

ODD THINGS AND NEW—By Lame Bode



(WNU Service)

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.

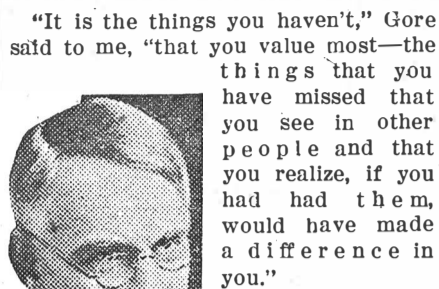
There are 73 countries now broadcasting in various parts of the world. Broadcasting is supported in whole or in part from licenses in 31 of these.

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.

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."

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.

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.

Modern Contract Bridge

No. 16.

Responding to No Trump Bids

THE next opponent passes after your partner has opened with one or two no trump, and you have from 1½ to 2½ honor-tricks, look first for a regulation take-out in a biddable five-card suit. Failing a suit bid, you may raise a one no trump bid once on two honor-tricks plus. Your yardstick measurement tells you that a partnership holding of five honor-tricks is sufficient for a contract of two no trump. Being assured that your partnership has at least 4½ plus, it is good policy, even at a slight risk, to keep the bidding open, rather than to chance a pass which might leave your partner high and dry with a holding far stronger than the minimum.

As a matter of fact, few original no trump bids actually occur on the absolute minimum of 2½ honor-tricks, but are almost always reinforced with extra tricks or plus values.

To raise a partner's original two no trump bid to game requires only about one honor-trick plus.

Holding three honor-tricks with no biddable suit, jump your partner's one no trump bid to game. If you have a biddable five-card suit, major or minor, make a forcing take-out of three in the suit. This jump take-out forces your partner to rebid either four in the trump declared or three no trumps if weak in your suit. Even though he has opened on a minimum count he must keep the flag flying after you have signalled him so emphatically that your partnership is in the game zone.

Examples where partner has opened with one no trump which has not been overcalled:

- Take to Two No Trumps
- S-A Q 4 11-K 5 4 D-J 10 8 C-6 4 3 2
- Take to Three No Trumps
- S-A Q 4 11-K 5 4 D-J 10 8 C-K J 3 2
- Take to Four No Trumps
- S-A Q 4 11-K J 4 2 D-J 10 8 C-A K 5
- Take Out With Two Spades
- S-A Q 6 4 3 11-9 6 5 D-4 3 C-8 4 3
- Take Out With Three Spades
- S-A Q 6 4 3 11-A Q 5 D-4 3 C-8 4 3
- Take Out With Two Diamonds
- S-8 7 11-6 5 4 2 D-Q J 10 4 3 C-A 5
- Take Out With Three Diamonds
- S-A Q 11-6 5 4 2 D-Q J 10 4 3 C-A 5

The Forcing Bid of Two

When you find yourself the happy possessor of 5½ honor-tricks, which by the yardstick measurement tell you that there are more than three defensive tricks outstanding, you are practically assured of game if you can be certain of playing at the best possible contract for your partnership hands.

In other words, to make the most of your valuable hand, you must do three things first, notify your partner that there is a game in sight; second, force him to co-operate in arriving at the best final contract; third, keep the bidding low until you are sure that the most advantageous choice has been made.

To serve all of these purposes an unconditional forcing bid is required, and a forcing bid of two in your best suit is ideal. A two-bid is high enough to serve definite notice on your partner that thereafter he is forced to keep the bidding open until a game contract (or its penalty equivalent) is reached, while it is low enough to leave ample room for as full an exchange of informative bids as may be necessary.

Requirements for forcing two bids are:

With 5½ HONOR-TRICKS in three suits—you may make an opening two-bid in any biddable four-card, or longer, suit.

With 5 HONOR-TRICKS in three suits—you may make an opening two-bid with a powerful five-card suit with additional outside playing-tricks; with a strong six-card suit; with a two-suiter; or with a practically solid five-card suit.

With 4½ HONOR-TRICKS in three suits—you may make an opening two-bid with a long, solid trump suit or a freak two-suiter.

Examples of regulation two-bids with 5½ honor-tricks are:

- Two Spades
- S-A Q 9 2 H-A K D-A K 4 C-6 5 4 3
- Two Diamonds
- S-A J 5 4 H-A K D-K 10 9 6 4 C-A K

Examples of two-bids with 5 honor-tricks:

- Two Hearts
- S-K Q J H-A Q J 6 5 4 D-A K 6 C-5
- Two Clubs
- S-A K H-A K Q 8 D-4 3 C-K Q 9 8 7

Examples of exceptional two-bids with 4½ honor-tricks:

- Two Spades
- S-A K Q J 9 7 H-A Q D-K Q 4 3 C-8
- Two Diamonds
- S-A Q H-none D-A Q J 5 4 3 C-A Q J 10 4

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Pain

A lot of trash is talked about pain—chiefly by those who have never had to endure it—smug philosophers and pious folk who have taken good care of their own carcasses and escaped diseases. Pain does one good thing for a man against a lot of bad ones. Pain lowers our usefulness and tends to weaken our hope—bad things both. But the fine thing it should do is to make chronic sufferers big-hearted and sympathetic to the woes of the world. Pain is responsible for much human sympathy—a very valuable possession for any man. Only those jest at scars who never felt a wound.—Eden Phillips.

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; \$1,000,000,000 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.

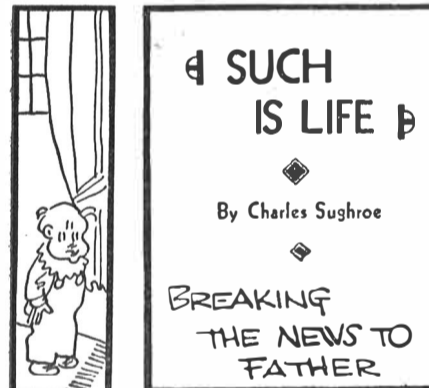
The retail sales of radio products have fallen from the record peak in the last two years, yet this is not an indication of waning popularity for the instrument, but rather a sign of intense preparation for a period of great achievement. In fact, the drop in sales in 1931 to \$309,270,000, and a decrease 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-

Smart Cut Velvet



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



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.



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 unreached 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.

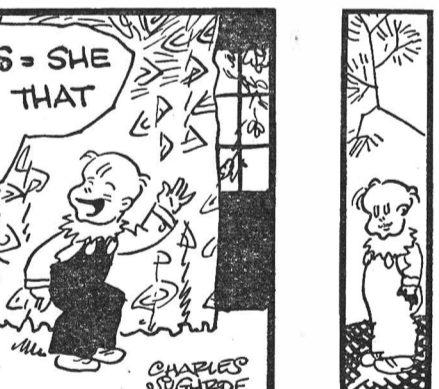
William Caster, farmer, shot the bird as it swooped low over his chicken yard. After Caster fired the shot, the eagle swerved and grasped the muzzle of Caster's rifle in its talons. The eagle has a wing spread of six and a half feet, and it is 2,500 miles from its usual habitat.

POTPOURRI

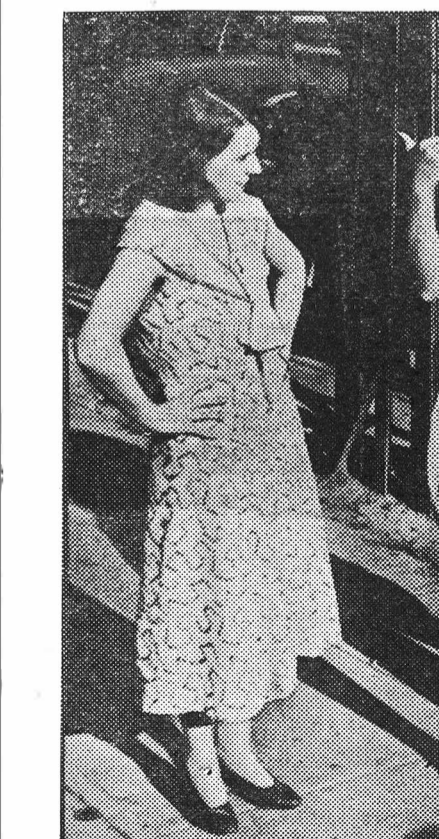
Star Distances

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, 3.57; Venus, 6.72; Earth, 9.29; Planetoid Eros, 13.55; Mars, 14.15; Planetoid Ceres, 27.66; Jupiter, 48.33; Saturn, 88.6; Uranus, 178.19; Neptune, 279.16.

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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).

