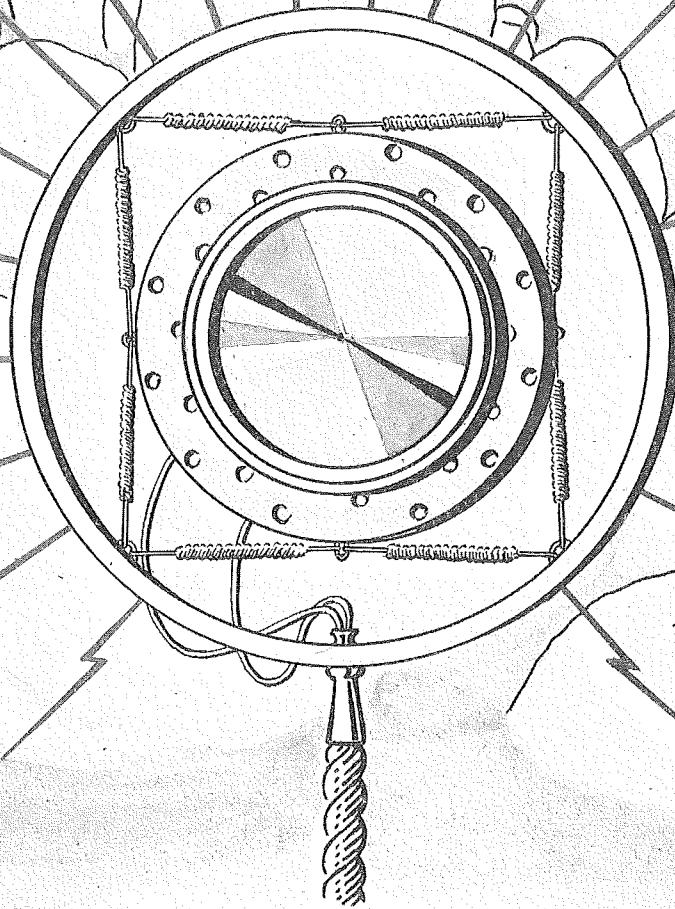
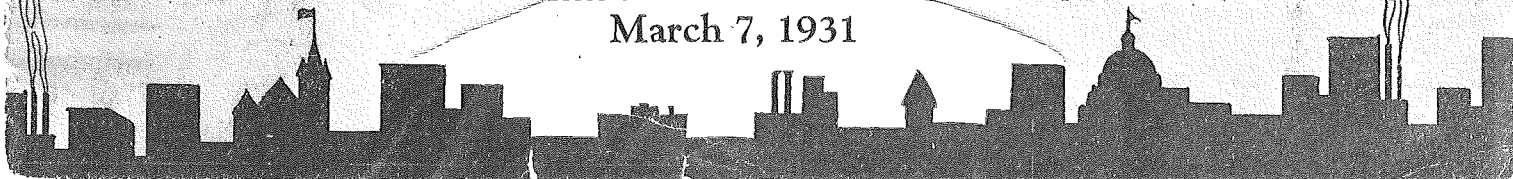


# TWIN CITY RADIO WEEKLY



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March 7, 1931



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J. S. BERGGREN  
Editor

# Twin City RADIO Weekly

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"All The News on  
The Air"

Phone: Geneva 8204

B. BECKER  
Business Manager

Volume 1

Saturday, March 7, 1931

Number 10

## Perhaps You Didn't Know--

That Evangeline Adams, whose talks on astrology are heard over Columbia, has received a letter from a man requesting the horoscope of his horse. He said the information was needed to determine whether or not the horse would cross the line a winner in a forthcoming race.

That Station WABC (key station of the Columbia Broadcasting System) stayed off the air for ten minutes recently because of an SOS. During those ten minutes the telephone operators at the studios received 108 queries concerning the cause of the trouble.

That among recent visitors at WABC (Columbia) were Sir Hubert and Lady Wilkins. Sir Hubert dropped in to renew an old friendship with Lowell Thomas and to hear Mr. Thomas broadcast his nightly news summary on the Literary Digest program. The explorer presented Mr. Thomas with a map of Sir Hubert's proposed under-water journey in the Arctic.

That Ezra McIntosh, NBC announcer, spent his summer vacations from college on an uncle's ranch at Pagosa Springs, Colo. In 1930 the uncle, Ira Hubler, died and left the estate to McIntosh. During forty years of Hubler's reign on the ranch no woman was ever known to be on the property.

That among the radio artists who are devoting a considerable portion of their daily schedule to the study of dancing is Helen Gilligan, formerly prima donna of "Hold Everything," "Strike Up the Band" and "Rain or Shine." Miss Gilligan, whose soprano voice is heard on the "Paramount on Parade" broadcasts over Columbia, spends three hours a day with a "hoofing" instructor.

That Ruth Catterton, star of the stage and speaking screen, soon may appear regularly on a broadcast series of programs, NBC officials indicate.

That a lucrative contract is not a sufficient lure to draw Jimmy Walker to the NBC studios for a series of sponsored broadcasts. The popular New York mayor recently declined an offer which would have made him one of the highest paid broadcasters in the business.

That despite the fact that she plays the part of Joan, a happily married woman in the NBC daily sketch "Raising Junior," Aline Berry receives on the average of one proposal a week by mail. The young men who propose always mention their assumption that Miss Berry isn't married in real life. But she is.

That Bob Weidemeyer and his Land O' Cotton orchestra, will entertain Twin City and Northwest radio listeners from KSTP for several months beginning Tuesday, March 10, when his organization replaces Joe Cappel and his Egyptian Sereaders at the Boulevards of Paris, smart Twin City night club. Mr. Cappel and his musicians have been at the Boulevards five months.

That Ben ("Hope You Like It") Bernie, who orchestra is heard over WCCO and the Columbia network, recently received a letter from the proprietor of an Atlantic City taxicab concern. "My drivers hang around the stand listening to the radio all of the time you are on," the fan wrote. "Since you're ruining my business you might at least dedicate a number to us." Ben did—he played "You're Driving Me Crazy."

That Ethelbert Nevin's beautiful composition, "My Rosary," will be sung by the National Singers from KSTP at 6:15 p. m. Sunday, March 8.

That Bill Steinke, of NBC-Jolly Bill and Jane fame, whose weight increases with his popularity, now tips the scales at 240 pounds.

That radio's littlest actress is Edith Thayer, the Jane McGrew of Hank Simmon's Show Boat. She is four feet eleven inches short.

That Bobby Jones pastes his manuscript on cardboard before going on the air in his weekly broadcast over an NBC-KSTP network. This is to prevent rattling of the paper. Jones has never fully recovered from his nervousness before the microphone.

That Friday, the thirteenth, was no red letter day in the life of Kelvin Keech, NBC announcer. Keech was arrested for speeding in a new car which he had just purchased two days before. He appeared in traffic court and payed a fine of twenty-five dollars. After leaving the court house he parked his car on Fifth Avenue while he announced several programs. When he came out of the building there was a traffic tag hanging on the door of his shiny new car.

That two important changes in KSTP feature programs have been announced, effective this week. The Dodo Club, heretofore a Monday night program, has been changed to Saturday night from midnight to 2 a. m. The Paramount theater organ program, with Leonard Leigh at the console, has been heard on Friday nights. Hereafter it will be heard Monday nights from 11:30 p. m. to 12:30 a. m. The change in the Friday night schedule now brings a dance frolic from 11:30 p. m. to 1 a. m.

# Radio Personalities

By Lowell H. Swenson

## KEN MURRAY

**K**EN MURRAY, celebrated comedian of the stage, screen, and radio, who appeared on Tuesday night's Hennepin Orpheum Radio Hour from KSTP, was recently contracted to appear three times a month on the "Voice of the RKO" which is broadcast over the National Broadcasting System each week. In



KEN MURRAY—"ME AND MIKE"

addition to his present radio contract with RKO, Ken has been signed to appear in a series of 13 weekly commercial radio programs to originate on the west coast and be broadcast over the chain.

Ken Murray is a sociable chap. His comely appearance combined with his pleasing personality make him one of the best-liked "funsters" on the screen and stage today. Wherever he goes he is always seen with his "traditional cigar" in his mouth. The two are inseparable.

Ken was born in New York City and received his preparatory education at Kingston High School. While he was in high school he failed to show any unusual acting ability, although he participated in several school productions. After graduating however, he went on the stage. Following in the footsteps of his father, Ken became a comedian. Within a comparatively short time he attained success. Playing at a small theater one night he made his first appearance over the air in a theatrical revue.

A few years later he appeared on

the "RKO Voice of the Air" in a four-minute monologue. Although his portion of the program was extremely short he received over 10,000 fan letters during the following week. Immediately broadcasting officials contracted him for a new series of programs. Since then Ken has appeared over numerous stations throughout the country.

He made his first appearance in motion pictures in "Half Marriage" with Olive Borden. His most recent screen offering is "Leathernecking." After he completes his present vaudeville tour Ken will return to Hollywood to make pictures for RKO. During this time his weekly broadcasts will originate in Los Angeles, Calif.

Ken experienced one of the greatest thrills of his varied career when he participated in the first television broadcast in the United States. This program was broadcast from WMAQ in the Daily News Building, Chicago.

Ken declares that the most embarrassing moment of his entire career occurred when he was late to a scheduled appearance in "The RKO Voice of the Air" program last year. The program was broadcast direct from the Leviathan steamship anchored in New York harbor. A large group of celebrities were present on the occasion. Ken was taken ill several hours before the program was scheduled to be broadcast, however. Realizing the importance of the occasion, Ken remained at his hotel during the entire day and prepared to go to the ship in a taxi a few minutes before the beginning of the program. His taxi was delayed by several freight trains, and in order to avoid any further delay his cab driver drove along the tracks and crossed in back of one of the trains. Continuing on his way he arrived at the boat without further mishap. Upon arriving at the studio, however, the closing strains of the RKO program reached his ears. The director of the program greeted him as he entered the studio. Ken realized the futility of saying he had been unable to appear on the program because of illness. That would have been the natural alibi, he said. He gave no alibi, merely saying he was sorry he did not arrive in time for the program. To his surprise he was received graciously, adding to his discomfort.

Motion pictures offer the amateur great opportunity for fame and fortune, Ken stated. Who ever heard of Buddy Rodgers or Richard Arlen prior to their appearance in movies, he asked. Many of the greatest stars of the screen today never achieved notable successes on the stage, he continued. Ken believes radio is one of the most exacting professions of today. Many years of hard work are essential to a real success in radio, he declared.

Ken will appear on the Palace Orpheum Hour from KSTP next Tuesday night, March 10, at 11 p. m.

## Maurice Chevalier to Have More Time on Air

Friends of Maurice Chevalier, debonair French stage and screen star, guest artist of the Chase & Sanborn program through KSTP at 7:15 p. m. Sunday, March 8, will hear him in a longer program beginning Sunday. The program will go on the air at 7:15 p. m. and continue until 8 p. m., instead of the 30-minute broadcast heretofore.

Chevalier will continue to sing successes from his recent sound pictures, and also selections which were favorites of his French audiences. He will continue to introduce his numbers with a brief, characteristic monologue.

Dave Rubinoff's orchestra will assist Chevalier on the program.

## CARROLL GIBBONS, COMPOSER, ON WONDER BAKERS' PROGRAM

Carroll Gibbons, popular composer who is more at home on Piccadilly Circus in London than in New York's Tin Pan Alley, will be guest artist on the Happy Wonder Bakers' program from KSTP at 8:30 p. m. Tuesday, March 10.

"Doc" Sigmund Spaeth, pianist, monologist and master of ceremonies on the program, will introduce Mr. Gibbons, and Jack Parker, tenor, will sing Gibbons' song hit, "Garden in the Rain," with the accompaniment of Frank Black and his orchestra.

Mr. Gibbons, who also is a pianist of note, did his first composing in 1921. In 1922 he and Rudy Vallee went to England where Gibbons remained for several years as orchestra leader for the Savoy Hotel in London.

Other features on the program will include "Hallelujah" from the musical comedy and talkie success "Hit the Deck," by vocal trio and orchestra, and "Dear Old Pal of Mine" by the Singing Violins.

# Rudy Makes Another Discovery



RUDY VALLEE AND FRANCES LANGFORD

Rudy Vallee and his orchestra, while on tour, stopped at stations WFLA-WSUN, Clearwater, Florida, associated stations of the National Broadcasting Company, to broadcast the weekly Fleischmann hour over the network. In the studio Vallee heard

a girl singing, and upon inquiring he discovered she was Miss Frances Langford, heard over WFLA-WSUN. He immediately decided to make her guest artist on his program. Rudy and Miss Langford are shown above discussing the program.

## RADIO PROGRAM For Week of March 8th to 14th

### SUNDAY

205.4—KSTP—1460

- 10:45 a. m.—Second Church of Christ Scientist.
- 12:00 m.—National Oratorio Society.
- 1:00 p. m.—Library of Congress Musical.
- 1:30 p. m.—Northwestern Yeast Company.
- 2:00 p. m.—National Youth Conference—Dr. Daniel Poling.
- 3:00 p. m.—Father Flanagan's Boys' Home Program.
- 3:30 p. m.—Sunshine Boys — Ted Klein, Tenor.
- 4:30 p. m.—Organ Concert—Dr. Francis Richter.
- 5:00 p. m.—Catholic Religious Hour.
- 6:00 p. m.—For Auld Lang Syne.
- 6:30 p. m.—Philco Hour.
- 6:45 p. m.—National Citizens' Mutual Insurance Company—Officer Mulcahey.
- 7:00 p. m.—Enna Jettick Melodies.
- 7:15 p. m.—Chase and Sanborn Choral Orchestra.
- 8:00 p. m.—Beachcombers.
- 8:15 p. m.—Atwater Kent Concert.
- 9:15 p. m.—Musical Specialty.
- 9:30 p. m.—Martha Atwood, Soprano.
- 9:45 p. m.—Seth Parker's Singing School.
- 10:15 p. m.—Heel-Hugger Melodies.
- 10:30 p. m.—Time-Weather.
- 10:35 p. m.—Russian Cathedral Choir.
- 11:00 p. m.—Gruen Time Signal.
- 11:01 p. m.—Marigold Ballroom Orchestra.

370.2—WCCO—310

- 9:45 a. m.—First Trinity Lutheran Church, Minneapolis, Rev. Carl J. Hoffman, Pastor.
- 10:45 a. m.—Recorded Program.
- 11:00 a. m.—Jewish Art Program.
- 11:30 a. m.—International Broadcast—"Freedom of the Seas."
- 11:45 a. m.—H. M. Grenadier Guards Band from Montreal.
- 12:15 p. m.—Recorded Program.
- 12:30 p. m.—Conclave of Nations.
- 1:00 p. m.—In Hamline's Chapel.
- 2:00 p. m.—New York Philharmonic Symphony Orchestra — Bernardino Molinari, Conductor.
- 4:00 p. m.—Sermon by Rev. Donald Grey Barnhouse—The Tenth Presbyterian Church of Philadelphia.
- 4:30 p. m.—Zinsmaster Melodists.
- 5:00 p. m.—Cathedral of the Skies.
- 6:00 p. m.—Golden Hour of the Little Flower.
- 7:00 p. m.—Devils, Drugs and Doctors—Eastman Kodak Co.
- 7:15 p. m.—Musical Program.
- 7:30 p. m.—Kaltenborn Edits the News—S. W. Straus Co.
- 7:45 p. m.—Kunz Best for the North Program.
- 8:00 p. m.—Philharmonic Civic Orchestra.
- 8:30 p. m.—Graham-Paine Hour — Detroit Symphony Orchestra.
- 9:00 p. m.—Radio and Television Institute.
- 9:15 p. m.—Organ Recital—Paul Oberg.
- 9:30 p. m.—Be Square Motor Club—Barnsdall Oil Co.
- 10:00 p. m.—Weather Report.
- 10:05 p. m.—Back Home Hour.

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216 Lumber Exchange Building

SUNDAY—MARCH 8

WDGY

- 6:30 a. m.—Time Signal, Courtesy of Dr. Young.
- 8:45 a. m.—Varied Musical Program.
- 9:00 a. m.—Organ Program.
- 9:45 a. m.—Van Tilburg Oil Co.
- 10:00 a. m.—Watch Tower Program.
- 10:15 a. m.—Rose Blossom Lab.
- 10:30 a. m.—Unitarian Services.
- 12:00 m.—Paul's Beauty Shop.
- 12:30 p. m.—Romeo Gutsche—Piano Recital.
- 12:45 p. m.—Personality Class.
- 1:00 p. m.—Hurley Piano Co.
- 1:30 p. m.—Regan—The Redheads.
- 2:00 p. m.—Holstad Program.
- 2:30 p. m.—Town Market.
- 2:45 p. m.—Stayform Co.
- 3:15 p. m.—Bay Claggett's Orchestra.
- 3:45 p. m.—Yellow Jackets by Courtesy of Orra G. Scott.
- 4:15 p. m.—Paul Marsh.
- 4:30 p. m.—Broadway Temple Sunday Musicale—Rev. Carl A. Hognander.
- 5:30 p. m.—Klekner Radio and Television Talk.
- 5:45 p. m.—48th Street Christian Church—James C. Brown, Pastor.
- 6:00 p. m.—Ted Stephens.
- 6:30 p. m.—El Patio Cafe Orchestra.
- 7:00 p. m.—Eagles Ballroom Orchestra.

239.9—WRHM—1250

- 12:00 midnights—Midnight Maniacs.
- 12:25 a. m.—Gluek Brewing Company.
- 12:30 a. m.—Dance Program—Karadio Corp.
- 1:00 a. m.—Midnight Maniacs.
- 3:30 a. m.—Sunday Morning Musical.
- 10:30 a. m.—Half Hour of Happiness. Tingdale Bros.
- 11:00 a. m.—Services from Simpson M. E. Church.
- 12:30 p. m.—Watch Tower Program.
- 12:45 p. m.—Wesley Chimes.
- 1:00 p. m.—The Golden Hour.
- 2:00 p. m.—Theatrical Review.
- 2:30 p. m.—Tingdale's Half Hour of Happiness.
- 4:00 p. m.—Vesper Services. Rosedale Lutheran Church, Rev. Gronseth.
- 4:30 p. m.—Bethesda Free Church. Song Service with H. B. Prince.
- 5:00 p. m.—The Good News Hour.
- 6:00 p. m.—Sunshine Hour with Luke Rader.
- 8:00 p. m.—Services from the River Lake Tabernacle.
- 10:00 p. m.—Snelling Tavern.
- 10:30 p. m.—Oak Grove Country Club.
- 11:00 p. m.—Snelling Tavern — Dance Program.
- 11:30 p. m.—Oak Grove Country Club.

MONDAY—MARCH 9

205.4—KSTP—1460

- 6:30 a. m.—Early Risers' Club — Time Signals.
- 7:25 a. m.—Program for the Day.
- 7:30 a. m.—General News and Foreign Dispatches.
- 7:35 a. m.—Musical Interlude.
- 7:45 a. m.—Jolly Bill and Jane.
- 8:00 a. m.—Quaker Early Birds—Gene and Glenn.
- 8:30 a. m.—The Vermont Lumber Jacks.
- 8:45 a. m.—A. and P. Gypsies.
- 9:00 a. m.—Morrison's Inc.
- 9:05 a. m.—Musical Interlude.
- 9:15 a. m.—Morning Matinee—Don Guthrie.
- 9:30 a. m.—New York Stock Exchange Market Reports.
- 9:40 a. m.—Livestock Flash — Grain Markets. Hughes Stock Reports.
- 9:45 a. m.—Lyon Fish Program.
- 10:00 a. m.—Aunt Sammy Chat.
- 10:15 a. m.—Radio Household Institute.
- 10:30 a. m.—Gartia Barre—Make-Up Box.
- 10:40 a. m.—With the Composers.
- 11:00 a. m.—Musical Interlude.
- 11:15 a. m.—Reports.
- 11:30 a. m.—National Farm and Home Hour.
- 12:30 p. m.—The Play's the Thing.
- 1:15 p. m.—Al and Pete.
- 1:30 p. m.—Dr. Francis Richter — Piano Interlude.
- 1:45 p. m.—Sisters of the Skillet.
- 2:00 p. m.—Blue Blazers.
- 2:15 p. m.—Closing Grain markets.

## Creator of Kewpies to be Heard from WCCO



ROSE O'NEIL

Artist, poet, novelist, creator of Kewpies, who will be heard in the "Pequot Personalities" Program to be broadcast from Pequot Mills, Salem, Mass., from WCCO, at 9:15 a. m. Thursday.

### ATWATER KENT HOUR

How poetry and drama receive their most striking expression in song will be demonstrated by Elizabeth Rethberg, leading dramatic soprano of the Metropolitan Opera Company, in the Atwater Kent program from KSTP at 8:15 p. m. Sunday, March 8. Josef Pasternack will lead the concert orchestra.

The young Metropolitan prima donna, who has been one of the regular artists of the Atwater Kent hour, has not only been awarded a gold medal for having the most perfect soprano voice known today but is credited in Europe and America with being one of the greatest interpreters of music on the operatic stage. Born in Bohemia she made her first operatic appearance in Dresden at the age of nineteen and has scored notable successes in every operatic center of the world.

That Bradford Browne has just taken the first pictures of Bradford Jr.

MONDAY—MARCH 9

205.4—KSTP—1460

- 2:30 p. m.—New York Stock Exchange Market Reports.
- 2:40 p. m.—Sixteen Singers.
- 3:00 p. m.—Hotel Cosmopolitan Dance Orchestra.
- 3:30 p. m.—Matinee Melodies.
- 4:00 p. m.—At Home and Abroad, General News, Foreign Dispatches, Hollywood Stories and Fashion Talk.
- 4:15 p. m.—Ceil and Sally.
- 4:30 p. m.—University of Minnesota Sun-lites.
- 5:00 p. m.—Children's Hour.
- 5:30 p. m.—Mormon Tabernacle Choir.
- 5:55 p. m.—Newcasting.
- 6:05 p. m.—J. Adam Bede.
- 6:20 p. m.—Sports Review.
- 6:25 p. m.—Financial Resume.
- 6:30 p. m.—First National Bank Program.
- 7:00 p. m.—Ballard Time Signal.
- 7:01 p. m.—Forget Me Not.
- 7:15 p. m.—E. I. Du Pont de Nemours & Co. Program.
- 7:30 p. m.—Knock-Out Riley.
- 7:45 p. m.—Morrison & Co.
- 8:00 p. m.—Maytag Orchestra.
- 8:30 p. m.—General Motors' Family Party.
- 8:15 p. m.—Silhouettes.
- 9:30 p. m.—Great Northern Empire Builders.
- 10:00 p. m.—Amos 'n' Andy.
- 10:15 p. m.—Ayer's News Bulletin.
- 10:16 p. m.—Time, Temperature, Weather.
- 10:20 p. m.—Despatch Laundry Program.
- 10:30 p. m.—Louie's Hungry Five.
- 10:40 p. m.—Dance Feature.
- 11:30 p. m.—St. Paul Paramount Theater Organ Program.

370.2—WCCO—810

- 6:45 a. m.—Pearl Hatchery's Time Signal Program.
- 7:45 a. m.—The Old Dutch Girl.
- 8:00 a. m.—Northland Transportation Company's Time Signal Program.
- 8:30 a. m.—Time Signal Program.
- 9:10 a. m.—Zinsmaster Hostess—How to Be Slender.
- 9:30 a. m.—F. W. Fitch Co.
- 10:00 a. m.—Weather and Market Reports. New York Stock Exchange.
- 10:15 a. m.—Witt's Cooking School of the Air.
- 10:30 a. m.—National Biscuit Company.
- 10:50 a. m.—Kleenex Program.
- 11:10 a. m.—Book Review.
- 11:30 a. m.—Market Reports, New York Stock Exchange, Livestock Market Summary.
- 11:50 a. m.—Minnesota Police Association Bulletin.
- 12:00 m.—New Bulletin.
- 12:15 p. m.—Maple Dale Chix.
- 12:30 p. m.—Hilltop Farm Feed Co.
- 12:35 p. m.—Columbia Farm Community Network.
- 1:00 p. m.—Hamline Radio University.
- 1:15 p. m.—Columbia Artists Recital.
- 1:30 p. m.—American School of the Air.
- 2:00 p. m.—Weather and Market Reports.
- 2:30 p. m.—Ann Leaf at the Organ.
- 2:52 p. m.—New York Stock Exchange.
- 3:00 p. m.—Automatic Washer.
- 3:15 p. m.—Kleenex Program.
- 3:20 p. m.—U. S. Army Band.
- 3:30 p. m.—Wardman Park Hotel Orchestra.
- 4:00 p. m.—Minnesota Federation of Women's Clubs.
- 5:00 p. m.—Price Flavoring Extract Co.
- 5:15 p. m.—Gordon Kibbler's Orchestra.
- 5:30 p. m.—Melody Musketeers.
- 5:35 p. m.—Curtiss Candy Co.
- 5:40 p. m.—Minneapolis Star News Story.
- 5:45 p. m.—Livestock Market Summary.
- 5:55 p. m.—Road Condition Bulletin.
- 6:00 p. m.—Dinner Concert, Curtis Hotel Orchestra—Dick Long, Director.
- 6:10 p. m.—The Deacon's Dicta — Wells Dickey Co.
- 6:30 p. m.—Evangeline Adams, Astrologer—Forhan Co.
- 6:45 p. m.—Trade and Mark Smith.
- 7:00 p. m.—Literary Digest Topics in Brief—Lowell Thomas.
- 7:15 p. m.—Barbasol Program.
- 7:30 p. m.—Simmons Beds.
- 8:00 p. m.—Bulova Time Announcement.

MONDAY—MARCH 9

370.2—WCCO—810

- 8:00 p. m.—The Three Bakers — Standard Brands, Inc.
- 8:30 p. m.—Bourjois—An Evening in Paris.
- 9:00 p. m.—Robert Burns Pantela Program.
- 9:30 p. m.—Adventures of Don Amalzo—American Maize Products.
- 10:00 p. m.—Weather Report.
- 10:05 p. m.—Morton Downey and Orchestra.
- 10:15 p. m.—Heywood Brown.
- 10:30 p. m.—Ben Bernie and His Orchestra.
- 11:00 a. m.—WCCO Monday Night Club.

WDGY

- 9:30 a. m.—Moller School of Beauty Culture.
- 9:45 a. m.—Chenille Rug Company.
- 10:00 a. m.—Town Market Furniture Co.
- 10:15 a. m.—Varied Program of Holsum Red-heads.
- 10:30 a. m.—Holstad Organ Program.
- 10:45 a. m.—Musical.
- 11:00 a. m.—Personality Class.
- 11:15 a. m.—Beauty Hints by Mr. Charles.
- 11:30 a. m.—Theronoid.
- 11:45 a. m.—Classic Program.
- 12:15 p. m.—American Chenille Rug Co.
- 12:30 p. m.—Island Tin Shop.
- 1:00 p. m.—Rose Blossom Lab.
- 1:15 p. m.—Chenille Rug Co.
- 1:30 p. m.—Rydeberg Sign Co.
- 1:45 p. m.—Lindgren Electric Co.
- 2:00 p. m.—Bud Damon, piano, Dick Corcoran, Saxophone.
- 2:30 p. m.—Geo. Donovan, Baritone.
- 3:00 p. m.—Tea Party Program.
- 4:00 p. m.—Theatrical Attractions.
- 4:15 p. m.—Musical Program.
- 4:30 p. m.—Minneapolis Shoe Co.
- 4:45 p. m.—Hill-Billy Songs—Bill Rondeau.
- 5:00 p. m.—Sports Review.
- 5:30 p. m.—Talk on Character Building.
- 5:45 p. m.—Fairbanks Tailoring Co.
- 6:00 p. m.—Popular Piano Interlude.
- 6:15 p. m.—Lillian Thorpe Barnard.
- 6:30 p. m.—Grand Show Case Co with Municipal Chorus.

WHDI

- 6:30 a. m.—Correst Time and Music—For Chippewa Springs Corp.
- 6:35 a. m.—Morning News.
- 7:00 a. m.—Health Exercises — Sunny Lou and Pat—For Chippewa Springs Corp.
- 7:15 a. m.—Music.
- 7:30 a. m.—Health Exercises — Sonny Lou and Pat—For Chippewa Springs Corp.
- 7:35 a. m.—Music.
- 7:50 a. m.—Airplane Weather Report.
- 7:55 a. m.—Weather Report.
- 8:00 a. m.—Songs for the Kiddies.
- 8:05 a. m.—Musical Program — For Chippewa Springs Corp.
- 8:50 a. m.—Housewives' Recipe Exchange—Mrs. C. J. Royce.
- 9:00 a. m.—Musical Program.
- 9:30 a. m.—Special Program.
- 7:00 p. m.—Talk on "Happiness" — Rev. Chas. J. Schaufuss.
- 7:20 p. m.—Special Musical Program.
- 7:40 p. m.—One Act Play — Maude O'Conner's Little Theater of the Air.

WLB

- 12:30 p. m.—University Farm Hour. Spring Work With Bees.
- 7:00 p. m.—Student Musicale.
- 7:30 p. m.—German Lesson — Professor O. C. Burkhard.
- 8:00 p. m.—Minnesota-Ohio State Basketball Game.

239.9—WRHM—1250

- 12:00 m.—Midnight Revelers.
- 12:25 a. m.—Gluek Brewing Co.
- 12:30 a. m.—Karadio Corp.
- 7:00 a. m.—Morning Meditations — Rev. L. A. Workman.
- 7:15 a. m.—Morning Time Signals.
- 7:30 a. m.—Foreman & Clark.
- 7:45 a. m.—Creamette Company.
- 8:00 a. m.—Miller's Cafeteria.
- 8:15 a. m.—Vitrolite Products Co.
- 8:45 a. m.—N. W. Fuel Co.
- 10:35 a. m.—Shopping Aids.
- 11:00 a. m.—Chenille Rug Co.
- 11:15 a. m.—Julia Hayes Helpful Hints.
- 11:45 a. m.—Madame Eva Ray.

# Dick Long Popular Northwest Band Leader



DICK LONG

Years ago, about the time the suspension bridge was in the height of its glory in Minneapolis, someone decided that the city should provide a band to play in the parks. Immediately a call went out for musicians with the specifications that said musicians must have at least obtained their majority in years if not in musical experience. Living in the Mill City at that time there was a youthful prodigy by the name of Dick Long. He played a trumpet which was just about as big as he was. He decided here was his opportunity for fame, but as he did not approach the required age for the park musicians by several years, he was at a loss as to what to do. Finally he succeeded in making way with a pair of his father's trousers. By turning them up at the knees he prevented too great a portion of them from dragging on the ground, and in this costume made his application.

Whether it was his enthusiasm or his unique get up that won over the bandmaster has never been known, but anyway Dick obtained his first professional musical job. Since that time he has become one of the best known musicians of the Northwest. He has conducted orchestras in various theaters, leading hotels, played with the Minneapolis Symphony and has the distinction of being the first dance band director to broadcast in the Northwest over the old station

(Continued on Page 14)

MONDAY—MARCH 9

239.9—WRHM—1250

- 12:00 noon—Back on the Farm. Butler Mfg.
- 12:20 p. m.—Livestock Market and Weather
- 1:00 p. m.—Popular Program.
- 2:00 p. m.—Margaret McNaughton at the Baldwin.
- 2:15 p. m.—Theronoid of Minneapolis.
- 3:00 p. m.—Mitby & Sather Furn. Co.
- 3:45 p. m.—Luke Rader.
- 4:00 p. m.—Tingdale's Half Hour of Happiness.
- 4:30 p. m.—Three Aces.
- 5:30 p. m.—Big Brother Jim.
- 5:45 p. m.—Sports Review and Weather Report. Polar Products Co.
- 6:00 p. m.—Dusty and Rusty.
- 6:15 p. m.—Heating System, Inc.
- 6:30 p. m.—Old Time Music—Kildall Co.
- 10:00 p. m.—Methodist Hour.
- 10:15 p. m.—Progress in Aviation.
- 10:30 p. m.—Oak Grove Country Club.
- 11:00 p. m.—Dick Crawford's Band.
- 11:30 p. m.—State Theater Organ.

TUESDAY—MARCH 10

205.4—KSTP—1460

- 6:30 a. m.—Early Risers' Club — Time Signals.
- 7:25 a. m.—Program for the Day and General News and Foreign Dispatches.
- 7:30 a. m.—Musical Interlude.
- 7:45 p. m.—Jolly Bill and Jane.
- 8:00 a. m.—Quaker Early Birds—Gene and Glenn.
- 8:30 a. m.—The Vermont Lumber Jacks.
- 8:45 a. m.—A. and P. Gypsies.
- 9:00 a. m.—Morrison's, Inc.
- 9:05 a. m.—Morning Matinee.
- 9:30 a. m.—New York Stock Exchange Market Reports.
- 9:40 a. m.—Livestock Flash — Grain Markets.
- 9:45 a. m.—Josephine B. Gibson — Food Talk.
- 10:00 a. m.—Aunt Sammy Chat.
- 10:15 a. m.—Radio Household Institute.
- 10:30 a. m.—Fifteen Minutes on Broadway.
- 10:45 a. m.—Germania Tea Company.
- 11:00 a. m.—Rumford Cooking School.
- 11:15 a. m.—Livestock Flash—Grain Markets —Butter and Egg Markets.
- 11:30 a. m.—National Farm and Home Hour.
- 12:30 p. m.—Blue Blazers.
- 12:55 p. m.—Mr. Carlyle—Goodwill Industries.
- 1:00 p. m.—Minnesota Federation of Women's Clubs.
- 2:00 p. m.—Music in the Air.
- 2:30 p. m.—Closing Grain Market.
- 2:40 p. m.—New York Stock Exchange.
- 2:50 p. m.—Golden Gems.
- 3:00 p. m.—Emergency Committee of Unemployment.
- 3:10 p. m.—Pacific Vagabonds.
- 4:00 p. m.—At Home and Abroad, General News, Foreign Dispatches, Hollywood News and Fashion Talk.
- 4:15 p. m.—Ceil and Sally.
- 4:30 p. m.—Rinso Talkie.
- 4:45 p. m.—Children's Hour.
- 6:00 p. m.—Steamboat Bill—Campbell Cereal Company.
- 5:30 p. m.—News About Town.
- 5:55 p. m.—Newscasting.
- 6:00 p. m.—Voters' Service.
- 6:30 p. m.—David Lawrence Dispatch.
- 6:35 p. m.—Sports Review.
- 6:40 p. m.—Financial Resume.
- 6:45 p. m.—J. Adam Bede.
- 7:00 p. m.—Ballard Time Signal.
- 7:01 p. m.—Blackstone Plantation Program.
- 7:30 p. m.—Florsheim Frolics.
- 8:00 p. m.—McKesson-Robbins Program.
- 8:30 p. m.—Happy Wonder Bakers.
- 9:00 p. m.—Westinghouse Salute.
- 9:30 p. m.—Black Hawk Entertainers.
- 10:00 p. m.—Amos 'n' Andy.
- 10:15 p. m.—Ayer's News Bulletin.
- 10:16 p. m.—Time, Temperature, Weather.
- 10:20 p. m.—Chevrolet Chronicles.
- 10:50 p. m.—Louie's Hungry Five.
- 11:01 p. m.—Palace-Orpheum Vaudeville Hour.
- 11:30 p. m.—Hennepin-Orpheum Vaudeville Hour.
- 12:00 p. m.—Flame Room Orchestra.
- 12:30 a. m.—Boulevards of Paris Orchestra.

TUESDAY—MARCH 10

370.2—WCCO—310

- 6:45 a. m.—Albert Lea Hatchery's Time Signal Program.  
 7:45 a. m.—Olson Mfg. Co.'s Time Signal Program.  
 8:00 p. m.—Northland Transportation Company's Time Signal Program.  
 8:30 p. m.—Time Signal Program.  
 9:30 a. m.—O'Cedar Time.  
 9:45 p. m.—Party Hour.  
 10:00 a. m.—Weather and Market Reports, New York Stock Exchange.  
 10:15 a. m.—Kleenex Program.  
 10:25 a. m.—Minnesota Macaroni Co.  
 10:45 a. m.—International Corset Co.  
 11:15 a. m.—Child Training—Dr. Herbert Chamberlain.  
 11:30 a. m.—Market Reports and New York Stock Exchange, Livestock Market Summary.  
 11:45 a. m.—Minnesota Police Association Bulletin.  
 11:50 a. m.—Henhouse Henry—International Sugar Feed Co.  
 12:00 m.—News Bulletin.  
 12:15 p. m.—Rochester Chick Hatchery.  
 12:20 p. m.—Hotel Lowry Orchestra.  
 12:35 p. m.—Jim Deeds of Gold Medal Feeds.  
 12:47½ p. m.—Hotel Lowry Orchestra.  
 1:00 p. m.—Hamline Radio University.  
 1:15 p. m.—The Four Clubmen.  
 1:25 p. m.—Safety Drive—Sgt. Getchell.  
 1:30 p. m.—American School of the Air.  
 2:00 p. m.—Weather and Market Reports.  
 2:30 p. m.—Pancho and his Orchestra.  
 2:45 p. m.—Business Women's Week Address.  
 3:00 p. m.—New York Stock Exchange.  
 3:05 p. m.—Italian Idyll.  
 3:50 p. m.—Columbia Artists' Recital.  
 4:00 p. m.—Rhythm Kings.  
 4:15 p. m.—Adventure in Words—Dr. Vize-telly.  
 4:30 p. m.—Bert Lown and his Biltmore Orchestra.  
 4:45 p. m.—Minneapolis Star Program.  
 5:00 p. m.—Children's Comrade Club—Peggy and Pal.  
 5:25 p. m.—Curtiss Candy Co.  
 5:35 p. m.—Road Conditions Bulletin.  
 5:40 p. m.—Minneapolis Star News Story and Road Conditions Bulletin.  
 5:45 p. m.—Livestock Market Summary.  
 5:55 p. m.—Johnny Muskrat.  
 6:05 p. m.—The World Book Man.  
 6:10 p. m.—The Deacon's Dicta—Wells-Dickey Company.  
 6:15 p. m.—Woodard Price Spotlights—Harrison Wall Johnson, Pianist.  
 6:30 p. m.—Minnesota State Federation of Labor.  
 6:45 p. m.—"Daddy and Rollo."  
 7:00 p. m.—Lowell Thomas—Topics in Brief.  
 7:15 p. m.—Lorna Fantin—Old Gold Character Readings.  
 7:30 p. m.—Kaltenborn Edits the News—S. W. Straus Co.  
 7:45 p. m.—The Premier Salad Dressers—Francis H. Leggett & Co.  
 8:00 p. m.—Bulova Time Announcement.  
 8:00 p. m.—Henry George—Consolidated Cigar Co.  
 8:30 p. m.—Phileo Symphony Orchestra.  
 9:00 p. m.—Graybar's Joe and Vi.  
 9:15 p. m.—Premier Malt Program—Richie Craig, Jr., comedian.  
 9:30 p. m.—Paramount Publix Radio Playhouse.  
 10:00 p. m.—Weather Report.  
 10:05 p. m.—Paul Tremaine and his Yoeng's Restaurant Orchestra.  
 10:15 p. m.—The Curtains Part—Marjorie Ellis.  
 10:30 p. m.—Jack Denny and Orchestra.  
 11:00 p. m.—Tom Gates and his Oxford Ballroom Orchestra.
- WDGY**
- 9:30 a. m.—Moler School of Beauty.  
 9:45 a. m.—Chenille Rug Co.  
 10:00 a. m.—Town Market Furniture Co.  
 10:15 a. m.—Holsum Redheads.  
 10:30 a. m.—Holstad's Organ Program.  
 10:45 a. m.—Affinneapolis Box Spring and Mattress Co.  
 11:00 a. m.—Personality Class.

PAGE EIGHT

# The Empire Builders Over KSTP



HARVEY HAYS AND LUCILLE HUSTING

HERE is one of the best known characters in radio dramatics, Harvey Hays, the "Old Timer" of Empire Builders, with his leading lady, Miss Lucille Hustung, in one of the thrilling western playlets. The pose seems a little out of character, but Lucille is not being pursued by the Old Timer, as the picture might suggest. She has merely tilted her head to give Harvey full possession of the "mike"—just a little matter of radio technique. In a few seconds the order will be reversed, but you'll have to take our word for that.

Both come to radio from the legitimate stage, Mr. Hays having played various roles on Broadway and in road shows, and Miss Hustung, after

graduating from stock companies, with Walker Whiteside and William Hodge.

Miss Lucille Hustung, a real daughter of the Northwest, leading lady for the Empire Builders' Program of the Great Northern Railway Company, heard over KSTP each Monday at 9:30 p. m., was born and reared at Fargo, North Dakota, where she received her early dramatic training. She is the daughter of M. R. Hustung, formerly a well known Fargo newspaper man, and retains a wide acquaintance in the North Dakota metropolis.

The Empire Builders' program originates in the Chicago studios of the National Broadcasting Company.

SATURDAY, MARCH 7, 1931

TUESDAY—MARCH 10

WDGY

- 11:15 a. m.—Beauty Hints by Mr. Charles.
- 12:15 p. m.—American Chenille Rug Co.
- 1:00 p. m.—Madam Eva Ray.
- 1:15 p. m.—Chenille Rug Co.
- 1:30 p. m.—Rydeberg Sign Co.
- 1:45 p. m.—Lindgren Electric Co.
- 2:00 p. m.—Piano Recital—Romeo Gutsche.
- 2:30 p. m.—Joseph Jacobson at the Piano.
- 2:45 p. m.—Theronoid.
- 3:00 p. m.—Tea-Party Program.
- 3:45 p. m.—Eleanor Carlson—the Girl Baritone.
- 4:00 p. m.—Theatrical Attractions.
- 4:15 p. m.—Evelyn Sundeborg in Blues Songs.
- 4:30 p. m.—Minneapolis Shoe Co.
- 4:45 p. m.—Joe Cosnell—Piano Program.
- 5:00 p. m.—Lorraine Brant and Rosella Fitzpatrick.
- 5:15 p. m.—Ernie and Hal—Harmony Team.
- 5:30 p. m.—Talk on Personality Analysis.
- 5:45 p. m.—Fairbanks Tailoring Co.
- 6:00 p. m.—Piano and Vocal Interlude.
- 6:15 p. m.—Clara Sherman.
- 6:30 p. m.—Popular Dance Program.
- 7:00 p. m.—Two Ernies for the Town Market Furniture Co.
- 7:30 p. m.—Priebe's Orchestra, by remote control from No. 5 East Lake

WHDI

- 6:30 a. m.—Correct Time and Music — For Chippewa Springs Corp.
- 6:35 a. m.—Morning News.
- 7:00 a. m.—Health Exercises — Sunny Lou and Pat—For Chippewa Springs Corp.
- 7:15 a. m.—Music.
- 7:30 p. m.—Health Exercises — Sunny Lou and Pat—For Chippewa Springs Corp.
- 7:50 a. m.—Airplane Weather Report.
- 7:50 a. m.—Weather report.
- 8:00 a. m.—Songs for the Kiddies.
- 8:05 a. m.—Musical Program—For Chippewa Springs Corp.
- 8:50 a. m.—Housewives' Recipe Exchange—Mrs. C. J. Royce.
- 9:00 a. m.—Musical Program.
- 9:30 a. m.—Special Program.

WLB

- 8:00 p. m.—Education Student-Alumni Program.
- 8:15 p. m.—Psychology of Art—Kate M. Hevner.
- 8:30 p. m.—Spanish Lesson—Professor E. C. Le Fort.

239.9—WRHM—1250

- 12:25 a. m.—Gluek Brewing Co.
- 12:30 a. m.—Dance Program—Karadio Corp.
- 7:00 a. m.—Morning Meditations — Rev. Russell Warren.
- 7:15 a. m.—Morning Time Signals.
- 7:30 a. m.—Foreman & Clark.
- 7:45 a. m.—Creamette Company.
- 8:00 a. m.—Miller's Cafeteria.
- 8:15 a. m.—Vitrolite Prod. Co.
- 8:45 a. m.—N. W. Fuel Co.
- 10:35 a. m.—State Theater Organ.
- 11:00 a. m.—Chenille Rug Co.
- 11:15 a. m.—Julia Hayes Helpful Hints.
- 11:45 a. m.—Madame Eva Ray.
- 12:00 noon—Back on the Farm. Butler Mfg.
- 12:20 p. m.—Livestock Market and Weather Report.
- 1:00 p. m.—Popular Program.
- 2:00 p. m.—Henry Lamont at the Baldwin.
- 3:00 p. m.—Mithy & Sather Furn. Co.
- 4:00 p. m.—Tingdale's Half Hour of Happiness.
- 4:30 p. m.—Three Aces.
- 5:30 p. m.—Big Brother Jim.
- 5:45 p. m.—Sports Review and Weather Report. Polar Products Co.
- 6:00 p. m.—Dusty and Rusty.
- 6:15 p. m.—Edgar Owen.
- 6:30 p. m.—Majestic Hour.
- 7:00 p. m.—Heating System, Inc.
- 7:30 p. m.—Insulite Co.
- 9:00 p. m.—Artists' Service Bureau Program.

The Empire Builders

(Continued from Page 8)

The program for Monday, March 9, will reveal how Hangman's Creek, near Spokane, Washington, got its name. The story is a stirring drama of the early west, and revolves around the romance of an Indian maiden and a white guide. It has historical background in the defeat of Colonel Steptoe's forces by the Indians at Steptoe Butte.

The drama provides an exceptional role for Miss Husting, whose ancestry includes LaFarrene, the famous Menominee chief, and Solemn Juneau, French fur trader who founded Milwaukee. Harvey Hays, as the Old Timer, and Don meche, as Williams, the guide, will be other featured players. The musical background has been arranged by Joseph Koestner, conductor of the Great Northern orchestra.

The story was written by Ida Mina Jones of Spokane, Washington, and won first place in a radio story contest conducted by KHQ of Spokane.

Feature Programs Over WLB

Dr. W. C. Coffey, director of the department of Agriculture, of the University of Minnesota, and Miss Julio O. Newton, state home demonstration leader, are scheduled to present talks on the University Farm Hour program from WLB, the university station, on Wednesday, March 11, at 12:30 o'clock. Staff members at University Farm will also present talks on the farm programs on Monday and Friday.

A feature of the week from WLB will be the broadcast of the Minnesota-Ohio State basketball game on Monday night. On Tuesday night at 8 o'clock, a 15-minute program will be given by the committee planning the annual student-alumni banquet in the College of Education. Following this program, Miss Kate M. Hevner, assistant professor of psychology, will speak on "The Psychology of Art." On the Mothers' Hour program Thursday morning, Dr. Esther McGinnis of the Institute of Child Welfare will discuss the topic "Fear in Children."

**Feltico**  
RADIO SERVICE

426 So. 6th, Mpls. Geneva 3696

TUESDAY—MARCH 10

239.9—WRHM—1250

- 9:30 p. m.—Weather Report and News of the Day.
- 9:45 p. m.—Luke Rader from the River Lake Tabernacle.
- 10:00 p. m.—Light and Cooke.
- 10:15 p. m.—Granada Cafe Orchestra.
- 10:30 p. m.—The Green Jackets.
- 11:00 p. m.—Snelling Tavern.
- 11:15 p. m.—Spanish Village.
- 11:45 p. m.—Popular Hits of the Day.

WEDNESDAY—MARCH 11

205.4—KSTP—1460

- 6:30 a. m.—Early Risers' Club — Time Signals.
- 7:25 a. m.—Program for the Day and General News and Foreign Dispatches.
- 7:30 a. m.—Musical Interlude.
- 7:45 a. m.—Jolly Bill and Jane.
- 8:00 a. m.—Quaker Early Birds—Gene and Glenn.
- 8:30 a. m.—The Vermont Lumber Jacks.
- 8:45 a. m.—A. and P. Gypsies.
- 9:00 a. m.—Wendell Hall.
- 9:15 a. m.—Morrison's, Inc.
- 9:30 a. m.—New York Stock Exchange Market Reports.
- 9:40 a. m.—Livestock Flash — Grain Markets.
- 9:45 a. m.—Musical Interlude.
- 10:00 a. m.—Aunt Sammy Chat.
- 10:15 a. m.—Radio Household Institute.
- 10:45 a. m.—Songs without Words.
- 11:00 a. m.—Family Finance Talk—First National Bank of St. Paul.
- 11:15 a. m.—Livestock Flash — Grain Markets—Butter and Egg Markets.
- 11:30 a. m.—National Farm and Home Hour.
- 12:30 p. m.—Grand Cafe Orchestra.
- 12:45 p. m.—Little Jack Little.
- 1:00 p. m.—Business and Professional Women's Club.
- 1:15 p. m.—Marigold Dance Orchestra.
- 1:45 p. m.—Sisters of the Skillet.
- 2:00 p. m.—Edna Wallace Hopper.
- 2:15 p. m.—Closing Grain Markets.
- 2:30 p. m.—New York Stock Exchange Market Reports.
- 2:30 p. m.—Evening Stars.
- 3:00 p. m.—Eastman School Symphony Orchestra.
- 3:30 p. m.—St. Thomas College Debate.
- 4:00 p. m.—At Home and Abroad, General News and Foreign Dispatches, Hollywood News and Fashion Talk.
- 4:15 p. m.—Ocell and Sally.
- 4:30 p. m.—Tea Timers.
- 4:45 p. m.—Children's Hour.
- 5:30 p. m.—News About Town.
- 5:45 p. m.—Road Condition Report.
- 5:55 p. m.—Newscasting.
- 6:05 p. m.—J. Adam Bede.
- 6:15 p. m.—David Lawrence Dispatch.
- 6:20 p. m.—Sports Review.
- 6:25 p. m.—Financial Resume.
- 6:30 p. m.—National Citizens Mutual Insurance Company — Officer Mulcahey.
- 6:45 p. m.—McMichael Bros. Trio.
- 7:00 p. m.—Ballard Time Signal.
- 7:01 p. m.—Bobby Jones—Listerine Company.
- 7:15—RCA Victor Program.
- 7:30 p. m.—Mobile Oil Program.
- 8:00 p. m.—Halsey Stuart Program.
- 8:30 p. m.—Palmolive Hour.
- 9:30 p. m.—Coca Cola Program.
- 10:00 p. m.—Amos 'n' Andy.
- 10:15 p. m.—Camel Pleasure Hour.
- 11:15 p. m.—Reports.
- 11:20 p. m.—Louie's Hungry Five.
- 11:30 p. m.—Orchestras.

370.2—WCCO—810

- 6:45 a. m.—Albert Lea Hatchery's Time Signal Program.
- 7:45 a. m.—The Old Dutch Girl.
- 8:00 a. m.—Northland Transportation Company's Time Signal Program.
- 8:30 a. m.—Time Signal Program.
- 9:10 a. m.—Zinsmaster—How to Be Slender.
- 9:15 a. m.—Home Service Talk — Betty Crocker.
- 9:45 a. m.—Weather and Market Reports, New York Stock Exchange.
- 10:00 a. m.—Hornel Program.



WEDNESDAY—MARCH 11

870.2—WCCO—810

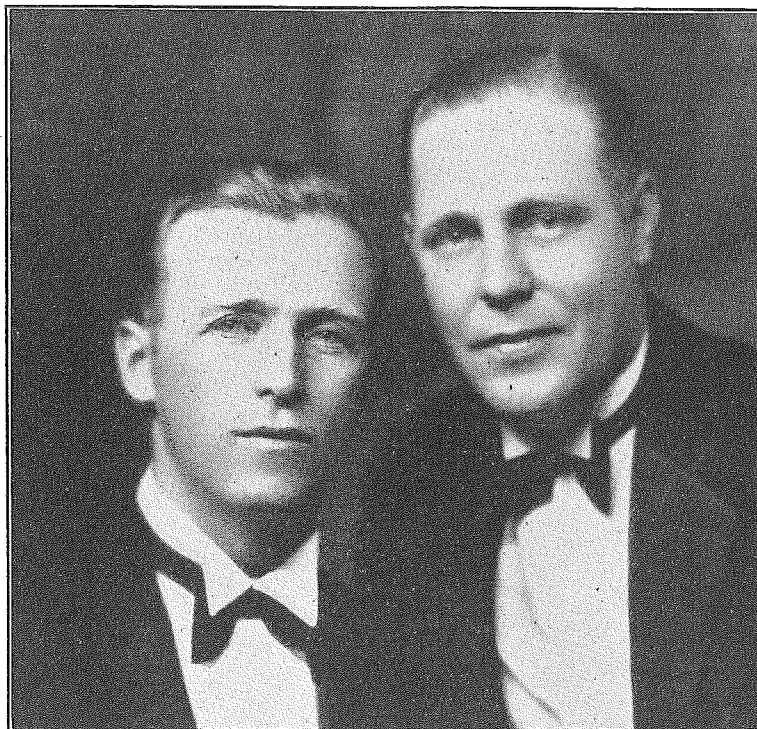
- 10:45 a. m.—Kleenex Program.  
 11:00 a. m.—Myndall Cain's Charm School.  
 11:15 a. m.—Health Service Program — Dr. W. A. O'Brien—Minnesota State Medical Association.  
 11:30 a. m.—Market Reports and New York Stock Exchange, Livestock Market Summary.  
 11:50 a. m.—Minnesota Police Association Bulletin.  
 12:00 m.—News Bulletin.  
 12:15 p. m.—Columbia Farm Community Network.  
 12:25 p. m.—White Feather Hatchery.  
 12:35 p. m.—Hilltop Farm Feed Co.  
 12:40 p. m.—Columbia Farm Community Network.  
 1:00 p. m.—Hamline Radio University.  
 1:15 p. m.—Columbia Artists Recital.  
 1:25 p. m.—Safety Drive—Sgt. Getchell.  
 1:30 p. m.—American School of the Air.  
 2:00 p. m.—Weather and Market Reports.  
 2:30 p. m.—Syncopated.  
 3:00 p. m.—New York Stock Exchange.  
 3:05 p. m.—Musical Album.  
 4:00 p. m.—Asbury Park Casino Orchestra.  
 4:30 p. m.—Minnesota Congress of Parents and Teachers.  
 4:45 p. m.—Tony's Scrapbook.  
 5:00 p. m.—Bill Schudt's Going to Press.  
 5:15 p. m.—President's Emergency Employment Committee Speaker.  
 5:20 p. m.—Winegar's Barn Orchestra.  
 5:40 p. m.—Mpls. Star News Story and Road Conditions Bulletin.  
 5:45 p. m.—Livestock Market Summary.  
 5:55 p. m.—Road Condition Bulletin.  
 6:00 p. m.—Minneapolis Athletic Club Orchestra.  
 6:10 p. m.—The Deacon's Dicta — Wells-Dickey Company.  
 6:30 p. m.—Evangeline Adams, Astrologer—Porhan Co.  
 6:45 p. m.—Daddy and Rollo.  
 7:00 p. m.—Literary Digest Topics in Brief — Lowell Thomas.  
 7:15 p. m.—Barbasol Ben and his Barbers.  
 7:30 p. m.—California Melodies.  
 8:00 p. m.—Bulova Time Announcement.  
 8:00 p. m.—Gold Medal Fast Freight—General Mills, Inc.  
 8:30 p. m.—Savino Tone Pictures.  
 9:00 p. m.—Arco Coffee Orchestra — Andersen Ryan Co.  
 9:30 p. m.—Columbia Concerts Corp.  
 10:00 p. m.—Weather Report.  
 10:05 p. m.—WCCO String Quartette.  
 10:30 p. m.—Johnny Johnson's Pennsylvanian's.  
 11:00 p. m.—Bud Struck and his Dance Orchestra.  
 11:30 p. m.—Organ Recital—Stan Malotte.

## WDGY

- 9:30 a. m.—Moler School of Beauty.  
 9:45 a. m.—Chenille Rug Co.  
 10:00 a. m.—Town Market Furniture Co.  
 10:15 a. m.—Holsum Redheads.  
 10:30 a. m.—Holstad's Organ Program.  
 10:45 a. m.—Minneapolis Box Spring and Mattress Co.  
 11:00 a. m.—Personality Class.  
 11:15 a. m.—Beauty Hints by Mr. Charles.  
 11:30 a. m.—Broadway Temple Devotional Hour.  
 12:00 m.—Theronoid.  
 12:15 p. m.—American Chenille Rug Co.  
 12:30 p. m.—Island Tin Shop Program.  
 1:00 p. m.—Madam Eva Ray.  
 1:15 p. m.—Chenille Rug Co.  
 1:30 p. m.—Rydeberg Sign Co.  
 1:45 p. m.—Musical Program — Lindgren Electric Co.  
 2:00 p. m.—Scotty—Billy and Mack—Harmony Numbers.  
 2:30 p. m.—Mayme Kurille and Evelyn Sehm.  
 2:45 p. m.—Geo. Werner.  
 3:00 p. m.—Tea Party.  
 3:30 p. m.—Leone Roll, Vocalist.  
 3:45 p. m.—Lester Evers, Tenor.  
 4:00 p. m.—Theatrical Attractions.  
 4:15 p. m.—Edith Peterson.  
 4:30 p. m.—Minneapolis Shoe Co.  
 5:00 p. m.—Sports Review.  
 5:15 p. m.—Musical Program.  
 5:30 p. m.—Talk on Character Analysis.  
 5:45 p. m.—Fairbanks Tailoring Co.  
 6:30 p. m.—El Patio Orchestra.

PAGE TEN

# The Two Ernies



ERNIE WILLE AND ERNIE TRAPP

Just as companionable as they seem in this picture are these two entertainers who have been a regular feature on the Town Market Furniture programs from WDGY for nearly five years. Five years is a long time, and in the instance of Ernie Wille and Ernie Trapp these years have been rich in genuine harmony, both musically and in their relationship.

The two Ernies entertain from station WDGY with guitar, mandolin, ukelele and harmonica, and with vocal duets and solos. Versatility is their middle name, for their repertory ranges all the way from popular ballads and hilly-billy songs to classical selections. Their half hour of varied program is broadcast every Tuesday at 7 o'clock.

## PARAMOUNT PUBLIX PLAYHOUSE

Several popular new songs, including "Were You Sincere" and "Blue Again," will share honors with such old favorites as "Where the River Shannon Flows" and "Yankee Doodle Doll" on this week's program at the Paramount Publix Playhouse from WCCO at 9:30 p. m. Tuesday, March 10.

An organ solo by Jesse Crawford, Jerry "Closeup" Madison's gossip of the stage and screen, Morton Downey's solos, and a special orchestral arrangement of "Oh Ya Ya" by Domenico Savino will complete the program.

## GOLD MEDAL FAST FREIGHT

Eddie, the lone passenger of the Gold Medal Fast Freight, heard from WCCO at 8 p. m. Wednesday, March 11, will offer five organ solos: "Ninety-Nine Out of a Hundred," "Heartaches," "Tie a String Upon Your Finger," "Somewhere in Old Wyoming" and "My Ideal," and one piano solo, "One Little Raindrop," as his contribution to the program dedicated to Columbus, Ohio.

The Wheaties Quartet, composed of the fireman, engineer, conductor and brakeman, will have the assistance of Eddie at the organ in "Little Joe," and will live up to the name of the song in "Close Harmony," concluding with "Would You Like to Take a Walk," and one of their famous yodels.

SATURDAY, MARCH 7, 1931

WEDNESDAY—MARCH 11

WHDI

- 6:30 a. m.—Correct Time and Music — For Chippewa Springs Corp.
- 6:30 a. m.—Morning News.
- 7:00 a. m.—Health Exercises — Sunny Lou and Pat—For Chippewa Springs Corp.
- 7:15 a. m.—Music.
- 7:30 a. m.—Health Exercises — Sunny Lou and Pat—For Chippewa Springs Corp.
- 7:50 a. m.—Airplane Weather Report.
- 7:50 a. m.—Weather Report.
- 8:00 a. m.—Songs for the Kiddies.
- 8:05 a. m.—Musical Program—For Chippewa Springs Corp.
- 8:50 a. m.—Housewives Recipe Exchange—Mrs. C. J. Royce.
- 9:00 a. m.—Musical Program.
- 9:30 a. m.—Special Program.
- 7:00-8:00 p. m.—Old Time Dance Program—Tommy Thompson's Orchestra.

WLB

- 12:30 p. m.—University Farm Hour.  
239.9—WRHM—1250
- 12:00 midnight—The Midnight Revelers. Liberty Cab Co.
- 12:25 a. m.—Gluek Brewing Co.
- 12:30 a. m.—Dance Program—Karadio Corp.
- 7:00 a. m.—Morning Meditations — Rev. Paul Snyder.
- 7:15 a. m.—Morning Time Signals.
- 7:30 a. m.—Foreman & Clark.
- 7:45 a. m.—Creamette Company.
- 8:00 a. m.—Miller's Cafeteria.
- 8:15 a. m.—Vitrolite Prod. Co.
- 8:45 a. m.—N. W. Fuel Co.
- 10:35 a. m.—Shopping Aids.
- 11:00 a. m.—Chenille Rug Co.
- 11:15 a. m.—Julia Hayes' Helpful Hints.
- 11:45 a. m.—Madame Eva Ray.
- 12:00 noon—Back on the Farm. Butler Mfg. Co.
- 12:20 p. m.—Livestock Market and Weather Report.
- 1:00 p. m.—Popular Program.
- 2:00 p. m.—Margaret McNaughton at the Baldwin.
- 2:30 p. m.—Lyle West at the Baldwin.
- 3:00 p. m.—Mitby & Sather Furn. Co.
- 3:45 p. m.—Luke Rader.
- 4:00 p. m.—Tingdale's Half Hour of Happiness.
- 4:30 p. m.—Theronoid.
- 4:45 p. m.—Three Aces.
- 5:30 p. m.—Big Brother Jim.
- 5:45 p. m.—Sports Review.
- 6:00 p. m.—Dusty and Rusty.
- 6:15 p. m.—Edgar Owen.
- 6:30 p. m.—Augsburg Seminary.
- 7:00 p. m.—Heating System, Inc.
- 7:30 p. m.—Home Builders' Program.
- 9:00 p. m.—WRHM Dramatic Players.
- 9:30 p. m.—Weather Report and News of the Day.
- 9:45 p. m.—Northern Pacific Singers.
- 10:00 p. m.—New York Night Clubs.
- 10:30 p. m.—Old Time Dance Program from the Dutch House.
- 11:00 p. m.—Oak Grove Country Club.
- 11:15 p. m.—Spanish Village.
- 11:45 p. m.—Popular Hits of the Day.

THURSDAY—MARCH 12

205.4—KSTP—1460

- 6:30 a. m.—Early Risers' Club—Time Signals.
- 7:00 a. m.—News Items.
- 7:25 a. m.—Program for the Day and General News and Foreign Dis-

## Curtis Hotel Maintains Miniature Radio Station

When the management of the Curtis Hotel established the slogan "The Guest Is King," they meant just that and more. Every convenience which can possibly be accorded the visiting guest is extended to them at this leading Northwest hotel.

When radio first became popular, other hotels installed various trick machines whereby the guest inserted his coin into the "music box" and the instrument sent back in return to the listening guest whatever type of music it happened to choose, not caring whether it was suitable to the ear of the listener or not.

But the management of the Curtis hotel, in continuing to pave the way as a leading hotel of the Northwest, installed its own radio station on the thirteenth floor of the hotel, put in three powerful receiving sets to bring in the leading programs on the air, and then wired the entire hotel so that this music could be sent to each respective room.

The job was finished and a new attachment installed in each room, giving the guest or in this case, the listening guest, a choice of any of three programs, adjusted to his own liking.

This miniature radio station on the roof of the hotel is the only one of its kind in the Northwest and brings in programs to suit the Easterner, those who come from the South, Canadian, foreigners, and those from the Pacific coast, satisfying a host of likes in the way of radio entertainment.

Two full-time operators, Paul Baehr, who handles the daytime broadcasts, and Jack Hannahan, who works the evening programs, maintain this station, opening it to their guests at the Curtis Hotel at 8 a. m. each week-day and continuing until midnight, and on Sunday, the programs open at 10 a. m. and continue for the same period of time.

This stations brings in the programs of KSTP and WCCO, the two high-powered major stations of the Northwest, in addition to picking up other programs from WLW, WMAQ, southern stations, eastern stations and those on the west coast.

THURSDAY—MARCH 12

205.4—KSTP—1460

- patches.
  - 7:30 a. m.—Musical Interlude.
  - 7:45 a. m.—Jolly Bill and Jane.
  - 8:00 a. m.—Quaker Early Birds—Gene and Glenn.
  - 8:30 a. m.—The Vermont Lumber Jacks.
  - 8:45 a. m.—Musical Interlude.
  - 8:55 a. m.—Morrison's, Inc.
  - 9:00 a. m.—Wendell Hall.
  - 9:15 a. m.—Musical Interlude.
  - 9:30 a. m.—New York Stock Exchange Market Reports.
  - 9:40 a. m.—Livestock Flash — Grain Markets.
  - 9:45 a. m.—Lyon Fish Program.
  - 10:00 a. m.—Aunt Sammy Chat.
  - 10:15 a. m.—Radio Household Institute.
  - 10:30 a. m.—Peter Sausage Trio.
  - 10:45 a. m.—Germania Tea Company.
  - 11:00 a. m.—Musical Interlude.
  - 11:15 a. m.—Livestock Flash, Grain Markets, Butter and Egg Markets.
  - 11:30 a. m.—National Farm and Home Hour.
  - 12:30 p. m.—George, the Lava Soap Man.
  - 12:45 p. m.—Grand Cafe Orchestra.
  - 1:00 p. m.—American Legion Auxiliary.
  - 1:30 p. m.—Organ Program—Dr. Richter.
  - 1:45 p. m.—Sisters of the Skillet.
  - 2:00 p. m.—Hollywood Lights.
  - 2:30 p. m.—New York Stock Exchange Market Reports.
  - 2:40 p. m.—Chicago Serenade.
  - 3:00 p. m.—Lowe Bros. Program.
  - 3:15 p. m.—Minnesota State Horticulture Society.
  - 3:30 p. m.—U. S. Army Band.
  - 3:45 p. m.—Adam and Eva.
  - 4:00 p. m.—At Home and Abroad, General News and Foreign Dispatches, Hollywood News and Fashion Talk.
  - 4:10 p. m.—Lady Thomas—John W. Thomas Company.
  - 4:15 p. m.—Cecil and Sally.
  - 4:30 p. m.—Rinso Talkie.
  - 4:45 p. m.—Children's Hour.
  - 5:30 p. m.—News About Town.
  - 5:45 p. m.—Road Condition Report.
  - 5:55 p. m.—Newscasting.
  - 6:05 p. m.—J. Adam Bede.
  - 6:15 p. m.—David Lawrence Dispatch.
  - 6:20 p. m.—Sports Review.
  - 6:25 p. m.—Financial Resume.
  - 6:30 p. m.—Phil Cook, the Quaker Oats Man.
  - 6:45 p. m.—Dr. Francis Richter, Organ.
  - 7:00 p. m.—Ballard Time Signal.
  - 7:01 p. m.—Pleischman Hour.
  - 8:00 p. m.—Arco Birthday Party.
  - 8:30 p. m.—Maxwell House Melodies.
  - 9:00 p. m.—Musical Program.
  - 9:15 p. m.—N. W. Limited.
  - 9:30 p. m.—Packard Motor Car Co. Program.
  - 10:00 p. m.—Amos 'n' Andy.
  - 10:15 p. m.—Ayer's News Bulletin.
  - 10:16 p. m.—Time, Temperature, Weather.
  - 10:20 p. m.—Gratia Barre, Boudoir Hour.
  - 10:30 p. m.—Louie's Hungry Five.
  - 10:40 p. m.—Flame Room Orchestra.
  - 11:00 p. m.—Boulevards of Paris Orchestra.
  - 12:00 p. m.—Dance Feature.
- 370.2—WCCO—810
- 6:45 a. m.—Pearl Hatchery's Time Signal Program.
  - 7:45 a. m.—Olson Mfg. Co.'s Time Signal Program.
  - 8:00 a. m.—Northland Transportation Company's Time Signal Program.
  - 8:30 a. m.—Time Signal Program.
  - 9:00 a. m.—Will Kill Announcement.

### McRell's Sandwich Shop

"Where They Meet To Eat"

Quick Lunch      Steaks and Chops

Lumber Exch. Bldg.      5th and Hennepin

Why not be Particular About your Car?

## ABC AUTO LAUNDRY

40 South Tenth Street

**WILL WASH ANY CAR for 99c** Will grease all Joints and fittings on any car for 99c.

Wire WHEELS 50c extra, except Fords

♦♦ WITH THIS AD ♦♦

THURSDAY—MARCH 12

370.2—WCCO—810

- 9:10 a. m.—Zinsmaster—How to be Stender.  
 9:15 a. m.—Pequot Mills.  
 9:30 a. m.—World Book Woman.  
 9:35 a. m.—Minnesota Macaroni Co.  
 9:40 a. m.—Kleenex Program.  
 9:45 a. m.—Barbara Gould Beauty Talk.  
 10:00 a. m.—Weather and Market Reports.  
 New York Stock Exchange.  
 10:15 a. m.—Witt's Cooking School of the Air.  
 10:30 a. m.—National Biscuit Company.  
 10:45 a. m.—Peter Pan Prints.  
 11:00 a. m.—Dorothy Chase and the Charis Players.  
 11:15 a. m.—Teeth and Health—Minneapolis Dental Society.  
 11:30 a. m.—Market Reports and New York Stock Exchange, Livestock Market Summary.  
 11:50 a. m.—Minnesota Police Association Bulletin.  
 12:00 m.—News Bulletin.  
 12:15 p. m.—Hugo Anderson — Maplewood Poultry Farms.  
 12:20 p. m.—Hotel Lowry Orchestra.  
 12:25 p. m.—Farmers' Seed & Nursery Co.  
 12:35 p. m.—Jim Deeds of Gold Medal Feeds.  
 12:47 1/2 p. m.—Hotel Lowry Orchestra.  
 1:15 p. m.—Columbia Artists' Recital.  
 1:30 p. m.—American School of the Air.  
 2:00 p. m.—Weather and Market Reports.  
 2:30 p. m.—Columbia Salon Orchestra.  
 2:45 p. m.—Business Women's Week Address.  
 3:00 p. m.—New York Stock Exchange.  
 3:05 p. m.—The Threes Doctors.  
 3:30 p. m.—Asbury Park Orchestra.  
 4:00 p. m.—Melody Magic.  
 4:30 p. m.—League of Women Voters.  
 5:00 p. m.—Price Flavoring Extract Co.  
 5:15 p. m.—Gordon Kibbler's Orchestra.  
 5:25 p. m.—Curtiss Candy Co.  
 5:30 p. m.—Hit of the Week Program.  
 5:40 p. m.—Minneapolis Star News Story and Road Conditions Bulletin.  
 5:45 p. m.—Livestock Market Summary.  
 5:55 p. m.—Johnny Muskrat.  
 5:58 p. m.—Road Conditions Bulletin.  
 6:00 p. m.—Morton Downey.  
 6:10 p. m.—The Deacon's Dicta — Wells-Dickey Company.  
 6:15 p. m.—With Our State Government.  
 6:30 p. m.—St. Moritz Orchestra.  
 6:45 p. m.—Daddy & Rollo.  
 7:00 p. m.—Literary Digest Topics in Brief—Lowell Thomas.  
 7:15 p. m.—Berry Brothers Program.  
 7:30 p. m.—Kaltenborn Edits the News—S. W. Straus Co.  
 7:45 p. m.—Organ Interlude—Paul Oberg.  
 8:00 p. m.—Bulova Time Announcement.  
 8:00 p. m.—The Politicians.  
 8:15 p. m.—Old Gold Character Readings—Lorna Pantin.  
 8:30 p. m.—Minnesota Publix Revue.  
 9:00 p. m.—The Lutheran Hour.  
 9:30 p. m.—Packard Motor Car Co.  
 10:00 p. m.—Weather Report.  
 10:05 p. m.—Ben Bernie and his Orchestra.  
 10:30 p. m.—Radio Roundup.  
 11:00 p. m.—Norvy Mulligan's Orchestra.

## WDGY

- 9:30 a. m.—Moler School of Beauty.  
 9:45 a. m.—Chenille Rug Co.  
 10:00 a. m.—Town Market Furniture Co.  
 10:15 a. m.—Holsum Redheads.  
 10:30 a. m.—Holstad Organ Program.  
 10:45 a. m.—Minneapolis Box Spring and Mattress Co.  
 11:00 a. m.—Personality Class.  
 11:15 a. m.—Beauty Hints by Mr. Charles.  
 12:15 p. m.—American Chenille Rug Co.  
 1:00 p. m.—Rose Blossom Lab.  
 1:15 p. m.—Chenille Rug Co.  
 1:30 p. m.—Rydeberg Sign Co.  
 1:45 p. m.—Lindgren Electric Co.  
 2:15 p. m.—Bakken & Tostenson, Old Time Music.  
 2:45 p. m.—Theronold.  
 3:00 p. m.—Tea Party Program.  
 4:00 p. m.—Theatrical Attractions.  
 4:30 p. m.—Minneapolis Shoe Co.  
 4:45 p. m.—Bill Rondeau.  
 5:00 p. m.—Nile Running—Piano Accordion.  
 5:30 p. m.—Talk on Ideals and Idealism.

# Beng's White Caps



BENG'S "WHITE CAPS"

A program which has attained immense popularity with listeners all over the country is the remote broadcast of Beng's White Caps who transmit sizzling rhythm and syncopation to tickle the musical palate of dance enthusiasts. This dance band may be heard every evening from WRHM from 10:30 to 11:00 p. m., 11:30 to 12:00 p. m. and 1:00 to 1:30 a. m. Beng's White Caps are featured artists at Dan Moriarity's Oak Grove Country Club.

Beng's White Caps have installed a correspondence department to handle the large volume of mail they received daily requesting musical selections from the Orchestra, pictures of the boys, etc. They have received letters from every state in the union, many parts of Canada and Mexico, and they feel they are as well known over the air as any radio orchestra in existence.

The story of the career of Beng's

White Caps is one conquest and success from the start. They are Minnesota musicians hailing originally from Red Wing. When the orchestra was first organized their popularity was instantaneous locally and it wasn't very long before they were looking for new fields to conquer. The summer season of 1928 found them in Detroit Lakes for a four months stay. Their popularity at this famous resort led to offers from New York. The orchestra accepted an offer from the Russian Night Club in New York City for a six months engagement. It was in this famous resort that Dan Moriarity first heard the boys play and finally induced them to come to play in Minneapolis. The fact that Minneapolis was so close to their home town of Red Wing was a factor in bringing the boys to the Oak Grove Country Club, which in turn makes it possible for WRHM to present their programs to the listeners.

## BLACKHAWK ENTERTAINERS

Two numbers heraldic of spring, "Winter Is Gone," sung by a male quartet, and "Here Comes the Sun," by a symphonic orchestra, will feature the program of the Blackhawk Entertainers over KSTP at 9:30 p. m. Tuesday, March 10. The quartet also will sing "Your Song of Paradise," and "I Hear a Thrush at Eve."

## "SHALL WE HAVE A VEGETABLE GARDEN?"

Northwest folk who are considering planting a garden this spring will find much of interest in the weekly horticulture program over KSTP at 3:15 p. m. Thursday, March 12, when A. E. Hutchins and R. S. Mackintosh discuss "Shall We Have a Vegetable Garden This Year?"

The program is sponsored by the Minnesota State Horticultural Society.

THURSDAY—MARCH 12

WDGY

- 5:45 p. m.—Fairbanks Tailoring Co.
- 6:00 p. m.—Piano Interlude.
- 6:15 p. m.—Musical Program.
- 7:00 p. m.—Eagles Ballroom Orchestra.
- 7:45 p. m.—American Farming.

WHDI

- 6:30 a. m.—Correct Time and Music — For Chippewa Springs Corp.
- 6:35 a. m.—Morning News.
- 7:00 a. m.—Health Exercises — Sunny Lou and Pat—For Chippewa Springs Corp.
- 7:15 a. m.—Music.
- 7:30 a. m.—Health Exercises — Sunny Lou and Pat—For Chippewa Springs Corp.
- 7:35 a. m.—Music.
- 7:50 a. m.—Airplane Weather Report.
- 7:50 a. m.—Weather Report—Super Oil Corporation.
- 8:00 a. m.—Songs for the Kiddies.
- 8:05 a. m.—Musical Program—For Chippewa Springs Corp.
- 8:50 a. m.—Housewives Recipe Exchange—Mrs. C. J. Royce.
- 9:00 a. m.—Musical Program.
- 9:30 a. m.—Special Program.

WLB

- 10:30 a. m.—Mothers' Hour—Fear in Children—Dr. Esther McGinnis.
- 8:00 p. m.—Favorite Sonatas—Karl Schuerer and Clyde W. Stephens.
- 8:30 p. m.—French Lesson—Professor J. T. Frelin.

239.9—WRHM—1250

- 12:00 a. m.—The Midnight Revelers.
- 12:25 a. m.—Gluek Brewing Co.
- 12:30 a. m.—Karadio Corp.
- 7:00 a. m.—Morning Meditations — Rev. C. C. Bartsch.
- 7:15 a. m.—Morning Time Signals.
- 7:30 a. m.—Foreman & Clark.
- 7:45 a. m.—Creamette Company.
- 8:00 a. m.—Miller's Cafeteria.
- 8:15 a. m.—Vitolite Prod. Co.
- 8:45 a. m.—N. W. Fuel Co.
- 11:00 a. m.—Chenille Rug Co.
- 11:15 a. m.—Julia Hayes' Helpful Hints.
- 11:45 a. m.—Madame Ewan Ray.
- 12:00 noon—Back on the Farm. Butler Mfg. Co.
- 12:20 p. m.—Livestock Market and Weather Report.
- 1:00 p. m.—Afternoon Musical.
- 2:00 p. m.—Henry Lamont at the Baldwin.
- 2:30 p. m.—Travelogue—"Scottish Wit and Humor."
- 3:00 p. m.—Mitby & Sather Furn. Co.
- 4:00 p. m.—Tingdale's Half Hour of Happiness.
- 4:30 p. m.—Three Aces.
- 5:30 p. m.—Big Brother Jim.
- 5:45 p. m.—Sports Review.
- 6:00 p. m.—Dusty and Rusty.
- 6:15 p. m.—Edgar Owen.
- 6:30 p. m.—Majestic Hour.
- 7:00 p. m.—Heating System, Inc.
- 7:30 p. m.—Leitz Hardware Co.
- 9:00 p. m.—Vernon Peterson's Old Time Band.
- 9:30 p. m.—Weather Report and News of the Day.
- 9:45 p. m.—Luke Rader from the River Lake Tabernacle.
- 10:00 p. m.—Wesley Tempers.
- 10:15 p. m.—Pent House Murder Mystery.
- 10:30 p. m.—Oak Grove Country Club.
- 11:00 p. m.—Snelling Tavern.
- 11:15 p. m.—Spanish Village.
- 11:45 p. m.—Popular Hits of the Day.

FRIDAY—MARCH 13

205.4—KSTP—1460

- 6:30 a. m.—Early Risers' Club — Time Signals.
- 7:25 a. m.—Program for the Day and General News and Foreign Dispatches.
- 7:30 a. m.—Musical Interlude.
- 7:45 a. m.—Jolly Bill and Jane.
- 8:00 a. m.—Quaker Early Birds—Gene and Glenn.

# Lester Evers Lyric Tenor



LESTER EVERS

Lester Evers, lyric tenor, presents ballad and popular song recitals from WDGY, and the rich, appealing quality of this soloist's voice is winning him many friends in Radioland. Lester Evers' voice resounded in western theaters and show houses before he came to Minneapolis to send it out over the illimitable expanse of ether waves. He is twenty-one years old, has brown hair and there is an indefinable twinkle in the deep blue of his eyes. His programs from WDGY are 3:45 p. m. Mondays and Fridays.

## Philharmonic Orchestra of the Twin Cities

The Philharmonic Orchestra of the Twin Cities, under the direction of Albert Rudd, will make its radio debut from WCCO at 8 p. m. Sunday, March 8, in a program of popular classics, opening with "The March of the Bojars" by Halverson. This will be followed by the Overture to Gomez' opera "Il Guarany," one of the brightest and most stirring pieces in all musical literature.

The feature of the program will be a Norwegian novelty, "I Sjol Gjaette's Gjeitinn" (Last Year While Herding the Goats), played by the string section of the orchestra.

Victor Herbert's delightful waltz, "Ocean Breezes," and a southern rhapsody, "Virginia" by Haydn-Wood will bring the program to a close.

FRIDAY—MARCH 13

205.4—KSTP—1460

- 8:15 a. m.—Mountain States Honey.
- 8:30 a. m.—The Vermont Lumber Jacks.
- 8:45 a. m.—Musical Interlude.
- 9:00 p. m.—Morrison's, Inc.
- 9:05 a. m.—Aunt Sammy Chat.
- 9:15 a. m.—Musical Interlude.
- 9:30 a. m.—New York Stock Exchange Market Reports.
- 9:40 a. m.—Livestock Flash — Grain Markets.
- 9:45 a. m.—Josephine B. Gibson — Food Talk.
- 10:00 a. m.—Musical Appreciation Hour.
- 11:00 a. m.—Rumford Cooking School.
- 11:15 a. m.—Livestock Flash—Grain Markets —Butter and Egg Markets.
- 11:30 a. m.—National Farm and Home Hour.
- 12:30 p. m.—Grand Cafe Orchestra.
- 12:45 p. m.—Acetol Products Program.
- 1:00 p. m.—Gayle Wood—Request Hour.
- 1:15 p. m.—U. S. Navy Talk.
- 1:30 p. m.—Junior League Program.
- 2:00 p. m.—Edna Wallace Hopper.
- 2:15 p. m.—Closing Grain Markets.
- 2:30 p. m.—New York Stock Exchange Market Reports.
- 2:40 p. m.—Musical Interlude.
- 3:00 p. m.—Radio Guild Hour.
- 4:00 p. m.—At Home and Abroad, General News and Foreign Dispatches, Hollywood News and Fashion Talk.
- 4:15 p. m.—Cecil and Sally.
- 4:30 p. m.—Benjamin-Moore Triangle.
- 4:45 p. m.—Children's Hour.
- 5:00 p. m.—Steamboat Bill—Campbell Cereal Company.
- 5:30 p. m.—News About Town.
- 5:45 p. m.—Road Condition Report.
- 5:50 p. m.—David Laurence Dispatch.
- 5:55 p. m.—Sports Review.
- 6:00 p. m.—Financial Resume.
- 6:05 p. m.—J. Adam Bede.
- 6:15 p. m.—Ive's Fancy Molders.
- 6:30 p. m.—Phil Cook, the Quaker Oats Man.
- 6:45 p. m.—Brown Blit Foot Lites.
- 7:00 p. m.—Ballard Time Signal.
- 7:01 p. m.—Citles Service Cavaliers.
- 8:00 p. m.—Interwoven Pair.
- 8:30 p. m.—Armour Program.
- 9:00 p. m.—Armstrong Quakers.
- 9:30 p. m.—March of Progress—T. K. Kelly Sales System.
- 9:45 p. m.—Ship of Dreams—United States Bedding Company.
- 10:00 p. m.—Amos 'n' Andy.
- 10:15 p. m.—Ayers News Bulletin.
- 10:16 p. m.—Time, Temperature, Weather.
- 10:18 p. m.—Holm & Hinson Program.
- 10:30 p. m.—Louie's Hungry Five.
- 10:40 a. m.—Flame Room Orchestra.
- 11:00 p. m.—Mystery Feature—"The Unseen Hand."
- 11:30 p. m.—Dance Feature.

370.2—WCCO—310

- 6:45 a. m.—Albert Lea Hatchery's Time Signal Program.
- 7:45 a. m.—The Old Dutch Girl.
- 8:00 a. m.—Northland Transportation Company's Time Signal Program.
- 8:30 a. m.—Time Signal Program.
- 9:15 a. m.—Kleenex Program.
- 9:10 a. m.—How to Be Slender.
- 9:15 a. m.—Home Service Talk — Betty Crocker.
- 9:45 a. m.—Martin Senour Co.
- 10:00 a. m.—Weather and Market Reports, New York Stock Exchange.
- 10:15 a. m.—Crisco Program.
- 10:30 a. m.—Ivory Soap Program.
- 10:45 a. m.—The Arnao Serenade to Beauty —Andre Duval.
- 11:14 a. m.—Minneapolis Art Institute.
- 11:30 a. m.—Market Reports and New York Stock Exchange, Livestock Market Summary.
- 11:50 a. m.—Minnesota Police Association Bulletin.
- 12:00 m.—News Bulletin.
- 12:15 p. m.—Eddie Dunstedter's Orchestra.
- 1:15 p. m.—Columbia Artists' Recital.
- 1:25 p. m.—Safety Drive—Sgt. Getchell.
- 1:30 p. m.—American School of the Air.
- 2:00 p. m.—Weather and Market Reports.
- 2:30 p. m.—U. S. Marine Band.

FRIDAY—MARCH 13

370.2—WCCO—810

- 2:45 p. m.—Columbia Educational Features.
- 3:00 p. m.—New York Stock Exchange.
- 3:05 p. m.—Curtis Institute of Music.
- 3:45 p. m.—Rhythm Ramblers.
- 4:00 p. m.—Light Opera Gems.
- 4:30 p. m.—St. Paul Business Professional Women's Club.
- 4:45 p. m.—Kingsdon Products.
- 5:00 p. m.—Children's Comrade Club—Peggy and Pal.
- 5:25 p. m.—Curtiss Candy Co.
- 5:30 p. m.—Road Conditions Bulletin.
- 5:40 p. m.—Mpls. Star News Story and Road Conditions Bulletin.
- 5:45 p. m.—Livestock Market Summary.
- 5:55 p. m.—Johnny Muskrat.
- 6:05 p. m.—World Book Man.
- 6:10 p. m.—The Deacon's Dicta — Wells-Dickey Company.
- 6:15 p. m.—Woodard Price Spotlight.
- 6:30 p. m.—Purity Bakeries.
- 7:00 p. m.—Literary Digest Topics in Brief — Lowell Thomas.
- 7:15 p. m.—Barbasol Ben and his Barbers.
- 7:30 p. m.—Dutch Masters.
- 8:00 p. m.—Eulova Time Signal.
- 8:00 p. m.—Continental Oil Co.
- 8:30 p. m.—Phoenix Hosiery Program.
- 8:45 p. m.—Sieherling Singers.
- 9:00 p. m.—Gypsy Trail.
- 9:30 p. m.—Nit Wit Hour.
- 10:00 p. m.—Weather Report.
- 10:05 p. m.—Noble Sissie and his Orchestra.
- 10:20 p. m.—Noble Sissie and his Orchestra.
- 10:30 p. m.—Romanelli and his King Edward Orchestra.
- 11:00 p. m.—Dick Long's Concert Orchestra.

WDGY

- 9:30 a. m.—Moler Schol of Beauty.
- 9:45 a. m.—Chenille Rug Co.
- 10:00 a. m.—Town Market Furniture Co.
- 10:15 a. m.—Holsum Redheads.
- 10:30 a. m.—Holstad Organ Program.
- 10:45 a. m.—Minneapolis Box Spring and Mattress Co.
- 11:00 a. m.—Personality Class.
- 11:15 a. m.—Beauty Hints by Mr. Charles.
- 12:15 p. m.—American Chenille Rug Co.
- 12:30 p. m.—El Patio Orchestra.
- 1:00 p. m.—Madam Eva Ray.
- 1:15 p. m.—Chenille Rug Co.
- 1:30 p. m.—Rydeberg Sign Co.
- 1:45 p. m.—Lindgren Elec. Co.
- 2:00 p. m.—Romeo Gutsche.
- 2:30 p. m.—Geo. Donovan, Baritone.
- 2:45 p. m.—Piano Recital.
- 3:00 p. m.—Geo. Getsey and Thelma Wilson.
- 3:45 p. m.—Lester Evers, Tenor.
- 4:00 p. m.—Theatrical Attractions.
- 4:15 p. m.—Evelyn Sundeborg.
- 4:30 p. m.—Minneapolis Shoe Co.
- 4:45 p. m.—Theronoid.
- 5:00 p. m.—Sports Review.
- 5:15 p. m.—Musical Interlude.
- 5:30 p. m.—Character Analysis Talk.
- 5:45 p. m.—Fairbanks Tailoring Co.
- 6:00 p. m.—Interlude.
- 6:30 p. m.—John Wilfhart's Orchestra by remote control from Eagles' Ballroom.
- 7:00 p. m.—Holsum Redheads.
- 7:30 p. m.—Holstad Program.

WHDI

- 6:30 a. m.—Correct Time and Music — For Chippewa Springs Corp.
- 6:35 a. m.—Morning News.
- 7:00 a. m.—Health Exercises — Sunny Lou and Pat—For Chippewa Springs Corp.
- 7:15 a. m.—Music.
- 7:30 a. m.—Health Exercises — Sunny Lou and Pat—For Chippewa Springs Corp.
- 7:35 a. m.—Music.
- 7:50 a. m.—Airplane Weather Report.
- 7:50 a. m.—Weather Report — Super Oil Corporation.
- 8:00 a. m.—Songs for the Kiddies.
- 8:05 a. m.—Musical Program—For Chippewa Springs Corp.
- 8:50 a. m.—Housewives' Recipe Exchange—Mrs. C. J. Royce.
- 9:00 a. m.—Musical Program.
- 9:30 a. m.—Special Program.

Dick Long

(Continued from Page 7)

WLAG. When WCCO took over that station Dick and his orchestra continued to be favorite features with the radio audience.

Dick has never specialized on any type of music, although he is best known as a dance band leader. He is one of the best violinists in the Northwest and each week conducts his orchestra through everything from old time jig numbers to selections from grand opera. At the present time he is heard over WCCO during the dinner hour on Mondays, and from 11:00 to 12:00 p. m. Fridays, when he presents an hour of concert music. This latter broadcast has regular listeners from coast to coast, who write every week, offering suggestions and requests. Their chief comment is that it is a great pleasure to tune in on one program at night that is devoted to concert music, instead of the jazz ordinarily heard at night.

FRIDAY—MARCH 13

WLB

- 12:30 p. m.—University Farm Hour.
- 4:00 p. m.—Organ Recital—Professor George Fairclough.

239.9—WRHM—1250

- 12:00 midnight—Midnight Revelers.
- 12:25 a. m.—Gluek Brewing Co.
- 12:30 a. m.—Dance Program—Karadio Corp.
- 7:00 a. m.—Morning Meditations — Rev. W. B. Riley.
- 7:15 a. m.—Morning Time Signals.
- 7:30 a. m.—Foreman & Clark.
- 7:45 a. m.—Creamette Company.
- 8:00 a. m.—Miller's Cafeteria.
- 8:15 a. m.—Vitolite Prod. Co.
- 8:45 a. m.—N. W. Fuel Co.
- 10:35 a. m.—Shopping Aids.
- 11:00 a. m.—Chenille Rug Co.
- 11:15 a. m.—Julia Hayes.
- 11:45 a. m.—Madame Eva Ray.
- 12:00 noon—Back on the Farm. Butler Mfg. Co.
- 12:20 p. m.—Livestock Market and Weather Report.
- 1:00 p. m.—Popular Program.
- 2:00 p. m.—Tingdale's Half Hour of Happiness.
- 3:00 p. m.—Mitby & Sather Furn. Co.
- 3:45 p. m.—Theronoid of Minneapolis.
- 5:30 p. m.—Big Brother Jim.
- 5:45 p. m.—Sports Review.
- 6:00 p. m.—Dusty and Rusty.
- 6:15 p. m.—Edgar Owen.
- 6:30 p. m.—Finnegan Program.
- 7:00 p. m.—Heating Systems, Inc.
- 7:30 p. m.—Musical Program.
- 7:45 p. m.—Ellen and Roger.
- 9:00 p. m.—Whoopee Trio.
- 9:30 p. m.—Weather Report.
- 9:45 p. m.—Luke Rader from River Lake Tabernacle.
- 10:00 p. m.—Floyd Boline.
- 10:15 p. m.—Dance Program from the Granada Cafe.
- 10:30 p. m.—Oak Grove Country Club.
- 11:00 p. m.—Smelling Tavern.
- 11:15 p. m.—Spanish Village.
- 11:45 p. m.—Popular Hits of the Day.

**FOREST O. REINE**  
**Radio Service Specialist**  
 Day and Night Service  
**Call Cherry 9668**

SATURDAY—MARCH 14

205.4—KSTP—1460

- 6:30 a. m.—Early Risers' Club — Time Signals.
- 7:25 a. m.—Program for the Day and General News and Foreign Dispatches.
- 7:30 p. m.—Musical Interlude.
- 7:45 a. m.—Jolly Bill and Jane.
- 8:00 a. m.—Quaker Early Birds—Gene and Glenn.
- 8:15 a. m.—Musical Interlude.
- 8:30 a. m.—The Vermont Lumber Jacks.
- 8:45 a. m.—Late Risers' Program.
- 9:30 a. m.—New York Stock Exchange Market Reports.
- 9:40 a. m.—Livestock Flash — Grain Markets.
- 9:45 a. m.—Musical Interlude.
- 10:00 a. m.—Aunt Sammy Chat.
- 10:15 a. m.—Radio Household Institute.
- 10:30 a. m.—Keys to Happiness.
- 11:00 a. m.—Remembrances.
- 11:15 a. m.—Livestock Flash — Grain Markets—Butter and Egg Markets.
- 11:30 a. m.—Markets.
- 11:50 a. m.—New York Stock Exchange Market Reports.
- 12:00 m.—Farm and Home Hour.
- 12:30 p. m.—Keystone Chronicles.
- 12:45 p. m.—4-H Club.
- 1:00 p. m.—Foreign Policy Association Luncheon.
- 2:30 p. m.—Chicago Serenade.
- 3:00 p. m.—Frank Cotier and Orchestra.
- 4:00 p. m.—At Home and Abroad—General News, Foreign Dispatches, Hollywood News and Fashion Talk.
- 4:15 p. m.—Ceel and Sally.
- 4:30 p. m.—Tea Timers.
- 4:45 p. m.—Children's Hour.
- 5:30 p. m.—News About Town.
- 5:45 p. m.—Road Condition Report.
- 5:55 p. m.—John Burgess.
- 6:05 p. m.—J. Adam Bede.
- 6:15 p. m.—David Lawrence Dispatch.
- 6:20 p. m.—Sports Review.
- 6:25 p. m.—Financial Resume.
- 6:30 p. m.—Snoop and Peep.
- 6:45 p. m.—The High Road of Adventure—Gilbert Gable.
- 7:00 p. m.—Ballard Time Signal.
- 7:00 p. m.—Webster Program — Weber & Fields.
- 7:01 p. m.—Dr. Richter, Organist, and Matthew Crawford, Tenor.
- 7:30 p. m.—Fuller Brush Hour.
- 8:00 p. m.—General Electric Hour.
- 9:00 p. m.—Lucky Strike Dance Orchestra.
- 10:00 p. m.—Amos 'n' Andy.
- 10:15 p. m.—Ayer's News Bulletin.
- 10:16 p. m.—Time, Temperature, Weather.
- 10:18 p. m.—Schwartz Brothers Laundry—Robert Mann, Swiss Yodeler.
- 10:30 p. m.—Louie's Hungry Five.
- 10:45 p. m.—Little Jack Little.
- 11:00 p. m.—Marigold Ballroom.
- 11:15 p. m.—Coliseum Orchestra.
- 11:30 p. m.—Boulevards of Paris Orchestra.
- 11:45 p. m.—Flame Room Orchestra.
- 12:00 p. m.—Dodo Club Frolic.

370.2—WCCO—810

- 6:45 a. m.—Albert Lea Hatchery Time Signal Program.
- 7:45 a. m.—Olson Mfg. Co.'s Time Signal Program.
- 8:00 a. m.—Northland Transportation Company's Time Signal Program.
- 8:30 a. m.—Time Signal Program.
- 9:10 a. m.—Kleenex Program.
- 9:15 a. m.—Jerry Harrington and Irene Harris, the Iowanans — Jacob E. Decker & Sons.
- 9:45 a. m.—Weather and Market Reports, New York Stock Exchange.
- 10:00 a. m.—Land O' Make Believe.
- 10:30 a. m.—Columbia Revue.
- 10:45 a. m.—Iodine Educational Bureau.
- 11:00 a. m.—Myndall Cain's Charm School.
- 11:15 a. m.—Hobby and Handicraft Hour.
- 11:30 a. m.—Market Reports and New York Stock Exchange, Livestock Market Summary.
- 11:50 a. m.—Minnesota Police Association Bulletin.

**SATURDAY—MARCH 14**

370.2—WCCO—810

- 12:00 p. m.—Weather and Market Reports, Livestock Market Summary.
- 12:30 p. m.—Columbia Farm Community Network.
- 1:00 p. m.—Columbia Artists' Recital.
- 1:15 p. m.—National Democratic Club Forum.
- 2:00 p. m.—The Four Clubmen.
- 2:30 p. m.—Saturday Syncopators.
- 3:00 p. m.—Yankton (S. D.) Girls' Glee Club.
- 3:30 p. m.—Spanish Serenade.
- 4:00 p. m.—Dr. Thatcher Clark's French Lessons.
- 4:15 p. m.—Leon Belasco and his Orchestra.
- 4:45 p. m.—Tony's Scrap Book.
- 5:00 p. m.—Ted Husing's Sportslants.
- 5:30 p. m.—Organ Program—Ramona Gerhard.
- 5:50 p. m.—Road Conditions Bulletin.
- 5:55 p. m.—Mpls. Star News Story and Road Conditions Bulletin.
- 6:00 p. m.—Dinner Concert — Wesley Barlow's Nicollet Hotel Orchestra.
- 6:15 p. m.—What's Doing in Minneapolis Next Week—John Burgess, Vice-President, Civic & Commerce Association.
- 6:30 p. m.—Atwood's Request Coffee Drinkers.
- 7:00 p. m.—Literary Digest Topics in Brief —Lowell Thomas.
- 7:15 p. m.—Minnesota Taxpayers' Assn.
- 7:30 p. m.—Chevrolet Chronicles.
- 8:00 p. m.—Eulova Time Announcement.
- 8:00 p. m.—WCCO Artists' Bureau Recital
- 8:30 p. m.—National Radio Forum from Washington, D. C.
- 9:00 p. m.—Hank Simmons' Showboat.
- 10:00 p. m.—Weather Report.
- 10:05 p. m.—Dance Program — Curtis Hotel Orchestra, Dick Long, Director.
- 10:35 p. m.—Guy Lombardo and his Royal Canadians.
- 11:00 p. m.—Hotel Lowry Night Club.
- 12:15 p. m.—Tom Gates Oxford Ballroom Orchestra.
- 9:30 a. m.—Moler School of Beauty.
- 9:45 a. m.—Minneapolis Shoe Co.

**SATURDAY—MARCH 14**

WDGY

- 10:00 a. m.—Theronoid.
- 10:15 a. m.—Holsum Redheads.
- 10:30 a. m.—Holstad's Organ Program.
- 10:45 a. m.—Minneapolis Box Spring and Mattress Co.
- 11:00 a. m.—Personality Class.
- 11:15 a. m.—Beauty Hints by Mr. Charles.
- 12:15 p. m.—American Chenille Rug Co.
- 12:30 p. m.—Island Tin Shop.
- 1:30 p. m.—Rydeberg Sign Co.
- 1:45 p. m.—Lindgren Elec. Co.
- 2:00 p. m.—Harmony and Blues Songs.
- 2:45 p. m.—George Werner — Guitar and Vocal.
- 3:00 p. m.—Kiddie Revue.
- 3:30 p. m.—Whoopie Bill.
- 4:00 p. m.—Theatrical Attractions.
- 4:15 p. m.—Studio Musical.
- 4:30 p. m.—Herman & Izzy.
- 4:45 p. m.—John Peterson's Orchestra.
- 5:30 p. m.—Psychological Talk.
- 6:00 p. m.—Broadway Temple.
- 7:00 p. m.—Eagles Ballroom Orchestra.

WHDI

- 6:30 a. m.—Correct Time and Music — For Chippewa Springs Corp.
- 6:35 a. m.—Morning News.
- 7:00 a. m.—Health Exercises — Sunny Lou and Pat—For Chippewa Springs Corp.
- 7:15 a. m.—Music.
- 7:30 a. m.—Health Exercises — Sunny Lou and Pat—For Chippewa Springs Corp.
- 7:35 a. m.—Music.
- 7:50 a. m.—Airplane Weather Report.
- 7:50 a. m.—Weather report—Super Oil Corporation.
- 8:00 a. m.—Songs for the Kiddies.
- 8:05 a. m.—Musical Program—For Chippewa Springs Corp.
- 8:50 a. m.—Housewives Recipe Exchange—Mrs. C. J. Royce.
- 9:00 a. m.—Musical Program.
- 9:30 a. m.—Special Program.

**SATURDAY—MARCH 14**

WRHM

- 12:00 midnight—Midnight Revelers.
- 12:25 a. m.—Gluek Brewing Co.
- 12:30 a. m.—Karadio Corp.
- 7:00 a. m.—Morning Meditations — Rev. Geo. Mecklenburg.
- 7:15 a. m.—Morning Time Signals.
- 7:30 a. m.—Foreman & Clark.
- 7:45 a. m.—Crechette Company.
- 8:00 a. m.—Miller's Cafeteria.
- 8:15 a. m.—Vitrolite Prod. Co.
- 8:45 a. m.—N. W. Fuel Co.
- 10:35 a. m.—State Theater Organ.
- 11:00 a. m.—Chenille Rug Co.
- 11:15 a. m.—Julia Hayes' Helpful Hints.
- 11:45 a. m.—Madame Eva Ray.
- 12:00 noon—Back on the Farm. Butler Mfg.
- 12:20 p. m.—Livestock Market and Weather
- 1:00 p. m.—Popular Program.
- 2:00 p. m.—Henry Lamont at the Baldwin.
- 2:30 p. m.—Robbinsdale Junior High Glee Club.
- 3:00 p. m.—Mitty & Sather Furn. Co.
- 4:00 p. m.—Tingdale's Half Hour of Happiness.
- 4:30 p. m.—Three Aces.
- 5:30 p. m.—Big Brother Jim.
- 5:45 p. m.—Sports Review and Weather Report.
- 6:00 p. m.—Dusty and Rusty.
- 6:15 p. m.—Edgar Owen.
- 6:30 p. m.—McPhail Players.
- 6:45 p. m.—Rosedale Lutheran Church. Rev. Jas. R. Gronseth.
- 7:00 p. m.—Heating System, Inc.
- 7:30 p. m.—Veterans of Foreign Wars.
- 7:45 p. m.—"Behind the Headlines." Dr. Geo. Mecklenburg.
- 8:15 p. m.—Walter Anderson — Popular Songs.
- 8:30 p. m.—Baldwin Piano Hour.
- 9:00 p. m.—Musical Program.
- 9:30 p. m.—News of the Day and Weather Report.
- 9:45 p. m.—Luke Rader from the River Lake Tabernacle.
- 10:00 p. m.—Dance Program from the Auditorium.
- 10:30 p. m.—Oak Grove Country Club.
- 11:00 p. m.—Snelling Tavern.
- 11:30 p. m.—Saturday Nighters.

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