THE KSTP WEEKLY

Published in the Interests of Northwest Radio Listeners

FULL LEASED WIRE SERVICE CONSOLIDATED PRESS ASSOCIATION

Vol. 1 No. 5 | SAINT PAUL—OCTOBER 24, 1931—MINNEAPOLIS | Five Cents a Copy

JONESPORT TROUPE COMING THIS WEEK

McCORMACK ON NEW TWILIGHT HOUR SUNDAY

Noted Irish Tenor Will Sing Old Ballads on General Electric Hour

New York, Oct. 24.—John McCormack, noted Irish tenor, will be guest soloist in the New Twilight Hour to be presented over a coast-to-coast network including station KSTP at 4:30 P. M., Sunday, October 25.

McCormack will be the second distinguished singer to appear on these new programs sponsored by the General Electric Company. The series sets a new standard for programs presented over the network of the National Broadcasting Company.

To Sing Ballads

Geraldine Farrar, noted soprano, was the first famous artist to appear on this new series, in the inaugural program to a nation-wide audience last Sunday.

John McCormack

McCormack will sing many of the old Irish ballads which are known to radio listeners and will shun all classics and solos of the concert type in favor of the simple, melodious themes.

He will be presented by Miss Grace Ellis, director of the series, who will give brief anecdotes regarding his life. A symphony orchestra will be presented in support of McCormack.

MOBILOIL CONCERT STARS CORNETIST

New York, Oct. 24.—Talents of the individual members of the ensemble will be brought out during an all-star Mobiloil radio concert to be presented over a coast-to-coast network including KSTP at 7:30 P. M., Wednesday, October 28.

Del Staigers, America's leading cornetist and a member of the orchestra will be soloist. Individual members of the orchestra will feature in solos during the broadcast.

SOUR NOTES BEFUDDLE HERR LOUIE

Herr Louie (right), conductor of Louie's Hungry Five heard during the noon hour each week-day from KSTP, is a bit befuddled at the sour notes emanating from the clarinet of the Weasel, first assistant of his little German band. Louie is having a difficult time with the Weasel and seems almost ready to give up in despair. Louie's Hungry Five present both the old-time melodies and popular tunes during their radio programs, and have developed to one of the most popular features broadcast in the Northwest.

Two Outstanding "Scoops" Are Scored by KSTP News Service

Through its general news broadcasting facilities, station KSTP was first in presenting the two outstanding news events of October to the Northwest public.

The first was the accurate outline of President Hoover's plan for pulling the nation out of economic depression, contained in an exclusive radio news dispatch by David Lawrence, KSTP's Washington correspondent, on October 5th.

The second was news of the death of Thomas A. Edison, broadcast Sunday, October 18, shortly after the great inventor succumbed to the inroads of a complication of diseases.

Lawrence's Dispatches Exclusive

These two news events were in some respects the most important of the year. David Lawrence in his daily Washington dispatches, broadcast exclusively by KSTP in Minnesota and surrounding territory at 6 P. M. daily, had been consistently leading other news services in detailing the important events taking place in Washington.

In his dispatch broadcast October 5th, Mr. Lawrence revealed "inside" happenings which rival correspondents picked up hours after the news had sped over the leased wires linking KSTP with Washington.

News Presented First

By the speed with which it presented important news happenings first in its territory, KSTP confirmed the belief of news authorities that radio is continually expanding as a medium that provides public service in many diversified lines.

(Continued on Page 8)

SETH INVITES RADIO FRIENDS TO TAKE PART

New England Cast to Appear in Minneapolis Tuesday and St. Paul Thursday

Twin Cities followers of Seth Parker who have often sung the old hymns as they came over the air will actually sing them with the famous Jonesport troupe Tuesday, Oct. 27, in the Minneapolis Auditorium and Thursday, Oct. 29, in the St. Paul Auditorium.

Seth Parker, who will lead his original cast into the Twin Cities for two appearances, has sent word ahead that he wants all the folks here to "join right inter th' meetin'."

Meeting Room Reproduced

The stage will be set to reproduce in every detail the room in the Parker home where the Jonesport people gather every Sunday night, but so far as possible Seth intends to include the entire audiences in the picture.

The troupe is on a nation-wide tour after making a motion picture in Hollywood, a tour that resulted from a tremendous demand from radio listeners for an opportunity to see Seth Parker and his troupe.

They have played to packed houses wherever they have been booked and everywhere the audience has started singing the old hymns when they started on the stage. (Continued on Page 2)

Gopher-Badger Grid Tilt on Air Oct. 31

When the Gopher football team opens its Big Ten season against Wisconsin at Memorial Stadium on Saturday, October 31, KSTP will present a play-by-play account of this traditional gridiron clash direct from the field of play, starting at 2 P. M.

Phil Bronson, KSTP sports announcer will again be at the microphone to give listeners his word picture of this annual Minnesota-Wisconsin classic in addition to presenting other highlights of the homecoming celebration planned before the game and during the half-by the student body.

« « Locate Your Favorite Programs From Complete Listings Inside » »

SETH INVITES RADIO FRIENDS

(Continued from Page 1)

All of the Jonesport neighbors will be there—Lizzie, Cefus, Captain Bang, Mrs. Hooper, Laith and Fred, John and Jane, and of course Ma Parker playing the old fashioned melodeon just as she does on the air.

Secret is Sincerity

Perhaps the real secret of the phenomenal success of this program is that it voices the sincere beliefs and heart felt sentiments of a very young, a very idealistic and very earnest young chap named Phillips H. Lord.

Lord could not make up his mind to enter the ministry when he graduated from Bowdoin College, Brunswick, Maine, in 1925. Growing up as the son of Albert J. Lord, minister of the First Congregational Church of Meriden, Conn., gave him a keen insight into the profession, some aspect which he liked and others which he did not.

Hard Struggle

Four years later when he was struggling to get a foothold as a writer in New York, the character of "Seth Parker" came to him, and he knew he had found the way. "Certain ingredients of the old-fashioned religious meetings are absent from the Jonesport gatherings," he explains.

"The harshness, the intolerance, the gloom of the traditional theology—these used to crop up in the cottage prayer-meetings as they cropped up in the churches. I have carefully edited them out."

KSTP is on the air at 6:30 A. M. every week-day.

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Marty Stone
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SAINT PAUL

MA AND SETH PARKER AT THE ORGAN

Two of the most lovable characters of radio, Seth Parker and Ma Parker, are heard every Sunday from KSTP at 9:45 P. M., are pictured at the organ.

Seth and Ma Parker have entertained radio listeners from coast-to-coast every Sunday evening. The entire "Sunday at Seth Parker" troupe will appear at both Minneapolis and St. Paul auditoriums, on October 26 and 28, respectively, giving a full evening of their songs and prayers, together with skits taken from their Sunday radio programs.

Millions Perk Up Ears When Ma Parker Plays Organ Melodies

"Will yer start us off, Ma?" says Seth Parker in his gentle drawl, and four million radio listeners perk up their ears for the sweet strains of the old-fashioned melodeon which "Ma" plays for the Jonesport Neighbors to sing their hymns.

The character of "Ma" Parker is one of the most lovable on the air today. Every Sunday evening, "Ma" and Seth Parker with their friends and neighbors hold an old-fashioned prayer-meeting in their little seacoast cottage in Jonesport, Maine.

The personality of "Ma" stands out even in this company of lovable characters. A certain touching tenderness in her voice, her gentle yet firm manner of handling "Seth" at times, the way she mothers the whole group, has given her a warm place in the hearts of listeners.

Especially has she endeared herself for the charm she adds to those last few moments when the folks depart singing down the road, and the radio audience is treated to an intimate glimpse of "Ma" and "Seth" before the lights go out in the little white cottage.

Effie Palmer who created this part for the microphone, will also appear in the stage production "Seth Parker and His Jonesport Neighbor," which will play at the Minneapolis Auditorium Tuesday, Oct. 27, and at the St. Paul Auditorium Thursday, Oct. 29.

Hoover Honored by Williams and Mary

When President Hoover was given the honorary degree of LLD. by Williams and Mary College, recently, millions of listeners participated in the ceremonies through the exclusive coast-to-coast broadcast as presented by the National Broadcasting Company network. The honorary degree was conferred on President Hoover, prior to the time he spoke at the Yorktown Sesquicentennial. He was introduced by Senator Hiram Bingham of Connecticut.

COLLEGE HEAD AIDS PROGRAM

Dr. Cowling Arranges for College Night on Nov. 14

Dr. D. J. Cowling, president of Carleton College, Northfield, Minn., is one of nine college presidents in various parts of the country appointed to take charge of a coast-to-coast "College Night" to be broadcast over KSTP on Saturday, November 14.

President Hoover and a host of educators, will join in the program which will be under the auspices of the liberal arts colleges of America, and will stress their contribution to the country's educational system.

Hoover on Program

Mr. Hoover, speaking from the White House, will be heard on the main program to be broadcast at 7:30 P. M.

This national feature will be supplemented by scores of local broadcasts, both preceding and following the main program.

Other Notables Speak

Other speakers on the national program will include Mrs. Thomas J. Preston, widow of former president Grover Cleveland; Dr. John H. Finley of the New York Times and Robert L. Kelly, executive secretary of the Association of American Colleges.

Dr. A. N. Ward, president of Western Maryland College and chairman of the Liberal Arts College Movement, will also speak.

Frank Austin, KSTP announcer's hobby is hunting.

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DAIRY CHIEF ON FARM HOUR

Rural Boy Scouts Also on Week's Program

Washington, D. C., Oct. 24.—The chief of the Federal Bureau of Dairy Industry, O. E. Reed, will give new information on registered dairy cattle raising from recent research work of scientists in his bureau when he speaks in the National Farm and Home Hour program of Thursday, October 29.

Another feature of the Department of Agriculture periods in the Farm and Home Hour during the current week will be the October meeting of the Progressive Garden club. These programs will go over KSTP at 11:30 A. M. each week day.

The complete programs for the week of October 26 follow:

Monday

Farm Business and Science News of the Week-Morse Salisbury, chief of radio service. October Grain Markets—G. A. Collier, agricultural economist.

Tuesday

October Meeting, Progressive Garden Club—W. R. Beattie, horticulturist, presiding.

Wednesday

Crops and Weather—Morse Salisbury, chief of radio service. October Dairy Markets—L. M. Davis, agricultural economist. October Poultry and Egg Markets—Roy C. Potts, agricultural economist.

Thursday

The Household Calendar—Mrs. Rowena Schmidt Carpenter, home economist. Registered Dairy Cattle—O. E. Reed, Chief, Bureau of Dairy Industry.

Friday

The Farm Business Library—M. S. Eisenhower, director of information, U. S. Department of Agriculture. The Week with the Farm Board—Edgar Markham, assistant to the chairman, Federal Farm Board. The Quality of the New Cotton Crop—W. B. Lanham, agricultural economist.

Saturday

Special program—Rural boy scouts.

Sunday Hour Presents Familiar Album Music

New York, Oct. 24.—A new series of programs by Gus Haenschen and his orchestra is now presented at 8:15 P. M. each Sunday, over an NBC network, and known as the American Album of Familiar Music.

The program will be heard each Sunday over KSTP under the sponsorship of the Bayer Company, Inc., of New York and Chicago.

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"Good Old Days of Broadcasting Merely A Myth" - - Corinne Jordan

Editor's Note: Corinne Jordan, program director of KSTP, is a veteran in national radio circles, starting her career in Chicago when radio was still a novelty. In the following article, Miss Jordan, reminisces a bit and gives her reason why the "Good Old Days" of broadcasting were fine in themselves, but that radio listeners have gained in the steady progress of this eleven year old industry.

By Corinne Jordan

Very often you will hear people remark, "Oh, if we could just bring back the good old days."

Now this might apply to many things, but I don't believe radio is one of them. I'm not admitting a thing about my age, but I can remember way back when a common ailment of the listener was paralyzed ear.

I think you can all remember those old ear phones, and how they would be passed from one member of the family to another. Perhaps you were the unfortunate one, and by the time they reached you, some professor was giving a lengthy argument on why Armenians should or should not be given something which they wanted, or some argument equally as uninteresting.

Corinne Jordan

Then, those of us who had anything to do with program production, can remember the haphazard fashion in which programs were prepared. In fact, there really wasn't such a thing as a prepared program in the early days.

You scheduled Mr. So-and-So for a half hour, but you were never certain he would be there for the broadcast. You see, he wasn't being paid for his services, so if something more important interested him, his half hour was forgotten. Forgotten by him, I mean. Then was the time when it was necessary for one of the members of the "staff" (there usually were three—the operator, the announcer, and one entertainer who could sing, play piano, and go into a dance, if need be), to hurriedly grab some music and fill the half hour.

Three Man Staff

I'm even giving some of the stations the benefit of the doubt, when I say the staff consisted of three members. Oh, those times, when you felt that you were operating a one-man, (or one-woman) station! You would set the equipment, make your announcement, and then sing a song or play piano, all by yourself, and it was just too bad if the telephone rang in the middle of the act!

Yes, those were the good old days, and we had lots of fun, but who wants them back? Today you will find millions of dollars being spent every year for the talent which you listen to on radio programs, and thousands of people have been given positions in the production departments. They write continuities, arrange music, direct orchestras,—they do the thousand and one things necessary for finished broadcasts.

Little money was spent for talent in the pioneer days of radio, and the result was that the artists were quite mediocre in the majority of cases, and sometimes were just plain bad. There were no try-outs necessary,—the try-outs came when you went on the air with your program, and you don't have to be eighty-seven years old to remember just how bad some of them were.

Now Have Auditions

Now, I believe, without exception, that every station in the country has audition periods, when the studios are turned over to aspiring artists, to be judged as possible radio talent. Anybody who wishes is given the opportunity to try out for radio, and many times exceptional talent is found in these auditions.

We are not perfect yet by a long ways, but you will have to admit, with me, that we have made tremendous strides in the right direction, and that as far as radio is concerned, we do not want to bring back the "good old days."

Dallas Gets 19,500 NBC Music Books

Dallas, Texas, Oct. 24.—A total of 19,500 NBC Music Appreciation Hour student note books, the largest single city request yet received by NBC, has been filled for every student in the Dallas, Texas, grade and junior high schools, according to Ernest La Prade, assistant to Walter Damrosch, conductor of the series which is presented at 10 A. M. each Friday.

La Prade declared the request indicative of growth of interest in the Music Appreciation Hour, to be heard over combined coast-to-coast NBC networks. "Last year," he said, "the Dallas public schools asked for 12,000 copies of the student note books."

KSTP presents this program to the Northwest each week.

"SMOKY" ROGERS IN NEW FIRE PLAYLET

Chicago, Oct. 24.—"Smokey" Rogers, the Fire Chief, is now in the midst of his series of National Farm and Home Hour weekly programs featuring playlets on farm fire prevention, enacted by "Smoky," himself, in co-operation with NBC stars.

The dramatizations feature thrilling fire adventures, but have as their aim the arousing of interest, particularly among children, in stopping farm fires before they start.

Every week a message by some national authority stressing the importance of fire precaution is read.

The broadcasts are heard every Friday at 11:30 A. M. over KSTP.

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Supper Dance with favors
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Dinner Dance daily 6:00 to 8:30 P. M. $1.00
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Supper Dance nightly except Monday, 9:00 P. M. to closing
(Cover charge 50c—Saturday $1.00)

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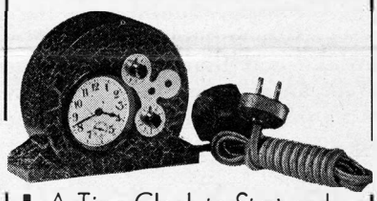

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Published Not For Profit But as a Public Service to Northwest Radio Listeners

Issued Every Saturday by the National Battery Broadcasting Co.

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

VOLUME 1. NUMBER 5

5 cents a copy—$1.00 a year.

Publication Office, St. Paul Hotel

ST. PAUL, MINNESOTA, OCTOBER 24, 1931

Radio and Education

Ever since the birth of broadcasting there has been much discussion about the part that radio should play in education. Individual stations and the networks have conducted many experimental programs but they have had to steer their course through an uncharted sea and they have had to be doubly careful to avoid the danger of permitting propaganda to parade in the name of education. Many self-constituted groups have sought to obtain the use of broadcasting facilities for purposes which when analyzed proved to have been inspired by selfish motives and sometimes the unwary have fallen.

Perhaps the most notable national example of a truly educational series in the past has been the NBC Music Appreciation Hour, under the direction of Walter Damrosch, heard from this station between 10 and 11 A. M. Fridays.

The question of how great a part radio is to play in education still remains to be answered, but the current season brings an outstanding contribution in the new series of NBC broadcasts on economics and psychology. This series, directed by the National Advisory Council on Radio in Education, brings to the audience each week (7:30 to 8 P. M. Saturdays over KSTP) the messages of national authorities.

John W. Elwood, vice president of the National Broadcasting Company, summarizes the aims of the NBC as follows:

"We intend to render every possible aid to the Council to the end that they may determine through experimentation over an adequate period of time, whether radio in education is a myth or a reality, and if a reality, how much of a reality it is."

Does Your Subscription Expire With This Issue?

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

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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.

"The best of wishes for the success of THE KSTP WEEKLY. We've been waiting for something like it for a long time."—V. A., Brainerd.

"We have been receiving THE KSTP WEEKLY since the first issue and we certainly enjoy it. It is the very thing that was needed. Long may it live. Sincerely yours."—Mr. J. E. R., Rosmont.

"Having subscribed for a trial subscription of your WEEKLY for one month, we found the news so satisfactory that we are sending for a year's subscription."—D. I. B., Minneapolis.

"I am renewing my subscription for THE KSTP WEEKLY as I feel that your publication enables us to know more about the coming programs and to enjoy our radio set more than we ever have"—Miss E. B., St. Paul.

"Enclosed is a money-order for one year's subscription. I am glad that you are publishing such a good paper."—M. K., Shakopee.

"It was such a happy thought on somebody's part to originate a radio weekly and herewith is my subscription for six months."—Mrs. F. J. S., Faribault.

"Our motto is 'Keep Sending Those Programs' for the four letters K-S-T-P. The coupon subscription for one year is attached."—W. A. B., St. Paul.

"Up here in North Vancouver we hear KSTP regularly. It is our favorite station and now that we have received your weekly magazine, your programs are doubly enjoyable."—J. S. T., North Vancouver.

"I am enclosing 60 cents for a six months' subscription to your weekly. When this expires I will run for one year, in fact, I shall take it as long as it is published. It is very satisfactory."—G. A. McE., Minneapolis.

"It is amazing to know that a radio weekly can be sold so cheaply. Here is my subscription and good luck to you in your new venture. I feel that it is an added service on the part of your station."—A. D. F., Stillwater.

"Your Weekly has developed into a neighborhood publication in this community. Our neighbor saw the weekly on our radio and sent for it right away. Here is a renewal of our own subscription, together with new subscriptions of two other families listed below."—N. A. J., Red Wing.

Did You Know That—

The Sisters of the Skillet, NBC's purveyors of culinary wisdom, heard at 7:45 P. M. over KSTP, were making a motorcycle trip through the hills of Pennsylvania, when, coming to a fork in the road, the motorcycle and the side-car decided to part company. Eddie went off into a field on the right and Ralph made the left fork as decided upon. Injuries sustained were limited to a banged up sidecar.

Paul Dumont, NBC staff announcer, recalls his most interesting assignments as (1) inaugural of President Hoover in 1928 (2) first test broadcast from an army plane, which was his first time up and (3) flying over Niagara Falls, illuminated by great searchlights and fireworks, during the Edison Festival of Light.

The theme song of Russ Colombo, NBC baritone, was composed by himself. It is "You Call It Madness, But I Call It Love."

Guiseppe Creatore, leader of the band bearing his name, is a musician of the old school, wears his hair long, swears in Italian and waves his arms wildly, but the musicians respect him implicitly.

Upon being asked who was her favorite radio artist, Ilo May Bailey, soloist with Ted Weem's orchestra each Sunday, appeared rather embarrassed. After some persuasion she finally admitted that it was Lee Sims. "And it's not because we work together that I pick him," she explained. "It just seems that every time he plays a melody I get more out of it."

NBC sound effects technicians have discovered how to simulate a soft shoe dance. One of the leather-cushioned studio chairs is placed midway between two microphones and someone keeps time to the music by striking the leather with open hands.

Anyone, who accepts an invitation from James Melton to take a trip on the NBC tenor's yacht, does so on one condition. The condition is that the guest eat baked beans cooked by Jimmy in person. In all fairness, it must be added that nearly everyone reports that Melton cooks as well as he sings.

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.

HICKSDALE ON HUMOR SERIES

Twelve Voices Given by Hal Frazer

Folks, meet the residents of Hicksdale, U. S. A., who are now heard five afternoons weekly at 1:15 P. M., from Station KSTP!

First of all there's Hiram Quackenbush, chief of the Hicksdale Volunteer Fire Department, and his somewhat simple minded son, Dudley.

And as the episodes of this characteristic rural drama unfold you get to know Abie Levinsky, who owns the Hicksdale dry goods store; Mike Flannagan, a railroad engineer; Percival Chatterton, the Englishman visiting Hicksdale; Josephine Lovejoy, a visitor from Chicago and Chatterton's sweetheart; Sung Wun Low, the Chinese laundryman, 87-year-old Grandpa Quackenbush, father of the fire chief; Ollie Olson, the Swedish carpenter; Happy Sam, Negro porter at the Hicksdale hotel, and Adolf Schultz, the German baker.

Twelve Voices in One

Twelve realistic characters from life, such as you might meet in any typical rural town! But the most surprising thing about them is that they are all impersonated by one man—a man with twelve voices or dialects!

And so, to reverse the order of things, meet Hal Fraser, the man with Twelve Voices, whose one-man show, "Hicksdale Happenings," leads you to believe that you are listening to a dozen instead of only one radio entertainer.

Native of Cincinnati

Mr. Fraser is the most recent addition to the National Battery station's staff of artists and entertainers.

A native of Cincinnati, he has for years been an actor and singer, having sung in the old-time nickelodeons in small towns, and appeared in Broadway musical comedies and on the vaudeville stage.

Cantor Impersonates Hungarian Peasants

Eddie Cantor, famous movie and Broadway comedian, will impersonate Hungarian peasants in a comedy sketch as guest artist on the Chase and Sanborn program from KSTP at 7:30 P. M. Sunday, October 25.

Dave Rubinoff, the dean of modern directors, will play "Meditation," from "Thais" and "Son of Puzta" as violin solos.

"Sweet Georgia Brown" will be offered as an orchestral selection by Dave Rubinoff's orchestra.

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Marty Stone Marine Engineer Before Starting Musical Career

Marty Stone's famous broadcasting orchestra, now playing in the Grand Cafe and Casino of Hotel Saint Paul, may be heard several times daily over KSTP.

Marty comes to the Twin Cities after playing extended engagements at the Congress and Edgewater Beach Hotels in Chicago, where his music was heard twice weekly over the National Broadcasting Company's coast-to-coast networks for a full hour program, as well as several times each day over KYW and KFKX in Chicago.

Michigan Graduate

He holds the degree of Bachelor of Marine Engineering from the University of Michigan.

It was while practicing naval architecture that he met graduates of various colleges and universities, who played instruments and first formed his own dance orchestra at Hampton Roads, Virginia, where they became very popular in that entire Southeastern territory.

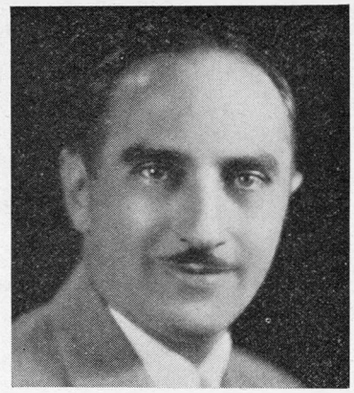
Marty has sailed on every type of modern naval and merchant ship and says of all of them he prefers the torpedo boat destroyer because of the combination of speed and easy maneuvering.

Sailed the Seas

He was aboard the super-dreadnaught "Mississippi" when it was launched at Newport News, Virginia, and has cruised in submarines for occasional thrills.

Mr. Stone plays the violin and piano, and composed his theme song, "Just a Little Song for Someone," which identifies all of his radio broadcasts.

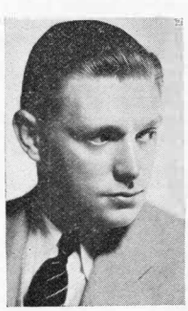
The former engineer further admits he has not yet ventured on the sea of matrimony.



Marty Stone

Butterworth, Once Clerk in Shoe Store, Now NBC Announcer

Be it opera or football, corn husking or dance music, Wallace Butterworth, NBC announcer heard over KSTP, will handle the broadcasts equally well. He really didn't intend becoming a radio announcer. In fact, he was pushed into the job.



Wallace Butterworth

Visiting in New York, it was suggested he go to the NBC studios for a singer's audition. He did, but in the shuffle was sent to a studio where announcers' auditions were being held. Realizing the mistake and taking it as a good joke, he went through with the test and to his surprise was told that he was hired.

Previous to his advent in radio, Butterworth was a clerk in a shoe store in Pennsylvania, travelled on the road selling radio receivers, was manager of the phonograph department of a large store and took a brief fling as a concert manager in Chester, Pa.

Herman Wields 'Mean' Sticks as Xylophone Star on Lucky Strike

New York, Oct. 24—Broadcasting officials believe that radio is directly responsible for the rapid growth in popularity of the xylophone. Recognizing this growing popularity, broadcasters have been including it in their programs more and more so that today, such virtuosos as Sammy Herman, who is featured with B. A. Rolfe and the Lucky Strike Dance Orchestra, have become some of the busiest musicians in the country.

Like the sailor who is reputed to have a sweetheart in every port, Herman is known to have a xylophone in almost every one of the studios of the National Broadcasting Company.

This versatile musician, who presides over the xylophone and marimba group in the Lucky Strike Dance Orchestra, has made such a reputation for himself in the three weekly appearances he makes with this organization, that there is a great demand for his services on other programs.

It is not an uncommon sight to see Sammy dashing madly from studio to studio with all sorts of little hammers sticking out of his pockets.

HEALTH THEME OF NEW DRAMA

"Danger Fighters" Open New Saturday Hour

Chicago, Ill., Oct. 24—A new series of dramatic presentations based on Paul de Kruif's books "Microbe Hunters" and "Hunger Fighters," is now presented each Saturday over an NBC network during which the battle of man against disease will be graphically portrayed.

The series known as "Danger Fighters," is presented at 7 P. M. over KSTP.

Each of the broadcasts are devoted to the invasion of a particular disease into the life of human beings.

"Danger Fighters," sponsored by the Health Products Corporation of Newark, N. J. also presents an orchestra, directed by Thomas Belviso.

Old-Time Melodies on Enna Jettick Program

Again listeners of old favorites will be presented with fireside melodies when the Enna Jettick Melodies group play and sing many old arrangements on the broadcast from KSTP at 7 P. M. Sunday, October 25.

"Bicycle Built for Two," a song that was a hit when father took mother for a spin through the park on the two seater, "Apple Blossom Time in Normandy," "Old Black Joe" the famous Negro spiritual and "Angels Ever Bright and Fair" will be the quartet selection to be sung on the program.

Betsy Ayres, will sing the well known Irish number "Just A-Wearin' for You," as a soprano solo.

There are four NBC announcers listed in Pierre Key's Musical Who's Who. They are Graham McNamee, John S. Young, Milton J. Cross and Alois Havrilla. These four men are the only radio announcers listed.

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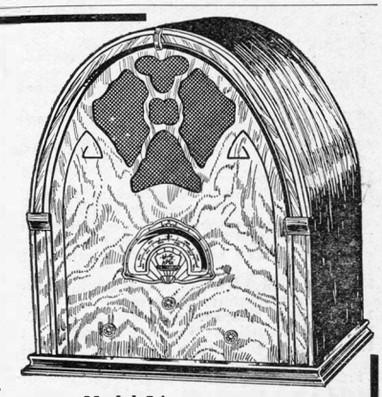
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KSTP PROGRAM

SUNDAY, OCT. 25TH

8:00 NBC Musical.
9:00 Mexican Typica—Mexican Orchestra.
9:30 Troika Bells—Russian Music.
10:00 Neapolitan Days—Italian Music.
10:30 Morning Musical.
10:45 Second Church of Christ Scientist Sunday Services.
12:00 NBC Artist's Service—Vocalists and Orchestra.
12:30 "Sentinels of the Republic," Speaker, Senator William H. King of Utah on "The Vanishing State."
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 National Youth Conference—Dr. Daniel Poling, speaker.
2:30 Friendly Hour—Male Quartet—Rev. F. K. Stamm, speaker.
3:00 Father Coughlin—Golden Hour of "Little Flower" from Detroit.
4:00 Bucket Syrup Melodies—Harp and Orchestra with John Miller, baritone—Pioneer Maple Products Co.
4:15 Dr. Richter—Piano Concert.
4:30 Twilight Hour—General Electric Program—John McCormack, tenor.
5:00 Minnesota Atwater Kent Auditions.
6:15 Jolly Time Review—Popular Orchestra and Vocalists.
6:30 National Carbon—Weather.
6:30 Three Bakers—Vocalists and Comedy.
7:00 Enna Jettick Favorite Melodies—
7:15 Ballard Time Signal.
7:16 Polka Dots—Piano Duo and Julie Barr, soloist.
7:30 Chase and Sanborn Orchestra—Rubinoff and Eddie Cantor.
8:00 Maryland Pharmaceutical Time
8:01 Modulations—Male Quartet in Songs.
8:30 Bayer's Aspirin—The Album of Familiar Music.
8:45 Through the Opera Glass—Operatic Music.
9:15 Kopper's Time Signal.
9:15 Johnson Wax Program — Ted Weems' Orchestra, Ilo May Bailey.
9:45 Midwest Oil Time Signal.
9:45 Sunday at Seth Parker's—from Jonesport, Me.
10:15 Ayer Co., News Bulletins—Weather, Temperature.
10:20 Radisson Flame Room Orchestra —Slatz Randall, 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, OCT. 26TH

6:30 Early Riser's Musicale—Time Signals.
7:25 News, Consolidated Press Dispatches—Goodrich Silvertown Co.
8:00 Maryland Pharmaceutical—Weather Reports.
8:30 Montgomery Ward Program—"Beautiful Thoughts" — Organ —
8:45 A & P Food Program.
9:00 Musical Interlude.
9:25 Leader Department Store parade.
9:30 Grain Markets.
9:45 Aunt Sammy Chat — Recipes, Household Hints, etc.
9:45 Leader Department Store Parade.
10:00 Musical Interlude.
10:15 South Sea Islanders—Hawaiian Music.
10:30 Musical Interlude.
11:00 Ninth Annual Convention of Nat'l Ass'n of Broadcasters from Detroit—President Hoover, Speaker.
11:30 National Farm & Home Hour—Orchestra and Reports from U. S. Dept. of Agriculture.
12:30 St. Paul Grand Cafe Orchestra—Marty Stone, Director.
12:40 News Dispatches.
12:49 Silent Glow Weather Report.
12:50 Louie's Hungry Five—Little German Band and Comedy.
1:00 Gayle Wood—Piano.
1:15 Happenings of Hicksdale—Comedy Sketch.
1:30 Remembrances—Dr. Richter, Organ.
2:00 Marc Williams, Cowboy Crooner.
2:30 Three Doctors—Comedy and Music.
2:45 Chicago Serenade— Orchestra—Harry Kogen, director.
3:00 Syncopators—Popular Orchestra.
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.
4:45 Carnation Milk—Children's Music.
4:50 Hollywood Candy Co.—Children's Talk.
4:55 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 National Carbon Weather Report.
6:30 Musical Interlude.
6:45 Ballard Time Signal.
6:45 Curtis Hotel Orchestra—Dick Long, director.
6:59 G. P. A. Weather Report.
7:00 Arco Coffee Program from WEBC —popular Orchestra and vocalist.
7:30 Death Valley Days—Western Dramatic Thriller.
8:00 Maryland Pharmaceutical Time.
8:00 Maytag Orchestra — Roy Bargy, director—Male Quartet.
8:30 General Motors Program—"Parade of States"—Male Chorus, Songs and Orchestra.
9:00 Kopper's Time Signal.
9:00 Gold Medal Express—Orchestra, Oman & Arden, Vocalist.
9:45 Sieberling Singers—Male Quartet.
9:59 Midwest Oil Time Signal.
10:00 Amos 'n' Andy.
10:15 Phillips 66 Fliers—Orchestra, Vocalists—George Osborn, director.
10:45 Ayer's News Bulletins—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—
12:50 Boulevards of Paris Orchestra—Joe Roberts, director.

TUESDAY, OCT. 27TH

6:30 Early Riser's Musicale—Time Signals.
7:25 News, Consolidated Press Dispatches—Goodrich Silvertown Co.
8:00 Maryland Pharmaceutical—Weather Reports.
8:00 Musical Interlude—Consolidated Press Dispatches
8:30 Montgomery Ward Program — —"Beautiful Thoughts"—Organ—
8:45 A & P Food Program.
9:00 Zinsmaster Program—Food Talks.
9:25 Leader Department 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.
12:30 Mid-day Musical—Popular Orchestra.
12:45 News Bulletins—Consolidated Press Dispatches.
12:49 Silent Glow Weather Report.
12:50 Louie's Hungry Five—Little German Band, Comedy Skit.
1:00 St. Paul Orchestra—Marty Stone,
1:15 Happenings of Hicksdale—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 Maze of Melody—Semi-Classical Music.
3:45 St. Paul Humane Society—Talks and 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 Carnation Milk—Children's Program.
4:50 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.
6:30 National Carbon Weather Report.
6:30 Musical Interlude.
6:45 Ballard Time Signal.
6:45 Curtis Hotel Orchestra—Dick Long, director.
6:59 G. P. A. Weather Report.
7:00 Blackstone Plantation—Julia Sanderson and Frank Crumit—Orchestra, Comedy, Dialogue.
7:30 Curtis Hotel Orchestra—Dick Long, Director.
7:45 Sisters of the Skillet—East and Dunke—Proctor & Gamble—Comedy and Dialogue.
8:00 Maryland Pharmaceutical—Weather Reports.
8:00 Chevrolet Chronicles—Frank Black, Orchestra Conductor.
8:30 The Fuller Brush Man—Earle Spicer, tenor—Orchestra.
9:00 Kopper's Time Signal.
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.
9:59 Midwest Oil Time Signal.
10:00 Amos 'n' Andy.
10:15 Phillips 66 Fliers—Orchestra and Vocalists—George Osborn, Director.
10:45 Ayer's News Bulletin—Weather, Temperature.
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, Cowboy Crooner.
12:10 Radisson Flame Room Orchestra —Slatz Randall, Director.
12:30 Boulevards of Paris Orchestra—Joe Roberts, Director.

WEDNESDAY, OCT. 28TH

6:30—Early Riser's Musicale—Time Signals.
7:25 News, Consolidated Press Dispatches—Goodrich Silvertown Co.
8:00 Maryland Pharmaceutical—Weather Reports.
8:10 Musical Interlude.
8:15 Sterling Products.
8:30 Montgomery Ward Program— —"Beautiful Thoughts"—Organ—
8:45 A & P Food Program.
9:00 Libby, McNeil & Libby—Talk on Food—Mary Hill Martin.
9:15 Musical Interlude.
9:25 Leader Department 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.
11:15 Pat Barnes—Swift & Co.—Organ, Dramatics.
11:30 National Farm and Home Hour—U. S. Dept. of Agriculture Reports—Harry Kogen's Homesteaders' Orchestra.
12:30 St. Paul Hotel Orchestra—Marty Stone, Director.
12:45 News Bulletins.
12:49 Silent Glow Weather Report.
12:50 Louie's Hungry Five—Little German Band, Comedy Skit.
1:00 Songs of Long Ago—Male Harmony Duo with Guitars.
1:15 Happenings of Hicksdale—Comedy Sketch.
1:30 With the Composers—Dr. Richter, Organ.
2:00 St. Thomas College—Educational Talk—Prof. A. Lester Pierce.
2:15 Grain Markets. Director.
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 Eastman School Symphony Orchestra.
3:45 Edna Wallace Hopper—Beauty Talk.
4:00 Marc Williams, Cowboy Crooner.
4:15 Cecil and Sally—Comedy Skit.
4:30 Gayle Wood—Piano.
4:45 Carnation Milk—Children's Program.
4:50 Hollywood Candy Co.—Children's Talk.
4:55 Children's Hour—Directed by Uncle Tom.
5:25 Williams Candy Co.—Children's Program.

UNCLE JOSH SWINGS INTO HIGH GEAR

Late Saturday night, when the clock strikes 12:30, Uncle Josh raises his "high stepping" boot and his Huskers swing into high gear for KSTP listeners. The old time melodies of this famous trio, cause many listeners to forget sleep and reminisce of the old songs of yesterday. Uncle Josh, who is George Bailey in real life, is shown in the center, conducting the old-time music, while Al, the singing member of the trio, is shown at the left, with Bill, keeping time (notice the raised toe) on the right. Uncle Josh plays the harmonica, while Al and Bill, strum the guitars.

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.
6:30 National Carbon Weather Report.
6:45 Curtis Hotel Orchestra—Dick Long, Director.
6:45 Ballard Time Signal.
6:59 G. P. A. Weather Report.
7:00 College Memories—National Battery Co. Male Quartet.
7:15 Guy Robertson, baritone—Brown Shoe Co.
7:30 Mobiloil Concert—Gladys Rice, Soprano—Nathaniel Shilkret's Orchestra.
8:00 Maryland Pharmaceutical Time.
8:00 Halsey-Stuart Program—Old Counsellor Talks on Finances—Symphony Orchestra.
8:30 Palmolive Hour—Paul Oliver, Oliver Palmer, Reveler's Quartet.
9:30 Kopper's Time Signal.
9:30 Coca Cola Program—Grantland Rice, Interviewer—Orchestra.
9:59 Midwest Oil Time Signal.
10:00 Amos 'n' Andy.
10:15 Phillips 66 Fliers—Orchestra—Vocalists—George Osborn, Director.
10:45 Ayer's News Bulletins—Weather Temperature.
10:50 Marc Williams, Cowboy, Crooner.
11:00 Hotel St. Paul Casino Orchestra—Marty Stone, Director.
11:15 Radisson Flame Room Orchestra—Slatz Randall, Director.
11:30 Coliseum Orchestra—Frank Cotier, Director.
11:45 Boulevards of Paris Orchestra—Joe Roberts, Director.
12:15 Radisson Flame Room Orchestra—Slatz Randall, Director.
12:30 Boulevards of Paris Orchestra—Joe Roberts, Director.
12:45 Casino Orchestra—Hotel St. Paul—Marty Stone, Director.

THURSDAY, OCT. 29TH

6:30 Early Riser's Musicale—Time Signals.
7:25 News, Consolidated Press Dispatches—Goodrich Silvertown Co.
8:00 Maryland Pharmaceutical—Weather Reports.
8:30 Montgomery Ward Program——"Beautiful Thoughts"—Organ—
8:45 A and P Food Program
9:00 Zinsmaster Program.
9:15 Zinsmaster Program—Food Talk.
9:25 Leader Department 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 Explorers' Day Program — Talk by Sir Hubert Wilkins, Roy Chapman Andrews, Corveth Wells, Gordon Mac Reach Robert Bartlett, Anthony Fiala; F. W. Hodge, Master of Ceremonies, J. P. Muller, Past President National Exchange Club.
12:45 News Bulletins.
12:49 Silent Glow Weather Report.
12:50 Louie's Hungry Five—Little German Band—Comedy Skit.
1:00 St. Paul Hotel Orchestra—Marty Stone, Director.
1:15 Happenings of Hicksville—Comedy Sketch.
1:30 Piano Moods—Lee Sims, Pianist.
1:45 Youth Matinee—Beauty Advice—
2:00 Minnesota Horticultural Society.
2:15 Market Reports.
2:30 Three Doctors—Comedy Skit.
2:45 Vita Sutton—Magic of Speech—Talk.
3:15 Rebroadcast from London—Talk by Lord Dobernom.
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 Carnation Milk—Children's Program.
4:50 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.

Sen Kaney Deserted Law Nine Years Ago for Career in Radio

The first announcer to join the staff of the National Broadcasting Company's Chicago division, A. W. "Sen" Kaney, who presides over the National Battery programs, drifted into radio when he was called upon to assist an overworked mikeman.

That was in the early days of radio. Sen was interested in this new mode of entertaining the public, and became a regular visitor at a broadcasting studio where programs continued far into the night. It was during one of these long winded sessions that the regular announcer became exhausted and motioned weakly for Kaney to carry on the show.

He did, and has been for nine years. Now, his title is program manager of the NBC Chicago Division, but he can't keep away from the microphone. This is his second year as feature announcer for the National Battery program which is heard from KSTP every Wednesday at 7 P. M.

Kaney and his nice, fat cigars are inseparable. He's been referred to about the studios as "the man with the cigar." He disdains cigarets.

He likes to play bridge, and as for outdoor recreation, declares it's a tossup between fishing and swimming.

Sen Kaney

Before going into radio, Kaney had aspirations to be an attorney and studied law at Northwestern University where he was a member of Phi Alpha Delta fraternity. He, also worked with a brokerage firm.

6:00 Old Stager Reviews Amusements.
6:01 Day's Events—Consolidated Press Dispatches.
6:15 St. Paul Hotel Grand Cafe Orchestra—Mary Stone, Director.
6:30 National Carbon Weather Report.
6:30 Musical Interlude.
6:45 Ballard Time Signal.
6:45 Curtis Hotel Orchestra—Dick Long, Director.
6:59 G. P. A. Weather Report.
7:00 Fleischman Hour—Rudy Vallee and His Orchestra—Irene Bordoni, Guest Artist.
8:00 Maryland Pharmaceutical Time.
8:00 Arco Dramatic Musicale—Orchestra and vocalists.
8:30 Maxwell House Melodies—Don Voorhee's Orchestra.
9:00 Kopper's Time Signal.
9:00 Musical Specialty.
9:15 Stroller's Trio—Popular Songs.
9:30 Nat and Bridget—National Bridge Shoemakers.
9:59 Midwest Oil Time Signal.
10:00 Amos 'n' Andy.
10:15 Phillips 66 Fliers—Orchestra and vocalists—George Osborn, Director.
10:45 Ayer's News Bulletins—Weather, Temperature.
10:50 Otto's Little German Band—Comedy Skit and Orchestra.
11:00 Radisson Flame Room Orchestra—Slatz Randall, Director.
11:15 Marigold Ballroom Orchestra—Wally Erickson, Director.
11:30 Otto's Little German Band—Comedy Skit and Orchestra.
11:45 Marc Williams, Cowboy Crooner.
11:55 Boulevards of Paris Orchestra—Joe Roberts, Director.
12:15 Radisson Flame Room Orchestra—Slatz Randall, Director.
12:30 St. Paul Hotel Casino Orchestra—Marty Stone, Director.
12:45 Boulevards of Paris Orchestra—Joe Roberts, Director.

FRIDAY, OCT. 30TH

6:30 Early Riser's Musicale—Time Signals.
7:25 News, Consolidated Press Dispatches—Goodrich Silvertown Co.
8:00 Maryland Pharmaceutical—Weather Reports.
8:30 Montgomery Ward Program——"Beautiful Thoughts"—Organ—
8:45 A & P Food Program.
9:00 Musical Interlude.
9:25 Leader Department Store Parade.
9:30 Aunt Sammy Chat—Recipes, Household Hints, etc.
9:45 Marshall Field Program—"Through the Curtains—Dramatic Sketch.
10:00 NBC Musical Appreciation Hour for Students—Walter Damrosch, 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. Dept. of Agriculture—Homesteaders' Orchestra.
12:30 Marc Williams, Cowboy Crooner.
12:45 News Bulletins.
12:49 Silent Glow Weather Report.
12:50 Louie's Hungry Five—Little German Band—Comedy Skit.
1:00 St. Paul Hotel Orchestra—Marty Stone, Director.
1:15 Happenings of Hicksdale—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 The Three Doctors—Comedy Skit and songs.
2:45 Chicago Serenade—Orchestra in Popular Tunes.
3:00 Betty Moore—Decorating Notes.
3:15 Radio Guild Drama—"Julius Caesar"—Shakespeare.
4:20 Cecil and Sally—Comedy Skit.
4:30 Dolly Connelly—Popular Songs.
4:45 Carnation Milk—Children's Program.
4:50 Hollywood Candy Co.—Children's Program.
4:55 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.
6:30 National Carbon Weather Report.
6:45 Ballard Time Signal.
6:45 Curtis Hotel Orchestra—Dick Long, director.
6:59 G. P. A. Weather Report.
7:00 Cities Service Concert—Jessica Dragonette & Cavaliers.
8:00 Maryland Pharmaceutical Time.
8:00 Interwoven Pair—Billy Jones and Ernie Hare, Comedians and Songsters.
8:30 Armour Program—Josef Koestner's Orchestra and Vocalists.
9:00 Kopper's Time Signal.
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 Ayer's News Bulletins—Weather, 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.
11:45 Radisson Hotel Flame Room Orchestra—Slatz Randall, Director.
12:00 Marc Williams—Cowboy Crooner.
12:10 Boulevards of Paris Orchestra—Joe Roberts, Director.

SATURDAY, OCT. 31ST

6:30 Early Riser's Musicale—Time Signals.
7:25 News, Consolidated Press Dispatches—Goodrich Silvertown Co.
8:00 Maryland Pharmaceutical—Weather Reports.
8:15 Macey's Surprise Program—Corinne Jordan.
8:30 Montgomery Ward Program—"Beautiful Thoughts" — Organ —
8:45 A & P Food Program.
9:00 Zinsmaster Program—Food Talk.
9:05 Musical Interlude.
9:25 Leader Department 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.
10:50 Beyer's Health Service—Health Talk.
11:00 Sunmaid Girl—Vocal Soloist.
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.
12:50 News Dispatches.
12:30 4-H Club Program.
12:49 Silent Glow Weather Report.
12:50 News Dispatches.
12:55 Louie's Hungry Five—Little German Band, Comedy Skit.
1:00 Marc Williams—Cowboy Crooner.
1:15 Minnesota Building and Loan Program—Pre-Game Musical.
1:30 Football Game — Minnesota vs. Wisconsin (Homecoming) Minn. 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 National Carbon Weather Report.
6:30 Juster Brothers Collegians—Football Scores—College Music.
6:45 Ballard Time Signal.
6:59 G. P. A. Weather Report.
7:00 Danger Fighters—Dramatic Skit—"The Red Butterfly."
7:30 National Advisory Council on Radio in Education—Lecture, "America and the Balance Sheet of Europe" by Pres. Harold G. Moulton, Brookings Institute, Washington, D. C.
7:45 Lecture—"Learning and Forgetting" by E. S. Robinson, Yale Psychology Professor.
8:00 Maryland Pharmaceutical Time.
8:00 National Orchestra—Erno Rapee, Conductor.
8:30 First Nighter Dramas—Mystery Play.
9:00 Kopper's Time Signal.
9:00 Lucky Strike Dance Orchestra—B. A. Rolfe, Conductor.
9:59 Midwest Oil Time Signal.
10:00 Amos 'n' Andy.
10:15 Phillips 66 Club—All Request Musical Program—George Osborn, Director.
11:15 Ayer's News Bulletins—Weather, 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 Night Frolic—Uncle Josh & His Huskers, and KSTP Staff Entertainers.
12:45 Boulevards of Paris Orchestra—Joe Roberts, Director.
1:00 Saturday Night Frolic.
1:15 St. Paul Hotel Casino Orchestra—Marty Stone, Director.
1:30 Saturday Night Frolic.
1:45 Boulevards of Paris Orchestra—Marty Stone, Director.
2:00 Saturday Night Frolic.
2:30 Sign Off.

JUVENILES ON AIR THURSDAY

Convention Program for Music Teachers

"Alice in Musicland," a juvenile program under the direction of Uncle Tom, will be presented in honor of the Minnesota Music Teachers' Convention which will be held in St. Paul this week. This program will be heard over KSTP at 4:45 P. M., Thursday, October 29.

This program will be broadcast with the co-operation of The St. Paul Institute of Musical Arts, which is under the direction of Jeanette Murray and Ruth Thiede. They will accompany the youthful singers. Miss Murray will play the harp and Miss Thiede, the piano.

Airs and dances of the 16th century and arrangement of Ottorio Respighi, will be presented by the children on this broadcast.

The Alice of Musicland musical program is presented each Thursday at the same time. Uncle Tom, aims in these programs, to give the children an advanced course in musical education.

When it comes to broadcasting—Eddie Cantor gets right down to business. At the NBC studios, he slips out of his coat, takes off his neck-tie, clears his throat and awaits his cue. When he goes on the air, he seems to be barely speaking. But, when he sings, he rolls those Cantor eyes at the ceiling, gestures with his arms and weaves from side to side on the emphatic notes.

John Wald, KSTP announcer, has red hair.

You've heard

JOE ROBERTS

AND HIS

ORCHESTRA

over KSTP

Make your evening complete

Meet him at the

BOULEVARDS OF PARIS

University at Lexington
Midway from Minneapolis

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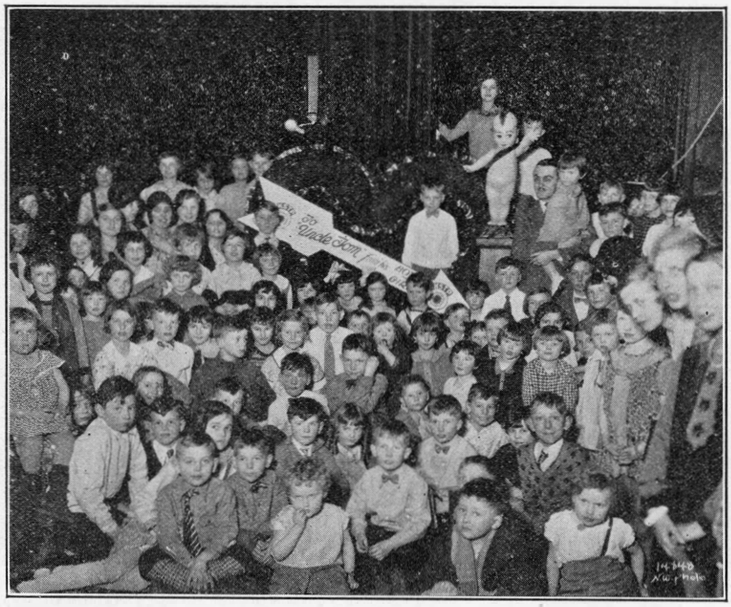
You'll enjoy the floor show

and food is good

•

PHONE FOR RESERVATIONS

KIDDIES DROP IN ON UNCLE TOM



While Uncle Tom was merrily conducting his daily children's hour from KSTP recently, a small army of his juvenile listeners surprised him by coming right into the main studios of KSTP at the St. Paul Hotel. Uncle Tom was at a loss for a few minutes, but was soon back to normal and his children's hour went on as usual with a large audience to watch him as he "carried on" for the thousands of children in the radio audience. Uncle Tom is shown in the rear right, holding one of the children in his arms while the photographer snapped the picture.

Leonard Leigh Organ Programs Followed by Cubans Each Monday

Down in Cuba every Monday night, a group of music lovers tune KSTP to hear the ever popular late-hour organ concert presented by Leonard Leigh, noted organist of the Paramount Publix Theatre in St. Paul.

Not only in Cuba, but in Australia, New Zealand, and other parts of the world, listeners wait for his concerts. Leonard sitting at the console of the giant Wurlitzer at the Paramount, together with George Watson, KSTP announcer, presents this program, starting at 11:30 P. M.

Leonard Leigh

Leonard, a local protege, took piano lessons in the Twin Cities, and studied organ with Julius Johnson, when a mere child. He later studied with the noted Jessie Crawford in Chicago.

It was Leigh, who first introduced community singing in theatres in the Northwest, making an immediate hit with this new type of theatrical entertainment when the talking pictures were still unknown.

In 1927, Leigh joined the Balban and Katz chain of theatres in Illinois and with the inception of Publix Theatres, became guest organist for that organization. He returned to the Northwest as guest organist in 1930.

'Once Upon a Time' New Kiddie Feature

"Once Upon a Time" will be the title of a new children's program to be presented from KSTP with Dr. Francis Richter, staff organist, playing each Tuesday beginning October 27 at 4:50 P. M.

This program will feature old familiar legends known to children. They will be read while Dr. Richter plays special organ accompaniments.

James Allen, KSTP baritone soloist's home is in Nova Scotia.

John Murphy is the new announcer over KSTP.

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

KSTP SCORES TWO SCOOPS

(Continued from Page 1)

Leased wire facilities of KSTP and the consolidated Press Association keep the National Battery station in touch with the important foreign as well as domestic news.

The daily schedule of news broadcast over KSTP starts at 7:25 A. M., except Sunday, with general news bulletins, followed at 9:40 A. M. by early stock market news, and the late stock market developments at 2:25 P. M. each week day except Tuesday.

Hollywood Features

On Tuesday the late stock market bulletin is broadcast at 2:40 P. M. At 4:25 P. M. KSTP listeners hear news from the film center, Hollywood, and up-to-the-minute style comments from Aileen Lamont, Consolidated Press Association style editor, writing from New York.

At 6 P. M. the Day's Events is broadcast—the latest sports news David Lawrence's dispatch, and the financial resume as it relates to the stock, curb and bond markets. Latest news flashes again go on the air at 10:45 P. M.

Ted Weems Features Oriental Compositions

Oriental atmosphere will be drawn into the Best Sellers program by Ted Weems and his orchestra when they play "Song of India," a Rimsky-Korsakoff composition and "Egyptian Ella" from KSTP at 9:15 P. M., Sunday, October 25.

"Hangin' Out With You" and "River Stay 'Way From My Door," will be two solos to be sung by Miss Ilo May Bailey, who will appear as guest artist on the program.

"Sugar" by Meyer, "I'm For You One Hundred Percent," by Gibbons and "There's Nothing Too Good For My Baby," by Axt, will be the other orchestral numbers to be played.

"LYON KUBS"

Sing and Dance

Every Monday at 5:15 P.M.

KSTP

Give your child an opportunity to be a "Lyon Kub." Enroll your son or daughter in the

LYON SCHOOL OF DANCING

2708 E. Lake St. Drexel 4763
MINNEAPOLIS

GIRLS and BOYS

Get a GUN free

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Listen in on Children's Hour
Friday night, October 23

•

ALOTA PRODUCTS COMPANY

MINNEAPOLIS

LENNOX GUEST IN NEW SERIES

Contralto Will Sing in Honor of Arizona

New York, Oct. 24.—With Elizabeth Lennox, contralto, singing an "Indian Lullaby" a cowboy quartet and a chorus of voices the "Parade of States" General Motors Program in its second broadcast of the new series, will honor the State of Arizona in a coast-to-coast broadcast including KSTP at 8:30 P. M. Monday, October 26.

Story and music all centered around the folk lore, romance and history of Arizona, including a tribute to the state written by Bruce Barton, will be among the features of the program.

Rapee to Conduct

Erno Rapee will conduct his symphony orchestra in the fourth movement of Dvorak's Fifth Symphony, known as "New World Symphony."

Charles Webster, one of radio's best known actors, will deliver the tribute to Arizona.

Orchestral highlights will include: Excerpts from "Natoma," by Herbert, "Spanish Martial Airs," "Cowboy Scene" featuring a trio of Cowboy singers and a chorus, and "Westward Ho."

Second in Series

This broadcast will be the second in the new series by General Motors broadcasts, for which Conductor Rapee, has done extensive research in order to produce the most outstanding series of "musical Americana" ever to be heard.

SANDERSON-CRUMIT IN POPULAR DUET

"Who Did, You Did," from "The Five O'clock Girl," will be sung as a duet by Julia Sanderson and Frank Crumit, stars of the Blackstone Plantation program from KSTP at 7 P. M., Tuesday, October 27.

"Under the Roofs of Paris," by Moretti, and "Maybe, Who Knows," will be two numbers to be heard as soprano solos by Miss Sanderson. Mr. Crumit will sing "The Girl Friend" from "The Girl Friend."

Composers' Works on Halsey Stuart Hour

A program of concert arrangements by noted composers, including Friml, Harrison and Bizet, will be presented during the Halsey-Stuart broadcast from KSTP at 8 P. M., Wednesday, October 28.

"All the Fun o' the Fair," by Fletcher, "Adagietto," from "Suite L'Arlesienne," by Bizet, "La Tarantelle Fretillante," from "Suite de Concert," by Coleridge—Taylor and "In the Gloaming"

Floyd Gibbons' Speed Laurels Challenged by George Watson

Carrying on at lightning speed, George Watson, KSTP announcer who is at the microphone during the Phillips 66 program presented each week-night at 10:15 P. M., has gained the title of the "Floyd Gibbons of the Northwest."

Watson carries on at a speed which seems hardly possible, carrying the musical fliers of the air over the ether waves at a terrific pace, pausing only when the boys are playing the requests of the thousands of listeners sent in from every section of the Northwest.

Handles Goat

Every night except Saturday, the KSTP announcer carries on in his a la Floyd Gibbons style, but on Saturday night, when the Phillips 66 Club is on the air, he becomes the mystic knight of the club, and in this role, has charge of the "goat" used to initiate new members into the club.

His versatility as a radio announcer also finds an outlet on many other programs. He presents his German dialect during the program by Otto's Little German Band each Thursday night, and when a rural program is on the air. George comes forth with his many imitations of animals to help portray a scene at the farm.

Does Imitations

He also answers the call when the radio script calls for dialects in Swedish or Jewish, doing both to perfection. Negro characters, the role of a gangster, and dozens of others are presented by Announcer Watson when the demand arises.

Many have called him the combination "Floyd Gibbons—Phil Cook."

George Watson

Nat and Bridget Add New Hits to Programs

In response to the desire of listeners to hear more of Bridget's glorious soprano and Nat's melting tenor, the Natural Bridge Pair, heard from KSTP at 9:30 P. M., each Thursday, have revamped their programs to include a larger number of songs.

Their offerings will be divided between favorite old songs and the atest Broadway hits, but they have not abandoned the orginal comedy that makes their entertainment individual.

MAYTAG ORCHESTRA HONORS COLLEGES

Chicago, Oct. 24.—Thirteen compositions, including musical comedy hits, old-time favorites, and a Big Ten college medley, will be played by Roy Bargy's orchestra during the Maytag Program to be presented over an NBC network including KSTP at 8 P. M. Monday, October 26.

Minnesota will be one of the schools to be honored during the broadcast by the playing of "The Rouser."

"Old Black Joe," "The Candy Parade," "I Love You" from "Little Jessie James," and "Whistling in the Dark," will be other numbers to be played by the orchestra and sung by the male quartet.

The final radio play to be presented during the month of October by the Radio Guild will be "Julius Caesar," famous Shakespearian drama, which will be broadcast from KSTP at 3:15 P. M., Friday, Oct. 30.

ARCO TO HONOR NOTED COMPOSER

Ruggiero Leoncavallo, famous Italian composer, will be honored as re-incarnated kuest, when an entire program of his composition will be featured on the Arco Dramatic Musicale from KSTP at 8 P. M., Thursday, October 29.

The program will be opened with Rachael Morton, soprano, singing "Bird Song" from Pagliacci." Other selections include, "Prologue," from "Pagliacci" sung as a bass solo by Sigurd Nilssen, "Nadda and Silvio Duet," from "Pagliacci" as a soprano and bass duo and selections from "Zaza," an orchestra feature.

Marc Williams, Cowboy Crooner, plays with the Shubert Stock Company in St. Paul.

BOYS-GIRLS!

30 Steamboats given away every week by

"STEAMBOAT BILL"

Eat Malt-O-Meal, the new breakfast food with the delicious flavor

Tune in KSTP at 5:15 P. M. Tuesdays and Thursdays — Saturdays at 5:05 P. M.

PLAY THE NEW RADIO GAME

AIR-O-GRAM

Dial to KSTP at 4:50 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

THE AIR-O-GRAM

PLAY THIS GAME OVER KSTP MONDAYS, WEDNESDAYS AND FRIDAYS AT 4:50 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

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Frank Black, Veteran Radio Star, to Direct Chevrolet Chronicles

Detroit, Mich., Oct. 24.—Frank Black's name is synonymous with good music to radio listeners throughout America. This modest and retiring figure, one of radio's pioneer creators and directors, now has an opportunity to give his talents full scope in the current series of new "Chevrolet Musical Chronicles," heard over KSTP every Tuesday at 8:00 P. M.

Black has worked quietly and effectively in the background for a decade as director and composer, and now has a wider audience than at any previous time in his career, inasmuch as the "Chronicles" go out over the largest number of stations of any program in the history of radio.

Not only does he have charge of the entire "Chronicles" musical arrangement, but he also directs the Chevrolet quartette and the 32-piece Chevrolet orchestra, especially assembled by him.

Born at Philadelphia, Black was a concert pianist at the early age of ten, being soloist in the celebrated choir of St. Clement's Church of Philadelphia. At sixteen, he conducted his own orchestra.

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fastest freezing
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SALES EXHIBITS
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GENERAL MOTORS
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at new low prices, on display at
EKSTRAND RADIO STUDIO
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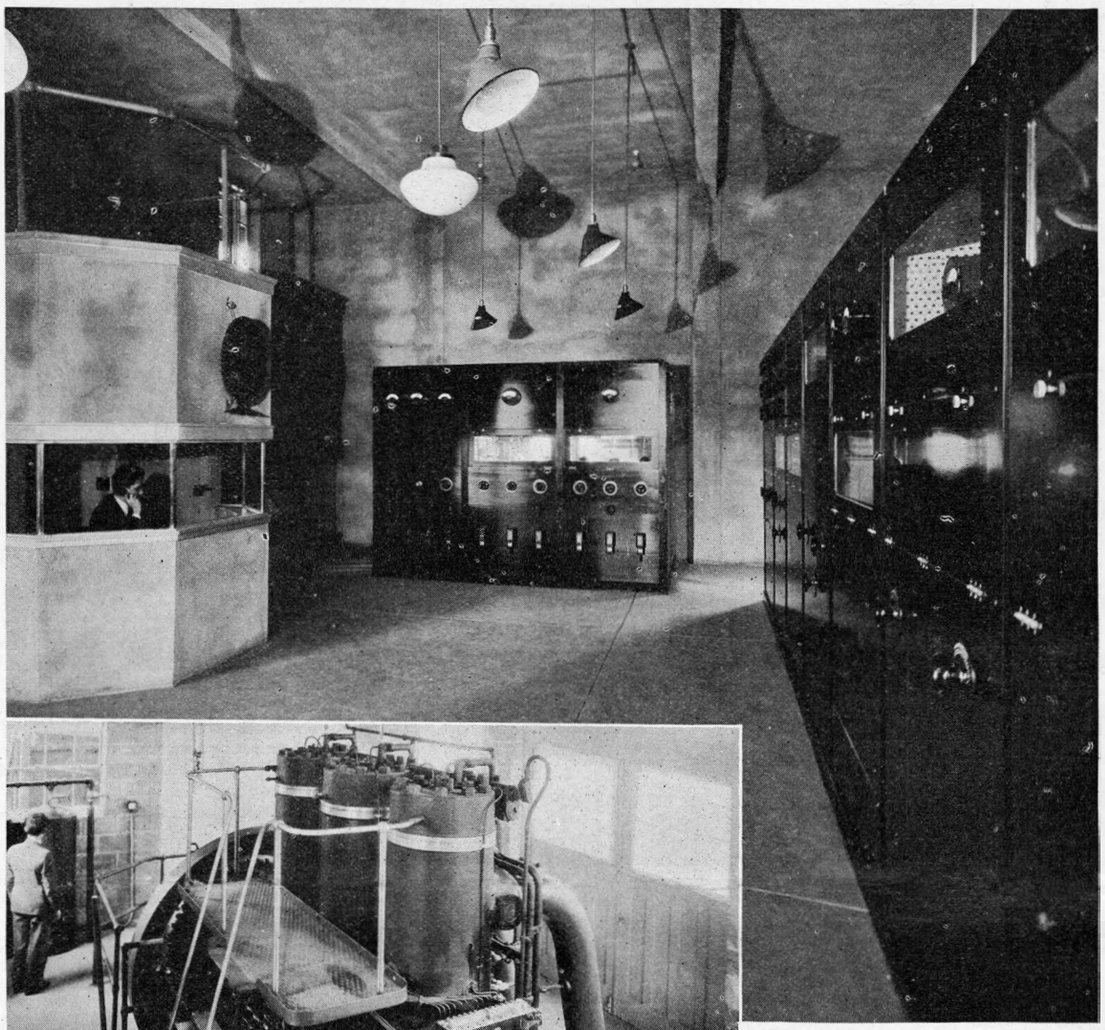
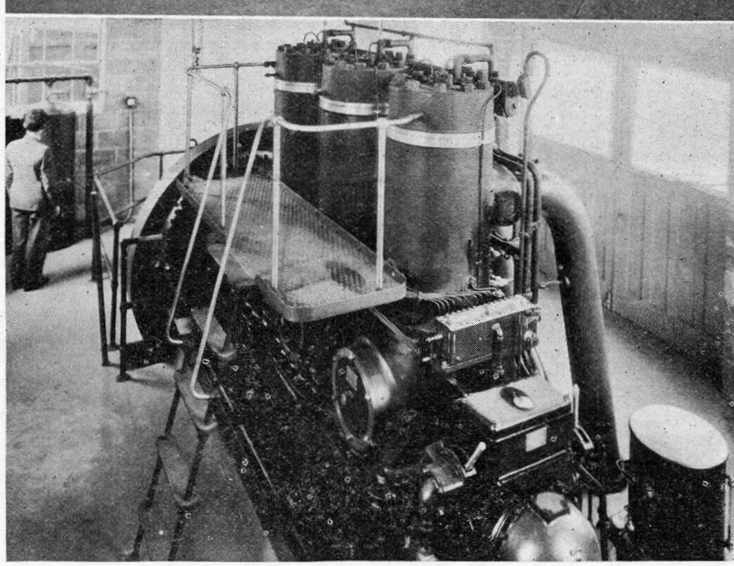
Open Evenings :: Terms

KSTP FIRST TO PRODUCE OWN POWER





KSTP is the first station to produce its own power with a Diesel engine unit—(shown at left). The top photo shows the spacious control room of the new transmitter at Radio Center, Minn.

New KSTP Transmitter at Radio Center is Valued at $300,000

KSTP's new super-power transmitter, so constructed that with the insertion of additional tubes, will be capable of producing an output of 50,000 watts power, represents the latest achievement in radio engineering. It is located at Radio Center, some 13 miles south of St. Paul.

Constructed by the Western Radio Engineering Company of St. Paul, the new equipment is valued at $300,000 and marks the first radio station to generate its own power.

The new Diesel engine makes the KSTP transmitter entirely independent of all power lines and of the elements. With the new equipment, KSTP now generates its own programs to listeners, starting with the generating of power by the Diesel engine to the time the program is sent out on the ether waves.

The new transmitter is one hundred per cent modulated, crystal controlled, and was built after comprehensive research and extensive laboratory tests by the Western Radio Engineering Company.

The crystal control equipment maintains the frequency with less than a two cycle deviation, a degree of precision attained by few stations in the United States.

Dragonette to Sing Musical Comedy Hit

Gems from "My Maryland," featured as a soprano solo by Jessica Dragonette, the Cavaliers and the orchestra will feature the Cities Service program from KSTP at 7 P. M., Friday, October 30.

A piano duet by Frank Banta and Milton Rettenberg will be one of the sidelights of the program.

FATHER COUGHLIN GETS HEAVY MAIL

Detroit, Mich, Oct. 24.—Fan mail is pouring in from all sections of the country following the two initial talks of the series of addresses given by the Reverend Charles E. Coughlin, whose broadcasts are heard from KSTP, at 3 P. M., each Sunday.

Father Coughlin speaks from the "Little Flower Church," Royal Oaks, Michigan, a suburb of Detroit, known as the church at the "Cross Roads." "The Little Flower Church" which was made famous by Father Coughlin's talks, has become one of the goals of tourists to Detroit, Michigan.

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PRESIDENT TO SPEAK MONDAY

Will Address National Association of Broadcasters

Detroit, Mich., Oct. 24.—President Hoover, sitting in his study at the White House, will address the National Association of Broadcasters by radio when they meet here Monday, October 26.

His address will go over a coast-to-coast network including KSTP at 11 A. M., and members of the association will hear his address during the convention at the Hotel Statler of this city.

Walter J. Damm of Milwaukee, president of the association, will call the convention to order and will introduce Mayor Frank Murphy of Detroit who will welcome the visitors.

William S. Hedges of Chicago, former president, will give a brief address, after which President Hoover will be introduced by President Damm.

Major General Charles Saltzman, chairman of the Federal Radio Commission, also will address the convention.

Which Radio?

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PHILCO
FADA
CROSLEY
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Come in and hear them side by side

Tubes Tested Free By Expert Radio Engineers

LEHNERTS PIANO CO.
GARFIELD 4460 525 WABASHA ST.
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Mondays - 9:30 p.m.
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CURTIS HOTEL
10th St. and 4th Ave. So.
MINNEAPOLIS
Listen in on KSTP to
Dick Long and His Orchestra
at 6:45 P. M.

Dinner $1.00 including dancing also a la carte service. No Couvert Charge.

Homecoming Broadcast Features Crisler, Munn and MacDougall

KSTP will broadcast an extensive homecoming radio program at 9 P. M., Thursday, October 29, as a prelude to the traditional homecoming contest on the Gopher campus between the new Minnesota eleven and the fighting Badger team of the University of Wisconsin next Saturday.

H. O. "Fritz" Crisler, Minnesota's head coach and athletic director, will headline the program, and speaking along with the Gopher mentor will be Clarence Munn, captain and all-Western guard of the Minnesota eleven.

MacDougall to Talk

MacDougall

Kenneth McDougall, midget flash who carries on from a position in the backfield, also will speak on the program, giving his pre-game predictions of this annual football classic between the teams of these two great universities on October 31.

In addition the famous Varsity Band of the University, comprising more than 100 men, under a new director, Howard Abbott of Minneapolis, will present the music for the broadcast.

The Gopher musicians will play famous songs of the Maroon and Gold during the broadcast. Both St. Paul and Minneapolis Studios of KSTP will be utilized for this extensive program, the Varsity Band playing from the Minneapolis Studio and the cheering section under the direction of the Minnesota rooter king, presenting Ski-U-Mah yells from the St. Paul Studio.

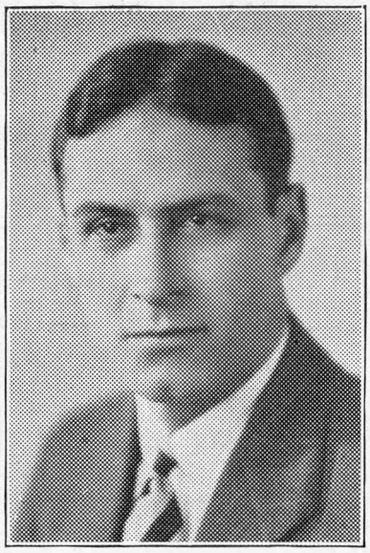
Thousands to Listen

Captain Munn

The program was arranged by Kenneth Simpson, student homecoming chairman, who is planning a real rodeo as a part of the celebration on the campus, starting Friday night before the game and extending through Saturday. Mr. Simpson will speak on the radio program and will extend a personal invitation to listeners to visit the campus and participate in the Homecoming celebration.

Thousands of students on the Minnesota campus will be tuned to KSTP at radio sets in various fraternity and sorority houses, as well as in many homes of the Twin Cities to hear the Minnesota coach, the Minnesota captain and MacDougall, the flashy ball carrier, who is expected to play an important part in the contest with Wisconsin.

The program is scheduled to continue for 30 minutes and will be the last of a series of homecoming programs which KSTP has presented for the homecoming committee on the campus.



FRITZ CRISLER

Aviation Hobby of Jean Paul King, NBC Feature Announcer

It was during his college days in the University of Washington at Seattle, that Jean Paul King, NBC announcer heard over KSTP, was introduced to radio—as a partner in a harmony duo. Now he is rated as one of the most popular of NBC announcers.

Jean Paul King

He has been a newspaper reporter, played in vaudeville, worked in silent pictures, travelled for four years as juvenile lead in a stock company, appeared in musical comedies and light operas, and then became a radio production man directing dramatic sketches.

While appearing with a stock company in San Francisco, he decided to cast his lot with radio and signed as director of dramatics with the NBC Pacific Coast division. He then moved to the Middle West and again became associated with the National Broadcasting Company, this time as an announcer.

Jean likes to announce a big show, and admits he's in his glory in the role of master of ceremonies.

Flying has taken hold of Jean's fancy and spare time now, and he's working for a private pilot's license. He's had a taste for aviation ever since his college days wen he was in the school's air service corps. But whether he'll forsake radio for the new love is doubtful. His wife likes him better in front of a "mike."

Paul Whiteman sleeps but four hours a night. He insists that this amount of sleep is sufficient for a mature person in good health.

STUDY RADIO CITY LAYOUT

Roxy and NBC Officials in Europe for Ideas

New York, Oct. 24.—S. L. (Roxy) Rothafel, of the famous Roxy Theater in New York, is touring Europe with NBC officials to study the latest developments in the design of foreign broadcasting studios. These new hints will be brought back to the United States to be used in the new Radio City which is being erected in New York City.

NBC officials with Roxy, who are seeking ideas for possible incorporation in the construction of Radio City, include O. B. Hanson, manager of plant operations and engineering, and Gerard Chatfield, technical art director.

During the tour special attention will be paid to acoustic arrangements, sound-proofing methods and in particular, the echo chambers and shifting walls which have been reported to be in successful operation in Hamburg. In England, they will study the simultaneous use of several studios for the broadcast of one dramatic program.

GENUINE RADIOTRON TUBES

Reduced Prices

No. 171	was	$1.50	now	$ .90
No. 201A	was	1.10	now	.75
No. 224	was	1.50	now	1.00
No. 224A	was	2.00	now	1.60
No. 226	was	1.25	now	.80
No. 227	was	1.25	now	1.00
No. 235	was	2.20	now	1.61
No. 245	was	1.40	now	1.10
No. 247	was	1.90	now	1.55
No. 280	was	1.40	now	1.00

Tubes tested—bring them in

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Distributors for RCA TUBES and Zenith Radio Sets
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Hear the

National Battery Quartet

over KSTP in a new NBC broadcast of melody, rhythm and football pep.

7 PM Wednesdays

COAST TO COAST

NATIONAL BATTERIES

1931 AUDITION FINALS SUNDAY

Fifteen Singers in State Atwater-Kent Program

Fifteen young singers, selected from the amateur ranks of the state will compete in the fifth annual Atwater Kent audition for the State of Minnesota during a broadcast from KSTP at 5 P. M., Sunday, October 25.

These singers have been selected by judges in district auditions held during the past few weeks, and one boy and one girl, will be chosen from the fifteen to represent Minnesota in the divisional regional auditions to be held in Chicago, some time in November.

Lindsay, State Chairman

The state audition will be conducted under the direction of George F. Lindsay, state chairman, and Stanley E. Hubbard, Vice President and General Manager of KSTP, as state manager.

The Atwater Kent audition was open to any young man or woman between the ages of 18 and 25 years inclusive, and the grand prizes for the ten boys and ten girls, selected from the entire country, will total $25,000, in addition to numerous scholarships.

Fifteen Contestants

The contestants will sing before a microphone in the studious of KSTP. The list of participants who will sing in the state finals, will include Janet Rohereder and Corwin A. Jones, both of Winona, Edgar Hagen and Ruth E. Nelson, both of St. Olaf College, Northfield; Helen Johnson and Leo Hemminghaus, both of St. Paul; Frances M. De Voice and Adrian Rever Ellefson, both of Minneapolis; Lillian E. Leedstrom, Milaca; Amy Helen Dale, Madison and C. Leland Anderson, Litchfield; Lillie Helen Moen, Duluth and Donald Ross McFadden, South Virginia; Irene Bentley, Moorhead and Anton Helm, Fertile.

Chairmen Take Charge

Local chairmen who took charge of the respective district auditions included:

Mrs. W. C. McCarthy, Rochester; Dr. H. J. Lloyd, Mankato; James R. Gillette, chairman, Department of Music, Carleton College, Northfield; George H. Fairclough, St. Paul, and Prof. Earle G. Killeen, Minneapolis, both members of the Department of Music, University of Minnesota; Mrs. H. C. Ervin, St. Cloud; Mrs. Julius W. Smith, Madison; Mrs. Ralph W. Marble, Duluth; Mrs. T. W. Thorson, Crookston Public Schools, Crookston, and Mrs. E. G. Nethercott, Pine City.

President of Buddies, New Pat Barnes Role

Chicago, Oct. 24.—Pat Barnes, heard at 11:15 A. M., each day during the Swift and Company program from KSTP, is now a President.

Pat was one of 800 boys of the Motor Transport Corps units, RU-301, 302 and 303, who braved the shells around Verneuil and Nevers, France, during the World War. The boys decided to form a veterans' organization at the last American Legion convention and to elect their officers by mail, and Barnes was chosen.

Utah Senator Speaker on Sunday Broadcast

Salt Lake City, Utah, Oct. 24.—Senator William H. King of Utah, will speak on the subject, "The Vanishing State" during the Sentinels of the Republic broadcast from KSTP at 12:30 P. M., Sunday, October 25.

Senator King will be introduced by Frank L. Peckham, Vice-President of the Sentinels of the Republic organization.

GERMAN BAND ON NIGHT SCHEDULE

With his umpa horn, his clarinet, cornet and flute, "Otto and his Little German Band" now revive old German street songs in a new series of broadcasts from KSTP each Thursday at 10:50 p.m. to 11 p.m. and from 11:30 to 11:45 p.m.

Otto and his band are famous throughout the Northwest, having played in many cities and towns of the state. The band is under the direction of Otto Zuppher. He has one of the greatest collections of German songs in America.

Rochester Orchestra in New Series Wednesday

Rochester, N. Y., Oct. 24. — Chamber music and symphony orchestra concerts by graduates and students of the Eastman School of Music in Rochester, will be heard in a series of programs beginning over an NBC network at 3:30 P. M., Wednesday, October 28.

"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