

TODAY and TOMORROW
— 4 —
FRANK PARKER STOCKBRIDGE

RADIO magic
There are more than 32 million families in the United States. Of those, more than 26 million own radio receiving sets. The estimated proportion of families owning radios is 91 out of every 100 in cities and large towns, 69 out of a hundred families in rural districts; an average for the whole nation of 82 radios to every 100 families.

There are 775 radio broadcasting stations sending programs through the air to these millions of listeners. All of them are in range of two or three or more stations. Nobody has figured out the number of words and of bars of music which go out every day "on the air," but the total must run more than ten million words and as many musical phrases, reaching the ears of perhaps a hundred million Americans every 24 hours.

Of course, no one listener can hear all the programs, but there is surely an infinite variety as well as a vast volume of entertainment and information available to everybody in this country merely by turning a switch. It is the dream come true of the magical world pictured by Edward Bellamy fifty years ago.

REGULATION uncensored
Americans can hear on their radio sets all the news of all the world. That is not true anywhere else. In all other countries broadcasting is either operated by the

Free Theatre Tickets Will Be Given to These People



The three young men pictured above will each be given two free theatre tickets, good for admission to the Lyric or Elk theatres, if they will call in person at The Tribune. Next week The Tribune cameraman will select three more pictures, made on the street, for publication in this space, and more free tickets will be given away.

government or what is sent out is subjected to censorship by government agents. Nobody can express an opinion, in most countries, which differs from the official government opinion.

Broadcasting is, to be sure, regulated in this country. There are only a limited number of wave-lengths available, and it is the concern of the Federal Communications Commission to license broadcasting stations so that there will be least possible

interference between two stations.

There is no censorship in America, of either radio or any other means of communication. Any station which permits broadcasts that offend public decency or stir up racial or religious antagonisms is likely to have trouble in getting its six-months license renewed. The broadcasters have to be constantly on their guard to prevent irresponsible or careless speakers from over-stepping the limits.

ADVERTISING advantages

In most other countries owners of radio sets have to pay a tax to government for the privilege of using them. The tax maintains the government broadcasting stations, which put on programs with no advertising. The American system of free broadcasting, so far as the listener is concerned, is based on the free sale of time on the air for what the trade calls "commercial plugs."

Most of us would rather not have to listen to advertising with our entertainment, but it is only because of the advertising that American programs are so much better than those anywhere else. Advertising revenues enable station owners to hire better talent, just as newspaper advertising makes it possible to give readers better newspapers.

I have long believed that the newspapers of America overlooked a good bet by not taking control of broadcasting when it was in its infancy. Many of them have waked up, however, and nearly a third of all the stations are now newspaper owned or controlled.

COMPETITION licensing

The minute any enterprise shows signs of being profitable, plenty of other people try to compete with it. If there were no Federal licensing and allocation of wave-lengths, anybody could set up a broadcasting station anywhere, and the air would be so full of interference that few programs would be intelligible.

As it is, one of the toughest jobs the Federal Communications Commission has, is to determine whether applicants for new stations should be licensed or not. Not only the question whether the public is getting adequate radio service in a particular locality has to be passed on, but whether the applicant for a second license in the same locality is honestly trying merely to get his share of the business, or is trying to put the existing station out of business.

Every application for a new station is publicly advertised so that anyone who has anything to say about it may be heard by the Commission. That makes a lot of business for lawyers.

HONESTY merit

Not all of the objections raised to the opening of new stations are honestly motivated. Sometimes objectors are simply trying to "hold up" the applicants, hoping to be bought off.

Commissioner George Henry Payne, a veteran newspaper man with whom I used to work nearly forty years ago, has lately succeeded in establishing the rule that anybody who tries to intervene in a hearing on an application for a broadcasting license must show that he has some evidence which will help the Communications Commission to reach a just decision, in the public interest.

This is calculated to enable people who want to go into radio broadcasting to plead their cases without having to employ a corps of high-priced lawyers, and to get a quick decision on the merits of their applications.

If Mr. Payne succeeds in estab-

THE DOCTOR Tells the Story
by W.E. AUGHINBAUGH MD.

MALARIA

When I was a boy, nearly everybody who lived in the South suffered from malaria. Nobody then knew what caused it but every spring and summer it claimed its victims, and we had chills which made us shake until, as some used to say, our teeth almost fell out.

After these chills we had intense fevers.

Entire communities were thus affected, and drug as well as country stores had their shelves loaded with an assorted lot of fever and ague remedies.

After a few of these attacks our lips would be covered with fever sores which lasted for weeks on end and which were hard to cure. Doctors did nothing but dose us with quinine, for the very simple reason that they did not know what brought about this condition.

Today, however, malaria has been almost completely stamped out in the United States because a physician named Laveran in 1880 discovered the bacillus which caused it.

Nevertheless, throughout the world at the present time, more than 3,500,000 deaths are recorded each year from malaria.

It is hard to estimate the financial loss resulting from the inability of those stricken to work, but the British Empire expends annually about \$2,500,000 for quinine to control malaria epidemics, at home and among its colonies.

The beautiful island of Ceylon is one of the malaria spots of the world, and in the English possession of Nigeria in Africa, every native inhabitant over one year of age has this disease.

During the World War in Greek Macedonia, a British army division lost 30,000 men through this illness in one year, and the next year had more than 70,000 ill from the same cause.

In the same region a French army corps of 115,000 had 60,000 men down in a few months, all from malaria, and by the end of the year had only 20,000 left available for duty.

Italy had once been a plague spot from this sickness, and thousands of her population fell victims to this continuous malady which slowly saps vitality and deteriorates men and women.

Malaria has caused more deaths throughout the world than all the wars of Christendom.

By draining swamps, protecting water supplies, providing sewer systems, all of which served as the breeding ground for malaria-carrying mosquitoes, this hydra-headed monster has been laid low.

Modern medication has materially helped, and quinine, that remarkable medicine, brought to Europe from Peru after the Spanish invasion of that land, has played a most important role in driving this enemy of mankind into the background.

Quinine is effective in that it promptly stops malarial attacks. I wish a system whereby his office—or any other Federal office—does business in a business-like way, he will have accomplished something which many others have tried but failed to achieve.

but it does not prevent infection by the mosquito.
The draining of swamps and the protection of water supplies accomplish much in checking malarial epidemics, so that mosquitoes cannot breed, and that is what Mussolini did in Italy to stop malaria.

NOVEL
When a Wyoming farmer wanted his fields cleaned of grasshoppers, he hired a neighbor's turkeys, paying so much

each day until the land was free of the hoppers.
U boat is derived from the German word Unterseeboot.

Pleasant Ridge

Our Sunday school is doing fine. We had a total of 107 present Sunday.

Rev. J. T. Murray, of Winston-Salem, was a visitor here Monday. His many friends will be glad to learn that his health is improving.

Miss Irene Bauguess spent Thursday in Winston-Salem.

Mr. Vanson Layell is a patient at Hugh Chatham Memorial hospital.

Miss Emma Harris spent Saturday in Elkin, the guest of Miss Florence Harris.

Mr. Sam Carter spent a few days last week at Davis hospital in Statesville.

Mr. and Mrs. L. C. Luffman and children were the guests of Mr. and Mrs. V. W. Luffman at State Road Sunday.

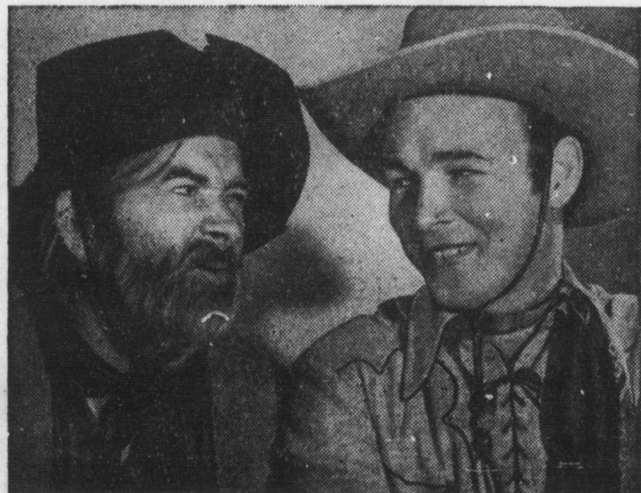
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Elkin's **ELK** Superior
Newest **THEATRE** Sound

Thursday, Nov. 16—(Today)—
"MAN'S CASTLE"
With Spencer Tracy - Loretta Young
News of Latest Events — Admission 10c-25c

Friday-Saturday, Matinee and Night—



George "Gabby" Hayes and Roy Rogers in the newest film from Republic Studios, "Southward Ho!"

Serial - Comedy - Color Cartoon — Admission 10c-25c

Monday-Tuesday, Matinee Monday—

The story women tell in whispers!

BETTE DAVIS
MIRIAM HOPKINS
Costarring in the Pulitzer Prize-winning Play
THE OLD MAID
with
GEORGE BRENT



Selected Short Subjects — Admission 10c-25c

Wednesday, Matinee and Night—

BOB STEELE
In **"NEVADA BUCKAROO"**

Mickey Mouse Cartoon - Serial — Admission 10c to All

Coming: "Intermezzo" - "Five Came Back"



AT CASH AND CARRY STORES!

YOU'LL SAVE MORE AT A CASH & CARRY STORE

EXTRA HEAVY FAT BACK, LB. 7½c	TOMATOES 25c
SUGAR, 10 LBS. 53c	4 No. 2 Cans
PINTO BEANS, LB. 6c	MAYFIELD CORN 25c
MATCHES, 2 BOXES 5c	4 No. 2 Cans
	EARLY JUNE PEAS 25c
	4 No. 2 Cans

... FRESH MEATS ...

PURE PORK SAUSAGE, LB. 18c	NATIVE PORK CHOPS, LB. 25c
CHOICE BEEF ROUND STEAK, LB. 25c	BREAKFAST BACON, LB. 23c

SEE US FOR YOUR DRESSED CHICKENS

MONEY-SAVING SOAP VALUES

OCTAGON GRANULATED, 2 pkgs. 18c
OCTAGON CLEANSER, 2 pkgs. 9c
OCTAGON TOILET SOAP, 6 Cakes for 25c
OCTAGON POWDER, 10 Small Packages 25c
OCTAGON POWDER, 6 Large Packages 25c
OCTAGON SOAP, 7 Large Cakes 25c
PALMOLIVE SOAP, 3 Cakes for 18c
SUPER SUDS, In the Red Box, 3 Pkgs. 25c

Cash & Carry Stores

ELKIN - JONESVILLE - SPARTA