

# BEHIND THE MIKE

Tickets for Major Bowes' Amateur Hour Broadcasts Difficult to Procure.

BY RALPH NORMAN

There came an anxious voice on the telephone to The Times Amusement department. "How?" it asked, "can I get tickets for Major Bowes' amateur hour next Sunday?"

Heads together, the men of the amusement department promptly arrived at several conclusions. Probably the best suggestion to the "voice" was that he ring up his friend in New York who is a director of NBC, then talk him out of "comps." That the "voice" had no such friend complicated matters. Then see a scalper and pay from \$1 to \$5, depending upon how easy you look, for a ticket, was proposed next.

When the "voice" groaned at this, other practical suggestions followed. "Well, then, why not be an amateur and get on the program that way? Or impersonate Major Bowes? Or with less effort, perhaps, just impersonate the 'gong.' But the telephone clicked, and we heard the "voice" no more. So, if the Major or the gong have a Hoosier dialect next Sunday evening, you'll know that one Indianapolis man has gained admission to the amateur hour.

The ticket business is no joking matter to the major networks. Popularity of radio personalities, and the comparatively small seating capacity of studios make impossible accommodation of all persons wishing to see as well as hear broadcasts.

All tickets for Jack Benny's New York programs have been gone for weeks, although the comedian was back East for his first broadcast only last night.

Eddie Cantor gets four tickets for each of his three Sunday programs, the dress rehearsal which is public, the six o'clock broadcast, and the repeat broadcast for the West. But, he complains, his five daughters can't all come to the show together.

In pursuit of Toughy Hogan, son of Pine Ridge's public enemy No. 1, who disappeared on last Tuesday's broadcast, Lum and Abner will arrive in New York this afternoon, and will make their 6:30 broadcast, tonight, from there, NBC-WJZ (WLW). Like Gracie Allen's search for her missing brother, the Pine Ridge pair's hunt for Toughy is bringing letters from various sections of the country, and Toughy has been reported "seen" in such widely separated places as Aurora, Ind.; Jonesboro, Ark.; and Port Orange, Fla.

Lum and Abner are in New York again for the first time since 1933.

Douglas Fairbanks Jr., who returned only recently from England, is to be co-starred with Muriel Kirkland, stage actress, in the Radio Theater production to-night of "The Bride the Sun Shines On." Miss Kirkland was featured in "Strictly Dishonorable," and has appeared in several movies. CBS (WFBM) show at 8 tonight.

Senator L. J. Dickinson of Iowa is to speak from CBS studios in Washington at 9:30 tonight on "The Electors' Choice." WFBM is not to carry the address.

United Mine Workers of America recently voted approval of a radio campaign to familiarize the nation with the views of its leader, Miner John Lewis.

Apocryphal comment in this column on the new type of radio program promised by Sigmund Romberg on future Tuesday evenings are the following reflections on current broadcasting ideas. Write this OLD RADIO EDITOR:

"During the last two weeks I have been listening eagerly to the popular orchestras featured by many commercial programs. That is, I have been trying to hear them. But so many trick singers, so many tap dancers, so many comics and hillbillies and combblowers have been introduced that the orchestra music is all but lost."

"This is the gingerbread era in radio, I realize. A sponsor feels that to attract attention he must spot his program with a vast variety of novelties. A half hour is not a half hour unless at least two or three of the week's batch of celebrities are given their chance to perform. It's no longer a privilege to broadcast. A celebrity expects it, his due, just as he expects at 5 p. m. his sherry and biters."

"Meanwhile the orchestra leader sits and waits, ready to conduct his outfit if there only were time. Take the case of Paul

Abbreviations: N—National Broadcasting Co.; C—Columbia Broadcasting System; M—Mutual Broadcasting Co.; O—Orchestra.

Member stations and kilocycles of the network are: NBC-WFAP-WLW (700), WIRE (1460), WTAM (1070), WMAA (670), and WSM (650). NBC-WJZ-WLW (700), WIRE (1460), WENR (870), WLS (870), WMAA (670), and WSM (650). CBS-WABC-WFAP (1330), WWOV (1160), and WFBM (770).

When there is no listing for a station at quarter and half-hours, its preceding listed program is on the air.

## MONDAY

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## Best Short Waves

TOKYO—3 P. M.—Japanese and 21.9 m. (10,740 kc.).  
EUROPEAN MUSIC. J.M. Nanki.  
ROME—5 P. M.—News in English. 21.9 m. (10,740 kc.).  
LONDON—5:30 P. M.—Talk. GSC. 31.3 m. (9,580 kc.).  
BERLIN—6:15 P. M.—Olympic winter games. DJC. 49.8 m. (6,020 kc.).

## TUESDAY

6—Family Prayer Period (M) WLW.  
6:15—Rise and Shine WLW.  
6:30—Chuck Wagon WFBM.  
6:45—Morning Devotions WIRE.  
7—Early Birds WFBM.  
7:15—Musical Clock WIRE.  
7:30—Consumer's Guide (C) (N) WFBM.  
7:45—Summary of Programs (N) WJZ.  
8—Bugle Call Revue (C) WFBM.  
8:15—Musical Clock (Continued) WIRE.  
8:30—Organ Rhapsody (N) WFBM.

## Music

BY JAMES THRASHER

FOR the first time this season Nelson Eddy is to broadcast tonight from Radio City. Work on the screen operetta, "Rose Marie," which opens at Loew's Friday, and a concert tour, which is to bring him to Indianapolis on March 22, have kept the popular baritone away from New York for the past year.

Tonight's NBC (WIRE) program at 7:30 is to present Mr. Eddy in "Valentine's Farewell" from "Faust," Massenet's "Elegie," and compositions by Kriesler and Strickland. With him is to be Margaret Spens, soprano and assisting artist, who has established an amazing trans-continental "commuting" record by weekly plane trips between New York and California to broadcast with Eddy and Richard Crooks.

"Sigmund Romberg Week," which began yesterday, was planned by a committee of noted musicians headed by Dr. Frank Black, for the purpose of giving recognition to the composer's contribution to music "before he was dead."

Tonight the "Contented Hour" program carries on the observance by presenting one of Romberg's best known and best loved works, "Will You Remember," from "Maytime."

Grace Moore, who has sung Mimi in Puccini's "La Boheme" at the Metropolitan, and who included a part of the first act in her latest movie, is to offer one of the opera's arias, "Addio, Senza Rancore," on her NBC-WFAP broadcast at 8:30 tonight through WIRE.

"TWO SKETCHES," by Eugene Goossens, conductor of the Cincinnati Symphony Orchestra, are to be played by the Krauter String Quartet on the NBC Music Guild program at 12:45 tomorrow afternoon on the WFAP (WIRE) network. Composition was Mr. Goossens' first love, and is a career that he still pursues despite his orchestral duties.

Georges Barrere, for many years solo flautist with the New York Symphony Orchestra, is to direct his woodwind octet on the NBC-WFAP (WIRE) hookup tomorrow afternoon at 3:30. The program will include Haydn's "Divertimento in E Flat," the same composer's "St. Anthony's" Choral, (used by Brahms as the theme for his Variations for orchestra) and the famous Beethoven Octet for Woodwinds.

ALL hands, from skipper to ordinary seamen, are to participate in some way in the broadcasts.

THE STORENO

One of Florida's finest American plan hotels. On Tampa Bay. 300 rooms. Pleasant sports life. All outdoor sports. Booklet. Storeno Lund Jr., Mgr.

SEMPERSBURG-FLORIDA

FOR YOUR HEALTH SAKE SEE A DENTIST

If you have decayed teeth which either swallow or absorb decayed matter or pus continuously. This will surely be followed by serious trouble.

Give us a call for examination Located Here 23 Years Hours 8 A. M. to 5 P. M. Sunday Mornings

THE PEOPLE'S DENTISTS

36 1/2 West Washington St.

Dr. Chas. Owens

6899 Registered for Classes; Largest Enrollment in State.

Technical High School today boasted the greatest enrollment in the history of the institution and the state. Total number enrolled is 6899.

There are 2376 freshmen; 1553 sophomores; 1360 juniors; 1468 seniors, and 142 post graduates. Of the total, 3920 are boys and 2979 girls.

Enrollment at Tech makes two records.

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## DIRECT PUBLICATION OF TECH H. S. CANNON



Editors of the Arsenal Cannon, pupil publication at Technical High School, for the current semester are (above, left) Viola Francisco, Staff 1; Robert Insley (right) and Roland Boughton (lower), Staff 2.

## Radio Commentator Is Banquet Speaker

CHICAGO, Feb. 10.—John B. Kennedy, NBC commentator, is to go to Washington today to be guest speaker at the annual banquet of the Military Order of the Carabao, organization of Army and Navy officers who served in the Philippines prior to 1906.

The commentator goes to West Point yearly in the role of lecturer. Among guests at the Washington banquet are to be Secretary of the Navy Claude A. Swanson and Secretary of War George H. Dern.

Christian Ministers to Meet  
The Indianapolis Christian Ministers' Association is to hold its regular meeting at 10:30 tomorrow in the Y. M. C. A. Dr. James A. Crain, secretary of the Board of Temperance and Social Welfare, is to speak on "Liquor Out of Control."

## SOCIALIST WORKERS ANNOUNCE MEETING

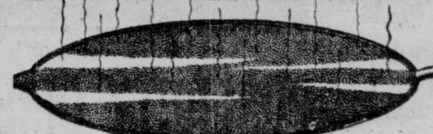
Tri-State Session to Be Held in Louisville.

Socialist Party workers of Indiana, Ohio and Kentucky are to hold a tri-state conference in Louisville, Feb. 22 and 23, it was announced today by Forrest Rogers, Indiana secretary.

Roy Burt, Chicago, national organizer; Albert Goldman, Chicago labor attorney; and Herbert Zam, New York, member of the Socialist Call editorial board, are to speak. Arrangements committee is comprised of Merrill Jackson, Indianapolis; Hugo Rasmussen, Terre Haute, and Mrs. Lula S. Halvorsen, Evansville.

Roomer Takes Rings, Police Told  
A man rented a room at the home of Mrs. John H. Valch, 112 S. Butler-av., Saturday, and then stole two diamond rings valued at \$250 and fled, she reported to police.

## FEBRUARY S-I-Z-Z-L-E-R



No. 8  
A Value So HOT That We Can Offer It Only for ONE DAY—TOMORROW!

## 8-Piece Novelty Plaid Bath Towel and Wash Cloth Set

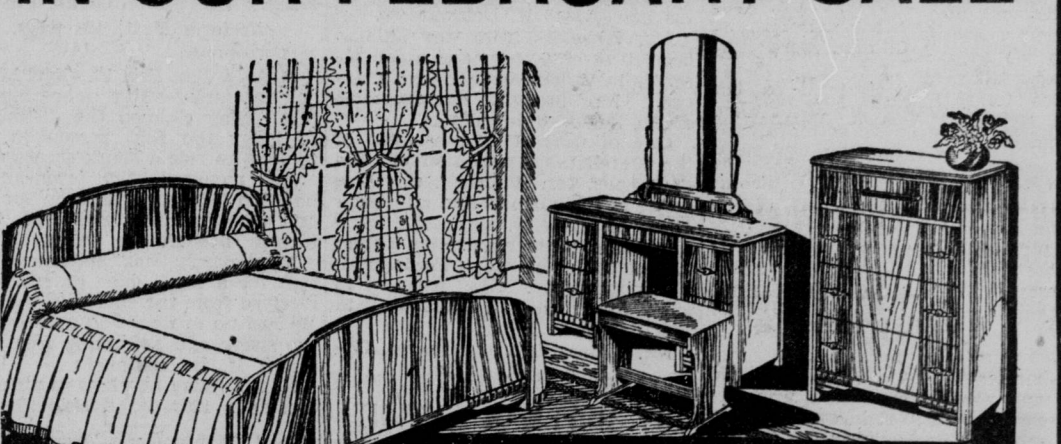
4 Big Towels \$1.00 Set 4 Wash Cloths

A sizzling red-hot special! You'll want a set for yourself, for a bridge prize or gift and one to keep on hand. The towels are big generous size, 20x40 inches with 1/2 inch even block plaid design with 1 inch white spacing. Black and red plaids, also gold, blue, orchid and green.

Downstairs at Ayres

Open Tonight - 7 to 9:30

## UNUSUAL VALUES IN OUR FEBRUARY SALE



## Tigerwood Walnut Finished Large Size Bedroom Suite

Here is a suite that is ruggedly built to last for years—smartly styled to satisfy your wishes for attractive appearance—and priced so low that you can own it without strain on your pocketbook! Modern, full-size bedroom suite. Full 42-inch vanity with 20x34-inch mirror, 30-inch chest that is 44 inches high and full size bed of tigerwood in walnut finish. One of many great values that the sale offers in good furniture at a low price. See it!

CONVENIENT TERMS

\$59.50 SOFA AND CHAIR of large size, green or rust tapestry. Now \$49.50	\$49.50 BEDROOM SUITE—Walnut vanity, chest and full size bed for \$39.50
\$110 SOFA AND CHAIR, covered in dark rust velvet. Reduced to \$84.50	\$64.50 BEDROOM SUITE finished in cherry. Vanity, ladder bed and chest \$49.50
\$119.50 SOFA AND CHAIR, pillow arm sofa, covered in green frieze. \$89.50	\$67.50 BEDROOM SUITE—in walnut. Triple-mirror vanity, chest and full size bed \$57.50
\$89.50 SOFA AND CHAIR, covered in mohair. Reverse cushions in moquette \$77.50	\$47.50 BEDROOM SUITE—Vanity with swinging mirror, chest and full size bed \$42.50
\$69.50 SOFA AND CHAIR in heavy green or rust tapestry. Now \$59.50	\$79.50 BEDROOM SUITE—Triple-mirror vanity, chest of drawers and full size bed of walnut. Now \$59.50
LOUNGE CHAIRS that were priced up to \$34.50. Now reduced to only \$17.95	
OCCASIONAL CHAIRS that were priced up to \$9.75. Now reduced to only \$5.95	

These Are a Few of Many Equally Good Values!

The Banner-Whitehill Riley 8647  
DOWNSTAIRS STORE  
31 South Main

**LIFEBUOY**  
PROVED OVER 20% Milder  
"Patch" tests on the skins of hundreds of women show it is more than 20% milder than many so-called beauty soaps.  
Hundreds of women took part in these "patch" tests. Girls in their families, women in their friends' families, women in their own families, all agreed that Lifebuoy soap is the most gentle, most effective, most purest of all soaps.

**PRETTY SOON JEAN'S HUSBAND NOTICED**  
HONEY, YOU'RE GETTING PRETTIER EVERY DAY. YOUR COMPLEXION'S SO FRESH AND CLEAR.  
... SO DID MARY'S  
MARY, YOUR HANDS ARE AS SOFT AND SMOOTH NOW AS THE DAY WE MARRIED.  
... SO DID OTHERS!  
MARRIED FIVE YEARS? WHY, YOU LOOK LIKE BRIDES WITH YOUR LOVELY COMPLEXIONS AND SOFT, WHITE HANDS.  
OH, WE KNOW A LITTLE SECRET.  
Try this easy way to a clearer complexion—soft, smooth hands  
WASH HANDS and face always with Lifebuoy—only with Lifebuoy. It's mild, gentle, kind to the skin, protects its natural beauty. Hundreds of "patch" tests prove it is actually more than 20% milder than many so-called "beauty soaps." Yet it costs no more, perhaps even less than the soap you now use. Why not give Lifebuoy a thorough trial?  
Guards your charm  
A hint of "B.O." (body odor) kills attractiveness. Bathe regularly with Lifebuoy. Its rich, searching lather purifies pores, stops "B.O." Lathers abundantly in hardest water. Its own clean scent rinses away.

**"Listen, Jean, this gives me an idea..."**  
I ALWAYS BATHE WITH LIFEBUOY. SO DO YOU. BUT NOW I'M GOING TO USE IT ON MY FACE.  
YES, AND I'LL KEEP A CAKE IN THE KITCHEN, TOO. I OFTEN WASH MY HANDS THERE—JUST WITH HARSH KITCHEN SOAP!  
SO DO I, JEAN, MAYBE THAT'S WHY MY HANDS GET SO RED AND ROUGH.  
LET'S ALWAYS USE LIFEBUOY NOW, MARY, AND SEE IF IT MAKES A DIFFERENCE.