enters into every phase of fashion from formal gowns, dressy afternoon types, simple daytime dresses to play clothes, and this year in early showings the suit that tops a dark or light skirt with a bright jacket is displayed as a fashion-first for spring. If you like something different in way of a suit, choose a smart model that tops a black or navy skirt with a jacket tailored in soft pink or ice-blue wool. The suit that teams a dark brown skirt with a jacket in a vivid copper-colored wool would be a perfect selection for spring.

The contrast idea is most happily carried out in the costumes pictured. The striped-top rayon dress centered in the illustration is ever so wearable and good looking for daytime occasions. Black with chartreuse is the color combination. The whole effect is co-ordinated with the use of black front facings, cuffs and belt. Girls who can sew are enthusiastic over the dressy blouses they make of crisp taffeta in bright or pastel plaids and stripes. These have a ruffle plenum with the ruffle repeated in the sleeves.

To the left is a one-piece dress-up version of the college girl's sweater and skirt that gives the impression of a two-piece. The sweater top of rayon-and-wool boucle on a lovely pastel is joined to the black rayon skirt with a wide belt effect

Bejeweled Black



Your returning hero will like the way you look in this quality-kind black rayon crepe dress, sparkling with jeweled accents. There is something about romantic black that always creates an aura of elegance and charm. Note the nicely fitted sleeves and the modishly draped skirt. A dress of this type is the mainstay of one's wardrobe the entire year round. The distinguishing quality of this good-looking black dress that goes everywhere with aplomb is that it maintains the slim figure-flattering silhouette.

GRASSROOTS
by
WRIGHT A. PATTERSON
Released by Western Newspaper Union.

CLASS LEGISLATION WAS UNKNOWN UNTIL RECENTLY

MEMORY TRAVELS backward over the years to the days of my boyhood in an Iowa village. I see, as of yesterday, the group of be-whiskered men gathered around the big wood-burning stove in the center of the general store. In the group are a liberal sprinkling of hardy dirt farmers, the merchant, doctor, school teacher, owner of the village livery, the carpenter, barber, and frequently the preacher. It represents a session of the community forum.

I listened again to the discussion, and compare it with what one hears when a group gets together today. From today's standards those men of the past were not well read; they did not have access to information on the current topics of the day, in any large way. The half dozen copies of weekly editions of city daily papers received in the community were passed around from family to family. Such was the source of such information as they possessed. But those discussions represented intelligent, homespun opinions on the state of the county, state and nation. The thought was, at all times, for the good of the people as a whole. Partisan, yes, bitterly so, but never factional or of class. There was no demand for legislation by class; rights of interests of minorities were neither thought of or talked about. No one laid stress on something that would be of value to himself except as he was one of a majority of the whole.

To me the participants in that village forum represented better citizenship than we have today. Now each is inclined to think of personal interest only, if we think at all, as many of us do not. Such discussions as we now hear present, not the good of the nation as a whole, but the interests of that class to which we, as individuals, belong. We approve, or disapprove, legislation on whether it benefits or injures our personal interests, or those of the class to which we feel we belong.

That group gathered around the stove in the general store of an Iowa village, represented the spirit of the Republic. Down to their day the ideals of Washington, of Jefferson, of Lincoln and other leaders of the past, had been preserved. Since their day we have lost that ideal of "the greatest good to the greatest number" on which the nation was built. We might, again, recapture it if we could have leaders who would think in terms of benefits to the whole, rather than counting the votes represented by each factional minority.

THE PESSIMIST IS his own worst enemy, and a nuisance to others.

I WAS THE recipient of the acme of generosity when Dwight Goodrich, the Santa Fe agent in my town, left at my door a dozen double yolk eggs. Twenty-four eggs in 12 shells, and that at a time when eggs were practically unobtainable by such mortals as I. That was generosity.

SELFISH DESIRES RULE CEILING VIEWPOINTS

AN ACQUAINTANCE who raises oranges is convinced there should be no ceiling on citrus fruits. He can see, to him, perfectly logical reasons for a ceiling on meats. That acquaintance sells oranges, but he buys meat.

Another acquaintance raises wheat. He does not want a ceiling on his product, but he insists there must be a floor. He demands a ceiling, but no floor, on farm implements, shoes, clothes and other things he must buy.

Still another acquaintance, a manufacturer who uses large quantities of cotton, insists the ceiling should be taken off entirely, or materially raised on his product. He is convinced that present, or lower, ceilings should be continued on food, and other things he must buy.

All of us see things from the viewpoint of our own personal interest. We are not concerned about what happens to the other fellow. Those in debt do not fear inflation. It would enable them to pay off their debts with valueless money. They do not consider what inflation would do to the economic life of the people in general.

Individually when we continue to spend more than we take in, we go broke. Collectively we, as a people, face exactly the same problem. If the nation is to remain solvent government deficit financing must stop. We cannot continue to finance theoretical social advances and evade the sheriff, who will come clothed in the garb of inflation. Lifting ourselves by our boot straps has not, and will not, work. Our political leaders should note.

Farm Topics

Hog Influenza May Cause Serious Loss

Prevention Should Be Practiced in Hog Lot

Earthworms, usually found in large numbers around old straw stacks, often contain the lungworm which in turn is the carrier of hog influenza. With the arrival of cold damp weather, swine raisers can look for cases of hog flu.

Proper housing including draft-free ventilation and adequate bedding are necessary if hog flu is to be controlled or prevented. They should be kept from undue exposure. Hogs need dry, warm quarters free from drafts.



A healthy, well-housed and fed hog will not be in danger of contracting flu.

As the disease is contagious, any sick animals should be separated if part of the drove comes down with the flu. Special care and nursing should be given to the brood sows.

By proper housing, feeding and management, little trouble should be met with in the prevention of flu. It is taken for granted that the hog drove has been bred for constitutional vigor. A strong hog well managed will never prove a disease problem.

Chemical Effective As Weed Eradicator

The chemical 2, 4-D (chemically dichlorophenoxyacetic), has proven effective in killing dandelions, plantains, and many other weeds with little difficulty or expense by spraying. Detail work is being conducted at Mississippi state agricultural experiment station by Prof. O. A. Leonard and F. H. Herzer. Progress report indicates that the chemical acts as a plant hormone. When used in high concentrations, the plant dies under proper conditions. The USDA reports that a solution of 2, 4-D containing as little as 1 1/2 ounces of the chemical in 10 gallons of water will be deadly to many species of broad-leaved plants including dandelion, plantain, pennywort, Japanese honeysuckle, annual morning-glory, daisy, chickweed, winter cress, ragweed, pigweed, burdock, wild mustard and annual sow thistle.



Left, untreated bitterweed; right, bitterweed treated with 2, 4-D. This method of treatment has proven valuable in many ways.

report indicates that the chemical acts as a plant hormone. When used in high concentrations, the plant dies under proper conditions.

The USDA reports that a solution of 2, 4-D containing as little as 1 1/2 ounces of the chemical in 10 gallons of water will be deadly to many species of broad-leaved plants including dandelion, plantain, pennywort, Japanese honeysuckle, annual morning-glory, daisy, chickweed, winter cress, ragweed, pigweed, burdock, wild mustard and annual sow thistle.

Agriculture In the News

DDT in Paint
By W. J. DRYDEN

A wall paint blended with DDT under a new process has proved an effective "insect control" as long as 18 months after a single application. This paint, "Superior 365," contains 200 milligrams of DDT for each square foot of painted surface and has proven effective against 132 varieties of insects.

Tests have shown that seven seconds contact, on DDT paint, for flies first paralyzes and then kills the insects in 30 minutes. The paint is harmless to humans, and is especially effective in milk houses as well as other farm buildings.

Superphosphate Needed

Five to six tons of animal manure reinforced with one-half bag of superphosphate per ton of manure produces as much increase in yield as does 10 to 12 tons per acre without the superphosphate.

The superphosphate can be scattered over the top of the load of manure before it goes to the field. Or it can be applied in the barn or sheds. When used in barns or sheds, it helps to keep down odors as well as reduce nitrogen loss.

SEWING CIRCLE NEEDLECRAFT
In Lazy Daisy and Outline Stitch

One small motif in combined needlework makes linens gift-worthy! Pattern E18 has transfer of 18 motifs 9 1/2 by 12 to 2 1/2 by 3 inches.
Sewing Circle Needlecraft Dept., 82 Eighth Ave., New York
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THESE charming motifs in simple lazy-daisy and outline stitch with just a touch of cutwork lend elegance to plainest linens.

ASK ME ANOTHER?
A General Quiz

1. A shark has no bones. Of what is its skeleton composed?
 2. What does the word esoteric mean?
 3. What is the unit of lumber measurement called a board foot?
 4. Greyhounds were first used by whom?
 5. What sea has no shore?
- The Answers**
1. A shark's skeleton is composed of cartilage.
 2. Abstruse, marked by secrecy, confidential.
 3. One foot by one foot by one inch.
 4. The Pharaohs of Egypt, for hunting.
 5. Sargasso sea (entirely surrounded by the Atlantic ocean).

Yes! Sweeter, Tastier Bread

with **FLEISCHMANN'S**
FRESH ACTIVE YEAST

This active fresh yeast goes right to work, gives you full value because it's full strength. And bread made with Fleischmann's active fresh Yeast tastes sweeter, is lighter, more tender.

If you bake at home—Get Fleischmann's active fresh Yeast with the familiar yellow label—America's dependable yeast favorite for over three generations.

Always fresh—at your grocer's

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When outdoor work and chilling winds leave muscles aching and sore—take the tested way to fast, happy relief. Just pat on Sloan's Liniment, warm away those muscular pains. No slow, painful rubbing. You'll feel this "heat treatment" penetrating immediately, stimulating circulation, relaxing tight muscles. Your handy way to solid comfort.

FOR QUICK RELIEF FROM
Tired Aching Muscles • Sprains
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What you NEED is
SLOAN'S LINIMENT