

ODD THINGS AND NEW—By Lane Bode

DOG DAYS
HAVE NOTHING TO DO
WITH DOGS—
THE PERIOD WAS NAMED
AFTER SIRIUS, THE DOG STAR...

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THE WORD
INHABITABLE
HAS OPPOSITE
MEANINGS—
HABITABLE,
AND
NOT HABITABLE.

TY COBB
LED HIS LEAGUE
IN BATTING
9 CONSECUTIVE YEARS
—1907...1915—

WARMBATH
IS THE
NAME OF A
WELL KNOWN ARCTIC EXPLORER...

(WNU Service)

Radio Takes High Place
in American Industries

Total Investment Is Now
Almost Two Billions

New York.—The radio industry, barely fifteen years old, has now a total investment of \$1,800,000,000 and contributes more than \$500,000,000 annually to the national wealth, according to an analysis of the industry in Dun's Review. It pays out \$350,000,000 each year for operating expenses, spends \$50,000,000 for entertainers, and provides entertainment and instruction for nearly 17,000,000 homes scattered from Maine to California.

Of the invested capital, \$150,000,000 represents the investment of radio manufacturers; \$25,000,000 the investment in radio broadcasting; \$1,600,000,000 in listeners' sets; and \$25,000,000 the investment in commercial radio stations. It is the universal acceptance of the radio that is its best guarantee of continued popularity. To millionaire and laborer alike, it brings the vocal and instrumental genius of the world's foremost artists,

reports of sporting events, political occurrences and the news of the world. Retains Popularity.

The retail sales of radio products have fallen from the record peak in the last two years, yet this is not an indication of waning popularity for the instrument, but rather a sign of intense preparation for a period of great achievement. In fact, the drop in sales in 1931 to \$309,270,000, and a decrease of 63 per cent from the \$842,548,000 in 1929, which was the record year for the industry, is regarded as the natural sequence of the tumbling prices caused by the hectic activity during 1928 and 1929 when volume and volume alone was the aim of the industry.

The major networks have increased revenues over those of last year, they are expanding facilities by acquiring stations in strategic locations. Two of the principal broadcasting companies, both with a basic network of twenty-one stations, charge around \$5,000 an hour for night service and \$2,500 an hour for day service. Both organiza-

tions have hook-ups with fifty or more outside stations which are available at an additional charge.

Television, by being carried out experimentally, will, when developed, probably expand the field of radio.

35,000,000 Receivers.
Of the 35,000,000 receiving sets installed in homes throughout the world, almost half, or 17,000,000, are operated under licenses. Subscription licenses, part or all of which are allocated to the support of broadcasting, are paid by 13,500,000 owners. The total population of radio-licensing countries is 370,000,000, approximately three times that of the United States. These nations have one-half as many stations as the United States, and one-third of these are operated under extra-monopoly arrangement.

There are 73 countries now broadcasting in various parts of the world. Broadcasting is supported in whole or in part from licenses in 31 of these.

During the past year there was an increase of nearly 25 per cent in the number of receivers in use. The increase was world-wide.

There are now 1,423 radio broadcasting stations in the world, an increase of 33 since July, 1931. Of this number, 806 are foreign stations, operating in 70 countries, and 617 in the United States and its possessions. Of the 607 located in continental United States, New York takes first place with 52 broadcasting stations, and California second place with 43.

Smart Cut Velvet

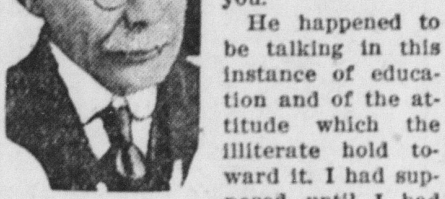


The smartness of cut velvet when that velvet is transparent, with the cut work in the form of well spaced huge flowers, needs no further advocacy than this picture.

THE THINGS YOU
HAVEN'T

By THOMAS ARKLE CLARK
Late Dean of Men,
University of Illinois.

"It is the things you haven't," Gore said to me, "that you value most—the things that you have missed that you see in other people and that you realize, if you had had them, would have made a difference in you."



He happened to be talking in this instance of education and of the attitude which the illiterate hold toward it. I had supposed until I had time to think the matter over that the illiterate were likely to think well of their illiteracy and somewhat to look down upon those who had given their minds and their time to education, but Gore says that it isn't true. He has had a good deal of experience in attempting to interest citizens in the support of a great public school system and in directing legislation in regard to the State university of his state.

"Where I was superintendent of schools," he said, mentioning one of the big school systems of the country, "I soon learned that I got far less help in furthering any new project which I might have in mind, from the educated members of the board than from those who without formal education had come up from the ranks. The man who had not himself had high school advantages in his youth wanted his children to have these privileges, and other children as well."

I could see how he might. "It was the same way in the state legislature when we were working for an additional appropriation for the colleges of the state. The man who made the most dramatic plea for increased appropriations had scarcely himself been through high school and admitted that not a single man, so far as he knew, from the backwoods district which he represented was at that time in college. What he did not himself have he valued for other people."

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Campaign Costs 2 Cents
Frankfort, Ky.—Congressman A. J. May, Democratic candidate for re-nomination, reported pre-primary expenses of 2 cents to the secretary of state. He wrote a vote-seeking letter before the new postage rates went into effect.

POTPOURRI

Star Distances
Multiply the figures following the names of each of these planets by ten million, and you will have the approximate distance each is from the sun: Mercury, 367; Venus, 672; Earth, 929; Planetoid Eros, 13.55; Mars, 14.15; Planetoid Ceres, 27.00; Jupiter, 48.33; Saturn, 88.6; Uranus, 178.19; Neptune, 279.16.
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Fleeing to Canada



Anita M. Baldwin, daughter of the late E. J. ("Lucky") Baldwin, and said to be one of the wealthiest women in the country, who, it is reported, will expatriate herself from the United States and go to Canada because she is "lawed and taxed to death." She said crime and graft caused her decision. Mrs. Baldwin further stated her fortune had shrunk from \$35,000,000 to \$15,000,000 in the last four years.

OF INTEREST TO
THE HOUSEWIFE

Two thicknesses of cotton batting make a good thick pad for ironing board.

A little turpentine added to shoe polish that has become hardened will soften it.

A mixture of left-over vegetables also makes an attractive scalloped dish. Snap beans, carrots, turnips.

A supper sandwich that will be enjoyed by the sterner sex is made of limberger cheese and green onions.

A good garnish for pork or chicken is the halves of apricots. Place them face downward and alternate with maraschino cherries.

To loosen screws that have become rusted, apply a hot poker to the head of screw. When it becomes hot, screw may easily be removed with a screw driver.

If boiling water is poured over oranges that are being prepared for dessert and allowed to stand for five minutes the skins can be removed much more easily.

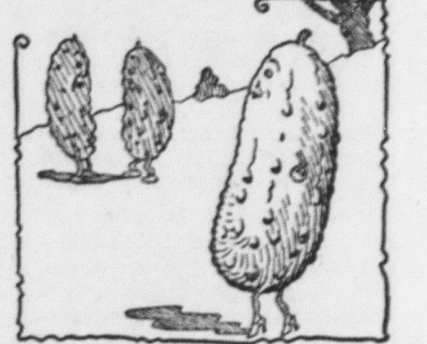


On the
Funny
Side

SOMEWHAT INVOLVED

"Now, these two boys are sister's," said the housewife to the census taker.
"You mean brothers, don't you?" the census man asked.
"No, the girls out in the yard are brother's, but the boys are sister's."
"Boys sisters and girls bro—"
"Now I mean just what I say. These two boys belong to my sister, who lives down the street, and the girls are my brother's daughters who are visiting me."—Exchange.

ACCOUNTED FOR



First Sweet Pickle—They say she has the sweetest disposition in the world.
Second Sour Pickle—Well, you know, she's a sweet pickle.

A Bit of Boasting
"You don't refer to the idle rich any more."
"They are not so numerous," replied Senator Sorghum. "Nobody gets busier than some of the representatives of opulence every time I start an investigation."—Washington Star.

Retail Business
Bobby, the guest in a northern Indiana country home, was much distressed because the fox terrier had no tail. The lad after listening to a business talk between his host and a tourist, said:
"Uncle Dan, why don't you retail Trixy?"—Indianapolis News.

Graduation, as It Were
Willie—Pa, what is a politician?
Father—Son, a politician is a human machine with a wagging tongue.
Willie—Then, what is a statesman?
Father—It is an ex-politician who has mastered the art of holding his tongue.

MATCH THAT!



"We live in a hotel on the European plan."
"Pooh, that's nothing; we live in a real house on the installment plan."

Too Much for Him
Nowthen—So that famous circus juggler and tight-rope walker has gone crazy?
Afterall—Yes, he tried to balance the family budget.

Proved at Once
Bertie—It is midnight, the moment when miracles happen.
Gertie—I think—
Bertie—There, didn't I tell you!

Up to Her
Wife—Oh, I'm so sleepy! Is everything shut up for the night?
Husband—That depends on you. Everything else is.

The Worse the Better?
"Daughter," said her dad, "there are worse places than home to spend an evening."
"Don't I know it," retorted his modern daughter, "and Bob and I are going to visit a number of them tonight."—Cincinnati Enquirer.

Getting Back at Pa
Father—How do I know you are not marrying my daughter for my money?
Suitor—Well, we're both taking a risk. How do I know you won't fail in a year or so?

Two Weak Spots
Teacher—Your history was bad, and you had to write it out twenty times, but you have only done it seventeen times.
Boy—Yes, sir; my arithmetic is bad also.

One Ball Enough
"Did you ever go to a military ball?" asked a lispng maid of an old soldier.
"No, my dear," growled the veteran.
"I once had a military ball come to me, and what do you think?—It took my leg off!"

SUCH IS LIFE
By Charles Sushroe
BREAKING THE NEWS TO FATHER

LET US RESUME OUR NATURE OBSERVATION—WHAT KIND OF CLOTHES DOES KITTY WEAR?

State Troopers Catch
Quarry Leaving Jail

Watkins Glen, N. Y.—Two state troopers who spent a day and night prying into every possible corner of Schuyler county, where Charles Burke, thirty-four, of New York city, might be hiding, returned wearily to the county jail in the morning—and met Burke emerging cheerily from it.

Burke was wanted on a charge of disturbing the peace as the result of an argument with a local citizen. After the alleged argument he asked and obtained lodging in the jail for the night.

The troopers, Sergt. Jack Barry and Trooper John P. Norton, took him before a justice of the peace, who imposed a 30-day suspended sentence, and ordered him outside Schuyler county within two hours.

Ted Lyons



Though the Chicago White Sox are far down toward the bottom in the American league pennant race, Ted Lyons, their star pitcher, continues to produce the type of hurling that has made him one of the greatest pitchers in that league. He has completely recovered from an injury that handicapped him during the earlier part of the season.

COME! IS THE CAT COVERED WITH SCALES?

OURS IS SHE JUST ET THAT BIG FISH YOU CAUGHT!

Expedition Organized to Wrest
Treasure From Father Neptune

Seek to Salvage Liner in the
Shark-Laden Waters.

Norfolk, Va.—Another fleet is off on the Rainbow Trail to a hitherto un-reached pot of gold. The treasure of the Ward liner, Merida, sunk off the Virginia Capes more than twenty years ago.

Capt. Harry L. Bowdoin, in his ship Salvor, accompanied by the trawlers Sea Hawk and Sea Rambler, is now at the point, sixty miles off the coast, where the wrecked ship lies forty fathoms deep in shark-infested waters.

Pinning his hopes chiefly on a diving suit he has spent 16 years in developing, the sixty-year-old seafarer was optimistic on his departure.

Captain Bowdoin, however, is not the first to be lured by the treasure of the ship which sank after being rammed by the United States Fruit company steamer Admiral Farragut on May 12, 1911. For the last twenty years romance as well as desire for material reward has beckoned the adventurous to the wreck.

All passengers of the Merida were saved, but the cargo and valuables deposited with the purser went down with the ship. There is reason to believe, therefore, that the hulk still holds twenty-two tons of half-refined

gold and silver ore; bullion in bars worth at least \$1,000,000; 4,000 tons of copper ore and eighty kegs of American \$20 gold pieces.

Another item of the cargo which some might consider worthy of salvage was 2,000 kegs of fine Jamaica rum.

As early as 1916 a syndicate of New York bankers was formed and launched an effort to recover the Merida's treasure, but the wreck was not found and the project was abandoned.

Amputate Eagle's Wing
to Save It From Death

Finleyville, Pa.—Two and a half feet of a bald eagle's wing was amputated by a veterinarian to save the bird's life after it was shot down by a farmer.

The eagle is to be turned over to the state game protector after its recovery. Dr. F. Z. Matthews, veterinarian, stated that the bird now may live 80 or 90 years.

William Caster, farmer, shot the bird as it swooped low over his chicken yard. After Caster fired the shot, the eagle swerved and grasped the muzzle of Caster's rifle in its talons. The eagle has a wing spread of six and a half feet, and it is 2,500 miles from its usual habitat.

Thumbed Way Across Continent



It cost these girls \$1.19 to cross America. Kind-hearted motorists bought their meals and police let them sleep at station houses. Margaret Fredrichy (right) made her way alone from Los Angeles to Gary, Ind., where she was joined by her niece Elmira Fredrichy (center). They went to Washington to visit Margaret's sister-in-law, Mrs. J. W. Fredrichy (left).