

Vaudeville Headliner at Craterian



The Cadet Sextette on Next Wednesday's Bill

PRIVATE LIFE, HELEN OF TROY



Marie Corda in "The Private Life of Helen of Troy"

"The Private Life of Helen of Troy," screen version of John Erskine's great novel, is at Hunt's Craterian.

The picture contains brilliant comedy and sly satire. She most beautiful woman of all time—Helen of Troy—is not a perfect wife. She is not even a perfect sweetheart, as Paris speedily discovered.

Deserving of great credit are Carey Wilson, who adapted and produced the story, and Alexander

Korcia, who directed it. A fine intelligence, a keen sense of humor and a grasp of values, was displayed in the work of both these men.

Marie Corda, a Hungarian actress takes her place immediately among the foremost screen luminaries, and Lewis Stone, as Menelaos; Ricardo Cortez, as Paris; George Fawcett, as Ectorus and Alice White, as Andromache, give performances of smoothness and understanding.

At Rialto Today

"The Wagon Show," Ken Maynard's latest feature at the Rialto theatre, presents a novel type western story. It is a combination of two subjects cleverly blended to make one of the fastest and most thrilling pictures this popular western star has appeared in to date.



Ken Maynard in "The Wagon Show"

The story deals with a small one ring circus traveling during the early days of the west. The western locale offers a background that is both picturesque and unique. Maynard displays his daring and skillful horsemanship.

Tarzan, the wonder horse, comes in for his share of the glory when he enacts a typical hero's stunt. If this horse doesn't think for himself he certainly has a clever gag man.

Highway Beautification

With the sun shining brightly again and every living thing full of life and developing rapidly, interest is now being manifested in highway beautification.

It is too late for the planting of trees and shrubs now until next fall, but there are still many things to be done. All unsightly spots

GENERAL MOTORS HAS 201,373 EMPLOYEES

On February 28, 1928 there were 201,373 individuals in the employ of General Motors, being the first time in the history of the corporation that the number of employees has exceeded the two hundred thousand mark. The previous record total was 185,393 employees at January 31, 1928.

In 1925, there were 88,033 employees; in 1926 there were 113,114; in 1927, it had increased to 155,150.

These figures do not include the employees of certain affiliated companies, such as Yellow Truck & Coach Manufacturing Company and Fisher Body Corporation prior to acquisition of the minority interest as of June 30, 1927. They do include the employees in the General Motors plants in Canada and in the overseas assembly plants and warehouses.

JUBILEE SINGERS RADIO PROGRAM FOR FRIGIDAIRE

Hall Johnson and his famous southern singers will go on the air for the first time when, on April 16, they supply the entertainment for the General Motors Family Party, at which Frigidaire will be the host.

While this organization of jubilee singers is well known through their phonograph records and concerts, the plantation program in which they will broadcast Monday night will mark their first appearance before the radio audience.

Hall Johnson, the conductor of this chorus, is a musician and composer of thorough and sound training, who for a period of two years has been developing and perfecting this ensemble. His sixteen negro singers are said to represent every one of the southern states.

An effort has been made in arranging the radio program to select from the vast mass of material a sufficient variety of mood properly to present the attitude of the negro toward spirituals and folk song, which with the colored race ranges from the most profound sorrow to the greatest joy.

The selection of the concert orchestra, under the direction of Rodolphe Graham, and the Goldman band, with Edwin Franko Goldman conducting, will be in harmony with the general southern tone of the concert.

'FILL-IT-UP' IS CALPET MOTTO

One out of five don't have it, according to a survey recently completed by the statistical bureau of the California Petroleum Corporation to determine how many motor cars get stalled on the road due to empty gasoline tanks.

With nearly 4000 service stations covering the Pacific coast territory from Canada to Mexico, Calpet officials report that 20 percent of the emergency calls received from motorists stalled on the highways, by the Calpet service men, turn out to be "out-of-gas distress signals."

"There is just one remedy for that ailment," said Charles L. Coppage, vice-president and director of sales. "Fill-it-up." It is a regular interval. Buying gasoline on the installment plan, a few gallons at a time, is not economy. I have personally tried it and our investigations to determine which motorist gets the farthest at the lowest average gasoline cost per mile, show that the full-tank driver wins every time.

"The motorist who drives in with the habitual cheery order, 'Fill-it-up' gets better mileage, and saves himself time and annoyance in having to chase down gasoline in the middle of a trip. They tell me to keep my tank filled to within about two inches of the top. That allows room for the necessary air in the tank, eliminates waste of gasoline by seepage through air-hole in the cap.

"Of course, we believe that the next thing in order of importance, after a motorist has acquired the 'Fill-it-up' habit, is to standardize on Calpet gasoline, which is extra smooth and consistently uniform, due to a special rectifying process through which it passes in our refineries."

Good Roads Congress
MEXICO CITY—On Mexico, interested in American highways as well as always, will be host to a Good Roads congress during 1928. State and federal governments and private organizations interested in the construction of improved highways will be represented.

Classified advertising sets results.



Once a School Teacher— Later a Famous Physician

A young man who was brought up on a farm in western Pennsylvania qualified for district school teacher. Further pursuing his studies and teaching, he managed to save enough money to put him through medical college. He began the practice of medicine in the new oil region of Pennsylvania, and often rode horseback through the woods to reach and relieve those who were seriously ill. He was a student of nature, knew and easily recognized most of the medicinal plants growing in the woods.

Finally, he moved to Buffalo, N. Y., where he launched his favorite remedy, and, in a short time, they were sold by every druggist in the land. Today, the name of this man, the late Dr. R. V. Pierce, is known throughout the world. His Golden Medical Discovery is the best known general tonic for building up strength, restoring impaired tissues and enriching the blood. More than fifty million bottles have been sold in the U. S. If your druggist does not sell it, in liquid or tablets, you can obtain a trial pkg. of the tablets by sending 10c to the Dr. Pierce Clinic, in Buffalo, N. Y.

MAY TEAM FOR LIFE AND STAGE



Broadway is hinting that Lita Gray Chaplin may team with Roy D'Arcy, screen villain, in a vaudeville act based on Romeo and Juliet. D'Arcy, who is being sued for divorce by Laura Rhinock Guisti, is said to be contemplating wedding the former wife of Charles Chaplin when his wife obtains her decree.

YOUR RADIO and MINE

A Department Devoted to Making Radio More Understandable and More Entertaining for Everybody
By FREDERICK C. RUSSELL

Differences Important
Resistance coupling differs widely from transformer coupling and it helps to understand a number of otherwise involved points if the chief difference between these two forms of amplification is considered.

In the former method of coupling there is no amplifying in the coupling itself. In the latter a step-up is involved in the coupling. Most persons who have had experience with such simple variations of transformers as shocking coils can understand this.

How, then, does resistance coupling aid in amplifying if it does not amplify of its own accord?

The answer is found in the changes in the tubes themselves. With resistance coupling tubes of the high mu type are being used. "Mu" simply is term for "amplification factor." In other words, where resistance coupling is employed, the tubes handle the amplification, the coupling being used chiefly in obtaining improved tonal qualities.

High-mu tubes may have an amplification factor of 20. These may not be true power tubes, although resistance coupling is applicable to the latter as well.

Great care has to be exercised

to see that the resistors in such coupling are of the right values. It is necessary that they be higher in value than the plate impedance of the vacuum tubes used with them.

Simplicity Now Wanted
Efforts on the part of progressive-minded persons to simplify radio by designating other channels by numbers instead of wave lengths or frequencies is certain to meet with the approval of the radioist. He long has considered radio unnecessarily technical and will favor anything that tends to clear up the situation.

There appears to be no good reason why receivers should be calibrated for wave lengths running to three numerals when numbers ranging from one to ninety-nine could be used without demanding any existing arrangements with regard to assignment of channels. And now that the radio world is thinking in terms of such matters, the radio owner is beginning to wonder why it is necessary to speak of neutrodynes and

superheterodynes, eliminators and rheostats, biasing and accumulators and the rest of it.

Today's radioist is the average person who knows little of radio technique and who is just practical enough to want things made clear. He knows only too well that many radio experts who eat, drink and sleep radio enjoy their own technique and often unconsciously add to its complication.

Can You Answer These?

1. How many kinds of tubes are used in broadcasting and receiving?
 2. Why do the American radio manufacturers aim to make most of their sets for Canadian consumption in Canada itself?
 3. If greater distance is wanted which group of transformers should be considered for replacement: audio or radio?
 4. How many radio receiving sets are in use in the world?
 5. Why do pianos used on the stage sound sharp and sometimes toneless over the radio?
- (Think these over. Don't glance

at the answers until you have tested your knowledge of radio.)

Answers to Questions
1. This is difficult to say because there are many freak and experimental types. One manufacturer recently displayed thirty tubes ranging all the way from the dry-cell 198 to the 20 kilowatt water cooled type which is used in broadcasting.

2. Because it is not possible to obtain a Canadian patent on a set unless 50 per cent of it is manufactured in the Dominion.

3. Radio. That side of the set attends to the distance.

4. 18,000,000, according to a recent estimate.

5. Because stage pianos are tuned to concert pitch which is more brilliant than the pitch used for the home piano and for broadcasting studios. A piano tuned to the usual pitch would not sound particularly well to a theatre or concert hall audience.

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Classified advertising sets results.

The Loves of Carmen—Solomon's affairs with Sheba—are all forgotten when the screen bares the facts of the beautiful Queen Helen who made love an international sport and caused a war that rocked two ancient empires.

HERE! Is The Low Down
The Sensational Expose of the World's First Flapper Queen—

The Private Life of Helen of Troy

Starring
Marie Corda
and
Ricardo Cortez

Now There Is No More Mystery About the World's Most Dangerous Blond—She Would—And Did—Love And How.

At the Giant Wurlitzer
Betty Brown
Presents Selections from "Sari"

—Also—
Good Added Comedy
—
Latest News Events

Today AND FOR 3 BIG DAYS

HUNT'S CRATERIAN
CENTRAL JUST MAIN

Times
1:45, 3, 7
and 9 P. M.

Admission
Mats., 10-35
Eves., 10-50

The Greatest Year In Automotive History

You probably will want a new car this year, whether it is your first or the latest of a long succession of makes and models. The truly modern car gives so much more, for less money, that to drive an old one is unfair to yourself. The new Chevrolet models express the very spirit of this ultra-automotive age. We are always glad to show and demonstrate them.

for Economical Transportation



Pierce-Allen Motor Co.

Phone 150 112 So. Riverside

THE NEW RIALTO
NOW! Today Only!

Two Great Shows in One and One Great Star in Both

KEN MAYNARD
The WAGON SHOW

COME ON DOWN, FOLKS.
Your favorite cowboy has joined the circus—bring all the kids from six to sixty. They'll love this one.

MORE TRICKS, TWICE THE THRILLS

Admission
Mats. 10 and 25
Eves. 10 and 35

Also Good Added Comedy
Rothermel's Music

Tomorrow—Christian Science lecture.
Tuesday—Ladies' Night in a Turkish Bath