

THE KSTP WEEKLY

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HOOVER HEADLINES ARMISTICE OBSERVANCE

BONELLI WILL BE GUEST ON SUNDAY HOUR

Noted Baritone of Chicago Civic Opera Company to Sing Ballads

New York, Nov. 7.—Richard Bonelli, baritone of the Chicago Civic Opera, and one of the few opera stars of America who is American born, will be the guest artist on the General Electric Sunday Twilight Program, to be broadcast from KSTP at 4:30 P. M., Sunday, November 8.



Mr. Bonelli

Bonelli's appearance on the Home Circle program series marks the first time that an artist from the Chicago Opera Company has been heard in this particular nationwide network feature, which was opened by Geraldine Farrar, and which had John McCormack and Maria Jeritza, as its second and third week attractions.

Bonelli has chosen such songs as are heard in the American home on Sunday afternoon, Herbert's "Gypsy Love Song," "Tommy Lad" and "La Paloma," being among the numbers listed.

Mr. Bonelli will open his broadcast by singing, "Would God I Were the Tender Apple Blossom," with Londonderry Air, to be followed by Schumann's, "The Two Grenadiers." The old favorite, "Bird Songs at Eventide," and Sullivan's ever popular "The Lost Chord," will complete Mr. Bonelli's program.

NBC TO BROADCAST MacDONALD SPEECH

New York, Nov. 7.—J. Ramsey MacDonald, re-elected Prime Minister of England, will speak over a coast-to-coast network of the National Broadcasting Company on Monday afternoon, November 9. KSTP will broadcast this program at 3 P. M.

Prime Minister MacDonald will speak from the Lord Mayor's banquet in London and his talk will be carried over the Atlantic by short wave to be re-broadcast in the United States.

JOLLY BILL SPINS YARN FOR JANE



Jolly Bill in one of his most exciting moods, catches the fancy of Jane, with an interesting story, just as he tells them to morning listeners over KSTP at 7:45 A. M., each week day, under the sponsorship of Cream of Wheat. Jolly Bill is William Steinke in real life, and Jane is Muriel Harbater.

New Buick Program to Have Premier on Sunday Evening

New York, Nov. 7.—Thirty-four musicians will make up the new orchestra which Buick will present in the premier of a new series of programs to be presented on a coast-to-coast network including KSTP at 8:45 P. M., Sunday, November 9, and at the same time each week.

Frank Black, premier conductor, will be on the director's stand when this new program goes on the air.

Countess Olga Albani, soprano, and the new Revellers quartet, composed of James Melton and Louise James, tenors; Phil Dewey, baritone; and Wilfred Glenn, bass; will also sing during these new series of broadcasts.

Popular songs and orchestral numbers from Broadway hits, will comprise the selections to be offered.

Director Black will feature his own special arrangements of Broadway hits and of old melodies in presenting this new series for Buick.

Jean Paul King announces the Armour Hour.

Governor Opens Red Cross Drive Monday

Governor Floyd B. Olson of Minnesota will send out a special Red Cross message to citizens of the state and to the Northwest from KSTP at 9:30 P. M., Monday, November 9. Governor Olson is expected to start the 1931 roll call for the state at this time.

GRID TILT WITH CORNELL ON AIR

Fritz Crisler's Gophers will take a short breathing spell in playing Cornell College of Iowa at Memorial Stadium Saturday, November 14, and KSTP with Phil Bronson at the microphone will present a play-by-play of this game starting at 2 P. M.

3-DAY RADIO CELEBRATION IS PLANNED

Local and National Programs to Revive Memories of Close of War

Armistice Day will be observed by radio in the Northwest, when KSTP will present a series of broadcasts featuring local programs, as well as those of the National Broadcasting Company, one of which will come from London.

President Hoover will headline the list of speakers to be heard during the Armistice programs, starting with the first broadcast Monday, and continuing until Wednesday, November 11.

The first program will be on the air at 1:15 P. M., Monday, from the grand ballroom of the Hotel Lowry in St. Paul, where the Transportation Club's third annual observance of Armistice Day will be held.

Returned from Phillipines

Major General Paul B. Malone, who recently returned from a tour of foreign service as commander of the Phillipine division of the United States army, and nationally known as a writer, poet, and narrator, will be the speaker.

He will come here from Baltimore, Md., where he assumed command of the Third Corps Area on August 3. His subject will be pertinent to Armistice Day.

Military Program

The program will be military in nature, with a detail of infantry men from Fort Snelling, participating in the posting of the guard and with the Third Infantry Band of Fort Snelling providing the music.

At the speakers' table will be representatives of all military organizations, representatives from Fort (Continued on Page 3)

Enna Jettick Quartet To Sing Old Melodies

"Oh Susannah," will be featured by a mixed quartet on the Enna Jettick Melodies program from KSTP at 7 P. M., Sunday, November 8.

Betsy Ayres, known as the song bird of the air, will sing, "Ah, Sweet Mystery of Life," as a soprano solo. "Dear Old Pal of Mine," "Somewhere a Voice is Calling," and "Day is Dying in the West," will be the other numbers to be sung by the Quartet.

Locate Your Favorite Programs From Complete Listings Inside

WAR NUMBERS ON MOBILOIL

Armistice Day to be Observed in Wednesday Program

The Mobiloil Radio Concert will join the rest of the country in celebrating the anniversary of the day when the nations of the world laid down their arms and the World War was ended, in a program from KSTP at 7:30 P. M., Wednesday, November 11.

Play War Tunes

Armistice Day will be commemorated by the playing of "Memories of France," by Robinson, into which tunes familiar to the A. E. F. are woven as themes.

The rest of the program will be largely devoted to music with an American setting, and in tune with the season of the year.

Gardner's "From the Canebrake," will be one of the orchestra's presentations; a string choir, harp and bells ensemble, will play Charmichael's "Star Dust"; and Victor Herbert's "Indian Summer" will also be presented.

To Sing Duets

Gladys Rice, soprano, and Douglas Stanbury, baritone and master of ceremonies, will also sing gems from several musical comedies, including "Strike Up the Band," and "The Girl from Utah." Nathaniel Shilkret will conduct the orchestra.

"They Didn't Believe Me," by Kern from "The Girl from Utah," will be presented as a xylophone solo with trumpet and orchestral interludes.

Tried to Find Job as Reporter; Now Soloist with Whiteman's Band

Chicago, Nov. 7.—When Jane Froman, star of Paul Whiteman's Paintmen, heard over KSTP each Friday, left St. Louis to attend the University of Missouri at Columbia, she was determined to become a newspaper woman. She enrolled in the University's famous school of journalism, and put in the majority of her time chasing down stories for the Daily Columbian.

Because she could croon songs in a captivating contralto she was asked to take the lead in a musical show staged by the journalism school.

She was so popular that she decided to study music on the side and did, graduating in 1928 with a degree in both music and journalism. But, she didn't find a newspaper job.

Visiting Cincinnati in hopes of discovering something that a newspaper woman could do, one night she attended a party at the home of Powell Crosley, Jr., sat down at the piano and began to sing. Mr. Crosley recognized the quality of her voice and induced her to sing over the air. She was an immediate hit.



Jane Froman

Parade of States Will Feature Dixie Music on Program Monday

New York, Nov. 7.—Moving to the southern part of the area bounded by the Mason and Dixon Line, "The Parade of the States" of General Motors will pay tribute by radio to Alabama, in a broadcast heard over KSTP at 8:30 P. M., Monday, November 9.

Phil Dewey, baritone and member of the Revellers Quartet, will be the guest soloist in the Alabama program.

Alabama Music

Last week the northern state of Connecticut was honored on the "Parade of States" program.

A quartet, a symphony orchestra, under the direction of Erno Rapee, Charles Webster, noted radio actor, and Graham McNamee, announcer, will complete the company that will participate in the Alabama program.

Dewey Soloist

Webster will read a tribute to the state written by Bruce Barton. In keeping with the tenure of the program, Dewey will sing "Deep River," a famous negro spiritual.

"Evolution of Dixie," by Lake; "French Crusaders March," by Gounod; "Old South," by Zamec-nick, and "Southern Rhapsody," will be the orchestral highlights to be presented on this broadcast. A quartet with banjo accompaniment will sing "Plantation Scene."

MAYTAG PRESENTS VARIETY PROGRAM

Roy Bargy and his orchestra, and the Wanderers, male quartet, will share the spotlight on the Maytag program from KSTP at 8 P. M., Monday, November 9.

The program will include, "Ooh That Kiss," from "The Laugh Parade," "You Didn't Know the Music," "Wake Up Chillun," "Sunshine of Your Smile," "Bells of Avalon," "So Close to Me," and "Sweet Georgia Brown."

Baritone-Soprano on Fuller Man Broadcast

Earle Spicer, baritone, and Mabel Jackson, soprano, will be the two featured songsters to be presented on the Fuller Man program from KSTP at 8:30 P. M., Tuesday, November 10.

Don Voorhees and his orchestra, will open the program by playing the popular tune, "I Know That You Know." This will be followed by "To Have and Hold You in My Arms," by the orchestra, featuring a soprano interlude. "Candle Light," "Rose Room," "There's a Blue Note in My Love Song," selections from "This Year of Grace," "A Room With a View," and "Dance Little Lady," will be included in the orchestral features.

Jones and Hare Will Sing Novelty Songs

Billy Jones and Irnie Hare, the Interwoven Pair, will share the spotlight with Will Perry's orchestra when they present their comedy skit on the Interwoven program from KSTP at 8 P. M. Friday.

Crumit Is Composer of Ohio State Grid Song

"The Buckeye Battle Cry," now the gridiron song of Ohio State University, was written more than a decade ago by Frank Crumit, who is heard at 7 P. M. each Tuesday over KSTP. Several years ago, he was visiting his sister and she asked him to take her to a football game. She told him he would get the surprise of his life. When the college band came out on the gridiron between halves, they struck up this old tune that Frank had forgotten about.

Frank said he just sat there with the tears streaming down his face, while the band played his song.

SUNDAY BROADCAST FEATURES SOPRANO

Genia Fonariova, mezzo soprano, will be guest artist on the Troika Bells program, which presents Russian music each Sunday from KSTP at 9:30 A. M.

"Polonaise," by Oginsky, "Waltz from Eugene Onegin," by Tschai-kowsky, "Selections of Russian Folk Songs," "Polka Pizzicato," from "Talisman," by Drigo, and "Oy-Ra, Oy-Ra," will be featured orchestral numbers on the broadcast this week.

Miss Fonariova will sing "Bending Branches," and "By the River." "My Star" will be offered as a violin solo by a member of the orchestra.

Genia Fonariova, soprano, will be guest soloist on the Troika Bells program from KSTP at 9:30 A. M., Sunday.

Gene Arnold, conducts Happy Thoughts, from KSTP every morning.

GOLDEN HOUR ON THURSDAY

Golden Rule Features Gala Broadcast

Vocal solos by a soprano and a baritone and selections from current musical comedies by the male quartet will feature the Golden Rule Hour to be presented from KSTP at 9 P. M., Thursday, November 12, under the sponsorship of the Golden Rule Department store of St. Paul.

The program will open with the Golden Rule orchestra playing "Dance Gypsies," from "Countess Maritza," to be followed by a group of numbers by the male quartet accompanied by the orchestra.

Two baritone solos and the singing of "The Three Musketeers," by Friml, by a soprano, will be other selections on the broadcast.

Popular Hits Featured on Jolly Time Program

Five popular numbers will be presented on the Jolly Time Revue from KSTP at 6:15 P. M., Sunday. This program will feature Jules Herb-veaux's orchestra, with Fred Wald-ner, tenor, and the Jolly Colonel.

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TIMELY HINTS ON FARM HOUR

Gardeners and Home Makers to Receive Information

Washington, D. C., Nov. 7.—A week of messages devoted to the most timely information for crop growers and stockmen will characterize the Department of Agriculture programs for the current broadcasting week of the National Farm and Home Hour. KSTP will present this program at 11:30 A. M., each week day.

Added to the reports from the economists, and the technical directions offered by the animal husbandman of the Department, will be the weekly messages for gardeners and homemakers.

The complete Department of Agriculture and Farm Board program for the week of November 9, follows:

Monday

Summary, November Cotton Crop Report—V. C. Childs, senior statistician; Keeping Beef Cattle Profitably Employed—A. T. Semple, animal husbandman; the November Feedstuffs Markets—F. J. Hosking, economist.

Tuesday

The Garden Calendar—W. R. Beattie, senior horticulturist; the November Hog Markets—C. A. Burmeister, senior economist; the November Cattle Markets—C. V. Whalin, principal marketing specialist.

Wednesday

General Summary, November Crop Report—W. F. Calander, principal statistician; the 1931 Outturn of Grain and Forage Crops—J. A. Becker, principal statistician; the 1931 Outturn of Cash Crops Aside from Cotton and Grains—Dr. S. A. Jones, senior statistician; the 1931 Outturn of Fruits and Vegetables—Paul Koenig, senior statistician.

Friday

National Corn-Husking Contest—Direct from field at Grundy Center, Iowa.

Baritone and Soprano Guests of Fuller Man

Earle Spicer, baritone, and Mabel Jackson, soprano, will collaborate in presenting duo selections in the Fuller Man broadcast from KSTP at 8:30 P. M. Tuesday.

Don Voorees and his orchestra will also be presented on the program with a line of new dance hits intermingled with favorites of yesterday on this broadcast. Mr. Spicer and Miss Jackson will also be featured as soloists.

ARMISTICE SPEAKER



Major Gen. Paul B. Malone

Major General Paul B. Malone, who recently returned from a tour of foreign service as commander of the United States army, and nationally known as a writer, poet, and orator, will be the principal speaker, during a special Armistice program, which KSTP will broadcast direct from the Hotel Lowry in St. Paul at 1:15 P. M., Monday, November 9. He will address the Transportation Club and prominent men in military ranks, as well as leading citizens of the Northwest, during the broadcast.

HOOVER HEADLINES ARMISTICE FETE

(Continued from Page 1)

Snelling, including Brig. Gen. John H. Hughes and Colonel Stone, and the presidents of participating organizations.

Remember Unknown Soldier

The second Armistice program will be broadcast at 3:30 P. M., Tuesday, when Charles Colfax will pay tribute to the Unknown Soldier.

The League for Remembrance will open an Armistice Day program at 9:45 A. M., introducing the broadcast with the ringing of church chimes.

William C. Redfield, former Secretary of Commerce under Wilson, will give the memorial address.

At 9:59 A. M., a Salvation Army bugler will give a signal and two minutes of silence will be maintained on the air (this time will be 11 A. M., in New York, from where the broadcast is emanating).

Hoover Will Talk

At 10:02 A. M., the program will be resumed, when President Hoover will be heard in an acceptance, on behalf of the nation, of a memorial placed in Potomac Park by the citizens of the District of Columbia.

Frank B. Noyes, publisher and chairman of the memorial committee, will make the presentation address. General Pershing and Admiral Sims will be in attendance.

At 2 P. M., a special Armistice program will come across the Atlantic Ocean from London. Evening programs of KSTP will carry the Armistice Day theme throughout.

DAMROSCH ON SUNDAY HOUR

Works of Classical Composer to be Featured

New York, Nov. 7.—Walter Damrosch, dean of American conductors, will direct a new series of Sunday concerts, presenting symphonies of great masters, to be inaugurated by the National Broadcasting Company and heard by Northwest listeners through KSTP at 12:15 P. M., Sunday, November 8.

Play Simpler Compositions

Those who have followed Damrosch programs during the past five years, will note that they included the simpler compositions and rarely, an entire symphony.

This was done with the full consciousness that many listeners never had been in contact with symphonic music, because they lived away from great cultural centers.

In this new series will be included entire symphonies of Beethoven, Brahms, Berlioz, Cesar Franck, Haydn, Kalinnikov, Saint-Saens, Schubert and Tchaikovsky.

Short Selections Included

Shorter selections of Bach, Chabrier, John Alden Carpenter, Debussy and Stravinsky, will also be included in the broadcasts.

Eminent soloists will play solo parts in "Romeo and Juliet," by Berlioz; the first act of "Die Walkure," the first act of "Lohengrin," the third act of "Tannhauser," the cathedral scene from "Parsifal," and act three from "Siegfried," all by Wagner.

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Survey of European Stations for Radio City is Completed

New York, Nov. 7.—Representatives of Radio City and the National Broadcasting Company, who have been studying broadcasting and theatrical developments abroad, are preparing to return to the United States within a few days, according to a radiogram received from O. B. Hanson, manager of plant operation and engineering for NBC.

Hanson reported that in company with other members of the party, he recently inspected broadcasting stations of Dresden, Munich and Stuttgart, including the Mulacker 75,000 watt transmitter associated with Stuttgart.

The party passed through Paris on the way to London, arriving at the English Capital. Hanson has been devoting the last few days to an intensive study of the British Broadcasting Corporation facilities and English broadcasting practices.

Eddie and Ralph, whose real names are East and Dumke, respectively, and who are better known as Sisters of the Skillet, will present their tom-foolery, at 7:45 P. M., Tuesday, under the sponsorship of Proctor and Gamble.

THE SUNDAY BRIGHT SPOT

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KSTP PROGRAM

SUNDAY, NOV. 8TH

- 8:00 NBC Children's Hour.
- 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 "Sentinels of the Republic," speaker, Gov. Albert Ritchie of Maryland on "Government Interference with Business."
- 12:15 Dr. Walter Damrosch Hour—Symphony Concert.
- 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—Dr. S. Parkes Cadman, address.
- 3:00 Father Coughlin—Golden Hour of "Little Flower" from Detroit.
- 4:00 Dr. Richter—Organ.
- 4:30 Twilight Hour—General Electric Program—Richard Bonelli, baritone.
- 5:00 Told in the Dark—Dramatic Thriller.
- 5:30 Laskin Lamb Program—Varsity Squad—Orchestra.
- 5:45 Dr. Richter—Piano.
- 5:55 Amusement Bulletin.
- 6:00 Harold Stokes Orchestra and Singers—Willis Overland.
- 6:15 Jolly Time Review—Popular Orchestra and Vocalists.
- 6:30 Prestone Weather Report.
- 6:30 Three Bakers—Vocalists and Comedy—Fleischmann Yeast Co.
- 7:00 Enna Jettick Favorite Melodies—7:15 Ballard Time Signal.
- 7:15 Polka Dots—Piano Duo and Julia Barre.
- 7:30 Chase and Sanborn Orchestra—Rubinoff and Eddie Cantor.
- 8:00 Rem Time Signal.
- 8:01 Orchestra—John Miller, Baritone—"Bucket Syrup" Pioneer Maple.
- 8:15 Troubadours—Male Quartette.
- 8:30 Bayer's Aspirin—The Album of Familiar Music.
- 8:45 Buick Program—Buick Motor Co.
- 9:15 Koppers Coke Time Signal.
- 9:15 Johnson Wax Program—Ted Weems' Orchestra, Ilo May Bailey.
- 9:45 Seth Parker's Neighbors—From Jonesport, Me.
- 10:15 Reports.
- 10:20 Radisson Flame Room Orchestra—Slatz Randall, Director.
- 10:44 Cherry Pectoral News Bulletin.
- 10:45 Time Signal, Weather, Temperature.
- 10:48 Boulevards of Paris Orchestra—Bill Frederick, Director.
- 11:00 Marigold Ballroom Orchestra—Wally Erickson, director.

MONDAY, NOV. 9TH

- 6:30 Early Riser's Musicales—Time Signals.
- 7:25 News, Consolidated Press Dispatches—Goodrich Silvertown Inc.
- 7:45 Jolly Bill and Jane—Cream of Wheat.
- 8:00 Rem Weather Report.
- 8:30 Montgomery Ward Program—"Beautiful Thoughts"—Organ.
- 9:25 Leader Department Store parade.
- 9:30 A. & P. Food Products.
- 9:45 Aunt Sammy Chat—Recipes, Household Hints, etc.
- 10:00 Grain and Livestock Markets.
- 10:10 Consolidated Press News.
- 10:15 Hawaiian Serenaders.
- 10:30 Musical Interlude.
- 11:00 General Electric Program—Songs by Grace Ellis, Theodore West, Baritone.
- 11:15 Pat Barnes—Swift & Co.—Organ and Dramatics.
- 11:30 National Farm & Home Hour—Orchestra and Reports from U. S. Dept. of Agriculture.
- 12:30 St. Paul Hotel Grand Cafe Orchestra—Marty Stone, Director.
- 12:40 News Dispatches.
- 12:49 Silent Glow Burner Weather Report.
- 12:50 Louie's Hungry Five—Little German Band and Comedy Skit—Jacob Schmidt Brewing Co.
- 1:00 Gayle Wood—Piano.
- 1:15 Transportation Club Pre-Armistice Day Program.
- 1:45 Remembrances—Dr. Richter, Organ.
- 2:00 Marc Williams, Cowboy Crooner.
- 2:15 Grain Reports.
- 2:30 Three Doctors—Comedy and Music.
- 2:45 Chicago Serenade—Orchestra—Harry Kogen, director.
- 3:00 Rebroadcast from London—Address by J. Ramsey MacDonald at Lord Mayor's Banquet.
- 3:30 Brown-Palace Hotel Orchestra

Lure of Singing to Millions Made Dragonette Quit Stage

New York, Nov. 7.—When one is introduced to Jessica Dragonette, lyric soprano of the National Broadcasting Company, she recalls to mind the girl back home, the dainty miss who was proudly escorted to the first big football game, the charming maiden who accepted your invitation to the "prom" and things of that sort.



Miss Dragonette

Miss Dragonette has been in New York City, a little less than four years, during which time she was chosen by Max Reinhardt for the only solo part in the original production in America of "The Miracle;" played Kathie, the leading feminine role in "The Student Prince," opposite Howard Marsh, and was the ingenue in the 1926 edition of the "Grand Street Follies."

Born in India

She was born in Calcutta, India, and her education in the arts, was under the direction of the Nuns in the Georgian Court, a convent

school. Miss Dragonette has sung from childhood, but did not begin to study seriously until she came to New York.

In school, she gave much attention to piano and is thoroughly grounded in music technique.

When the National Broadcasting Company was organized in November, 1926, Miss Dragonette dropped her work in the theatre and became an NBC artist. When well-intentioned advisors protested that she was making a foolish move, Miss Dragonette, smilingly, thanked them for their interest, but said she preferred to sing into uncrowned homes to a wide variety of listeners, rather than to a single theatre audience.

Sings on Friday

At the present time, Miss Dragonette is the leading member of the Cities Service Concert heard at 7 P. M., each Friday over KSTP.

According to her own description, Miss Dragonette has "plaid" eyes, fair complexion and blonde hair. She is 5 feet 2 inches tall and weighs less than 100 pounds. Her ambition, she says, is to be "the greatest radio artist," and her hobbies include pictures, books and bowling. In addition, she has leanings toward verse writing and several of her poems have been published.

- 3:45 Maze of Melody—Orchestra.
- 3:55 Community Chest Talk.
- 4:00 Lever Bros.—Chats with Peggy Withrop.
- 4:15 Cecil and Sally—Comedy Skit—E. E. Atkinson & Co.
- 4:30 The Pilgrims—Vocal Ensemble.
- 4:45 Carnation Nation Builders Club—The Drum Major.
- 4:50 Hollywood Candy Co.—Children's Talk.
- 4:55 Children's Hour—Conducted by Uncle Tom.
- 5:30 Reports.
- 5:44 Road Report—Federal Oil Co.
- 5:45 Little Orphan Annie—Children's Skit.
- 6:00 Old Stager Reviews the Amusements.
- 6:01 Day's Events—Consolidated Press Dispatches—David Lawrence, Finance, Business and Sports Review—Goodrich Silvertown, Inc.
- 6:15 Radisson Flame Room Orchestra—Slatz Randall, Director.
- 6:25 Community Chest Talk.
- 6:30 Prestone Weather Report.
- 6:30 Prince Albert Quarter Hour—Alice Joy, Contralto; Paul Van Loan's Orchestra, "Ol' Hunch."
- 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 Rem Time Signal.
- 8:00 Maytag Orchestra—Roy Bargy, director—Male Quartet.
- 8:30 General Motors Program—"Parade of States"—Male Chorus, Songs and Orchestra.
- 9:00 Koppers Coke Time Signal.
- 9:00 Gold Medal Express—Orchestra, Ohman & Arden, Vocalist.
- 9:30 Red Cross Talk by Gov. Floyd Olson.
- 9:35 Boulevards of Paris Orchestra—Bill Frederick, Director.
- 9:45 Sieberling Singers—Male Quartet.
- 10:00 Amos 'n' Andy.
- 10:15 Phillips 66 Fliers—Orchestra, Vocalists—George Osborn, director.
- 10:45 Cherry Pectoral News Bulletins—Weather, Temperature.
- 10:50 Marc Williams, Cowboy Crooner.
- 11:00 Minneapolis RKO Hour—Orchestra, Theatrical Entertainers.
- 11:30 Leonard Leigh—Organ—from Paramount Theatre, St. Paul.
- 12:30 Boulevards of Paris Orchestra—Bill Frederick, Director.

TUESDAY, NOV. 10TH

- 6:30 Early Riser's Musicales—Time Signals.
- 7:25 News, Consolidated Press Dispatches—Goodrich Silvertown Inc.
- 7:45 Jolly Bill and Jane—Cream of Wheat.

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- 6:45 Curtis Hotel Orchestra—Dick Long, director.
- 6:55 Community Chest Talk.
- 6:59 G. P. A. Weather Report.
- 7:00 Blackstone Plantation—Julia Sanderson and Frank Crumit—Orchestra, Comedy, Dialogue.
- 7:30 Aces of the Air—Dramatic Sketch.
- 7:45 Sisters of the Skillet—East and Dumke—Proctor & Gamble—Comedy and Dialogue.
- 8:00 Rem Weather Report.
- 8:00 Chevrolet Chronicles—Frank Black, Orchestra Conductor.
- 8:30 The Fuller Brush Man—Earle Spicer, tenor—Orchestra.
- 9:00 Koppers Coke Time Signal.
- 9:00 Lucky Strike Dance Orchestra—Wayne King, Director.
- 9:30 Remington Rand—Rhythm Rounders—Frank Black's Orchestra.
- 9:45 G. E. Radio Demonstration Program—Male Quartet and Orchestra.
- 10:00 Amos 'n' Andy.
- 10:15 Phillips 66 Fliers—Orchestra and Vocalists—George Osborn, Director.
- 10:45 Cherry Pectoral News Bulletin—Weather, Temperature.
- 10:50 Marc Williams, Cowboy Crooner.
- 11:00 St. Paul RKO Hour—Orchestra—Theatrical Entertainers.
- 11:30 Boulevards of Paris Orchestra—Bill Frederick, Director.
- 11:45 Radisson Flame Room Orchestra—Slatz Randall, Director.
- 12:00 Boulevards of Paris Orchestra—Bill Frederick, Director.
- 12:15 Radisson Flame Room Orchestra—Slatz Randall, Director.
- 12:30 Boulevards of Paris Orchestra—Bill Frederick, Director.

WEDNESDAY, NOV. 11TH

- 6:30—Early Riser's Musicales—Time Signals.
- 7:25 News, Consolidated Press Dispatches—Goodrich Silvertown Inc.
- 7:45 Jolly Bill and Jane—Cream of Wheat.
- 8:00 Rem Weather Reports.
- 8:10 Musical Interlude.
- 8:15 Sterling Products—Dr. Copeland's Clinic.
- 8:30 Montgomery Ward Program—"Beautiful Thoughts"—Organ.
- 9:00 Mary Hill Martin's Talk on Foods—Libby, McNeil & Libby.
- 9:15 Musical Interlude.
- 9:25 Leader Department Store Parade.
- 9:30 A. & P. Food Products.
- 9:45 Armistice Day Program under Auspices of League for Remembrances—Address, Hon. Wm. C. Redfield.
- 10:00 Silence for 2 minutes.
- 10:02 Ceremonies in Connection with Pres. Hoover's Acceptance of Dist. of Columbia War Memorial.
- 10:20 Aunt Sammy's Chat—Recipes, Household Hints, etc.
- 10:30 Charis Morning Musicales.
- 10:45 Sun Maid Raisin 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 Community Chest Talk.
- 12:35 St. Paul Hotel Orchestra—Marty Stone, Director.
- 12:45 News Bulletins.
- 12:49 Silent Glow Burner Weather Report.
- 12:50 Louie's Hungry Five—Little German Band, Comedy Skit—Jacob Schmidt Brewing Co.
- 1:00 With the Composers—Dr. Richter, Organ.
- 1:30 Junior League Program.
- 1:45 Gayle Wood—Piano.
- 2:00 Armistice Day Program from London.
- 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—E. E. Atkinson & Co.
- 4:30 Old Pappy—Negro Impersonations and Songs.
- 4:45 Carnation Nation Builders Club—The Drum Major.
- 4:50 Hollywood Candy Co.—Children's Talk.
- 4:55 Children's Hour—Directed by Uncle Tom.
- 5:30 Reports.
- 5:44 Road Report—Federal Oil Co.
- 5:45 Little Orphan Annie—Children's Skit.
- 6:00 Old Stager Reviews Amusements
- 6:01 Day's Events—Consolidated Press Dispatches—David Lawrence, Finance, Business and Sports Review—Goodrich Silvertown, Inc.
- 6:15 Hotel St. Paul Grand Cafe Orchestra—Marty Stone, Director.

Walter Winchell, Two Bands on New Lucky Strike Series

New York, Nov. 7.—Two new orchestras and running fire comment by Walter Winchell, famous creator of new American slang and nationally known newspaper man, will be introduced during the new series of Lucky Strike program



Wayne King

to be presented to the Northwest by KSTP at 9 P. M., each Tuesday and Saturday. Wayne King, and his famous orchestra will be introduced on the Tuesday broadcast playing from Chicago and on Saturday, listeners will hear Gur Arnheim and his orchestra playing from the Coconut Grove in the Ambassador Hotel in Los Angeles, both bands of the Music Corporation of America.

Winchell on Air

Mr. Winchell will be heard on both these programs speaking from New York, and in addition to these features the sponsors of these pro-

grams will retain the services of Weber and Fields, veteran comedians of stage, screen, and radio.

"Happy Days are Here Again," the famous signature song will continue to introduce these programs.

The two orchestras have signed for a period of four weeks, after which other dance orchestras of national prominence will be presented by the sponsors of the Lucky Strike programs, many of the forthcoming orchestras to be presented from London and European countries by trans-Atlantic broadcasts.

Winchell's inside stories on personalities of the day are read from coast-to-coast. He is a widely read and discussed personality in journalism.

Popularized Waltz

Wayne King, known as the "waltz king," has popularized his own composition, "The Waltz You Saved For Me," and other compositions, in his programs heard over the networks of the National Broadcasting Company.

Gus Arnheim has won the reputation of being the movie star's favorite dance orchestra and has appeared in pictures as well as on records and on the stage.

- 6:01 Day's Events—Consolidated Press Dispatches—David Lawrence, Finance, Business and Sports Review—Goodrich Silvertown, Inc.
- 6:15 Grand Cafe Orchestra—Marty Stone, Director.
- 6:30 Prince Albert Quarter Hour—Alice Joy, contralto; Paul Van Loan's Orchestra, "Ol' Hunch."
- 6:45 Radisson Flame Room Orchestra—Slatz Randall, director.
- 6:45 Ballard Time Signal.
- 6:45 Community Chest Talk.
- 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 Rem Time Signal.
- 8:00 Special Armistice Day Program.
- 8:30 Palmolive Hour—Paul Oliver, Olive Palmer, Reveler's Quartet.
- 9:30 Koppers Coke Time Signal.
- 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 Cherry Pectoral News Bulletins—Weather, Temperature.
- 10:50 Marc Williams, Cowboy, Crooner.
- 11:00 Hotel St. Paul Casino Orchestra—Marty Stone, Director.
- 11:15 Coliseum Orchestra—Frank Cotier, Director.
- 11:30 Radisson Hotel Flame Room Orchestra—Slatz Randall, Director.
- 11:45 Marigold Ballroom Orchestra—Wally Erickson, Director.
- 12:00 Boulevards of Paris Orchestra—Bill Frederick, Director.
- 12:15 Radisson Hotel Flame Room Orchestra—Slatz Randall, Director.
- 12:30 Boulevards of Paris Orchestra—Bill Frederick, Director.
- 12:30 Casino Orchestra—Hotel St. Paul—Marty Stone, Director.
- 12:45 Boulevards of Paris Orchestra—Bill Frederick, Director.

THURSDAY, NOV. 12TH

- 6:30 Early Riser's Musicales—Time Signals.
- 7:25 News, Consolidated Press Dispatches—Goodrich Silvertown Inc.
- 7:45 Jolly Bill and Jane—Cream of Wheat.
- 8:00 Rem Weather Reports.
- 8:30 Montgomery Ward Program—"Beautiful Thoughts"—Organ—
- 8:45 Musical Interlude.
- 9:05 Zinsmaster Program—Food Talk.
- 9:25 Leader Department Store Parade.
- 9:30 A. & P. Food Products.
- 9:45 Aunt Sammy Chat—Recipes, Household Hints, etc.
- 10:00 Grain and Livestock Markets.
- 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 American Academy of Arts and Letters Program.
- 12:30 Marc Williams.
- 12:45 News Bulletins.
- 12:49 Silent Glow Burner Weather Report.
- 12:50 Louie's Hungry Five—Little German Band—Comedy Skit—Jacob Schmidt Brewing Co.
- 1:00 St. Paul Hotel Orchestra—Marty Stone, Director.
- 1:15 Tuneful Times—Jules Herbuveaux' Dance Orchestra.
- 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 Chicago Serenade.
- 3:00 Petite Symphony—Organ.
- 3:30 U. S. Navy Band.
- 3:45 Corinne Jordan—Sense and Nonsense.
- 4:00 Carveth Wells, the Jungle Man—Children's Talk.
- 4:15 Cecil and Sally—Comedy Skit—E. E. Atkinson & Co.
- 4:30 Lever Bros.—Rinso Talkie—"What Happened to Jane."
- 4:45 Carnation Nation Builders Club—The Drum Major.
- 4:50 Children's Hour—Conducted by Uncle Tom.
- 5:15 Steamboat Bill—Campbell Cereal Co.
- 5:30 Reports.
- 5:44 Road Reports—Federal Oil Co.
- 5:45 Little Orphan Annie—Children's Skit.
- 6:00 Old Stager Reviews Amusements.
- 6:01 Day's Events—Consolidated Press Dispatches—David Lawrence, Finance, Business and Sports Review—Goodrich Silvertown, Inc.
- 6:15 St. Paul Hotel Grand Cafe Orchestra—Marty Stone, Director.
- 6:30 Prestone Weather Report.

- 6:30 Prince Albert Quarter Hour—Alice Joy, contralto; Paul Van Loan's Orchestra, "Ol' Hunch."
- 6:45 Ballard Time Signal.
- 6:45 Curtis Hotel Orchestra—Dick Long, Director.
- 6:59 G. P. A. Weather Report.
- 7:00 Fleischmann Hour—Rudy Vallee and His Orchestra
- 8:00 Rem Time Signal.
- 8:00 Arco Dramatic Musicales—Orchestra and vocalists.
- 8:30 Maxwell House Melodies—Don Voorhee's Orchestra.
- 9:00 Koppers Coke Time Signal.
- 9:00 Golden Rule Program—Orchestra and Soloists.
- 9:30 Nat and Bridget—National Bridge Shoemakers.
- 9:45 Two Dons—Piano Team.
- 10:00 Amos 'n' Andy.
- 10:15 Phillips 66 Fliers—Orchestra and vocalists—George Osborn, Director.
- 10:45 Cherry Pectoral News Bulletins—Weather, Temperature.
- 10:50 Marc Williams—Cowboy Crooner.
- 11:00 Boulevards of Paris Orchestra—Bill Frederick, Director.
- 11:15 Marigold Ballroom Orchestra—Wally Erickson, Director.
- 11:30 St. Paul Hotel Casino Orchestra—Marty Stone, Director.
- 11:45 Radisson Hotel Flame Room Orchestra—Slatz Randall, Director.
- 12:00 St. Paul Hotel Casino Orchestra—Marty Stone, Director.
- 12:15 Radisson Hotel Flame Room Orchestra—Slatz Randall, Director.
- 12:30 Boulevards of Paris Orchestra—Bill Frederick, Director.
- 12:45 St. Paul Hotel Casino Orchestra—Marty Stone, Director.

FRIDAY, NOV. 13TH

- 6:30 Early Riser's Musicales—Time Signals.
- 7:25 News, Consolidated Press Dispatches—Goodrich Silvertown Inc.
- 7:45 Jolly Bill and Jane—Cream of Wheat.
- 8:00 Rem Weather Reports.
- 8:30 Montgomery Ward Program—"Beautiful Thoughts"—Organ.
- 9:25 Leader Department Store Parade.
- 9:30 A. & P. Food Products.
- 9:45 Aunt Sammy Chat—Recipes, Household Hints, etc.
- 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 Burner Weather Report.

- 12:50 Louie's Hungry Five—Little German Band—Comedy Skit—Jacob Schmidt Brewing Co.
- 1:00 St. Paul Hotel Orchestra—Marty Stone, Director.
- 1:15 Tuneful Times—Jules Herbuveaux' Dance Orchestra.
- 1:30 4th District Federation Women's Clubs.
- 1:45 Morman Tabernacle Choir and Organ—Salt Lake City, Utah.
- 2:15 Market Reports.
- 2:15 Rochester Philharmonic Orchestra—Henry Hadley, Conductor.
- 3:00 Betty Moore—Decorating Notes.
- 3:15 Radio Guild Drama—"Hamlet" (second part)—Shakespeare.
- 4:20 Cecil and Sally—Comedy Skit—E. E. Atkinson & Co.
- 4:30 Dolly Connelly—Popular Songs.
- 4:45 Carnation Nation Builders Club—The Drum Major.
- 4:50 Hollywood Candy Co.—Children's Program.
- 4:55 Children's Hour—Conducted by Uncle Tom.
- 5:30 Reports.
- 5:44 Road Report—Federal Oil Co.
- 5:45 Little Orphan Annie—Children's Skit.
- 6:00 Old Stager Reviews the Amusements.
- 6:01 Day's Events—Consolidated Press Dispatches—David Lawrence, Finance, Business and Sports Review—Goodrich Silvertown, Inc.
- 6:15 Radisson Flame Room Orchestra—Slatz Randall, director.
- 6:30 Prince Albert Quarter Hour—Alice Joy, contralto; Paul Van Loan's Orchestra, "Ol' Hunch."
- 6:45 Ballard Time Signal.
- 6:45 Macalester College Homecoming Program.
- 6:59 G. P. A. Weather Report.
- 7:00 Cities Service Concert—Jessica Dragonette & Cavaliers.
- 8:00 Rem Time Signal.
- 8:00 Interwoven Pair—Billy Jones and Ernie Hare, Comedians and Songsters.
- 8:30 Armour Program—Josef Koestner's Orchestra and Vocalists.
- 9:00 Koppers Coke Time Signal.
- 9:00 Paul Whiteman's Paint Men—Vocal Trio.
- 9:30 Weil-McLain Company Program—Popular Entertainers.
- 9:45 Strollers' Trio—Popular Songs.
- 10:00 Amos 'n' Andy.
- 10:15 Phillips 66 Fliers—Orchestra and vocalists—George Osborn, Director.
- 10:45 Cherry Pectoral News Bulletins—Weather, Temperature.
- 10:50 Marc Williams—Cowboy Crooner.
- 11:00 Radisson Hotel Flame Room Orchestra—Slatz Randall, Director.
- 11:15 St. Paul Hotel Casino Orchestra—Marty Stone, Director.
- 11:30 Boulevards of Paris Orchestra—Bill Frederick, Director.

- 11:45 Marigold Ballroom Orchestra—Wally Erickson, Director.
- 12:00 Radisson Hotel Flame Room Orchestra—Slatz Randall, Director.
- 12:15 Marigold Ballroom Orchestra—Wally Erickson, Director.
- 12:30 St. Paul Casino Orchestra—Marty Stone, Director.
- 12:45 Boulevards of Paris Orchestra—Bill Frederick, Director.

SATURDAY, NOV. 14TH

- 6:30 Early Riser's Musicales—Time Signals.
- 7:25 News, Consolidated Press Dispatches—Goodrich Silvertown Inc.
- 7:45 Jolly Bill and Jane—Cream of Wheat.
- 8:00 Rem Weather Reports.
- 8:15 Macey's Surprise Program—Corinne Jordan.
- 8:30 Montgomery Ward Program—"Beautiful Thoughts"—Organ.
- 9:00 Zinsmaster Program—Food Talk.
- 9:05 Musical Interlude.
- 9:25 Leader Department Store Parade.
- 9:30 A. & P. Food Products.
- 9:45 Aunt Sammy Chat—Recipes, Household Hints, etc.
- 10:00 Grain and Livestock Markets.
- 10:10 Consolidated Press Feature.
- 10:50 Beyer's Health Service—Health Talk.
- 11:00 Sunmaid Raisin 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.
- 12:30 4-H Club Program.
- 12:35 St. Paul Hotel Grand Cafe Orchestra—Marty Stone, director.
- 12:45 News Dispatches.
- 12:49 Silent Glow Burner Weather Report.
- 12:55 Louie's Hungry Five—Little German Band, Comedy Skit—Jacob Schmidt Brewing Co.
- 1:05 Marc Williams—Cowboy Crooner.
- 1:15 Minnesota Building and Loan Program—Pre-Game Musical.
- 1:30 Football Game—Minnesota vs. Cornell College at Minnesota.
- 4:30 Cecil and Sally—Comedy Skit—E. E. Atkinson & Co.
- 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.
- 5:44 Road Reports—Federal Oil Co.
- 5:45 Little Orphan Annie—Children's Skit.
- 6:00 Old Stager Reviews the Amusements.
- 6:01 Day's Events—Consolidated Press Dispatches—David Lawrence, Finance, Business and Sports Review—Goodrich Silvertown, Inc.
- 6:15 St. Paul Hotel Grand Cafe Orchestra—Marty Stone, Director.
- 6:30 Prestone 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 Great Eye."
- 7:30 Educational Lecture—Wm. Leiserson, Prof. of Economics, Antioch College, "Effects of Depression Upon Employment and Wages."
- 7:45 Educational Lecture—R. S. Woodworth, Chairman, Social Science Research Council, "Trends in Psychology."
- 8:00 American Liberal Arts Colleges Program—Speaker, Pres. Hoover.
- 8:30 Regional American Arts Colleges Program—Speakers, Dr. John C. Acheson, Pres., Macalester College and Sister Antonia, Pres., St. Catherine's College.
- 9:00 Koppers Coke Time Signal.
- 9:00 Lucky Strike Dance Orchestra—Gus Arnheim, Conductor.
- 10:00 Amos 'n' Andy.
- 10:15 Phillips 66 Club—All Request Musical Program—George Osborn, Director.
- 11:15 Cherry Pectoral News Bulletins—Weather, Temperature.
- 11:15 Curtis Hotel Orchestra—Dick Long, Director.
- 11:45 Coliseum Dance Orchestra—Frank Cotier, Director.
- 12:00 Radisson Hotel Flame Room Orchestra—Slatz Randall Director.
- 12:15 St. Paul Hotel Casino Orchestra—Marty Stone, Director.
- 12:30 Saturday Night Frolic—Uncle Josh & His Huskers, and KSTP Staff Entertainers.
- 12:45 Boulevards of Paris Orchestra—Bill Frederick, Director.
- 1:00 Saturday Night Frolic
- 1:15 St. Paul Hotel Casino Orchestra—
- 1:30 Saturday Night Frolic.
- 1:45 Boulevards of Paris Orchestra—Bill Frederick, Director.
- 2:00 Saturday Night Frolic.

THE KSTP WEEKLY

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ST. PAUL, MINNESOTA, NOVEMBER 7, 1931

What About Television?

For many years the radio listening public has been hearing that television is "just around the corner," with little effort made to explain the tremendous obstacles that still remain to be overcome. As a result the average listener can easily picture himself seated in his favorite chair, not only hearing but seeing his favorite entertainers. Overly optimistic statements have led him to believe that almost any day we will have visual broadcasting equal in quality to that of motion pictures.

Today the general public is in the position of demanding the perfection of an invention, whereas general acceptance of every other invention of major importance has been attained only after long and wearying struggles. The original radio listeners were delighted with the haphazard reception of their first crystal sets, but they will be impatient with anything less than first quality in television.

Without attempting a technical dissertation in this limited space, let it suffice to say that vital problems remain to be solved. For those who would like to read non-technical writings on the subject, there are a number of books available, one of the most recent and enlightening being "Television, Its Methods and Uses," by Edgar H. Felix.

The picture is not entirely dark, however, as regards hopes for great developments in a reasonable time, for television is receiving the complete attention of highly specialized and richly endowed research organizations. Where the inventor of bygone days worked alone, often in poverty, today there is an army concentrating its attack on television's problems, an army that has millions at its command. Several notable demonstrations of progress have been made and at this writing there is a television act in a New York theatre, reproducing in a limited manner, actions of characters in a television studio several blocks removed. What this amounts to, in effect, is shadowgraph of heads with an absence of detail that makes identification of individuals almost impossible.

Television is on its way, but it is well to adopt a sane attitude while the remaining problems are being met and solved.

Does Your Subscription Expire With This Issue?

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

Don't let your subscription expire or you will miss issues that will be bigger and more interesting than ever. A year's subscription will cost you less than *two cents a copy.*

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Fill Out This Coupon and Mail It To KSTP Today

Listeners' Corner

The radio public does a lot of listening but has few opportunities to make itself heard. The KSTP Weekly opens its columns to listeners for expressions on any subject pertaining to radio. If you have any questions you would like to have answered about radio, your letters and the answers will be published in subsequent issues. Address all communications intended for publication to Listeners' Corner.

Below you will find a few excerpts from letters received from early subscribers.

To the KSTP Weekly:

As your Weekly is too good to miss you will find one dollar enclosed for a year's subscription and the free radio log. Words cannot express the quality of your little weekly. A. L. Minneapolis.

To the KSTP Weekly:

It has been a real treat to become acquainted with at least part of the KSTP family and the fine artists of the NBC by way of the KSTP Weekly.

I hope I am not too late with my year's subscription for this week's issue as I don't want to miss a single copy. Mrs. B. J. S. L. Minneapolis.

To the KSTP Weekly:

Enclosed is one dollar to cover a year's subscription to your publication. Your magazine is a wonder and a real aid in helping a family to enjoy radio. S. M. Hastings, Minn.

To the KSTP Weekly:

After your first four sample issues we are thoroughly sold on your new weekly publication. Enclosed is one dollar for a year's subscription. M. L. Cokato, Minn.

To the KSTP Weekly:

Kindly renew our subscription for the KSTP Weekly. I think everyone tries to visualize the different entertainers and announcers as they are heard in the home year after year. We do so appreciate all the interesting news and pictures the little weekly contains. I. S. H. St. Paul.

To the KSTP Weekly:

One cannot listen intelligently to the radio without knowing what and when the many programs will be on the air, so am sending my subscription along with this letter. Rochester, Minn. O. T. S.

To the KSTP Weekly:

Enclosed, please find one dollar bill, for which you may send me one year's subscription to the KSTP Weekly.

After receiving your four weeks' trial copies, my husband and I decided that this weekly paper is just the thing that we have been looking for since we have had our radio. It is the most interesting paper I ever read and I go to the mail box each Saturday morning to get the paper with the following week's programs.

Mrs. Gertrude Engdahl
901 Margaret St., St. Paul.

Did You Know That—

John White, the "Lonesome Cowboy," heard over KSTP in the Death Valley Days series, is one of the leading exponents of ballads of the plains, but is no son of the range. He hails from the industrial East. The songster gained his knowledge of cowboys and cowboy music during a summer's stay on his brother's dude ranch in the cattle country. Since then, he has studied and collected songs and lore of the West.

Two minutes after Phillips H. Lord, who is "Seth Parker" to millions of NBC listeners, arrived in Pittsburgh on his present nationwide tour, he bought the first Salvation Army tag in the Army's annual drive for funds.

The team of Jolly Bill and Jane, heard each morning over KSTP, including their dog, "Jerry"—tip the scales for a total of 330 pounds, most of which is Bill. The intellectual pup weighs zero, because he's just Bill's bark. "Jolly Bill" Steinke, the John Bunny of radio, is a former newspaperman and cartoonist, who began life (no foolin') as a pretzel bender in a pretzel factory. He's been laughing ever since.

A kind-hearted listener recently sent the Sisters of the Skillet, NBC's domestic helpers, a bottle of ketchup after listening to them try to solve a problem involving that relish.

Frankie Trumbauer, saxophone player with Paul Whiteman's orchestra and transport pilot, is not only a tooter, but a tutor as well. He has taken under his wing, Jean Paul King, NBC announcer; Jack Fulton, Jr., Whiteman's tenor; and Ennie Bolognini, NBC staff cellist, and is giving them flying instructions.

Jean Paul King, NBC announcer, was the first in a series of speakers, who will talk before the monthly luncheons of the Beta Theta Pi fraternity alumni group at the Hamilton Club in Chicago. King was a Beta at Miami University at Oxford, Ohio.

January 1, is quite a day on the Weber and Fields calendar. The famous NBC comedians heard on Lucky Strike programs over KSTP, formed their partnership on January 1, 1878. Lew Fields was born and was married January 1. Joe Weber was married January 3.

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.

CANTOR OPENS NEW CAMPAIGN

Popular Comedy Star Signed to New Contract

Eddie Cantor, saucer-eyed assassin of depression and radio's small but active candidate for the presidency, has just renewed his engagement on the Chase and Sanborn program and will be heard again with Rubinoff and his orchestra each Sunday during the year. KSTP will present his program at 7:30 P. M. each Sunday:

The new arrangement is flexible, and will permit the comedian to take time for the making of another motion picture, probably beginning about the first of 1932.

He will continue on the Chase and Sanborn program until then.

Assured of an audience for some weeks to come, Eddie has been looking into the Chinese situation for the benefit of his campaign followers.

He says he has the motion picture rights on the next war, and advises everyone to be in line when the queue forms.

Chauncey Parsons, tenor, will be featured on the Yeast Foamers' program at 1:30 P. M., each Sunday.

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.

New 1932 Models

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Universal Electric refrigeration
Open Evenings :: Terms

British System in U. S. Would Cost Listeners \$25 Annual Tax

By Robert Mack
(Copyrighted 1931—Consolidated Press Association)

Detroit, Nov. 7.—If the so-called British System of maintaining radio by listener tax rather than through sponsored programs were invoked in the country, it would cost the set owner from \$20 to \$25 per year. That was the estimate made by the National Association of Broadcasters, which has concluded its ninth annual convention here.

Determined to combat efforts being made to have the government take over control of American broadcasting, the association has delved into the realm of mathematics to prove its theory that, aside from the other factors, the American people would not brook adoption of the British system.

Listeners Taxed

In most European countries, and, in fact, the rest of the world, the expense of broadcasting is met by licensing the owners of receiving sets. Last year the English people paid over \$5,000,000 in license fees at the rate of \$2.50 per set, which sum was used to defray the cost of maintaining its entire broadcasting structure.

Under this system all programs are planned and presented by the government agency and in all but a few cases the same program is broadcast simultaneously by all stations.

In the United States, however, programs costing about \$75,000,000 a year are presented.

Stations "In Red"

This figure includes all around maintenance, just as the British total embraces gross costs. This revenue is provided by program sponsors buying time over the networks and the stations, as well as an appreciable amount of money "invested" for good will purposes by many independently owned stations.

Although broadcasting progress has been meteoric, about one-half of the 600 stations in the country still are in red ink, charging off their losses to good-will for other enterprises in which they may be engaged.

It was on this basis that the N. A. B. arrived at the figure of \$20 to \$25 per year license fee in this country, if the English system were resorted to and the same program quality maintained.

National Music League in Day Time Series

The National Music League Hour, featuring classical and concert music, is a new day-time broadcast heard from KSTP at 3 P. M., each Monday.

This program consists of studio concerts by vocal and instrumental groups of the National Music League.

WILLIAM MARLOWE



One of the principal members of the music board, which plans and prepares programs of the Phillips 66 Fliers heard nightly from KSTP at 10:15 P. M., is William Marlowe, veteran orchestra conductor, who is well-known in national musical circles. Mr. Marlowe has been a member of the staff since the station first went on the air in March, 1928.

Phil Dewey, young baritone of NBC's Revelers Quartet, is a great uncle to one grand-niece and two grand-nephews. He recently bounced them on his knee during a visit in his home town of Macy, Indiana.

NEW BAND ON AIR NIGHTLY

Bill Frederick's Orchestra Now in Twin Cities

Bill Frederick, one of the youngest veteran orchestra leaders is now presenting his famous band to Northwest radio listeners over KSTP direct from the Boulevards of Paris nightly.

Frederick came to the Twin Cities direct from the Club Madrid at Milwaukee where he established an enviable record at that popular night club.

The individual members of his orchestra have been playing together for a number of years and were recruited from various parts of the country.

Mable Jackson, beautiful soprano, has helped make the Fuller Brush Man program, a popular Tuesday night feature.

GIRLS and BOYS

Get a GUN free

Listen in on Children's Hour
Every Friday night

ALOTA PRODUCTS
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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

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

COLLEGE NIGHT NATIONAL FETE

Twelve Northwest Colleges Will Be Represented

Colleges in every section of the United States will participate in a pretentious "college night" to be presented on a coast-to-coast network including KSTP at 8 P. M., Saturday, November 14.

The NBC will present the first portion of the program to continue for 30 minutes and feature a talk by President Hoover.

Feature College Heads

KSTP will present a local program starting at 8:30 P. M., which will include educational talks by Dr. John C. Acheson, President of Macalester College and Sister Antonia, President of St. Catherine's College.

Twelve Northwest colleges will be represented during the second portion of the broadcast.

These will include Augsburg, Carleton, Concordia, Gustavus Adolphus, Hamline, Macalester, College of St. Catherine, St. Olaf, Colleges of St. Scholastica, St. Teresa, St. Thomas, and the University of Minnesota.

Hughes to Preside

Dr. Alfred E. Hughes, President of Hamline, will serve as master of ceremonies during the program starting at 8:30 P. M.

In the program starting at 8 P. M., President Hoover will be followed by John S. Finley, Associate Editor of the New York Times; Robert E. Kelly, executive secretary of the Association of American Colleges; Mrs. Thomas J. Preston, Jr., widow of President Grover Cleveland, and Dr. A. N. Ward, chairman of the Liberal Arts College Movement.

NEW TENOR SIGNED BY MAXWELL HOUSE

New York, Nov. 7.—Lanny Ross is a handsome young man, who could have made his living as a lawyer or as a track coach. But, he had a very nice tenor voice, too, so he thought he would try his luck in microphonia for a while.

He has just been signed to be featured in the Maxwell House program, one of the long-time favorites of radio and KSTP will present this program at 8:30 P. M., each Thursday.

He will be the star of this program for a long series. Young Lanny will have superb support in his Thursday evening programs. The orchestra, directed by Don Voorhees, is recognized as one of the finest organizations in praise of Voorhees's ensemble.

Bakers to Entertain on Sunday Broadcast

The Three Bakers, Frank Luther, Jack Parker and Darrell Woodyard, and their piano accompanist, Will Donaldson, will be featured on a program which presents Billy Artz and his orchestra from KSTP at 6:30 P. M., Sunday, November 8.

Ray Perkins, well-known empressario, will be featured as master of ceremonies on this broadcast.

Ted Weems' orchestra presents Best Sellers every Sunday.

Three Doctors Started Radio Act in Wisconsin Years Ago

Chicago, Nov. 7.—Those irrepressible three doctors, Russell Pratt, Ransome Sherman, and Joe Rudolph, masters of mimicry and sophisticated humor, who are presented from KSTP at 2:30 P. M., each week day, except Tuesday, are really just three young fellows, who knew each other as kids and who are still doing the things they loved to do together then; singing, playing and just having a good time.

The nucleus of this famous organization really was formed many years ago back in Appleton, Wisconsin. Appleton was Sherman's birth place. During his boyhood years, Pratt and his family moved into the community, and there the first of the "Two Doctors" met.

Chums at School

Sherman always had loved to sing. Pratt liked to sing and he played the piano as well. Naturally, the pair drifted together during their school days. But as the families moved on, the boys became separated.

About six years ago, Pratt joined the ranks of radio entertainers, taking over the Children's programs at a Chicago studio. Pratt, himself, is the father of five youngsters.

Pratt Joins Sherman

Soon afterward, Sherman learned of his location, looked him up, and eventually, also joined the station's staff, the two boys putting on a daily program afternoons, called the "Musical Pot Pourri."

But they felt the need of a pianist. Sherman, remembering his old pianist-leader, looked up Rudolph and he joined the pair and the act became known as the "Three Doctors."

The boys work absolutely without prepared continuity. They go into a broadcast with a general idea of a subject they are going to work on. Their propensities for kidding and repartee seem unlimited, and their humor is not memorized.

"Little Church in the Valley" Looms as Song Sensation of the Year

More than 150,000 copies of "Little Church in the Valley," written by Gene Arnold, Chicago NBC announcer, in collaboration with Gus Kahn and Egbert Van Alstyne, have been sold and the waltz is well on its way to the 200,000 mark.

Should the song reach this mark, Arnold predicts that the number will be considered the "Song of the Year." In explanation he pointed out that although a new song makes a hit and remains popular for several weeks—they do not as a rule last longer, because, of the continual presentation of new numbers over the air.

KSTP LISTENERS!!!!

You may have a long and short wave log with our compliments

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HOLMES-JORDAN INC.

2484 University Ave.
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Marc Williams on New Late Hour Broadcast

Marc Williams, Cowboy Crooner, will present his own special program from KSTP at 10:50 P. M., every week-day except Saturday and Sunday.

Marc will croon the familiar Cowboy tunes with which he has been identified since coming to the Northwest to entertain listeners. He also will sing popular tunes in his own Southern style, with George Watson, announcer, as master of Ceremonies.

OHMAN-ARDEN NOW WITH CHEVROLET

Detroit, Mich., Nov. 7.—While the radio may be lessening the use of pianos in the home, the appreciation for piano music is greater than ever, to judge by the tremendous popularity enjoyed by Ohman & Arden pianists in the new Chevrolet Musical Chronicles, heard over station KSTP in the Northwest every Tuesday at 8:00 P. M.

Packed by theatrical reputations built up in such stage successes as "Lady Be Good," "Tip-Toes," "Oh Kay," "Funny Face" and other hits, the team stepped logically and immediately into the very first rank of radio entertainers.

BEACON RADIO SERVICE

376 Robert St. Ga. 3523

If we can't fix it--
throw it away

BLACKSTONE WILL FEATURE DUETS

"Just Imagine," from "Good News," "A Room with a View," from "This Year of Grace," will be duet numbers to be sung by Julia Sanderson and Frank Crumit, famous radio duo, on the Blackstone Plantation program from KSTP at 7 P. M., Tuesday, November 10.

The CASINO

PRESENTS

Marty Stone

and his famous
Broadcasting Orchestra

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Fri. & Sat. Night

As featured at Edge-water Beach and Congress Hotels, Chicago, and Schroeder Hotel, Milwaukee.

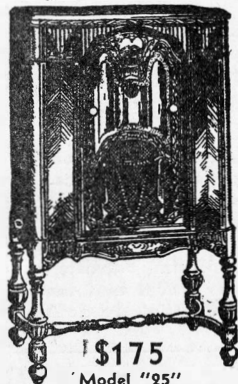
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In every field of human endeavor there is one name that stands apart—a name that represents the summit of attainment in that field.

In radio that name is Stromberg-Carlson. The name Stromberg-Carlson has stood for quality in telephone voice transmission since 1894—in Radio—since 1924. So if you want a Radio that gets all the good things on the air—buy a Stromberg-Carlson.

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