Advertising Talks On Air From KDKA

PITTSBURGH, March 9-Through

he courtesy and co-operation of J.

C. McQuiston, advertising director of

Westinghouse Electric and Manufac-

turing company, the Pittsburgh Advertising club has arranged for

broadcasting a series of radio pro-grams on various advertising activ-

The main feature of these programs will be short talks by men prominently identified with national advertising associations. Vocal and

prominently identified with national advertising associations. Vocal and instrumental music by leading artists will preceded and follow the talks all of which will be broadcast by KDKA, the world's ploneer broadcasting station.

The purpose of these radio programs is to better acquaint advertising men and women everywhere with the scope and purposes of national

the scope and purposes of national advertising associations, and to ac-quaint all people with the splendid work these associations are doing.

Work these associations are doing.

March 10, 8:30 o'clock p. m.—American Association of Advertising Agencies; speaker, James O'Shaughnessy, secretary.

March 17, 8:30 p. m.—Direct Mail Advertising association; speaker, Charles R. Wiors, president.

March 24, 8:30 p. m.—The Local Advertising club; speaker, J. C. McQuiston.

March 31, 8:30 p. m.—Associated Advertising Clubs of the World; speaker, Jesse H. Nesl, secretary-treasurer.

April 7, 8:30 p. m.—Association of National Advertisers; speaker, G. Lyna Sumner, president.

WRITERS' CONFERENCE

Many local folk have received invitations to attend a writers' conference, at the University of Iowa, Iowa City, under direction of the extension division, Wednesday, March 25. Among the speakers at the conference will be Jay G. Sigmund of Coder Rankle, author

Cedar Rapids, author of several

will be conducted by John T. Frederick, author and editor of The Midland. Speakers will include John M.

Thurber, Roger Sergel, Frank Luther Mott and others.

The conference will conclude with a lecture at 8:15, by Henry Seidel Canby, on "Literary Criticism in America," with Hardin Craig pre-

Ibanez Ordered To

Madrid For Trial

phonso and the present monarchist

VERA CRUZ-A \$9,000 payroll of the Pierce Oil company, was obtained by eight bandits who held up the La Barra Train at Arboigrande.

SERVE YOURSELF

WITH A SQUARE MEAL

SQUARE MEN WANT

HERE is a square food proposition. You get a fair food deal—everything, you cruve in generous portion at pleasing price. You serve yourself with

price. You serve yourself with celerity and eat with satisfaction.

Get the habit of eating where you get Pure Food, Exce Service, Reasonable Prices.

Boyson Cafeteria

301 First Avenue. l'hone 690, Hours: 11:90 a. m. to 2:00 p. 5:00 p. m. to 8:00 p. m.

BILL O'THE

government.

SIGMUND TO TALK AT

Illinois Favored To Win Big 10 Track Title RADIO

GILL'S TEAM DOPED TO ANNEX INDOOR TITLE FOR 8TH TIME

Team Showed All-around Strength In Winning From Iowa; Michigan, Wisconsin Figure To Cause Favorites Some Trouble.

CHICAGO, March 9.—With Illinois standing out as the favorite to win leading honors, Big Ten track coaches are busy today starting the last week of practice for the annual conference indoor field meet which will be held in Patten gymnasium at Northwestern university Friday and Saturday.

150 GRIDMEN REPORT

TO WISCONSIN COACH

Enthusiasm Displayed Encour-

ages George Little; Men

Show New Spirit.

MADISON, Wis., Mar. 9.—When George Little-assumed his new du-ties as Director of Athletics today

of strenuous spring training which will be devoted almost entirely to

the fundamentals and learning Lit-tle's style of blocking, tackling, forming and executing interference,

developing and successfully execut-ing forward passes.

Although many of last year's players will be seen in their old po-

Any doubt as to Illinois; strength this season was dispelled Saturday when Coach. Harry Gill's crew swamped Iowa in a dual meet. Premeet dope indicated a close battle but the Illini ran rings around the Hawkeyes, taking most of the first places and scoring slams in both

The eligibility of Dan Kinsey has materially strengthened Gill's forces. The Olympic high hurdle champion had been under a scholastic ban but was placed in good standing las

Has Great Record.

Illinois has established a great record in Big Ten indoor meets. Of the

Illinois has established a great record of Big Ten indoor meets. Of the fourteen championship meets held in the past, Gill's teams have been victorious seven times; have finished second on five occasions and third and fourtif once respectively.

Michigan, Wisconsin and Ohio State figure to give Illinois the hardest fight. Coach Farrell has a number of high grade performers at Ann Arbor, while the Buckeyes, with sparking hurdiers in Snyder and Guthrie, also may cut a figure in the scoring column.

Wisconsin has Schwarze in the shot put, McAndrews and McGivern in the dashes and Vallely in the distance runs along with others who have been showing good form.

Iowa, Chicago, Northwestern and other entrants have a few outstanding stars, but are not considered likely to hamper Illinois' chances of winning first place.

Taxia.

White Hose Will Perform For Judge K. M. Landis Today dents from the start. He has won their confidence and they are ready now to fight for him. They have pledged their best efforts in a season Perform For Judge

CHICAGO, March 9 .- (By Associated Press.)—One of the snapplest workouts ever staged by a White Sox team was on the program for today at the camp at Shreveport. La., with Baseball Commissioner K. M. Landls as a spectator. The recent arrivals are Ted Lyons, Charlie Robertson, and Ted Blankenship, while Willie Kamm, Earl Sheely, Bib Falk, Bill Barrett and Maurice Archdegon are still to Maurice Archdeacon are still to appear. It was a day of rest and recreation yesterday for the entire crew, many of the men indulging in

Two more casualties have hit the Cubs', camp at' Cafalina laland Cubs' camp at Catalina Island, Calif. Bobby Barrett was struck in the mouth by a ball on a bad bounce and Percy Jones received a sprained hand in a collision with another player. Only, one practice session was on the card for the day the effection of the card for the day, the afternoon being given over to pleasure.

LEADERS UNDISTURBED IN BOWLING CONGRESS

BUFFALO, N. Y., March 9.—(By International News.) — Out-of-town International Nows.)—Out-of-town teams are beginning to make their appearance at the American Bowling congress and from today on, the tournament is expected to furnish many a thrill. In last night's howling the Rochester Elks caused the only change of the day in the standing of the five-man squad so far as affects the ten leaders. They rolled 2,615 pins, which put them in eighth place.

"Ultima Thule."

"Thule," which means Norway, was the most distant land known to the Romans. The adjective "uitima" means "utmost." United, the two words uitimately came to mean "the extreme end."

day will be "Babe Ruth day" at Fort

3.—The St. Louis Browns faced a strenuous week of training today with the probable climax Wednesday

(By International News).—Next Fri. the Dodgers.

CULLOP SENSATION OF YANKEE'S CAMP

Youngster Shows Ability As Home Run Slugger; Will Be Retained.

ST. PETERSBURG, Fia., March 9. -(By Universal).-Of the small army of rookies in the Yankees' camp, there are only a few who show promise. Chief of these is Henry "Nick" Cullop. Henry's weakness is driving home runs and playing every posi-tion on the diamond but catcher. He came recommended as a pitcher-out-fielder but has played all the infield positions in the past week, besides chasing an occasional fly. Bab Ruth is all steamed up over Nick's

hitting.

Cullop started his professional career with the Madison, S. D., club but did not set the world on fire. Later he was with Tulsa and St. Joseph in the Western league, and finally bobbed up with Omaha.

He served on the mound and took hand at first-basing, at the same a hand at first-basing, at the same time manufacturing home runs by the dozen. Last yead he smacked forty circuit drives with Omaha, and in the training camp to date has been bagging four-sackers with the utmos

regularity.

It is by no means certain that he will replace either Bob Meusel or Whitney Witt in the Yankee outfield, but he is sure to be retained for utility purposes and pinch hitting. The youngster is 24 'years old, weighs 195 pounds and bats left handed and throws right handed.

Kearns Departs For New York To See Commission

many men are at work than ever turned out for spring practice.

Coach Little's personality has had much to do with it. He has won his way into the hearts of all the students from the start. He has won their coach.

sion succeeded in uncovering a promoter for a Dempsey-Wills or Dempsey-Gibbons bout he would be willing to go ahead immediately with the project as far as Dempsey was concerned.

Kearns declared he had received an offer for Dempsey to box an op-ponent as yet unnamed in Los Anphia.

The scheduled second round bout between Tommy O'Brien of Milwaukee and Joe Benjamin of Caligeles early in June. He did not re

FORT MYERS, Fla., March 9 .- would do the mound chores against

Myors. It will mark the appearance of the king of swat in the uniform of the Philadelphia Athletics when he will take part in the annual practice skirmish between the Philadelphia Nationals and the Philadelphia Americans.

SHREVEFORE, Lat. Match 2.

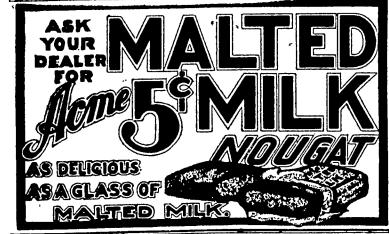
Hurling experts occupied the attention of the White Sox officials when the business of spring training was resumed today. Veterans are expected to step into the shoes of the rookies, who have been in the limelight, this week. ORLANDO, Fla., March 9.—The arrival of Garry Hermann and Carl Mays who blew in from Oregon, started the Cincinnati Reds on their Giants went out for a real snappy stiff spring workouts today.

TARPON SPRINGS, Fla., March 1.

TARPON SPRINGS, Fla., March 2.

Tarpon Spring workouts forced 1.

with the probable climax Wednesday —Babe Ruth will probably have an when they dally with the Brooklyn X-ray picture made of his left hand Dodgers in the first exhibition game today to determine if the bone in his of the season. Manager Sisler today finger was fractured when he caught announced that Van Gilder, Wingard a low and hot one while playing first and Gaston, newly acquired pitchers, base Saturday.



TRAINING CAMP NOTES

BOYSON JEWELRY CO

Diamond Merchants

225 South Second St. Registered and Graduate Optometrists

STERLING, Ill., March 9—(By Associated Press.)—Caleb C. Johnson, 81, who died Saturday, was, so far as is known, the oldest professional baseball player in the world, having been second baseman on A. G. Spalding's famous White Stockings in 1888-87. He will be buried tomorrow,

teur talent.
Whitney left for St. Paul yesterday

after which he will visit in Wisconsin before returning here late in the week. He expects to sign Amons'

DIES AT AGE OF 81

opponent before he returns.

OLDEST BALL PLAYER

RED PEPPERS

HOT SPORT CHATTER

As we lope to press a dispatch from Des Moines verifies Maurice Carisen's statement made this morning that the northeastern Iowa district tournament has been awarded to Mason, City instead of Cedar Rapids. This according to Washington officials, is food for thought. Here is a morsel. George A. Brown, secretary

of the Iowa high school athletic association, is alleged by Carlsen to have said that several of the schools in this district are 'down" on Cedar Rapids and did not want the tournament to be held here. If such a feeling exists in the state it is high time that the officials either dispell it or kick Cedar Rapids out of the association.

Furthermore, Carlsen declared that local authorities had guaranteed \$1,000 in gate receipts if the tournament was held here, and that Mason City had submitted no guarantee at all. If thin is the true state of affairs it looks very much like the powers that we are playing

LIGHTWEIGHTS IN

In Elimination Meet For

Benny's Crown.

politics and that Cedar Rapids has no more chance than a anow ball in Lucifer's kingdom.

Sports writers who are bold enough to forecast the probable outcome of athletic events are right so seldom that they usualright so seidom that they usually "wasto" a certain amount of space in telling the populace of their mighty deed. Experiencing this great thrill today, the writer recalls having predicted—rather feebly we admit—that Ohio, State was the favorite to win the Big Tan case champlonghin. Ten cage championship,

records, accepting future dates , through some other medium. Today we are told they have a feud on because

Fives Take Part 2ND ROUND TODAY Three Fights Are Scheduled

The basketball teams of the three NEW YORK, March 9.—(By International News.)—The dightweight ternational News.— In agnive sing conducted by the New York boxing commission to find a successor to Benny Leonard, retired champion, will advance another notch tonight when the second round of the tournament will be held.

There will be three 12-round pete today and tomorrow.

DUBUQUE, March 9.—(By Associated Press).—(By Associated Press).

Fifteen Catholic high school basketball teams opened a tournament at Columbia college today for the right to represent the archdiocese of Dubuque which embraces thirty eastern Lows countes in the patien.

Fight 10 Rounds
In Amateur Show

Archie Amons, Marshalltown welterweight, has been signed by Frank Whitney to meet a suitable opponent in the "gift" ten round bout of the amateur boxing show in the auditorium on March 20.

Stanley Reid and wife to William

torium on March 20.

Whitney is putting on this bout and F. and Fainie T. Brocksmit husband because the main event of last Friday's card fizzled and will be the feature of a carnival calling for ten three-round contests between amateur talent.

Whitney left for C.

Those two Finns, Nurmi and Ritola, manage to keep in the public prints either by breaking

Paavo has refused to compete against Willie on March 17 in a 5,000 meter race unless the latter agrees to run in a special one-mile race earlier in the same program. The boys may be the best of friends over a dinner table, but they surely are jealous of each other's feats on the cinder path and indoor

Catholic Floor In Columbia Meet

ocal Catholic high schools-Inma culate Conception, St. Patrick's and St. Wenceslaus are entered in the Columbia college tournament in Dubuque where fifteen teams, will com-

will be held.

There will be three 12-round fights. Jimmy Goodrich of Buffalo will meet Clyde Jaekle of Toledo; Benny Valgar of New York will meet Basil Gallano of New York, and Sol Seeman, New York, will meet Charle O'Connell of Philadelphia.

The cabeta three tournament sentiablished winning records this scason, but are expected to meet with serious opposition from teams of Waterloo, Iowa City, Davenport, Dubuque and other cities.

DUBUQUE, March 9.—(By Associated Press).

Fifteen Catholic high school hask.

A special cause for rejoicing by radio owners is the inclusion in the program of the number, "By the Waters of Minnetonka," sung by Mr. Newcomb, with violin obligato by Joseph Kitchin, head of the violin department. When this selection was given by these actiets at a re-

NEWS

Regular schedule of WJAM, The Evening Gazette-Iowa Railway and Regular schedule of WJAM, The Evening Gractic-lows 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 Sat-urday, 6 to 6:30; other programs to be announced. (Central standard time.)

BROADCASTING

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

COE ARTISTS IN 3RD RADIO RECITAL TUES.

Claude Newcomb, Tenor, And Flora Kitchin, Pianist, In Third Concert Of Coe Series.

Another feast of good music will e accorded radio listeners Tuesday vening on the occasion of the third aculty recital at WJAM by the Coe College School of Music. Prof. Claude R. Newcomb, tenor, head of he department of voice, and Flora Mackay Kitchin, planist, will appear. The program will be given

Mr. Newcomb is a soloist of great popularity in this vicinity, as well as being a leading instructor in voice training. He possesses a rich tenor of wide range and beauty. He

began his study of music in Minneapolis, fol-lowed by a course at knox conservatory, from which place ied with Thomas summers. was coaching in New York with Oscar Scagle,

-Kadgihn Photo.
-Tru-Art Cut.
PROF. NEWCOMB.
services were obtained by Coc college. Mr. Newcomb was head of the voice department in the College of Fine Arts, Phillips university, Enid, Oklahoma, 1913-18. He was an instructor in voice at Coe college from 1919 to 1921, and a professor of voice since. Since 1924 he has di-

1924 he has directed the ves-per choir.

was given by these artists at a recent meeting of the Kiwanis club, it created little less than a sensation. The entire program is one which from WSUI, the university radio

TONIGHT'S FEATURES

6, WCCO Minneapolis (416), sport talk, by Knute Rockne, coach of Notre Dame university. 7:30, KFKU Lawrence (275), basket-ball game, K. U. vs. Washington university. 9:10, KOA Denver (323), "Safety

First," produced by the Otis play 10, KNX Hollywood (337), KNX feature program for two hours.

educated and uneducated music

It is as follows: Prof. Claude R. Newcomb, tenor. Flora MacKay Kitchin, planist. When the Dew is Falling ... Schneid Thine Eyes Still ShineSchnel

III.
Hear a Thrush at EveCadman A Memory Gan Dreamin' Time Strickland MR. NEWCOMB

Magic Fire Scene Wagner-Brassin MRS. KITCHIN

Cedar Rapids, author of several books of poetry.

The sessions will be held in the old capitel building. A poetry round table will be conducted at ? a m., with Edwin Ford Piper, well known Iowa poet, presiding. Nelson Antrim Crawford, Helen Cowles Le Cron of the Des Moines Register book page, and Mrs. Sigmund, are scheduled/for discussions.

The fiction round table, at 2 p. m. will be conducted by John T. Fred-Elegy V. Massenet
By the Waters of Minnetonka Lieurance
(Violin obligato by Joseph Kitchin.)
MR. NEWCOMB
VI.
May Night Palmgren
Alt Wien Godowsky
Country Gardens Grainger
MRS. KITCHIN
VI.
Evening Song Gilberte

Evening Song VII.

Rocturne MR. NEWCOMB

Many Telephone Calls At **Dreamland Praise Music**

In order to see how many fans are listening in on Saturday even-ings, two announcements asking for reports were made by Dempsey Jones from Dreamland ballroom last Saturday. The telephone at the dance palace was kept ringing almost con

stantly.

All were high in their praise of Clarke and his orchestra, and of the manner in which the music was being transmitted by WJAM.

The tests showed two things, that wills become like the Dreamland. MADRID, March 9. — Vincent Blasco Ibanez, widely known author, was ordered by the Spanish government today to return to Madrid to stand trial on charges of lese majoste, attacking the form of government, and with inciting the populace to rebellion. Ibanez at present is in France. He has carried on an active propaganda against King Alphonso and the present monarchist radio listeners like the Dreamland dance music, and that Saturday night is as popular a night for radio as any other night in the week.

Ralph Leo's Concert At

That Ralph Leo is firmely en renched in the hearts of Cedar Rap irenced in the neuris of cedar Rap-ids music lovers was amply demon-strated by his radio program from WJAM last night.

WJAM last night.

Favorites
poured into the station long before the hour of the concert, and during the time of his singing, the tele-phone was ringing almost constantly

Coe artists roll — Tru-Art Cut, the time of his singing, the telephone was ringing almost constantly recital. Besides accompanying Mr. with compliments and song suggests Newcomb, she will render three tions. He gave a full hour's program groups of piano solos.

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

8, WEAF New York (491) Eveready hour 8, WJZ N. York (454), Brunawick hour 8, WOAE, Pittsburgh (461), Eveready hour. , KDKA" Pittsburgh (309), Brunswick WRC Washington (469), Brunswick



Armstrong Clothing Co.

The Store for Men and Boys—Iowa's Largest



The charm' of Vernon Heights may be summed up in one phrase; EVERY LOT A PARK.

SOLE AGENTS

8:18. KPO Ban Francisco (420), play review 9, WEBH Chicago (370), songs. 9, WEW Cincinnati (428), orchestra. 9, W.Z. New York (464), Pyronecs. 18, WOAW Omana (366), harpist. 9, WOAW Omana (366), harpist. 9, WOAW Omana (366), concert. 9:39, KNX Hollywood (337), taik. 9:39, KNX Hollywood (337), taik. 9:39, WOAW San Antonio (395), orchestra. 10, WGN Chicago (370), orchestra. 10, WGN Chicago (420), program. 10;39, KGW Portland (401), concert. 11, KNX Hollywood (337), instrumental. 11, WNM Memphis (500), frolic. 12, KNX Hollywood (337), novie night. 12, KGW Portland (401), orchestra.



Party Night Tonight DREAMLAND IOWA'S BALLROOM BEAUTIFUL

CLARK'S ORCHESTRA They are unequaled in superior dance music.

For dating call phone 6050-J.

ADMISSION-LADIES FREE-GENTS 50c Manhattan Beach to let beginning May 1st.

DEMONSTRATION Every housewife, farmer, car driver and mechanic should

der tin, copper, brass, graniteware, galvanized tubs, radiators and radio without using soldering iron.

Geo. T. Gadd Hardware Co. 121 Second Ave.

"If It's From Gadd It's Good"

see the Solder Demonstration now on here. You can sol-

Henry S. Ely & Co.