Regular schedule of WJAM, The Evening Gazette-Iowa Railway and Light company radiophone station (wave length, 268; D. M. Perham engineer); market reports, daily except Sunday, 10, 11:30 and 1:30; Story Hour, conducted by Miss Blanche Loomis, Tuesday, Thursday, and Saturday, 6 to 6:30; other programs to be announced, (Central standard time.)

TONIGHT'S FEATURES

FROM WJAM.

\_7:30, Coe-Carleton basketball

game, by remote control from

FROM OUTSIDE STATIONS.

7:30, WHO Des Moines (526), Mrs. Harry Kimball, contralto; Harry Kimball, tenor; Sam Cap-lan. violinist; Stewart Watson, baritone; Helen Birmingham, ac-

companist; Mary Eaton, planist; Cecilian quartet.

9:10, KOA Denver (322), "Come Out of the Kitchen," KOA play-ers, Iris Ruth Pavey, director.

structor in plano at Cornell for the last three years. In 1932 at the plano contest held by the State Fed-

mier Male quartet.

c. Humoresque, G major. MISS ROBBINS.

e. The Russian Nightingale.....Joster MISS CEDARGREEN.

IV Stimmungsbilder Op. 51 .Hugo Reinhold MISS ROBBINS.

Ojibway Indian Songa...Harmonized and Arr by Horace Aiden Milier.
a. "In the Forest," a Cycle—
The Broken Past
The Trysting Place
The Starry Owl,
b. Lullaby.

The Statey
b. Lullaby.
c. Ho! Yo Warriors Brave.
MISS CEDARGREEN
VI
Waldesrauschen
Phansody No. 8.

A Lilt of Spring, Grandland Galajikan A Memory Ganz A Spirig Flower Campbell-Tipton Across the Hills Rummell Robin, Robin, Sing Me a Song Spross MISS CEDARGREEN

Rhapsody No. 8.
MISS ROBBINS.
VII

9, WEAF New York (491), Pre-

Benjamin Franklin gymnasium.

LYON & HEALY CONCERT GRAND Through the courtesy of Emerson-Hiltbrunner Music Co.

from

## **CORNELL ARTISTS AT WJAM TOMORROW EVE**

Miss Cedargreen, Soprano, Miss Robbins, Pianist, In Recital From 7-8 P. M.

Tomorrow night from radio station WJAM, a radio recital will be given by two members of the faculty of the Cornell College Conservatory of Music, Miss Elvera Cedargreen, soprano, and Miss Mildred Robbins

A full hour's program will be pre-sented, beginning at 7 o'clock. From 8 to 9 o'clock, Elmer Young, planist, and Dempsey



Elvera Cedar-

Both are accomplished artists. Miss Cedargreen is a graduate of Northwestern university, where she studied voice training, followed by a year's work under Herbert Witherspoon in New York City, 1974

York City. This is her second year 'at Cornell She has given several public recitals, and is a soloist with the college orchestra. Her voice is one wide range

and beauty
Miss Robbins was graduated from the Cornell conservatory in 1919 She studied plano of Ernest Hutcheson In New York City

this period sho taught at Huron college, Huron, S. D., one year. She has been in-

FREE

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Maybe your teeth are gloriously. clear, simply clouded with a film coat. Make this remarkable test



# Dazzling, White Teeth

## Here is the quick, new way dentists are widely urging

Make this unique test. Give your teeth high polish and fresh new color simply by removing the dingy film that coats them and invites decay and gum troubles.



entific test-one judged the most remarkable of all dental

In a short time you can work a transformation in their color and their luster

Modern science has evolved a new and radically different method which successfully removes the dingy film that imperils healthy teeth and gums

Simply send the coupon Don't think your teeth are naturally "off color or dull. This will

prove they are not. Film-the Enemy of Beautiful Teeth and Healthy Gums.

Run your tongue across your teeth and you will feel a film . a viscous coat that covers them. That film is an enemy to your teeth-and your gums. You must

remove it It clings to teeth, gets into crevices and stays. It absorbs discolorations and gives your teeth that cloudy, 'off color" Germs by the millions

THIS offers you a simple, sci-breed in it, and they, with tartar, are a chief cause of pyorrhea.

> Tooth troubles and gum troubles now are largely traced to that film. Old-time methods fail in successfully combating it.

### New Methods Remove It.

And Firm the Gums. Now in a new-type dentifrice, called Pepsodent, dental science has discovered effective combatants. Their action is to curdle the film and remove it, then to firm the gums.

Ordinary methods fail in these

Harsh, gritty substances are judged dangerous to enamel.
Thus the world has turned, largely on dental advice, to this new method.

A few days' use will prove its power beyond all doubt.

Mail the coupon, A 10-day tube will be sent you free. . Why follow old methods when world authorities urge a better way?

### FREE Mail this for 10-Day Tube Pepsodent THE PEPSODENT COMPANY, The New-Day Quality Dentifries c. 121 1104 S. Wabash Ave. Chicago, Ill., U. S. A. Endorsed by World's Dental Authority Send to: Address

## INAUGURAL ADDRESS FROM WHO NOT WOC

Des Moines, Not Davenport Is Nearest Station Of 19 In Chain; Preliminaries At 10:15 A. M. Wed.

Get your radio sets ready for the

President's inaugural! President Cooledge will go on the air promptly at 11 a. m. (central time) Wednesday. The description of the opening ceremonies will begin at 10:15 a. m. (central time).

Nineteen broadcasting stations the largest chain in the history of the industry, will relay the event. Cedar Rapids listeners will probably get their best reception from WHO, Des Moines, or WCCO, Minneapolists. Paul. A dispatch from Davenport today says that station WOC, the Palmer school, will stand by in favor of WHO.

palmer school, will stand by in favor of WHO.

Palmer school, will stand by in favor of WHO.

Microphones installed at different locations on the platform which is to be rested on the school of the

plano contest held by the State Federation of Women's clubs, she was awarded first prize

The program will be concluded in time for music lovers to attend the concert by Arthur Middleton, famous baritone, at Sinclair Memorial chapel at Coc college.

The numbers on the program are as follows: as follows:

n Child of Earth with Golden Hair
... Horn MISS RODES..... III

a. I./heure Exquise ..... M. Poldowski
b. Claire de Lune ..... Joseph Szulc
c. In the Silence of Night. Rachmaninof
d. An Eastern Romance .... Rimsky-Korsakoff
..... Rimsky-Korsakoff

### ON THE AIR TOMORROW (Courtesy-Radio Digest; By Associated Press; All Central Time.)

8, KGO Oakland (361), concert.
6:38, WLS Chicago (345), organ.
6:38, WCAE Pittsburgh (402), Unclo Kaybee.
6:30, WGW Schenectady (380), address.
7, WEAK Cleveland (390), concert.
7, WDWF, Providence (410), orchestra.
7, WGW Schenectady (380), orchestra.
7, WGW Schenectady (380), orchestra.
7, WGW Schenectady (380), concert.
7, WDWF, Providence (410), orchestra.
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7, WGW Schenectady (380), concert.
7, WGW Schenectady (380), orchestra.
7, WGW Schenectady (380), concert.
7, WGW Schenectady (380), orchestra.
8, WGW Schenectady (380), orchestra.
9, WEBHI Chicago (370), dance.
9, WGR Buffalo (310), musical.
10, WGW Chicago (535) at home.
10, WGW Chicago (535) at home. WGN Chicago (370), organ.

7. WEAR Cleveland (390), concert.
7. WDKA Pittsburgh (300), concert.
7. WDKA Pittsburgh (300), concert.
7. WDKA Porto Rico (340), jazz band.
7. WGA Porto Rico (340), jazz band.
7. WGA V Schenectady (380), orchestra.
7. WDKA P New York (492), tenor
7. 13. WEAP New York (492), concert.
7. 30. WCAE Pittsburgh (402), Gold Dust twins.
8. KFDM Beaumont (315), Negro prospring Srim.
8. WGA Chicago (370), quartet.
8. WCAF New York (492), Everendy hour.
9. 30, WMAP Fort Worth (470), concert.
10, WWR Buffalo (310), musical.
10, KYW Chicago (335) at home.
10, KYW Chicago (355) at home.
11, WEM Cheinnatt (423), program.
12, WEM Cheinnatt (423), program.
13, WEM Cheinnatt (423), program.
14, WEM Cheinnatt (423), program.
15, KWA Cheinnatt (423), program.
16, KWA Chicago (370), orchestra.
11, WMC Memphis (500), froilc 12, KGO Onkland (301), dance.
12, KNX Hollywood (337), movie night.

ly the justices of the supreme court will approach the platform followed by the chief justice, cabinet members and President Coolidge.

At high noon (11 a. m. central time) the president momentarily ceases to hold the office of President of. the United States, but at the next moment takes the oath of office for the term of four years. Following a short prayor, President Coolidge will address the multitude, not only visible but invisible, and at the conclusion of his address the United States Marine Band will render the "Star Spankled Banner," bringing the ceremonles to a close.

of a good basketball game, tune in tonight to WJAM.

Sent Annual Annu

## Do You Know-

-That the average freight cost on a gallon of gaso-line from reflucrics in the mid-continent field-to Iowa—is 2½ cents per gallon? (The railroads control this cost, not the oil dealer.)

—That it costs 3½ cents per gallon to handle gasoline from the tank car, by truck, to the farms of Iowa—to storage tanks of business concerns—or to our own service stations? (This cost covers a part of our business "overhead," explained below.) —That it costs 2 cents per gallon to supply you with gasoline through a service station after the gasoline is delivered to the station by truck? (This cost also covers certain "overhead.")

—That there is only a fraction of a cent profit left to the Iowa dealer when he sells you gasoline today at /20½ cents a gallon—after these three items of fixed expense totaling 8 cents a gallon (of which he controls 51/2 cents, and the railroads control 21/2 cents) are added to the wholesale cost of gasoline at the

## "Overhead" a Problem in Every Business

WAGES, interest on capital investment, insurance, taxes, bulk storage, tank and service station equipment, shrinkage, depreciation, motor equipment, credit—all these are items of "overhead" in the oil industry. Every business must figure on certain similar fixed charges in arniving at costs that govern selling price, if that business is to avoid bankruntey. to avoid bankruptey

It costs money to organize and conduct a business to supply you with gasoline—to provide service that is convenient and dependable, covering every day in

the year, rain or shine, hot or cold. As compared with other businesses, the oil industry believes that it is highly efficient in holding overhead which it controls to the extremely low, figure of 5½ cents per gallon (freight excluded) as cited

### An Industry That Is an Asset to Iowa

VER \$10,000,000 are invested in the 230 independent oil companies—large and small—in this state. More than 6,000 lowa-families are dependent on this industry for their livelihood. Independent oil men pay many thousands of dollars in taxes annually. They support our schools, churches and other public institutions. They contribute liberally to charity, and to various civic enterprises.

What price would you be paying for gasoline today if the independent oil industry did not exist? Would you be getting gasoline and oil of present-day quality?

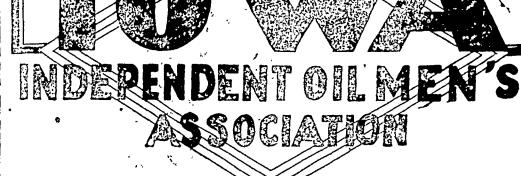
Thinking people have confidence in the independ-Thinking people have connected in the independent oil industry of Iowa. They know that their friends and neighbors engaged in such business are on the square—intent on serving the public to the best of their ability—dispensing quality products only—at fair prices.

If a modest profit accrues to any independent oil dealer, that money stays at home—it is spent in Iowa.

The proteonicing their independent oil dealer over

By natronizing their independent oil dealers ex-clusively, thousands of Iowa motorists are aiding business development-and promoting prosperity-

And, by keeping competition alive, they maintain a healthy condition in the oil industry—a condition insuring real service, quality products and fair prices at all fines.



## BOYSON JEWELRY CO.

Diamond Merchants

225 South Second St.

Higley Bldg. Registered and Graduate Optometrists

for coughs Quick Relief! A pleasant effective sy 35c and 60c sizes And externally, use PISO'S
Throat and Cheet
Salve, 35c

HE price of crude oil has advanced 88 per cent in recent weeks. As a result, increases in the price of gasoline were inevitable. Yet the price of gasoline has advanced only 33 per cent in Iowa during this period.
While owners of Iowa's 600,000 motor vehicles and a vast majority of our politicians and lawmakers exhibit their usual spirit of fairness, here and there a few agitators have seized on this situation as a welcome subterfuge, and again we hear their well-known cries about "greed," "extortion," "monopoly" and "trusts,"

Listening to their absurd charges, one would be led to believe that the oil business is all profit! But alas and alack! You can't market gasoline without the expense incident to any legitimate business, any more than you can run an Iowa farm, a grocery or shoe store, a newspaper, a factory, a mill or a packing plant on "hot air!"

So let's get down to GASOLINE FACTS—instead of fiction! Your Gasoline Dollar Grows Bigger With gasoline at 201/2 cents today, your dollar buys 4.87 gallons.

With gasoline at 291/2 cents in 1919, your dollar purchased 3.38 gallons.

You Buy More

- Than Just

Gasoline

A gallon of ganoline-201/2 cents—a trip of from 10 to 25 miles in

Business or pleasure! The wife and the kids can go along! Fresh air
—health—happiness for
the entire family!

In what other way can you invest 20 % conts and get such a big return?

A gallon of gasoline of soline only as much as one offers

Two pairs of shoestrings.

A nound of lard-

Two lead pencils.... 

A package of eigarets-

Yes, indeed! Every-

thing considered, yaso-line is cheap!

your car.

18. WGY Schenectady (380), Brunswick

Coe-Carleton Game

# Via WJAM Tonight

If you want to hear a description