

## Let's Face Facts

Coming Big Expansion  
Of Radio Broadcasting  
Opens Exciting Vistas  
By **BARROW LYONS**  
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WASHINGTON, D. C.

A new idea of what radio will mean after the war was given to me the other evening at supper by a man who ought to know. His ingenuity has played an important part in improving the quality of radio broadcasting during peace, and he is today playing an important part in winning the war by helping to keep our radio and radar development one jump ahead of the enemy.



Barrow Lyons

The man was John V. L. Hogan, special assistant to the WFB office of scientific research and development, and president of the New York radio station WQXR, which has presented exceptional programs. Commercial radio, he said, stands on the threshold of tremendous expansion and improvement. During the war great technical progress for military purposes has been made in radar and television, but also important advances have been effected in sound transmission by ether waves.

When the war ends this technical progress will be transferred to commercial broadcasting by freeing our vastly expanded manufacturing facilities and releasing thousands of technicians.

Mr. Hogan believes this will mean not only improvement in the programs offered to owners of radio and television sets in and near the large cities, but that daylight broadcasting of better programs to the most remote sections of the country will become a reality.

It is not generally known that at present about one-eighth of the people who live in the country areas get no radio service whatever in daylight hours, even from the most powerful broadcasting stations. During the daytime only the "ground waves" can be transmitted by the ordinary radio station, and these have an effective sending radius of only 100 to 150 miles. When the "heavyweight layer" is formed in the upper atmosphere after darkness, radio impulses are reflected from the larger sending stations for about 700 miles.

### Powerful Stations in Cities

Even then, not all parts of the country are well served by the big, clear-channel stations, because these are located mostly in big cities.

Today there is controversy as to whether the number of high-powered stations should be increased, with a consequent decrease in the number of small stations, or whether there should be more small stations to emphasize local news and advertise local commercial interests. At present, more than 500 of the more than 900 commercial radio stations in the United States are in metropolitan areas with populations over 50,000, while only 17 stations are in towns of under 5,000 people.

Federal Communication commission officials are deeply concerned with this situation. They point out that the rapid growth of radio in the last decade has meant more varied and additional service to city listeners, with little improvement in small-community and rural radio service. Yet the economic and social interests of the farm and small town business are enormous. Viewed from the political standpoint, the country areas send to congress almost two-thirds of the representatives.

Nevertheless, the unprofitable economics of small-station operation have been demonstrated repeatedly. Of the 300 stations which were just about breaking even, or were operating at a loss, in 1942 the majority were small, independent outlets, most of them located in communities with no other radio station. The books of 194 of these 300 borderline stations show them to be actually operating "in the red."

### Break for Small Communities

The FCC in April, 1942, relaxed its wartime freeze policy on the use of critical materials for civilian radio construction to encourage expansion of radio service to small communities. It also reduced telephone line charges to broadcasting stations, which made it easier to obtain network affiliation.

In August, 1943, the FCC adopted an order permitting the use of idle equipment to construct new local-channel stations of 100 to 250 watts power in communities where no station was located, or in communities which did not have good service from nearby metropolitan center.

A partial solution probably will be found in the development of frequency-modulation (FM) stations for local areas, while some of the local channels may be cleared and given to high-powered stations. FM gives considerably improved reception. Some half-million sets are now equipped to receive it. It operates in higher frequencies than the present commercial broadcast bands.

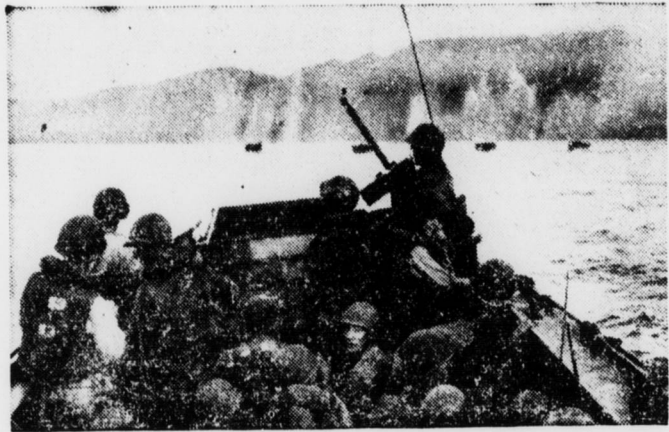
Mr. Hogan pointed out to me that a new system of relays has been developed which could hook up FM stations to each other, with the effect of creating new networks.

## The 'Big Push' in Italy



French forces, eager for another smack at the traditional foe, have taken the spotlight in the big Allied drive in Italy. They struck westward from Castelforte (1) in a sensational assault on Mt. Maio, and captured the important town of Ausonia, cutting the only road through the valley and ripping a hole in the Gustav line. To the south (2) U. S. forces drove the enemy from Santa Maria Infante, and northward (small arrows) the British Eighth army extended its Rapido river bridgehead.

## Hitting Beach Behind Curtain of Fire



Landing barges carrying troops ashore in the assault on Humboldt Bay, Dutch New Guinea, move in behind a curtain of fire laid down by navy ships and planes. So accurate was the bombardment that barges swept up to the shore right on the heels of the forward moving explosives. Operations in the three Dutch New Guinea sectors are believed to have cut off some 60,000 Japs.

## Summer Comes to 'Big Town'



Among the hot weather scenes in Bronx zoo, New York, this one (left) was about the cutest. Six-year-old Gordon Gaynor is shown enjoying an ice cream cone as his companion, a "honey bear," enjoys a cone of his own. Right: When the mercury jumped to 88 degrees in Chicago, Jimmy Fiala, two, and his pup, jumped for the water at the beach.

## Portable Kitchen for Nazis on Eastern Front



This picture, received through a neutral source, shows members of a German anti-aircraft gun crew snatching a few moments from Russian air attack to grab a bite to eat, somewhere on the Russian front. The food which they seem to be eating with great relish, apparently was prepared on a portable stove.

## Saved From Japs



A happy smile is worn by August Johnson, a small Australian lad, who has been a captive of the Japs occupying the Hollandia, Dutch New Guinea area. When found, little August was wearing a pair of discarded Japanese army shoes three times too large.

## Corn Culture on 'Guad'



Agricultural expert, William Dorsey, discusses the finer points of corn culture with native farmers on Guadalcanal. This field is one of many in the Solomons tended by natives that produce fresh fruits and vegetables for hospitals servicing American wounded in this area.

## Here Comes Groom



Long and short of it is—they got married! Stanley Ross, 31, three-foot-two vaudeville comedian, and Evelyn Lucas, five-foot-eight, of Cincinnati, obtain marriage license in Chicago from clerk Virgil Dresser, as seven-foot-nine Henry Lite, Ross' stage partner, looks on. Marriage was performed later by Judge Paul A. Jones.

## Induction Note



Albert Caponette, 29, who reported for induction at Fort Sheridan, Ill., with infant son, saying he could find no one to take care of child. He was given a 24-hour pass and warned to report next day, minus the baby.



Talk about different angles: Julie Hayden, the actress, is doing a book, which she illustrates as well. It's about her dog. The theme: One day in its life. . . She studied its every move and emotion for a day and night. The title: "Every Dog Has Its Day". . . The recent tribute to Eddie Cantor (by over 1,500 admirers) in a long spell on Broadway. . . It commemorated his 35th anniversary show business. Flowers to the living. . . Joan Crawford and her husband, P. Terry, are doing a Hayworth-Welles. Wearing suits made from the same material.

Bigtown Vignette: On the George Washington bridge, the other Sunday afternoon, flocks of young girls in their colorful summer dresses were decorating the scene. . . Far below was a grey war-like freighter at anchor. . . The sailors on guard by the stern gun were like little toys. They were waving to the girls. . . They shouted and called back and forth but no one could hear what they were saying. . . The wind was blowing and the distance was too much. . . Then a sailor came on deck. . . He had a trumpet. . . And pointing to the distant span he played some beautiful horn music. . . He must have been a professional in civilian life. . . One of his renditions was: "Come to Me, My Melancholy Baby". . . He looked like a little toy on the deck of the ship. . . His trumpet looked like a toy, too. . . His music came up through the air, thin and clear, like music from a toy horn. . . And down the Hudson you could see the bay and the open sea. . . Where the freighter would sail soon for the fighting. . . The trumpeter really "sent" the girls. . . There sure was a lot of youthful yearning on the breeze.

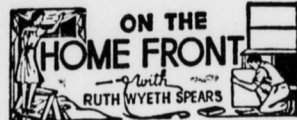
We Hadn't Heard It Before: About the fat whale and the skinny whale. The fat whale said: "My goodness, you're thin! What's wrong with you?" Replied the skinny whale: "I've been having bad luck, been in bad waters and no food." "Tell you what," said the fat whale, "why not swim to the English channel? The Allies are exploding a lot of Nazis into the air there." So the skinny whale swam and swam, and six weeks later, skinnier than ever, swam back to his fat friend. "Well," puffed Fatso, "why didn't you do as I told you?" "I did," said the skinny whale, "but when those Nazis came down into the water—they all had marks on their chests saying they were supermen—and I just couldn't swallow that baloney!"

Hitler was never either a house-painter or a paper-hanger. (He was a very poor artist who at one time used to put his paintings in an oven to "antique" them.) . . . He has had a longer life than Napoleon (52) and Alexander the Great (32), but Caesar died at 56 and Genghis Khan at 65. . . Although Adolf's father was named Schickelgruber, der rat who became der fuhrer was never called that. . . Hitler's father was a ne'er-do-well, who died in the belief his son was a zero. . . The old man wed three times. At 27 he married a woman 41; at 48 he married a girl 25. . . At the end of World War I Adolf trimmed his von Hindenburg-type mustache to the ridiculous lip-patch he wears today.

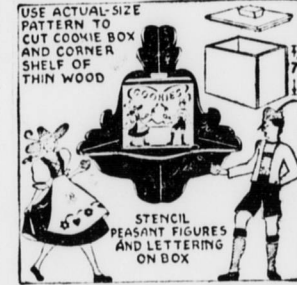
Himmler is the only one to get away with imitating der fuhrer's mustache, and even that is an unreasonable whacksimile. . . Robert Ley, creator of the German labor front, quaffs a pint of brandy before breakfast. . . Fritz von Papen became military attache to Washington on the strength of his wife's money. He twice failed the entrance exams to the War academy, yet he wore the insignia of the General Staff. . . Von Ribbentrop got rid of Koester and von Hoesch (German ambassadors to France and England respectively) with shots in the arm which produced air embolus.

Goebbels attended six universities and entered Heidelberg on the strength of a scholarship from a Jewish professor named Gundolf. . . When Hitler spent his early days in a Viennese flophouse, the only man who befriended and helped him was a Jew named Neumann. . . Nazi street fighting tactics originated at the world premiere of "All Quiet on the Western Front," the most pacifistic of all German pictures. The Hitler gang objected to Remarque's theories.

Goering dotes on caviar, regardless of his aversion to other things Russian (such as the Red army), and gobbles it by the spoonful. . . Mussolini never liked him because his outthrust chin and affected swagger were too much like Finito's. . . When he has time for it, Goering goes hunting on his estate for animals that are delivered to his home regularly. . . Speaking of animals: His Brown-shirt gorillas, in the early days, wore rings which held two sharp blades conveniently released by a spring.



HERE is a cookie jar that may be made at home from odds and ends of wood stenciled with gay peasant figures and quaint lettering. But that is not all. This jar or box sits on an old fashioned brightly painted corner shelf



which may be cut out of thin wood and put together quickly with glue and brads. Even if you do not have a jig saw or a coping saw to cut out the graceful curves of the shelf pieces, you may mark the design on a piece of plywood or other thin wood and have it cut at your nearest woodworking shop. As for the cookie box, it is all straight cuts.

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