

THE KSTP WEEKLY

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FAMOUS STARS OPEN NEW SUNDAY SERIES

MALE CHORUS TO BE FEATURE MONDAY NIGHT

**"Parade of States" Scheduled
As New General Motors
Series**

New York, Oct. 17.—With John Powell, native Virginian, pianist and composer, as the featured guest artist, Erno Rapee's orchestra and a chorus of male voices, "The Parade of the States," the new radio program of General Motors will have its first hearing on the air at 8:30 P. M. Monday (Oct. 19) from KSTP.

Tribute to Virginia

Dedicated to Virginia, in keeping with national interest in the Yorktown Sesquicentennial Celebration, which has its finale the same night, the new radio program will be made up in its entirety of music and script expressive of the state.

A tribute to Virginia, written by Bruce Barton, author and advertising man, will be read by Charles Webster, one of radio's best known actors, who will each week deliver a tribute to a different state.

Powell to Play

As one of the high points of the musical program, Powell, who has won fame in concerts throughout the country as well as in his native state, will play his own "Negro Rhapsody."

Powell's work has been acclaimed by music critics in Europe, as well as in this country, as evidence that American musical compositions can

(Continued on Page 2)

BORDONI FEATURES VALLEE BROADCAST

New York, Oct. 15.—With Irene Bordoni, scintillating French actress, as guest star, Rudy Vallee will celebrate on Thursday, October 22, the second anniversary of his radio program under the present sponsor, Fleischmann's Yeast.

Miss Bordoni, after a summer in her beloved Paris, is playing in Maurice Browne's new production, "The Improper Duchess." On the Vallee program she will sing a French novelty, "Gosse de Paris" (The Kid of Paris), "To Love" and the third number, to be selected will complete her program.

WITTY DOCTORS 'CRACK WISE' ON KSTP



These inimitable purveyors of nonsense (from left to right), Doctors Russell Pratt, Ransome Sherman, and Joe Rudolph, more familiarly known to listeners as the "Three Doctors" are now heard over KSTP at 2:30 P. M., on week-days. Probably no keener—or more nonsensical—wits than the Three Doctors have ever caused radio listeners to double up in laughter.

McCormack Denies Attacking Radio; Says He Was Misquoted

Radio today provides golden opportunities for beginners in the musical world—a quicker road to recognition than musicians have ever had, John McCormack, the famous Irish tenor, declared when in the Twin Cities recently to give a concert.

Mr. McCormack said that through a misunderstanding he was misquoted as disapproving of the radio and condemning it when in reality he not only sings over the radio himself, but sees in the union of science and art which the radio has made possible one of the greatest cultural factors in contemporary education.

Mr. McCormack doesn't care for crooners and in his witty Irish way he says they "should all be drowned like kittens"—but he blames the individual singers themselves not the radio for what he calls the cheapness of their technique.

He granted an exclusive interview to The KSTP Weekly in which he said.

"The radio is a great instrument for mass culture and mass sophistication. The coming generation will be better acquainted with music than the present generation—and this culture will spell opportunity

(Continued on Page 7)

FARRAR TO BE GUEST SOLOIST ON FIRST HOUR

**John McCormack Will Be
Heard on Second Concert
October 25**

New York, Oct. 17.—The voices of some of the world's greatest artists will be heard in a unique series of popular programs to be broadcast at 4:30 P. M. every Sunday beginning October 18, with Geraldine Farrar, noted soprano, as guest artist.

This series of programs, one of the most important on the National Broadcasting Company's schedule, will be sponsored by General Electric.

McCormack Heads List

The list includes such names as John McCormack, the Irish tenor, recently heard in the Twin Cities; Maria Jeritza, soprano of the Metropolitan Opera Company; Richard Bonelli, barytone of the Chicago Civic Opera Company; Mary Garden, former Chicago Civic Opera star; Louise Homer and many others to be announced later.

To Sing Favorites

The famous stars will shun operatic arias and solos of the concert type in favor of simple, melodious themes.

Each Sunday Miss Grace Ellis, director of the series, will introduce

(Continued on Page 3)

Stars Broadcast to Aid Unemployed

Internationally famous stage and screen stars including Will Rogers, Lawrence Tibbett, and Lily Pons, will join with the Philadelphia Symphony Orchestra and Sousa's Band to headline a special presentation sponsored by the National Unemployment Committee from KSTP at 5 P. M. Sunday, October 18.

President Hoover will speak from Washington, D. C., and Walter Gifford, national chairman, will be another of the principal speakers on the program which will emanate from various points throughout the country.

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**Dick Long and His
Orchestra**
at 6:45 P. M.
Dinner \$1.00 including dancing
also a la carte service. No
Couvert Charge.

World of Music at Command of Dr. Richter, Blind Organist



DR. FRANCIS RICHTER

MALE SINGERS ON MONDAY PROGRAM

(Continued from Page 1)
stand "squarely on their own feet."
Rapee, already recognized through his conductorship of the Roxy Symphony Orchestra as one of America's real musical geniuses, has done extensive research for the new program and as a result will produce the most outstanding series of "musical Americana" ever to be heard.

For the opening program his musical selections are featured by "An Indian Wedding Festival," with "The Legend of Pocahontas" as one of the chief sections.

A special symphonic poem arranged by Rapee, entitled "Virginia" will open the program. This will include a paraphrase of "Carry Me Back to Old Virginia" and "Virginia Reel," by the orchestra and voices.

General Motors' tribute to Virginia will be exemplified in a musical way with the playing of the "Hunting Scene" by Bucalossi and especially arranged by Conductor Rapee, with baritone and male chorus. The program will close with a program of patriotic airs by the chorus in celebration of the Yorktown Sesquicentennial.

"Taxes" Subject of Sentinels Broadcast

Major General James Harboard, will be the principal speaker on the Sentinels of the Republic broadcast from KSTP at 12:30 P. M. Sunday (Oct. 18).

Major General Harboard will speak on the subject: "Sugar Coating Your Taxes."

Satisfying the musical appetites of radio listeners is a large order for any organist, but to write about one who accomplishes all this and more without the gift of sight is to tell one of the most unusual stories in the brief history of broadcasting.

His name is Dr. Francis Richter and he is staff organist at KSTP. He sees only through the eyes of his devoted wife who is his constant companion, but when he is seated at the organ console he has at his fingers touch the whole world of music.

No matter how complicated the composition, his performances are faithful in every sense of the word to the musical score as it was written, for he has that rare gift in music of a perfect sense of pitch.

Mastered Organ

From boyhood days Dr. Richter's ambition was to master the pipe organ and perhaps there is no better way to tell how he has realized that ambition than to give his legitimate title of "orchestral organist." The instrument of his choice gives him in reality command of an entire orchestra. He is both conductor and orchestra. He holds the baton and calls at will upon strings, woodwinds, brass and tympani.

When only fifteen years old he had the distinction of appearing as guest piano soloist with the Minneapolis Symphony Orchestra and about the same time he wrote an opera and began teaching.

Later he went abroad to study under several masters and in 1909 he received the degree of Doctor of Music in Vienna.

He has toured Europe and the United States as a concert artist, but he found his real field when radio broadcasting became something more than a dream.

Braille Library Largest

Dr. Richter has the largest Braille musical library in the country, one which with new additions is approaching rapidly the 4,000 mark. With the assistance of Mrs. Richter, he spends his hours away from the studio transcribing more numbers into Braille.

Mrs. Richter dictates and the doctor engineers the Braille machine, which is something like a typewriter with two sets of keys, one for the notes and one for the lyrics.

Recently, in preparing a feature program on which Dr. Richter was to be a special artist, the music director asked him to play a medley of numbers popular in the early 1900's. Dr. Richter responded with several selections from musical shows of that period that had been completely forgotten, or had never been heard, by many who pride themselves on their musical memories.

But that's an easy matter for a man who never forgets.

New Role Found For Orphan Annie Star

Allen Barauch, who enacts Joe Cornstassel in the Orphan Annie sketches, heard over KSTP at 5:45 P. M. each week day, is "up a seaweed." As a hobby, he has taken up the study of tropical fish and proudly exhibits his ten dollar "fish" book.

HOME DRAMA MAKES DEBUT

Music, Poetry, and Philosophy
on New Series Thursday

Chicago, Oct. 17.—A new program of music, poetry and philosophy, will make its debut to radio listeners Thursday (October 22), when "Through Your Curtains," is presented from the Chicago NBC studios, under the sponsorship of Marshall Field and Company.

KSTP will broadcast this program to the Northwest at 9:30 A. M.

The philosophical theme of the program runs: "Looking through your curtains there is sunshine for you," and is designed for the entertainment of housewives.

Continuity by Phillips

The continuity for the program will be written by Irna Phillips, already successful in portraying philosophy in narrative and poetry through the radio, who will also be heard as the voice on the broadcast.

Miss Phillips is a graduate of the University of Illinois school of speech and the University of Wisconsin school of journalism. She taught speech and dramatics in Dayton Junior College and was active with the Goodman theatre in Chicago.

Youthful Star

About eighteen months ago, she was heard in an audition for a local station in Chicago and was almost immediately put "on the air." Her success was so great that she was enlisted to write the new series of programs.

"Through Your Curtains" will be heard on Thursday, October 22; Friday, October 23; Thursday, October 29 and Friday, October 30.

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RADIO MEN TO HEAR HOOVER

Address by President on NBC Network Monday

Washington, D. C., Oct. 25.—President Hoover's address before the National Association of Broadcasters will be broadcast over both networks of the National Broadcasting Company at 11 A. M., Monday, October 26.

The President will speak from the White House, addressing by wire the ninth annual convention of the association, which will be held in Detroit and KSTP will broadcast this program to the Northwest.

Introduces Mayor

Walter J. Damm of Milwaukee, president of the association, will call the organization to order and introduce Mayor Frank Murphy of Detroit, who will make an address of welcome.

There will be a brief response by William S. Hedges of Chicago, former president of the association.

Speaks from White House

Mr. Damm will then introduce President Hoover, who speaks from Washington. Following the chief executive, there will be an address by Major General Charles Saltzman, chairman of the Federal Radio Commission. The invitation to speak to the convention was extended to the President by the association through Mr. Damm, the president, Frank M. Russel, Washington member of the executive committee and Philip G. Loucks, Washington manager-director.

GUILD PRESENTS GREATEST PLAYS

Outstanding stars of the stage, supported by players of the radio guild, will be presented in a series of great plays to be inaugurated over KSTP at 3:15 P. M. each Friday.

On this same period each Friday a guest star and the NBC guild cast will present fine drama chosen from the reading lists of American colleges and secondary schools. The plays range from Greek to modern dramatic literature, including the works of Shakespeare, Moliere, Goldsmith, Ibsen, Shaw and Barrie.

The series was hailed as a significant step in the development of radio drama by John W. Elwood, NBC vice president.

"It aims to do for the drama what the Music Appreciation Series of Walter Damrosch has done for music," Elwood said.

The play list follows:

October

Oct. 23: A Midsummer Night's Dream, Shakespeare; Oct. 30: Julius Caesar, Shakespeare.

November

Nov. 6: Hamlet (first part), Shakespeare; Nov. 13: Hamlet (second part); Nov. 20: Merchant of Venice, Shakespeare; Nov. 27: La Bourgeois Gentlehomme, Moliere.

December

Dec. 4: She Stoops to Conquer, Goldsmith; Dec. 11: School for Scandal, Sheridan; Dec. 18: The Rivals, Sheridan; Dec. 25: Servant in the House, Kennedy.

"Sports Announcer Must Get Kick Out of Game"---Bronson

Editor's Note: The following article was written by Phil Bronson, KSTP sports announcer, and relates a few of his experiences at the microphone, as seen from his own observations in broadcasting sports events.

By Phil Bronson

The team comes out of a huddle . . . Two lines become tense . . . The ball is snapped . . . The lines charge . . . Three backs handle the ball in a double reverse . . . The defensive left end has solved only half the play and is caught turning in too fast . . . The ball carrier circles him for a long gain as a roar goes up from fifty thousand throats.

Yes, fifty thousand frenzied rooters, but how many of them could describe the play a moment after it took place?

The coach of the defensive team, fidgeting on the bench, barks an order and three substitutes who have been warming up dash into the game. Who are they? Three weary lads trot off the field and the stands give them a cheer.

Checks Numbers

High up in the stadium, in the press box or a private coop, a radio announcer is checking the numbers and reporting the substitutions to those who are taking their football at home.

But, under no condition, must he let his word stop or drag. The unseen audience becomes too impatient. If play is resumed before all the changes in lineup have been checked, he must go on with his story and double check as he goes along. He cannot wait for verification.

Along toward the end of the first half all these difficulties of identification seem to be pretty well ironed out, but when the teams come out for the third quarter they start all over again, for coaches frequently make wholesale changes after the dressing room session.

Listeners Come First

Put those are some of the dark spots. A football announcer should know his game and must get a real kick out of it himself, if his broadcasts are to be successful. There are moments when his own heart races as thrilling plays are successfully executed, but in all the excitement he must never forget to let the listeners in on the secret of what is going on.

Have you ever tried to talk intelligently when Joe Whosis was running ninety yards through a broken field? You probably yell whoopee! and let it go at that.

The announcer must be accurate in his reports on yardage, for he has learned that many stay-at-homes keep diagrams of the play, and there is nothing more disconcerting than to hear that your favorite team has made a total of eleven yards but still needs two more for a first down. He should interpolate enough of the color of the occasion to enable his listeners to visualize the scene.

Scout on Air

Sometimes there are by-products of the broadcast over which the announcer has no control, as for example, a certain Minnesota-Iowa game at Iowa City. An Indiana scout had a seat next to ours and before the game we had a nice long confab. Play started and he continued to talk, not realizing that



PHIL BRONSON

everything he said was going out on the air.

Early in the game Iowa got away with a long pass to put the ball on Minnesota's 20-yard line. Iowa's quarterback, after one line-play, used extremely questionable judgment on the second down when he called for a long forward pass over the goal line. If incomplete (as it was) it meant a touchback and the loss of a good scoring chance.

The Indiana scout, analyzing the play at a glance, turned to your announcer, and with his lips close to the microphone said something which was meant only for private consumption. To say that his ejaculation inspired by the boner was vitriolic is to put it mildly.

But perhaps you heard it.

A photo displayed at the NBC studios in New York, taken at the original WJZ studios in Newark, N. J., in 1921, shows the announcer speaking into an ordinary telephone receiver instead of a microphone.

FREE SUBSCRIPTION to the KSTP WEEKLY

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APEX

ASK FOR A DEMONSTRATION

PEYER'S

JOHN D. MCGOWAN, PRES.

64 E. Sixth St. St. Paul

FARRAR TO BE GUEST SOLOIST

(Continued from Page 1)

the artists with brief anecdotes regarding their present day lives. A symphony orchestra will be presented in support of the stars.

Introducing the series with "Home Sweet Home," Miss Farrar will include in the premier broadcast the popular "In Old Madrid," which is seldom heard on the air. Before Sergei Rachmaninoff came to the United States Miss Farrar translated a number of his songs into English and made them popular here. One of these, "Lilacs," in Miss Farrar's own translation, will be heard on her Sunday program.

Home Sweet Home	Bishop
The Lark	Rubinstein
Love's Old Sweet Song	Molloy
Lilacs	Rachmaninoff
In Old Madrid	Trotere
Children's Song, from "Konigs kinder"	Humperdinck
Evening	Beethoven

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KSTP PROGRAM

Sunday, October 18th

A. M.

10:45 Second Church of Christ Scientist—Sunday Services.
12:00 NBC Artist's Service—Vocalists and Orchestra.

P. M.

12:30 "Sentinels of the Republic," Major General James G. Harbord, Chairman, Radio Corporation of America, "Sugar Coating Your Taxes."
12:45 Pop Concert—Orchestra from WTAM, Cleveland.
1:15 Bright Spots—Investors' Syndicate—Popular Orchestra, Vocal Trio.
1:30 Yeast Foamers—Herbie Kay Orchestra—Lee Sims, pianist—Chauncey Parsons, soloist.
2:00 Friendly Hour—Male Quartet—Rev. F. K. Stamm, speaker.
3:00 Father Coughlin—Golden Hour of "Little Flower" from Detroit.
4:00 Frank Cotier's Coliseum Orchestra—Popular Concert.
4:30 Twilight Hour—(Premier) General Electric Program—Geraldine Farrar, soprano, Guest Star.
5:00 National Unemployment Program, Philadelphia Symphony Orchestra, Sousa's Band, Lawrence Tibbett, Lily Pons, Will Rogers, Walter Gifford, and President Hoover.
6:00 Willys Overland Program—Harold Stokes' Orchestra and singers.
6:15 Jolly Time Review—Popular Orchestra and Vocalists.
6:30 Three Bakers—Vocalists and Comedy.
7:00 Enna Jettick Favorite Melodies—Mixed Quartet.
7:15 Modulations—Male Quartet in Songs.
7:30 Chase and Sanborn Orchestra—Rubinoff and Eddie Cantor.
8:00 Polka Dots—Piano Duo and Julie Barr, soloist.
8:15 Atwater Kent Concert—Gala Operatic Program.
9:15 Johnson Wax Program—Ted Weems' Orchestra, Ilo May Bailey, soloist.
9:45 Sunday at Seth Parker's—from Jonesport, Me.
10:15 Reports—Time, Weather, Temperature, News.
10:20 Boulevards of Paris Orchestra—Joe Roberts, director.
10:30 Russ Colombo in Songs.
10:45 Boulevards of Paris Orchestra—Joe Roberts, director.
11:00 Marigold Ballroom Orchestra—Wally Erickson, director.

Monday, October 19th A. M.

6:30 Early Riser's Musicale—Time Signals.
7:25—News, Weather, Consolidated Press Dispatches.
8:30 Montgomery Ward Program—"Beautiful Thoughts"—Organ with Gene Arnold, narrator.
8:45 A & P Food Program.
9:00 Zinsmaster Program—Food Talk.
9:05 Aunt Sammy Chat—Recipes, Household Hints, etc.
9:30 Yorktown Sesqui-Centennial Celebration—Surrender of Cornwallis Pageant.
10:50 Beyer's Health Service—Health Talk.

11:00 General Electric Program—Songs by Grace Ellis, Theodore West, baritone, dramatic sketches.
11:15 Pat Barnes—Swift & Co.—Organ and dramatics.
11:30 National Farm & Home Hour—Orchestra and Reports from U. S. Dept. of Agriculture.

P. M.

12:30 Louie's Hungry Five—Little German Band and Comedy.
12:45 Yorktown Sesqui-Centennial Celebration—Surrender of Cornwallis Pageant.
2:30 Three Doctors—Comedy and Music.
2:45 Chicago Serenade—Orchestra—Harry Kogen, director.
3:00 Gayle Wood—piano.
3:15 Brown-Palace Hotel Orchestra from Denver.
3:45 Maze of Melody—Orchestra.
4:00 Lever Bros.—Chats with Peggy Winthrop.
4:15 Cecil and Sally—Comedy Skit.
4:30 The Pilgrims—Vocal Ensemble.
4:55 Hollywood Candy Co.—Children's Talk.
5:00 Children's Hour—Conducted by Uncle Tom.
5:25 Williamson Candy Company.
5:30 Reports.
5:45 Little Orphan Annie—Children's Skit.
6:00 Old Stager Reviews the Amusements.
6:01 Day's Events—Consolidated Press Dispatches.
6:15 St. Paul Hotel Grand Cafe Orchestra—Marty Stone, director.
6:30 Musical Interlude.
6:45 Curtis Hotel Orchestra—Dick Long, director.
7:00 Arco Coffee Program from WEBC—popular Orchestra and vocalist.
7:30 Death Valley Days—Western Dramatic Thriller.
8:00 Maytag Orchestra—Roy Bargy, director—Male Quartet.
8:30 General Motors Program—"Parade of States"—Male Chorus, Songs and Orchestra.
9:00 Gold Medal Express—Orchestra, Oman & Arden, Vocalist.
9:30 Davis Motor Company—Boswell Sisters—Popular Songs.
9:45 Sieberling Program.
10:00 Amos 'n' Andy.
10:15 Phillips 66 Fliers—Orchestra, Vocalist—George Osborn, Director.
10:45 Reports—Time, Weather, Temperature.
10:50 Boulevards of Paris Orchestra—Joe Roberts, director.
11:00 Minneapolis RKO Hour—Orchestra, Theatrical Entertainers.
11:30 Leonard Leigh—Organ—from Paramount Theatre, St. Paul.
12:30 Boulevards of Paris Orchestra—Joe Roberts, director.
12:40 Marc Williams, Cowboy Crooner—Western and Popular Songs.
12:50 Boulevards of Paris Orchestra—Joe Roberts, director.

Tuesday, October 20th

A. M.

6:30 Early Riser's Musicale—Time Signals.
7:25 News—Weather—Consolidated Press Dispatches.
8:00 Musical Interlude—Consolidated Press Dispatches.
8:30 Montgomery Ward Program

Organ, with Gene Arnold, Narrator.
8:45 A. and P. Food Program.
9:00 Musical Interlude.
9:25 Leader Store Parade.
9:30 Market Reports.
9:45 Aunt Sammy Chat—Recipes, Household Hints, etc.
10:00 Musical Interlude.
10:15 Radio Household Institute—Menu Planning and New Recipes.
10:30 Musical Interlude.
11:00 Rumford Cooking School—Menu Planning and Recipes.
11:15 Pat Barnes—Swift & Co.—Organ and Dramatics.
11:30 National Farm and Home Hour—Reports from U. S. Dept. of Agriculture—Homesteaders' Orchestra.

P. M.

12:30 Mid-day Musical—Popular Orchestra.
12:45 News Bulletins—Consolidated Press Dispatches.
12:50 Louie's Hungry Five—Little German Band, Comedy Skit.
1:00 Hotel St. Paul Orchestra—Marty Stone, Director.
1:15 Frazure's Comedy Sketch.
1:30 Gayle Wood—Piano.
1:45 Youth Matinee—Princess Obolensky—Beauty Hints.
2:00 Music in the Air—Piano Lessons.
2:30 Grain Markets.
2:45 Chicago Serenade—Semi-classic, Harry Kogen, Director.
3:00 Thirty Minutes on Broadway—Dr. Richter—Organ.
3:30 Gillam and Atterbury, Comedy and Music.
3:45 Earl Burtnett's Orchestra—Popular Music.
4:00 Corinne Jordan—Detours—Popular Songs.
4:15 Cecil and Sally—Comedy Skit.
4:30 Lever Bros.—Rinso Talkie—"What Happened to Jane."
4:45 Children's Hour—Conducted by Uncle Tom.
5:15 Steamboat Bill—Children's Program—Campbell Cereal Co.
5:25 Williamson Candy Company—Children's Program.
5:30 Reports.
5:45 Little Orphan Annie—Children's Skit.
6:00 Old Stager Reviews Amusements.
6:01 Day's Events—Consolidated Press Dispatches.
6:15 Hotel St. Paul Grand Cafe Orchestra—Marty Stone, Director.
6:25 St. Paul Players—Eleanora Deen, speaker.
6:30 Musical Interlude.
6:45 Curtis Hotel Orchestra—Dick Long, director.
7:00 Elackstone Plantation—Julia Sanderson and Frank Crumit—Orchestra, Comedy, Dialogue.
7:30 Talk for St. Paul Players.
7:35 Curtis Hotel Orchestra—Dick Long, Director.
7:45 Sisters of the Skillet—East and Dunke—Proctor & Gamble—Comedy and Dialogue.
8:00 Chevrolet Chronicles—Frank Elack, Orchestra Conductor.
8:30 The Fuller Brush Man—Earle Spicer, tenor—Orchestra.
9:00 Lucky Strike Dance Orchestra—B. A. Rolfe, Director.
9:30 Remington—Rhythm Rounders—Music.
9:45 Boulevards of Paris Orchestra—Joe Roberts, Director.

10:00 Amos 'n' Andy.
10:15 Phillips 66 Fliers—Orchestra and Vocalists—George Osborn, Director.
10:45 Reports—Time, Weather, Temperature, News.
10:50 Boulevards of Paris Orchestra—Joe Roberts, Director.
11:00 St. Paul RKO Hour—Orchestra—Theatrical Entertainers.
11:30 Waldorf-Astoria Hotel Orchestra.
12:00 Marc Williams, the Cowboy Crooner.
12:10 Boulevards of Paris Orchestra—Joe Roberts, Director.
12:30 Dance Frolic.

Wednesday, October 21st

A. M.

6:30 Early Riser's Musicale—Time Signals.
7:25 News, Weather, Consolidated Press Dispatches.
8:10 Musical Interlude.
8:15 Sterling Products.
8:30 Montgomery Ward Program—"Beautiful Thoughts"—Organ with Gene Arnold, Narrator.
8:45 A. and P. Food Program.
9:00 Libby, McNeil & Libby—Talk on Food—Mary Hill Martin.
9:15 Zinsmaster Program.
9:25 Leader Store Parade.
9:30 Market Reports.
9:45 Aunt Sammy Chat—Recipes, Household Hints, etc.
10:00 Keeping Up with Daughter—Dramatic Skit—Sherwin Williams Co.
10:15 Radio Household Institute—Menu Planning, New Recipes.
10:30 Charis Morning Musicale.
10:45 Sun Maid Girl.
11:00 Beyer's Health Clinic—Health Talk.
11:15 Pat Barnes—Swift & Co.—Organ, Dramatics.
11:30 National Farm and Home Hour—U. S. Dept. of Agriculture Reports—Harry Kogen's Homesteaders' Orchestra.

P. M.

12:30 St. Paul Hotel Orchestra—Marty Stone, Director.
12:45 News Bulletins.
12:50 Louie's Hungry Five—Little German Band, Comedy Skit.
1:00 Blue Blazers—Popular Orchestra.
1:15 Frazure's Comedy Sketch.
1:30 Refrain Revue—Popular Music.
1:45 Piano Moods—Lee Sims, pianist.
2:00 St. Thomas College—Educational Talk—Prof. A. Lester Pierce.
2:15 Grain Markets.
2:30 Three Doctors—Comedy and Songs.
2:45 Chicago Serenade—Orchestra—Harry Kogen, Director.
3:00 Pacific Vagabonds—Orchestra and Vocal Ensemble.
3:30 Maze of Melody—Orchestra.
3:45 With the Composers—Organ—Dr. Francis Richter.
4:15 Cecil and Sally—Comedy Skit.
4:30 Gayle Wood—Piano.
4:45 Parnassus Trio.
4:55 Hollywood Candy Co.—Children's Talk.
5:00 Children's Hour—Directed by Uncle Tom.
5:25 Williamson Candy Co.—Children's Program.
5:30 Reports.
5:45 Little Orphan Annie—Children's Skit.

6:00 Old Stager Reviews the Amusements.
 6:01 Day's Events — Consolidated Press Dispatches.
 6:15 Grand Cafe Orchestra—Marty Stone, Director.
 6:45 Curtis Hotel Orchestra—Dick Long, Director.
 7:00 College Memories—National Battery Co. Male Quartet.
 7:15 Gus Robertson, baritone—Brown Shoe Co.
 8:00 Halsey-Stuart Program—Old Counsellor Talks on Finances—Symphony Orchestra.
 8:30 Palmolive Hour—Paul Oliver, Oliver Palmer, Revelers' Quartet and Orchestra.
 9:30 Coca Cola Program—Grantland Rice, Interviewer—Orchestra.
 10:00 Amos 'n' Andy.
 10:15 Phillips 66 Fliers—Orchestra—Vocalists—George Osborn, Director.
 10:45 Reports—Time, Weather, Temperature.
 10:50 Marc Williams, the Cowboy Crooner.
 11:00 Hotel St. Paul Casino Orchestra—Marty Stone, Director.
 11:15 Coon-Sanders Orchestra from New York.
 11:30 Coliseum Orchestra—Frank Cotier, Director.
 11:45 Boulevards of Paris Orchestra—Joe Roberts, Director.
 12:15 Marigold Ballroom Orchestra Wally Erickson, Director.
 12:30 Casino Orchestra—Hotel St. Paul—Marty Stone, Director.

Thursday, October 22nd

A. M.

6:30 Early Riser's Musicale—Time Signals.
 7:25 News, Weather—Consolidated Press Dispatches.
 8:30 Montgomery Ward Program — "Beautiful Thoughts" — Organ—Gene Arnold, Narrator.
 8:45 A. and P. Food Program.
 9:00 Proctor & Gamble Program.
 9:15 Musical Interlude.
 9:25 Leader Store Parade.
 9:30 Marshall Field Program— "Through the Curtains." —Dramatic Feature.
 9:45 Aunt Sammy Chat—Recipes, Household Hints, etc.
 10:05 Gratia Barre—Beauty Hints.
 10:15 Radio Household Institute—Menu Planning & New Recipes.
 10:30 Musical Interlude.
 11:00 General Electric Program—Songs—Grace Ellis—Hostess.
 11:15 Pat Barnes—Swift & Co.—Organ and Dramatics.
 11:30 National Farm and Home Hour—U. S. Dept. of Agriculture Reports—Homesteader Orchestra.
 12:30 Marc Williams, the Cowboy Crooner.

P. M.

12:45 News Bulletins.
 12:50 Louie's Hungry Five—Little German Band—Comedy Skit.
 1:00 St. Paul Hotel Orchestra—Marty Stone, Director.
 1:15 Frazure's Comedy Sketch.
 1:30 Piano Moods—Lee Sims, Pianist.
 1:45 Youth Matinee—Beauty Advice—Princess Oblensky.
 2:00 Minn. Horticultural Society.
 2:15 Market Reports.
 2:30 Three Doctors—Comedy Skit.
 2:45 Chicago Serenade — Harry Kogen, Director.

3:00 Syncopators — Popular Orchestra.
 3:15 Petite Symphony — Organ, Dr. Francis Richter.
 3:45 Corinne Jordan—Sense and Nonsense.
 4:00 Carveth Wells, the Jungle Man—Children's Talk.
 4:15 Cecil and Sally—Comedy Skit.
 4:30 Lever Bros.—Rinso Talkie—"What Happened to Jane."
 4:45 Children's Hour—Conducted by Uncle Tom.
 5:15 Steamboat Bill—Campbell Cereal Co.
 5:25 Williamson Candy Co.—Children's Program.
 5:30 Reports.
 5:45 Little Orphan Annie—Children's Skit.
 6:00 Amusement Bulletin — Old Stager Reviews Amusements.
 6:01 Day's Events — Consolidated Press Dispatches.
 6:15 St. Paul Hotel Grand Cafe Orchestra—Marty Stone, Director.
 6:25 St. Paul Players—Mark Orton, talk.
 6:30 Musical Interlude.
 6:45 Curt's Hotel Orchestra — Dick Long, Director.
 7:00 Fleischman Hour—Rudy Vallee and His Orchestra—Irene Bordoni, Guest Artist.
 8:00 Arco Dramatic Musicale — Orchestra and vocalists.
 8:30 Maxwell House Melodies — Don Voorhee's Orchestra.
 9:00 Musical Specialty.
 9:15 Strollers' Trio—Popular Songs.
 9:30 Nat and Bridget—National Bridge Shoemakers.
 9:45 Davis Motor Co.—Boswell Sisters, Popular Songs.
 10:00 Amos 'n' Andy.
 10:15 Phillips 66 Fliers—Orchestra and vocalists—George Osborn, Director.
 10:45 Reports—News, Weather, Temperature, Time.
 10:50 Otto's Little German Band—Comedy Skit and Orchestra.
 11:00 Marigold Ballroom Orchestra —Wally Erickson, Director.
 11:30 Otto's Little German Band—Comedy Skit and Orchestra.
 11:45 Marc Williams, the Cowboy Crooner.
 11:55 Boulevards of Paris Orchestra—Joe Roberts, director.
 12:15 St. Paul Hotel Casino Orchestra—Marty Stone, director.
 12:45 Boulevards of Paris Orchestra—Joe Roberts, director.

Friday, October 23rd

A. M.

6:30 Early Riser's Musicale—Time Signals.
 7:25 News—Weather—Consolidated Press Dispatches.
 8:30 Montgomery Ward Program — "Beautiful Thoughts" — Organ with Gene Arnold, narrator.
 8:45 A. and P. Food Program.
 9:00 Zinsmaster Program—Food Talk.
 9:25 Leader Store Parade.
 9:30 Aunt Sammy Chat—Recipes, Household Hints, etc.
 9:45 Marshall Field Program.
 10:00 NBC Musical Appreciation Hour for Students—Walter Damosch, conductor.
 11:00 Rumford Cooking School—Menu Planning and Recipes.
 11:15 Pat Barnes—Swift & Co.—Organ and Dramatics.

11:30 National Farm and Home Hour—Reports from U. S. Department of Agriculture—Homesteaders' Orchestra.

P. M.

12:30 Marc Williams, the Cowboy Crooner.
 12:45 News Bulletins.
 12:50 Louie's Hungry Five—Little German Band—Comedy Skit.
 1:00 St. Paul Hotel Orchestra—Marty Stone, Director.
 1:15 Frazure's Comedy Sketch.
 1:45 Piano Moods—Lee Sims, pianist, and Ilo May Bailey, soprano.
 2:00 Mormon Tabernacle Choir and Organ—Salt Lake City, Utah.
 2:15 Market Reports.
 2:30 Rochester Philharmonic Orchestra—Special short wave re-broadcast to Germany from WHAM.
 3:00 Betty Moore—Decorating Notes.
 3:15 Radio Guild Drama—"Midsummer Night's Dream."
 4:20 Cecil and Sally—Comedy Skit.
 4:30 Dolly Connelly—Popular Songs.
 4:45 Don Guthrie—Piano.
 4:55 Hollywood Candy Co.—Children's Program.
 5:00 Children's Hour—Conducted by Uncle Tom.
 5:30 Reports.
 5:45 Little Orphan Annie—Children's Skit.
 6:00 Old Stager Reviews the Amusements.
 6:01 Day's Events—Consolidated Press Dispatches.
 6:15 St. Paul Hotel Grand Cafe Orchestra—Marty Stone, director.
 6:45 Curtis Hotel Orchestra—Dick Long, director.
 7:00 Cities Service Concert—Jessica Dragonette & Cavaliers.
 8:00 Interwoven Pair—Billy Jones and Ernie Hare, comedians and songsters.
 8:30 Armour Program — Josef Koestner's Orchestra and vocalists.
 9:00 Paul Whiteman's Paint Men —Vocal Trio.
 9:30 Weil-McLain Company Program—Popular Entertainers.
 9:45 Boulevards of Paris Orchestra—Joe Roberts, director.
 10:00 Amos 'n' Andy.
 10:15 Phillips 66 Fliers—Orchestra and Vocalists—George Osborn, Director.
 10:45 Reports—Time, Weather, News, Temperature.
 10:50 New York Orchestra.
 11:00 Marc Williams—Cowboy Crooner.
 11:10 St. Paul Hotel Casino Orchestra—Marty Stone, director.
 11:30 Marigold Ballroom Orchestra—Wally Erickson, director.
 12:00 Marc Williams—Cowboy Crooner.
 12:10 Boulevards of Paris Orchestra—Joe Roberts, director.

Saturday, October 24th

A. M.

6:30 Early Riser's Musicale—Time Signals.
 7:25 News, Weather—Consolidated Press Dispatches.
 8:15 Macey's Surprise Program—Corinne Jordan.
 8:30 Montgomery Ward Program — "Beautiful Thoughts" — Organ with Gene Arnold, narrator.

8:45 A. and P. Food Program.
 9:00 Musical Interlude.
 9:25 Leader Store Parade.
 9:30 Grain Markets.
 9:40 Consolidated Press Dispatches.
 9:45 Aunt Sammy Chat—Recipes, Household Hints, etc.
 10:00 Musical Interlude.
 10:30 Gratia Barre—Beauty Chat.
 11:00 Beyer's Health Service—Health Talk.
 11:15 Pat Barnes—Swift & Co.—Organ and Dramatics.
 11:30 National Farm and Home Hour—Orchestra and Reports from U. S. Dept. of Agriculture.

P. M.

12:30 St. Paul Hotel Orchestra—Marty Stone, Director.
 12:50 Louie's Hungry Five—Little German Band, Comedy Skit.
 1:00 Marc Williams—Cowboy Crooner.
 1:15 McCluskey's Pre-Game Musical.
 1:30 Football Game — Minnesota vs. Iowa from Memorial Stadium.
 4:30 Cecil and Sally—Comedy Skit.
 4:40 Consolidated Press Dispatches.
 4:45 Children's Hour—Conducted by Uncle Tom.
 5:05 Steamboat Bill—Campbell Cereal Company.
 5:15 Little Buster Parade—"Circus Thrills"—Albert Dickinson Company.
 5:30 Reports.
 5:45 Orphan Annie—Children's Skit.
 6:00 Old Stager Reviews the Amusements.
 6:01 Day's Events—Consolidated Press Dispatches.
 6:15 St. Paul Hotel Grand Cafe Orchestra—Marty Stone, director.
 6:30 Juster Brothers Collegians—Football Scores—College Music.
 7:00 Danger Fighters—Dramatic Skit—"The Red Butterfly."
 7:30 "International Economic Interdependence" — Talk by Edwin F. Gay, Prof. Economic History, Harvard University—"Psychology; a Modern Science of Human Management"—Talk by Walter R. Miles, President, American Psychological Education. Sponsored by National Advisory Council on Radio in Education.
 8:00 National Orchestra — Erno Rapee, conductor.
 8:30 First Nighter Dramas—"Apartment 3-B."
 9:00 Lucky Strike Dance Orchestra—B. A. Rolfe, conductor.
 10:00 Amos 'n' Andy.
 10:15 Phillips 66 Club—All Request Musical Program—George Osborn, Director.
 11:15 Reports—Time, Weather, News, Temperature.
 11:20 Curtis Hotel Orchestra—Dick Long, director.
 11:45 Coliseum Dance Orchestra—Frank Cotier, director.
 12:00 Boulevards of Paris Orchestra—Joe Roberts, director.
 12:30 Saturday Dodo Frolic—Uncle Josh & His Huskers, and KSTP Staff Entertainers.

THE KSTP WEEKLY

Published Not For Profit But as a Public Service to Northwest Radio Listeners

Issued Every Saturday by the National Battery Broadcasting Co.

Application for entry as second class mail matter pending at St. Paul, Minnesota.

VOLUME I. NUMBER 4

5 cents a copy—\$1.00 a year.

Publication Office, St. Paul Hotel

ST. PAUL, MINNESOTA, OCTOBER 17, 1931

The Taint of Commercialism

Newspapers individually and collectively, with the exception of cities where they own radio stations, are saying that radio is commercial.

But surely it is no secret that our most estimable journals are run for profit, that they have stockholders with an eye to the quarterly dividend.

Here's the rub: By the statements of their own executives radio advertising has increased by leaps and bounds, while newspapers are showing losses. Some leaders of journalism have sounded a call to arms, warning that newspapers must declare war on radio. The first step has been to withdraw practically all means of identification of commercial programs. Locally Amos 'n' Andy are still listed as "dialogue."

Now radio has had no idea of war, but radio has pretty well given up any idea of having its entertainment treated as news. Apparently the public has, too, and that's why THE KSTP WEEKLY is offered to you. Unable to find when and what programs were to be, by referring to their newspapers, KSTP's listeners literally swamped the telephone board and filled the mails with their demands for complete and authentic radio news. The KSTP Weekly is this station's sincere effort to serve you in radio as you wish to be served.

Does Your Subscription Expire With This Issue?

If you are one of the original subscribers who sent in their dimes for four trial copies, this will be your last issue—*unless you act at once!*

You don't want to miss the next number—the fifth—for it will be crammed with radio pictures, news and schedules that you want. A year's subscription will cost you less than *two cents a copy.*

Fill Out This Coupon and Mail It To KSTP Today

60c 6 Months	THE KSTP WEEKLY Saint Paul Hotel Saint Paul, Minn.	\$1.00 per Year
Please send me THE KSTP WEEKLY for		
6 months 1 year	for which I am enclosing	60c \$1.00
Name		
Address		
City State.....		

Listeners' Corner

The radio public does a lot of listening but has few opportunities to make itself heard. With this issue THE KSTP WEEKLY opens its columns to listeners for expressions on any subject pertaining to radio. Or, if you have any questions you would like to have answered about radio, your letters and the answers will be published in subsequent issues. Below you will find a few excerpts from letters received from early subscribers.

"Out here in Cheyenne, Wyoming, we appreciate a radio publication such as THE KSTP WEEKLY and from now on our radio will be worth a great deal more to us."—V. B., Cheyenne, Wyo.

"Your new weekly is comprehensive and makes it much easier to know what is on the air and when it comes. We are thankful to KSTP for starting the new weekly."—Mrs. J. B., Minneapolis.

"We have been receiving THE KSTP WEEKLY since the first issue and we certainly enjoy it. It is the very thing that was needed. Enclosed find coupon and \$1.00 for which put my name on your mailing list for one year. We sure would hate to miss a copy."—Mrs. E. E. P., St. Paul.

"I have received two issues of THE KSTP WEEKLY and I am enclosing a dollar for a year's subscription."—V. M. M., Sisseton, S. D.

"Please find enclosed my subscription blank and sixty cents for which please send me THE KSTP WEEKLY for six months."—Miss V. M., Minneapolis.

"We enjoy seeing pictures and reading personality sketches of radio stars as presented in your new KSTP WEEKLY. Enclosed is my year's subscription."—E. J., Stillwater.

"After seeing the first issue of your KSTP WEEKLY, I wish to subscribe for it for a year. It gives us real information on radio programs."—M. B., Red Wing.

"I have received three copies of THE KSTP WEEKLY and think it is a wonderful little paper."—S. W., Stewartville, Minn.

New Soloist Guest With Yeast Foamers

Chauncey Parsons, tenor, and known nationally to all radio listeners, will be guest soloist on a series of programs with Herbie Kay and his Yeast Foamers' orchestra from KSTP at 1:30 P. M. each Sunday.

As the Magic Tenor, Parsons was heard in the first Yeast Foamers' program from the NBC Chicago studios. He has also appeared on various other broadcasts, including the National Farm and Home Hour, the Maytag Program and many others. He incorporates an individual style with a voice of appealing quality, and his background of light opera, concert and radio work has given him a wide following.

Did You Know That—

Two more broadcasting stations, WIS, Columbia, S. C., and WWNC, Asheville, N. C., have joined the network of the National Broadcasting Company, increasing the total number of NBC stations to eighty-two.

Charles Lyon, who announces many programs from the NBC Chicago studios, once had a job on a Great Lakes freighter, and one of his duties was that of scraping and painting the ship's sides.

Vincent Lopez, orchestra leader, was once an actor in musical comedy. Ten years ago the Lopez orchestra featured "Love Birds" and the conductor was also billed in the role of a "Mr. Johnston" according to programs of that day.

A Texas artist who decorated the outside of his envelopes with original and well executed cartoons contributes almost weekly to the fan mail of Carveth Wells, explorer. The letters, with their clever drawings, are eagerly awaited, not only by Mr. Wells, but by the entire staff in the NBC mail room as well.

David Rubinoff, who wields the baton and plays the violin on the Chase and Sanborn Sunday evening programs with Eddie Cantor, nibbles at dried pumpkin seeds in his spare moments, an old Russian custom.

Just the fact that John Kuhn, Sioux Indian sousaphone player with Harry Cogen's Homesteaders, was measured for an overcoat doesn't make much of a tale; but when we are told that John weighs 310 pounds, stands about 6 feet 3 inches in his stocking feet, and the tailor brought along three tape measures, that makes a "bigger" story.

During a conversation recently, Milton J. Cross and John S. Young, NBC announcers, discovered that they had been instructors at the same boys' camp. Sixteen years ago, Cross was riding instructor at Camp Passumpsic on Lake Fairlee, Vermont, while in 1926, Young taught the boys to swim.

Frank Crumit, co-star of the Blackstone Plantation Program heard twice weekly over NBC networks, likes to mess around in the kitchen when the servants have a day off. Fried eggs are one of his specialties.

THE KSTP WEEKLY is published at the request of listeners to provide complete advance radio program information and interesting facts about the radio stars.

Many of your friends who may not have heard of this new KSTP service will desire it. It will be a favor to them if when mailing in your subscription you will enclose the address of the person requesting this service. THE KSTP WEEKLY, St. Paul Hotel, St. Paul.

While some last minute program changes are inevitable, you will find THE KSTP WEEKLY, in the main satisfactorily accurate.

—THE EDITOR.

MISQUOTED; SAYS JOHN McCORMACK

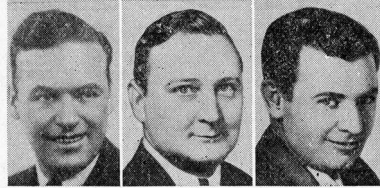
(Continued from Page 1)

for artists. I've always believed that music should be as compulsory in juvenile education as any of the three r's; popular taste is making it so with the help of the radio.

"How about those thousands of bed-stricken persons who are never able to hear a concert? I have received scores of letters from such unfortunates and their gratitude has been worth to me a whole season of concerts. One man wrote me that owing to his deafness he had been unable to hear me sing though he had attended several of my concerts, but that now thanks to the radio, he had at last heard me perfectly. Such letters bring their own answer to those who would prohibit the artist from occasionally employing the radio. They prove that science is justified even in the realm of art."

Mr. McCormack will be heard over KSTP at 4:30 P. M. Sunday, Oct. 25, on the new General Electric series.

MERRY-MAKERS



These tuneful merry-makers, known as the Three Bakers of the Fleischmann Yeast Company, present special arrangements of popular songs at 6:30 P. M., each Sunday. They are (left to right): Darrel Woodyard, baritone, who portrays the vocal role of Dick, "the clean-limbed leader"; Jack Parker, first tenor, in the role of Sam or Harpo, "the silent baker," and Frank Luther, second tenor, who assumes the part of Tom, "the fun-loving baker." In addition to their singing, the program features stirring tunes by Billy Artz's orchestra.

GERMANY TO HEAR SPECIAL PROGRAM

Rochester, N. Y., Oct. 15.—Dr. Howard Harold Hanson, director of the Eastman School of Music, composer of two symphonic poems and numerous piano works, will direct the Rochester Philharmonic Orchestra during a special broadcast to Germany on Friday, October 23, and over an NBC network including KSTP at 2:30 P. M.

In subsequent broadcasts the Rochester Philharmonic Orchestra will be heard from the Eastman Theater in Rochester, N. Y., under the direction of several prominent conductors, including Henry Hadley Guy Fraser Harrison, Fritz Reiner, Issaye Debrowen, Vladimar Golschmann, and Bernardino Molinari.

Minnesota-Iowa Grid Tilt on Air Saturday

Dad's Day will be celebrated at the University of Minnesota when the Gopher eleven plays Iowa in the opening of the Big Ten season for Minnesota, and KSTP will broadcast the play-by-play account of the battle with Phil Bronson, sports announcer at the microphone, starting at 2 P. M. Saturday, October 24.

The Iowa game will mark the first for Minnesota since the Leland Stanford contest at California, and will also be the first time the two teams will meet in gridiron competition in two years.

SETH PARKER AND His Jonesport Troupe PERSONAL APPEARANCE

Thursday, Oct. 29
St. Paul Municipal Auditorium

SEATS ON SALE
W. J. Dyer & Bro.
23 West Fifth Street

MAIL RESERVATIONS
Now Being Received

Tickets: \$1 - \$1.50 - \$2

New Radio Book For Writers on Market

New York, Oct. 15—In response to thousands of inquiries received during the past three years from writers desiring to break into the broadcasting field, a text book entitled, "How to Write for Radio," has just been published by Longmans, Green and Company, of New York City.

Katharine Seymour, Assistant Continuity Editor of the National Broadcasting Company, and J. T. W. Martin, radio writer of the staff of Eatten, Barton, Durstine and Osborn, are co-authors.

Hear Macey's Fashion Talks

by
CORINNE JORDAN
at 8:15 a. m. Saturday

Fifteen minutes of entertaining songs and Fashion News

Daring Values in October at

MACEY'S

Seventh at Minnesota streets

PLAY THE NEW RADIO GAME AIR-O-GRAM

Dial to KSTP at 4:55 P. M. Mondays, Wednesdays and Fridays

HOW TO PLAY THE GAME

Have paper and pencil ready. The announcer will call a series of numbers—such as 11-3-7. On the scale below find the letters which correspond with the numbers given by the announcer and jot those letters down on paper. When the announcer calls 27 it indicates the end of a word. The word thus given by the announcer will be jumbled. Your task is to rearrange the letters to form the word desired. The announcer will assist you by giving a description or a definition of the word.

There will be from two to three words in each game and when these words are rearranged they will form a sentence. When you are satisfied that you have arranged the words to form the correct sentence, write that sentence on paper, sign your name and address, enclose a wrapper from a ZERO candy bar and mail to station KSTP, Minneapolis or St. Paul.

27 PRIZE WINNERS EVERY DAY

The Hollywood Candy Company of Minneapolis, makers of the famous ZERO candy bar, offer daily prizes as follows:

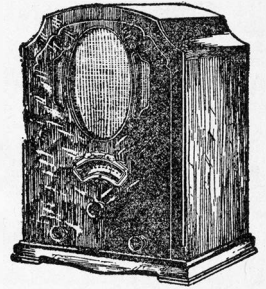
FIRST PRIZE—Genuine Leather Football SECOND PRIZE—\$1.00 in cash

25 additional prizes—each prize one bar Almond Dream and one Zero Candy Bar

The AIR-O-GRAM is sponsored by

THE HOLLYWOOD CANDY COMPANY
MINNEAPOLIS

COMPLETE with Tubes



\$34⁵⁰

Sensational Radio Improvements in New 7-tube Mantola Superheterodyne

1. Extreme selectivity and sharp tuning
2. Full, rich tone quality
3. Excellent distance getting ability
4. Highest quality of construction
5. Sturdily built, Walnut cabinet
6. Pentode, Multi-mu, and Screen-grid tubes
7. Jensen dynamic speaker
8. Mantola Static Suppressor
9. Full vision illuminated dial.

Convenient Terms
\$5.00 DOWN
\$2.00 per week

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THE AIR-O-GRAM

PLAY THIS GAME OVER KSTP MONDAYS, WEDNESDAYS AND FRIDAYS AT 4:55 P. M.

G F E D B C A O N M L K J I H W V U T S R Q P Z Y X

DUST CONTROL ON FARM HOUR

Program Tuesday Will Discuss
Grain Elevators

Washington, D. C., Oct. 17.—Reports from scientists who are studying the problem of controlling dust explosions in grain elevators and industrial plants will be given in the National Farm and Home Hour program at 11:30 A. M., Tuesday (October 20).

Dr. D. J. Price, chemical engineer of the U. S. Department of Agriculture, one of the nation's authorities on the prevention of dust explosions, will present the speakers from the conference which is meeting in Washington on that day.

Farm business reports for the week from the Federal economists will deal with the general farm price situation, and with the markets for livestock.

The complete programs for the week of October 19 follow:

Monday

Farm Business and Science News of the Week—Morse Salisbury, chief of radio service.

The Price Situation—Dr. O. C. Stine, agricultural economist.

Tuesday

The Garden Calendar—W. R. Beattie, horticulturist.

Settling the Dust Explosion Menace—Reports from the conference on dust explosion control, Dr. D. J. Price, chemical engineer, presiding.

Wednesday

October Hog Markets—C. A. Eumeister, economist.

October Sheep and Lamb Markets—C. L. Harlan, economist.

October Cattle Markets—C. V. Whalin, economist.

Thursday

The Household Calendar—Mrs. Rowena Schmidt Carpenter, home economist.

Spread of Injurious Insects During 1931—Dr. S. B. Fracker, plant quarantine administrator.

Friday

The Farm Business Library—M. S. Eisenhower, director of information U. S. D. A.

The Week with the Federal Farm Board—Frank Ridgway, director of information, Federal Farm Board.

Saturday

Special Program—Land Grant colleges, Dr. A. F. Woods, director of scientific work, U. S. D. A., J. H. Putnam, Franklin county, Mass., agent; Miss Esther C. Lott, Ottawa county, Mich., home demonstration agent.

Main Street Folks Turn Tables on City Talent

New York, Oct. 17.—Main Street has turned the tables on Broadway!

In other words, the rural folks who, a few years back, were making annual pilgrimages from Gopher Prairie and Saulk Center, to be awed by Manhattan's funsters, have gone into the entertainment business themselves, and made good! At least, a survey of the National Broadcasting Company's program records indicates that the nation is listening more and more each year to talent originating outside of New York and the other metropolitan centers of the East.

Gold Medal Express to Feature Broadway Hits

A collection of Broadway hits, including "Shine On Harvest Moon," and "Follow Through," will be presented by the Gold Medal Orchestra and the Wheaties Singers on the Gold Medal Express program from KSTP at 9 P. M., Monday (Oct. 19).

Hohman and Arden, two piano team, also will play a number on this broadcast.

MOBIL OIL CONCERT WILL HONOR LISZT

Franz Liszt, famous Hungarian composer of the 19th century and master of the piano, will be honored on a program which will feature his famous composition, "Second Hungarian Rhapsody," as played by Nathaniel Shilkret and his orchestra on the Mobil Oil Orchestral program from KSTP at 7:30 P. M., Wednesday (October 21).

This program will be played in

accordance with the celebration of the one hundred and twentieth anniversary of Franz Liszt's birth.

New Waldorf-Astoria Orchestra on Radio

Joe Moss, director of orchestras for presidents and royalty and wielder of the baton at many prominent society functions, will be heard over KSTP from the Empire Room of the Waldorf-Astoria in New York City, beginning Tuesday (Oct. 13), from 11:30 to 12 midnight.

"HIGHEST TEST"

at the price of ordinary gasoline

Controlled Volatility gives
GRAVITY from 60.6° to 71.4°
To Match Weather



EVERY drop of this sensational new motor fuel is higher test without higher price. And every mile you drive your car proves there is a difference, that you get vastly improved performance with Phillips 66 . . . the greater gasoline.

It costs less per mile and does more per dollar. It delivers quicker pick-up, added power, smoother running, and longer

mileage. Yet it costs no more than ordinary gasoline, because the Phillips Petroleum Company is the world's largest producer of natural high gravity gasoline.

We sincerely say that it is more for your money. Please do yourself and us the justice of stopping for a trial tankful, the very next time you see the Orange and Black 66 shield.

Phill-up
with
Phillips 66
REGULAR and ETHYL

Listen in to the Phillips Fliers on KSTP at 10:15 p. m. every week night
and to the Phillips 66 Club on Saturday Nights