

THE KSTP WEEKLY

Published in the Interests of Northwest Radio Listeners
FULL LEASED WIRE SERVICE CONSOLIDATED PRESS ASSOCIATION

Vol. 1 No. 8

SAINT PAUL—NOVEMBER 14, 1931—MINNEAPOLIS

Five Cents a Copy

KSTP WILL PRESENT "BROWN JUG" BATTLE

SUNDAY HOUR WILL FEATURE MARY GARDEN

Famous Star on General Electric Twilight Hour, Will Sing Favorites

Mary Garden, internationally known operatic star, will be guest soloist during the Twilight Hour of the General Electric Company on a coast-to-coast network of the National Broadcasting Company at 4:30 P. M. Sunday, November 15.



Her songs will be carried by KSTP as an associate station of the NBC in the Northwest.

Returning from a successful tour of Europe, Mary Garden will use radio as a means of reaching millions of listeners in every section of the country.

She will not sing operatic selections or numbers which have made her famous on the concert stage but will be heard singing old ballads and vocal favorites which are known to the majority of listeners.

Other Stars Sing

She is only one of a long list of famous stars secured by the General Electric Company for these programs.

Among those who have already appeared on this series of broadcasts are John McCormack, Maria Jeritza, Richard Bonelli, Geraldine Farrar. Those who have been scheduled for future broadcasts include Mme. Louise Homer, Efreim Zimbalist, the English Singers, Lawrence Tibbett and others.

Radio Guild Presents "Merchant of Venice"

The third play of the month to be presented by the Radio Guild from KSTP at 3:15 P. M. Friday, November 20, will be "The Merchant of Venice," one of Shakespeare's famous plays.

Noted actors of the legitimate stage will take leading roles on this broadcast.

Alice Joy is the new contralto on the Prince Albert Quarter Hour

TROUBADOURS SWING INTO ACTION



"Strike Up the Band," is the command, and the Singing Troubadours, new KSTP quartet, swing into immediate action. They are heard at 8:15 P. M., each Sunday, and during special programs on other days of the week. Veteran singers of the stage and of radio, they are, left to right, front row, Ed. Lindstrom, tenor; Ade Revere, baritone; back row, Kenneth Schon, bass; and Ted Kline, tenor.

ROSSINI PROGRAM ON AIR THURSDAY

An all-Rossini program will be presented during the Arco Dramatic Musical from KSTP at 8 P. M., Thursday, November 19.

The program will pay tribute to Gioachino Rossini, who will be the "reincarnated" guest of honor. Rachel Morton, soprano, will sing "Inflammatus e Accensus," from "Stabat Mater," by this famous composer and another solo on this broadcast will include, "Ecco Ridente," from "Barber of Seville," by Harald Hansen, tenor.

DUETS, SOLOS ON BLACKSTONE HOUR

Three duets and five solos, in which Julia Sanderson and Frank Crumit, will play the leading roles, will be presented during the Blackstone program from KSTP at 7 P. M., Tuesday, November 17.

"Why Do You Suppose?" from "Heads Up," "In a Little Spanish Town," and "Blue Ridge Mountain Home," will be the three duets, and "Why Dance?" and "I Can't Get Over a Boy Like You," will be vocal numbers by Julia Sanderson.

GOPHERS MEET WOLVERINES AT ANN ARBOR

Special Remote Control Broadcast to Come Direct from Michigan Stadium

The finale of Minnesota's regular football season, the annual traditional battle with Michigan, will be broadcast by KSTP, direct from the stadium at Ann Arbor, Michigan.

Although both teams have been defeated by conference rivals, the game will be one of the outstanding in the country, not only because of

Bronson Praised for Work with N B C

Chicago, Nov. 14.—Thousands of football fans from coast-to-coast, who listened to the Minnesota-Northwestern game as presented on the National Broadcasting Company network from Dyché Stadium at Evanston last Saturday, are praising the work of Phil Bronson, KSTP sports announcer.

Bronson was drafted into service by the NBC, to present this game along with Gene Rouse, NBC sports announcer.

the natural rivalry symbolized by the "little brown jug," but also because it will decide second place honors in the Big Ten.

Phil Bronson, KSTP football announcer, will again be at the microphone to describe the play. Special lines will carry the broadcast direct from the Ann Arbor stadium to Northwest listeners.

Although rated one of the weakest teams in the conference at the start of the season, Minnesota has
(Continued on Page 2)

Seiberling Singers on Monday Broadcast

The Seiberling Singers, long a favorite of radio listeners, are now presented from KSTP at 9:45 P. M., each Monday, under the joint sponsorship of the Twin City Rubber Tire Company of Minneapolis, and the Auto Tire Company of St. Paul.

The KSTP WEEKLY is sent to listeners at Nome, Alaska.

Locate Your Favorite Programs From Complete Listings Inside

'JUG' TILT ON AIR SATURDAY

(Continued from Page 1)

come along fast under Coach Crisler and the Gophers now are considered one of the most dangerous teams in the conference.

Despite the defeat at the hands of Northwestern, when the Gophers wilted after jumping into a two-touchdown lead, they are conceded a strong chance to bring the little brown jug back to Minnesota.

Gopher Fans Hopeful

With two weeks of preparation and building up of the reserves, Minnesota followers are hopeful of a victory that will make the season a complete success.

The listeners will hear the famous Minnesota Varsity Band of 100 pieces, play the "Rouser" and other Minnesota tunes, as the Maroon and Gold Musicians make their first trip away from home with the team.

They also will hear the cheers of a section of Gopher rooters, who plan to make the long trip to cheer their favorites in their battle against the Wolverines.

Munn All-American

The game will be the last conference battle for several of the Gophers, including Captain Clarence Munn, who is already being picked by many critics as an All-American guard. Munn's kicking, plunging and pass receiving, as well as his superior defensive and offensive play at guard, have made him known as a one-man team.

Pending the meeting of Big Ten officials this week at Chicago, it will not be known whether Minnesota will engage in a post-season game for charity. It is expected, however, that the Gophers will meet one of the Big Ten teams on November 28, possibly at the Minnesota stadium.

David Lawrence Head of Consolidated Press Service on Air Daily

David Lawrence, famous Washington correspondent, whose comments are heard every day at 6 P. M. over KSTP as sponsored by the Feist-Blanchard Automobile Accessories, is head of the Consolidated Press News Bureau.



David Lawrence

This exclusive news service which comes into the KSTP Studios is connected with all important points of the globe and is leased by the National Battery Station, to keep it in touch with the important foreign, as well as domestic news.

When the Consolidated Press Service was created, the Lawrence Dispatch was the pattern upon which the formula of the interpretive dispatch was built. This formula was simple; "The news behind the news," non-partisan interpretation of the background in which the news takes place. This formula furnishes to the news the third dimension, depth.

GOAT INITIATES NEW PHILLIPS 66 CLUB MEMBERS



"Pete" the Phillips 66 goat has a big job every Saturday at 10:15 P. M., in initiating hundreds of new members into his famous radio club broadcast over KSTP. He is shown in the above photograph putting a

new class of initiates through their paces with the assistance of George Watson, marathon announcer (kneeling at his side). George Osborn, conductor of the Phillips 66 Fliers, has donned ritualistic robes

and is reading the names of the new members at the microphone, while the other members of the fliers sound a fan fare to complete the ceremonies.

"Parade of States" To Honor Oklahoma, Will Rogers Monday

New York, Nov. 14.—An original Indian opera, written especially for the General Motors "Parade of the States," will be broadcast in compliment to the state of Oklahoma at 8:30 P. M., Monday, November 16, over a coast-to-coast network.

The miniature opera has to do with a legend of the old Indian Territory, before the state of Oklahoma came into being, and will be heard as the first part of the General Motors broadcast.

Rapee to Conduct

An orchestra under the direction of Erno Rapee, will be used with a chorus of mixed voices. Following this, the "Parade of the States," the Oklahoma tribute, will swing into a gesture complimentary to Will Rogers and Rogers County, Oklahoma, which was, before it was named for the famed comedian, Oologah County. A medley of songs from Rogers' shows, "The Follies of 1917, 1919 and 1922," and "Three Cheers" will follow.

Skit on Program

A tribute to the state, written by Bruce Barton, author, will be read by Charles Webster, a noted radio actor. Another prominent number on the program will be, "Song of the Oil Man," a dramatic musical

Plans Start for Rose Bowl Football Field

Pasadena, Calif., Nov. 14.—While football teams in various parts of the country are priming for the final games on the November schedule, the National Broadcasting Company is making plans to broadcast the Tournament of Roses game to be played here on January 1.

A coast-to-coast network, including KSTP, will present this game including the annual Parade of Roses before game time. The contest will take place in the Rose Bowl, with the choice of teams to be made sometime this month.

scene with sound effects typical of the Oklahoma oil fields.

For Help on Your Skin Beauty Problems Listen to

Annette L. Shurick and her **Aveline "Face to Face" Talks**

Every Tuesday morning at 10 o'clock * over KSTP

AVELINE LABORATORY
304 Hulet Block Atlantic 3019
MINNEAPOLIS

OUR TRADE MARK
A GUARANTEE
OF
QUALITY



GREENE ENGRAVING CO.
ST. PAUL, MINN.
352 NEWTON BLDG. MINNESOTA AT FIFTH.

Have you sent in your National Battery Slogan?

Don't miss this chance to win

\$1,000
FIRST PRIZE

or one of the many other valuable cash prizes

See your nearest National Battery dealer for details—and hear the National Battery Quartet in an NBC broadcast every Wednesday at 7:00 P. M.

FLAME ROOM

RADISSON HOTEL

Supper Dance with favors
9:00 P. M. to closing
(Cover charge \$1.00 on opening date)
Dinner Dance daily 6:00
to 8:30 P. M. \$1.00
(No cover charge)

Supper Dance nightly except
Monday, 9:00 P. M. to closing
(Cover charge 50c—Saturday \$1.00)

Featuring
SLATZ RANDALL
and his
FLAME ROOM ORCHESTRA

NEW SOLOIST ON MOBILLOIL

Lou Raderman, Violinist, to Play Wednesday

New York, Nov. 14.—Lou Raderman, violinist and concert master of the Mobiloil Radio Orchestra, will be featured soloist in another display of individual "home talent" by the Mobiloil ensemble in its concert at 7:30 P. M. Wednesday, November 18, over the National Broadcasting Company.

Makes Bow

Mr. Raderman will make his bow before the microphone to play "Plantation Dance," a composition by Nathaniel Shilkret, conductor of the orchestra.

Love music of one kind and another, will have a prominent place in the program. Gladys Rice, soprano, will sing Franz Liszt's "Liebestraum," which was composed by the Abbe Liszt, while he was sitting at the organ in a monastery.

Feature Baritone Soloist

Douglas Stanbury, baritone, will sing the "Gypsy Love Song," from Victor Herbert's, "The Fortune Teller." Miss Rice will also sing, "Roman Life," from Herbert's opera.

Far different, but still love music, will be the singing of "This Is the Missus," from the "Scandals of 1931," by Miss Rice and Mr. Stanbury, accompanied by the orchestra.

Illness Proves Fatal to Matthew Crawford, KSTP Staff Artist

Matthew D. Crawford, widely known northwest aviator and tenor soloist who was known throughout the northwest for his singing on various programs from KSTP, died suddenly following an operation of appendicitis in which peritonitis poisoning caused his death.



Matthew Crawford was a lieutenant in the United States Naval Air Service and was commanding officer of the Minneapolis flying unit at the World Chamberlain field.

Lieutenant Crawford served in the United States naval air forces during the World War, serving in France where he made a good record; and after the war he was transferred to Minneapolis where a Naval Reserve Unit was being organized. Aside from aviation, Lieutenant Crawford was prominent in musical and social circles in the Twin Cities. He was buried with full military honors, with members of the 47th Division Naval Reserves of St. Paul and the 9th Battalion of Minneapolis furnishing the escort and firing squad.

Marty Stone, whose orchestra is heard from the St. Paul Hotel, formerly played at the Edgewater, Beach Hotel in Chicago.

CAMERA LASSOES COWBOY CROONER



Entertaining thousands of listeners with his cowboy songs and taking one of the leading roles with the Shubert Stock Company in St. Paul keeps Marc Williams, Cowboy Crooner, quite busily engaged. So many fans have asked for a picture of Marc as he appears in civies that the camera man lassoed the Texan and the above photo is the result of the catch. He presents his own program from KSTP at 10:50 P. M., each week-night, in addition to his day-time broadcasts.

SCHMIDT SPONSORS LOUIE'S HUNGRY '5'

Louie's Hungry Five, now a favorite noon-day feature from KSTP, are now entering their second year of broadcasting under the sponsorship of the Jacob Schmidt Brewing Company of St. Paul and will continue to be heard at 12:50 P. M., each week-day. Herr Louie and the Weasel, the two principal characters continue to have their troubles with themselves and other members of this musical organization.

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.

BEACON RADIO SERVICE

376 Robert St. Ga. 3523

**If we can't fix it—
throw it away**

Registered Radio Technicians Get STEADY WORK, GOOD WAGES, RAPID PROMOTION

We have Dealers, Service men with five or more years experience and men with no knowledge of Radio taking this laboratory training. All tools furnished. No textbooks. You do the actual work in our shop. We GUARANTEE to qualify you for registration.

Day and Evening Classes

Only School

Accredited by Northwest

Radio Trade Association.

KIDDIES WILL BE GUESTS OF RKO

Another big birthday party in honor of every boy and girl whose birthday occurs during the month of November will be held in the RKO President Theatre in St. Paul and the Seventh Street Theatre in Minneapolis at 9 A. M., Saturday, November 28.

Uncle Tom, director of the Children's Hour at KSTP, invites all juvenile listeners to come to these theatres and participate in the birthday parties. All children listeners whose birthdays fall during November may write to Uncle Tom and he will send each one a pass to either show.

Dolores Cassinelli, beautiful Latin soprano, is the star of Neapolitan Days on the air at 9 A. M., each Sunday from KSTP.

ADRIAN McDOWELL

AND

His Southern Aristocrats

Direct from the Sunny Land of Tennessee to the

Boulevards of Paris

Northwest's Smartest Night Club

University at Lexington
Midway from Minneapolis

Deluxe Entertainers in All-Star Floor Show Direct From Broadway.

A Cuisine Second to None

PHONE FOR RESERVATIONS

INSTITUTE OF APPLIED RADIO
2694 University Avenue
DEPT. K., ST. PAUL, MINN.

SEND THIS NOW

Without obligation send me information on day course - - -
Evening course - - - -

Name _____

Address _____

KSTP PROGRAM

SUNDAY, NOV. 15TH

- 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 Gordon String Quartet Morning Musicale.
- 10:45 Second Church of Christ Scientist Sunday Services.
- 12:00 "Sentinels of the Republic"—Speaker, Hon. John O. Tilson, Majority Floor Leader, House of Representatives.
- 12:15 NBC Symphonic Hour—Dr. Walter Damrosch, Conductor.
- 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 Fort Snelling Band Concert, Warrant Officer Olaf M. Nord, Director.
- 4:30 Twilight Hour—General Electric Program—Mary Garden, soprano.
- 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—Willvs 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—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 Neighbor—From Jonesport, Me.
- 10:15 Reports.
- 10:20 Radisson Flame Room Orchestra—Slatz Randall, Director.
- 10:30 Russ Columbo in Songs.
- 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. 16TH

- 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.
- 9:00 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 Marvelette, Inc.
- 10:05 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 and 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.
- 12:50 Louie's Hungry Five—Little German Band and Comedy Skit—Jacob Schmidt Brewing Co.
- 12:59 Silent Glow Burner Weather Report.
- 1:00 Gayle Wood—Piano.
- 1:15 The Hoofers—Comedy Sketch.
- 1:30 Remembrances—Dr. Richter, Organ.
- 2:00 Marc Williams, Cowboy Crooner.
- 2:15 Grain Reports.
- 2:30 Three Doctors—Comedy and Music.

Bill Frederick Began Musical Career at Notre Dame Campus



Bill Frederick

- 2:45 Chicago Serenade—Orchestra—Harry Kogen, director.
- 3:00 National Music League Hour.
- 3:30 Brown-Palace Hotel Orchestra.
- 3:45 Maze of Melody—Orchestra.
- 4:00 Lever Bros.—Chats with Peggy Winthrop.
- 4:15 Cecil and Sally—Comedy Skit—E. E. Atkinson & Co.
- 4:30 Musical Moments.
- 4:45 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, Feist Blanchard Company—Finance, Business and Sports Review—Goodrich Silvertown, Inc.
- 6:15 Red Cross Program—Sketch—"Somewhere in Drought Land."
- 6:29 Prestone Weather Report.
- 6:30 Prince Albert Quarter Hour—Alice Joy, Contralto; Paul Van Loan's Orchestra, "Ol' Hunch.
- 6:45 Minnesota State Bar Association.
- 6:59 Ballard Time Signal.
- 7:00 Arco Coffee Program from WEBC—popular Orchestra and vocalist. G. P. A. Radiator Glycerine Weather Report.
- 7:29 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 Boulevards of Paris Orchestra—Bill Frederick, Director.
- 9:45 Sieberling Singers—Male Quartet.
- 9:59 Time Signal, Minn. Oil & Refining Co.
- 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. 17TH

- 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.
- 8:00 Musical Interlude—Consolidated Press Dispatches
- 8:30 Montgomery Ward Program—"Beautiful Thoughts"—Organ.
- 9:25 Leader Department Store Parade.
- 9:30 A. & P. Food Products.

Although one of the youngest orchestra conductors of the country, Bill Frederick has established an enviable position for himself in the musical world with his orchestra, which will be heard from KSTP during the late hours on Sunday and Monday, November 15 and 16.

Frederick and his band at the Boulevards of Paris, have entertained thousands of Northwest dancers and night club goers, at this night club.

His work in the entertainment world goes back to his early days at South Bend, Indiana, the home of the Fighting Irish of Notre Dame, where he earned his college expenses singing at the Rivoli Theatre at Mishauaka, a suburb of that city.

He later organized his own band and worked at the Parisian Inn and at the Arabian Night Club in the vicinity of that city.

Next came an extended tour with the RKO theatrical circuit which took him to principal cities of the country.

- 9:45 Aunt Sammy Chat—Recipes, Household Hints, etc.
- 10:00 Abeline Laboratory.
- 10:05 Grain and Livestock Reports.
- 10:10 Consolidated Press News.
- 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.
- 12:50 Louie's Hungry Five—Little German Band, Comedy Skit—Jacob Schmidt Brewing Co.
- 12:59 Silent Glow Burner Weather Report.
- 1:00 St. Paul Hotel Orchestra—Marty Stone, Director.
- 1:15 Tuneful Tunes—Jules Herbubeaux' Dance Orchestra.
- 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—Harry Kogen's Dance Orchestra.
- 2:50 Unveiling of Bust of Woodrow Wilson.
- 3:30 Fifteen Minutes on Broadway—Dr. Richter—Organ.
- 3:45 Maze of Melody—Semi-Classical Music.
- 4:00 Corinne Jordan—Songs.
- 4:15 Cecil and Sally—Comedy Skit—E. E. Atkinson & Co.
- 4:30 Lever Bros.—Rinso Talkie—"What Happened to Jane."
- 4:45 Children's Hour—Conducted by Uncle Tom.
- 5:15 Steamboat Bill—Children's Program—Campbell Cereal Co.
- 5:30 Reports.
- 5:44 Road Report—Federal Oil Co.
- 5:45 Little Orphan Annie—Children's Skit.
- 6:00 Old Stager Reviews Amusements
- 6:05 Day's Events—Consolidated Press Dispatches—David Lawrence, Feist Blanchard Company—Finance, Business and Sports Review—Goodrich Silvertown, Inc.
- 6:20 Hotel St. Paul Grand Cafe Orchestra—Marty Stone, Director.
- 6:29 Prestone Weather Report.
- 6:30 Prince Albert Quarter Hour—Alice Joy, contralto; Paul Van Loan's Orchestra, "Ol' Hunch."
- 6:45 Curtis Hotel Orchestra—Dick Long, director.
- 6:55 Red Cross Talk—Speaker, Mrs. W. J. Dean.
- 6:59 Ballard Time Signal.
- 7:00 Blackstone Plantation—Julia Sanderson and Frank Crumit—Orchestra, Comedy, Dialogue.
- 7:30 G. P. A. Radiator Glycerine Weather Report.

- 7:31 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 Hour—Wayne King, Director.
- 9:30 Remington Rand—Rhythm Rounders—Frank Black's Orchestra.
- 9:45 G. E. Radio Demonstration Program—Male Quartet and Orchestra.
- 9:59 Time Signal—Minn. Oil & Refining Co.
- 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—Adrian McDowell and His Southern Aristocrats.
- 11:45 Radisson Flame Room Orchestra—Slatz Randall, Director.
- 12:00 Boulevards of Paris Orchestra—Adrian McDowell and His Southern Aristocrats.
- 12:15 Radisson Flame Room Orchestra—Slatz Randall, Director.
- 12:30 Boulevards of Paris Orchestra—Adrian McDowell and His Southern Aristocrats.

WEDNESDAY, NOV. 18TH

- 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 Zinsmaster Program—Food Talk.
- 9:15 Musical Interlude.
- 9:20 Marvelette, Inc.
- 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 Reports.
- 10:15 Radio Household Institute—Menu Planning and New Recipes.
- 10:30 Charis Morning Musicale.
- 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 St. Paul Hotel Orchestra—Marty Stone, Director.
- 12:45 News Bulletins.
- 12:50 Louie's Hungry Five—Little German Band, Comedy Skit—Jacob Schmidt Brewing Co.
- 12:59 Silent Glow Burner Weather Report.
- 1:00 With the Composers—Dr. Richter, Organ.
- 1:15 The Hoofers—Comedy Sketch.
- 1:30 Junior League Program.
- 1:45 Gayle Wood—Piano.
- 2:00 St. Thomas College—Educational Talk—Prof. A. Lester Pierce.
- 2:15 Dr. Geo. Wood Clapp, Speaker on "Dental Hygiene."
- 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—E. E. Atkinson & Co.
- 4:30 Old Pappy—Negro Impersonations and Songs.
- 4:45 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 the Amusements.
- 6:05 Day's Events—Consolidated Press Dispatches—David Lawrence, Feist Blanchard Company—Finance, Business and Sports Review—Goodrich Silvertown, Inc.
- 6:20 Grand Cafe Orchestra—Marty Stone, Director.
- 6:29 Prestone Weather Report.
- 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.

- 6:59 Ballard Time Signal.
- 7:00 College Memories—National Battery Co. Male Quartet.
- 7:15 Guy Robertson, baritone—Brown Shoe Co.
- 7:29 C. P. A. Radiator Glycerine Weather Report.
- 7:30 Mobiloil Concert—Gladys Rice, Soprano—Nathaniel Shilkret's Orchestra.
- 8:00 Rem Time Signal.
- 8:00 Halsey Stuart Program — Old Counsellor Talks on Finances—Symphony Orchestra.
- 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.
- 9:59 Time Signal—Minn. Oil & Refining Co.
- 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—Adrian McDowell and His Southern Aristocrats.
- 12:15 Radisson Hotel Flame Room Orchestra—Slatz Randall, Director.
- 12:30 Boulevards of Paris Orchestra—Adrian McDowell and His Southern Aristocrats.
- 12:30 Casino Orchestra—Hotel St. Paul—Marty Stone, Director.
- 12:45 Boulevards of Paris Orchestra—Adrian McDowell and His Southern Aristocrats.

THURSDAY, NOV. 19TH

- 6:30 Early Riser's Musicales—Time Signals.
- 7:25 News, Consolidated Press Dispatches—Goodrich Silvertown Inc. 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 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 Talk by Chester S. Wilson, Member of the Federal Farm Board.
- 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.
- 12:50 Louie's Hungry Five—Little German Band—Comedy Skit—Jacob Schmidt Brewing Co.
- 12:59 Silent Glow Burner Weather Report.
- 1:00 St. Paul Hotel Orchestra—Marty Stone, Director.
- 1:15 Tuneful Times—Jules Herbeuveaux' 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 Petite Symphony—Organ.
- 3:00 Salon Singers.
- 3:20 Rebroadcast from London—Speaker, Sir Basil Blackett on "What I would do with the World."
- 3:50 Corinne Jordan—Sense and Non-sense.
- 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 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.
- 6:05 Day's Events—Consolidated Press Dispatches—David Lawrence, Feist Blanchard Company — Finance, Business and Sports Review—Goodrich Silvertown, Inc.
- 6:20 St. Paul Hotel Grand Cafe Orchestra—Marty Stone, Director.
- 6:29 Prestone Weather Report.
- 6:30 Prince Albert Quarter Hour—Alice Joy, contralto; Paul Van Loan's Orchestra, "Ol' Hunch."
- 6:45 Ballard Time Signal.

PIANO WIZARD AND BLUES SINGER

Lee Sims, wizard of the piano and Ilo May Bailey, popular blues singer, are both aces of the microphone. Sims is heard during his own program and Miss Bailey is featured with Ted Weems' orchestra on Sunday night over KSTP.



- 6:45 Curtis Hotel Orchestra—Dick Long, Director.
- 6:59 C. P. A. Radiator Glycerine 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 1001 Musical Nights.
- 9:30 Nat and Bridget—National Bridge Shoemakers.
- 9:45 Cut'n Capers—Piano Team.
- 9:59 Time Signal, Minn. Oil & Refining Co.
- 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—Adrian McDowell and His Southern Aristocrats.
- 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 Coliseum Dance Orchestra—Frank Cotier, Director.
- 12:15 Radisson Hotel Flame Room Orchestra—Slatz Randall, Director.
- 12:30 Boulevards of Paris Orchestra—Adrian McDowell and His Southern Aristocrats.
- 12:45 St. Paul Hotel Casino Orchestra—Marty Stone, Director.

FRIDAY, NOV. 20TH

- 6:30 Early Riser's Musicales—Time Signals.
- 7:25 News, Consolidated Press Dispatches—Goodrich Silvertown Inc. Jolly Bill and Jane—Cream of Wheat.
- 8:00 Rem Weather Reports.
- 8:30 Montgomery Ward Program—"Beautiful Thoughts"—Organ.
- 8:45 J. T. McMillan Co.
- 9:00 Zinsmaster Program—Food Talk.
- 9:20 Marvelette, Inc.
- 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.

- 12:50 Louie's Hungry Five—Little German Band—Comedy Skit—Jacob Schmidt Brewing Co.
- 12:59 Silent Glow Burner Weather Report.
- 1:00 St. Paul Hotel Orchestra—Marty Stone, Director.
- 1:15 The Hoofers—Comedy Sketch.
- 1:30 4th District Federation Women's Clubs.
- 1:45 Morman Tabernacle Choir and Organ—Salt Lake City, Utah.
- 2:15 Rochester Philharmonic Orchestra—Henry Hadley, Conductor.
- 3:00 Betty Moore—Decorating Notes.
- 3:15 Radio Guild Drama—"Merchant of Venice"—Shakespeare.
- 4:20 Cecil and Sally—Comedy Skit—E. E. Atkinson & Co.
- 4:30 Dolly Connelly—Popular Songs.
- 4:45 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.
- 6:05 Day's Events—Consolidated Press Dispatches—David Lawrence, Feist Blanchard Company — Finance, Business and Sports Review—Goodrich Silvertown, Inc.
- 6:20 Radisson Flame Room Orchestra —Slatz Randall, director.
- 6:29 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 C. P. A. Radiator Glycerine 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
- 9:30 Weil-McLain Company Program —Popular Entertainers.
- 9:45 Strollers' Trio—Popular Songs.
- 9:59 Time Signal, Minn. Oil & Refining Co.
- 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—Adrian McDowell and His Southern Aristocrats.

- 11:45 Marigold Ballroom Orchestra — Wally Erickson, Director.
- 12:00 Radisson Hotel Flame Room Orchestra—Slatz Randall, Director.
- 12:15 Coliseum Dance Orchestra—Frank Cotier, Director.
- 12:30 St. Paul Casino Orchestra—Marty Stone, director.
- 12:45 Boulevards of Paris Orchestra—Adrian McDowell and His Southern Aristocrats.

SATURDAY, NOV. 21ST

- 6:30 Early Riser's Musicales—Time Signals.
- 7:25 News, Consolidated Press Dispatches—Goodrich Silvertown Inc. 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.
- 9:25 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.
- 11:55 4-H Club Program.
- 12:15 News Dispatches.
- 12:20 Louie's Hungry Five—Little German Band, Comedy Skit—Jacob Schmidt Brewing Co.
- 12:30 Minnesota Building and Loan Program—Pre-Game Musical.
- 12:44 Silent Glow Burner Weather Report.
- 12:45 Football Game—Minnesota vs. Michigan at Ann Arbor, Mich.
- 3:30 Football Game—Notre Dame vs. Southern California.
- 4:40 Consolidated Press Dispatches.
- 5:00 Cecil and Sally—Comedy Skit—E. E. Atkinson & Co.
- 5:10 Electrical Transcription Program.
- 5:15 Little Buster Parade—"Circus Thrills"—Albert Dickinson Company.
- 5:30 Steamboat Bill—Campbell Cereal Company.
- 5:44 Road Reports—Federal Oil Co.
- 5:45 Little Orphan Annie—Children's Skit.
- 6:00 Reports.
- 6:00 Old Stager Reviews the Amusements.
- 6:05 Day's Events—Consolidated Press Dispatches—David Lawrence, Feist Blanchard Company — Finance, Business and Sports Review—Goodrich Silvertown, Inc.
- 6:20 St. Paul Hotel Grand Cafe Orchestra—Marty Stone, Director.
- 6:29 Prestone Weather Report.
- 6:30 Juster Brothers Collegians—Football Scores—College Music.
- 6:59 Ballard Time Signal.
- 7:00 Danger Fighters—Dramatic Skit—"The Magic Bullet."
- 7:29 C. P. A. Radiator Glycerine Weather Report.
- 7:30 Educational Lecture—William F. Gephart, First National Bank, St. Louis, Mo., "Business Depressions and Business Profits."
- 7:45 Educational Lecture—Arnold Gesell, Director, Clinic on Child Development, Yale University, "The Growth of the Infant Mind."
- 8:00 Goodyear Tire and Rubber Co.—Songs and Orchestra.
- 8:30 First Nighter Drama—Mystery Play, "The Beads."
- 9:00 Koppers Coke Time Signal.
- 9:00 Lucky Strike Hour—Gus Arnheim, Conductor.
- 9:59 Time Signal, Minn. Oil & Refining Co.
- 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.
- 12:45 Boulevards of Paris Orchestra—Adrian McDowell and His Southern Aristocrats.
- 1:00 Saturday Night Frolic
- 1:15 St. Paul Hotel Casino Orchestra—Marty Stone, Director.
- 1:45 Boulevards of Paris Orchestra—Adrian McDowell and His Southern Aristocrats.
- 2:00 Saturday Night Frolic.

THE KSTP WEEKLY

Copyright 1931, by National Battery Broadcasting Co.

Published Not For Profit But as a Service to Northwest Listeners

Issued Every Saturday by the National Battery Broadcasting Co.

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

VOL. 1. 5 cents a copy—\$1.00 a year. No. 8

Publication Office, St. Paul Hotel

ST. PAUL, MINNESOTA, NOVEMBER 14, 1931

A New Chapter in Radio History

Even at this late date the Federal Census figures on radio have not been fully compiled, due to certain inadequacies in appropriation and personnel, but they are sufficiently close to 100 per cent complete to tell a graphic story of radio's grip on the American public.

Further consideration must be given to the fact that during this long period of delay there has been a flood of midget radio sets that has placed radio within the means of hundreds of thousands of families hitherto unable to tune in. This means that liberal additions would have to be made to bring these statistics up to the minute, but even without them the available 1930 figures are strikingly compelling.

For the first time in radio's brief history it is now possible to measure audiences officially by states, counties and communities. It is not surprising to find that the Northeast, Middle-west, Northwest and Pacific Coast are far in the lead over the South. Measured in percentages of radio-equipped families, Minnesota for example outstrips Mississippi better than nine to one. In Minnesota (accepting the Government's figures without regard to sales in the past year and a half) 47.3 per cent of the families in the state own radio sets, whereas in Mississippi the average is 5.4 per cent.

Despite the fact that the Southern States are so far behind that they pull the national figure far below the average for the states with the bulk of the population, the Federal Census shows that there is in the United States a little better than one set in three families. In the Northern half of the country and on the West Coast the average is practically one set in two families. If we consider the sales that were made in the period of delay, we undoubtedly will find this average several points higher.

But at any rate, here is the greatest force for swaying the public mind that has ever been projected. Here is a force that can do more for national understanding and unity than anything of which man has ever dreamed. Here is radio—and remember that it is only eleven years old. What story will Uncle Sam have to tell when he next sends his men out to ask questions on radio?

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*.

A Complete Radio Log FREE with Every Year's Subscription.

60c	THE KSTP WEEKLY	\$1.00
6 Months	Saint Paul Hotel Saint Paul, Minn.	per Year

Please send me THE KSTP WEEKLY for

6 months for which I am enclosing 60c
1 year for which I am enclosing \$1.00

Name

Address

City State.....

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 subscribers.

To the KSTP Weekly:

My Mother is a subscriber to your Weekly and would like to have the Radio Log.

I had subscribed to the Weekly for four weeks and then we changed it over to my Mother's name, when we sent the dollar for the year's subscription. I live at my Mother's home, so it is all the same.

My Mother is almost blind, so about her only pleasure is the radio and she likes to know what is coming on. We enjoy your programs very much.

Mrs. J. H. Zarfes
1509 Fremont Ave. No.,
Minneapolis, Minn.

To the KSTP Weekly:

Enclosed find \$1.00 for the KSTP Weekly for one year. I like it so much and every copy is better. The Huskers surely are dressed up, even to the silk socks.

F. S.
Red Wing, Minn.

To the KSTP Weekly:

My subscription to your KSTP Weekly has expired, so am enclosing check for \$1.00 for a full year's subscription.

Wish to say that we find your Weekly very interesting, and especially enjoy seeing pictures of people responsible for the fine programs put on the air. I am sure that the Weekly will become popular with radio listeners.

L. C. S.
Glencoe, Minn.

To the KSTP Weekly:

It surely is a pleasure to have a complete and authentic list of programs as you give them in your paper and also the newsy items contained therein.

G. F. D.
St. Paul, Minn.

To the KSTP Weekly:

My children don't think that they could get along without your Weekly, so I am renewing my subscription. Please send this week's Weekly, and if you have a radio log left, please send me one.

M. F.
Red Wing, Minn.

To the KSTP Weekly:

Enclosed please find one dollar, for which please send me your weekly schedule, also your log. We like your station very much and simply must know what's doing over KSTP.

With best wishes and more power to you, I am,

L. W.
Brainerd, Minn.

Did You Know That—

Paul Whiteman does not like to ride elevators in big buildings. Charles Correll (Andy by fame) was once a brick mason. Ted Pearson, announcer, once worked on a concrete gang laying roads. Engineers say "woof" into a mike when testing it.

Pat Barnes, heard each morning over KSTP, won the national popularity cup, when an announcer, more times than anyone before or since. Mildred Bailey only tipped the scales 130 pounds a few years ago. Freeman Gosden (Amos, y'know) sold tobacco years ago.

Wireless (radio today) uses more wires, special telephone lines, than any other telephone company customer. Those three Docs, Pratt, Sherman and Rudolph, are only Doctors of the blues. Wayne King is a certified public accountant. Jane Froman is an A.B and B.S from old Missouri.

Josef (Armour) Koestner studied a dozen years at the University of Leipzig under music masters. John (tubaist) Kuhn of the Homesteaders is a full-fledged gen'wine Indian. Alice Joy, vocalist of the Prince Albert Hour, heard each night over KSTP, was born on a farm near Streator, Illinois.

Freeman Gosden, the Amos of Amos 'n' Andy, was a naval wireless operator during the world war. Amos 'n' Andy live the part on the air, but when they step outside the studio, they become Freeman Gosden and Charlie Correll again. The only time they use their radio voices, outside of the broadcasts, is when they are writing their scripts, when it works better to talk in character.

There's only one bachelor in Ted Weems' band, but Ted won't tell which one. All the wives are young and pretty. Most of the boys play golf. Ten went to college. Three are from Ohio State. Weems' band is heard from KSTP each Sunday evening.

Gus Arnheim, whose orchestra is heard in the New Lucky Strike Dance Hour Series, over KSTP at 9 P. M., Saturday, was once the piano player in a band at Los Angeles' famous Coconut Grove, where he now presides as leader.

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.

NEW FEATURE ON FARM HOUR

Program from Kansas City Set for Tuesday

Washington, D. C., Nov. 14.— Giving way to a series of special broadcasts from autumn meetings of agricultural organizations, the United States Department of Agriculture will broadcast on but two days of the week beginning Monday, November 16.

The complete programs of the National Farm and Home Hour for the week of November 16 follow:

Monday

Special Program—Convention of Association of Land Grant Colleges and Universities.

Tuesday

Pickup From Kansas City—Future Farmers of America Public Speaking contest.

Wednesday

Special Program, Farmers' Educational and Co-operative Union.

Thursday

The Trend of Milk Production—J. B. Shepard, senior statistician, Bureau of Agricultural Economics; the Price Situation—D. O. C. Stine, principal economist, Bureau of Agricultural Economics.

Friday

Preparing Meats for Winter Use—K. F. Warner, animal husbandman; the Week with the Farm Board—Frank Ridgway, director of information, Federal Farm Board.

Saturday

Special Program—American Farm Bureau Federation—Farm to Market roads.

New KSTP Announcer Had Secret Desire To Become A Paderewski

When radio listeners are rolling over and trying to catch that last wink of sleep, and the milk man is starting on his morning tour, Pat Murphy, new KSTP announcer, known as the alarm clock of the Northwest, is sounding time signals and bidding everyone a cheery good morning, with music and chimes.

Murphy is the latest addition to the announcing staff of KSTP.

Student at St. John's

Pat was formerly a student at St. John's College in Collegeville, Minnesota, where he majored in music, and which, incidentally, proves valuable to him in pronouncing such names as Tschaikowsky, Saint-Saens and the like, and not make them sound like a sneeze. He had secret ambitions at that time to become a Paderewski, but his big opportunity in music never seemed to present itself.

He also studied French, Spanish, literature and philosophy, as well as doing a good deal of dramatic work in leading roles of campus plays.

He claims he was horrified when he graduated from college and no one wished to hire a mediocre philosopher or one who knew the irregular French and Spanish verbs, and worse still, Pat says, that no one approaches him with a contract to appear in any Hollywood or Broadway productions.

Tried Many Things

Since leaving school, he has tried his hand at many things, among these being, a greeting card salesman in Wyoming, teaching piano to youngsters, and being a semi-professional actor at a salary which barely provided car coffee and doughnuts.

After Pat had tried these things, he happened to come into the studios of KSTP, where he was given a voice test. He passed this test and was immediately hired.

Pat says he has finally found a new lease in life, since he entered the radio field.



Pat Murphy

Magic Bullet, Title of Saturday Program

"The Magic Bullet" will be the title of the Danger Fighters dramatic program to be presented from KSTP at 7 P. M., Saturday, November 21.

Leading radio actors, who will participate in this broadcast will include, T. Daniel Frawley, Charles Webster, Allyn Joslyn, Lucille Wall, William Shelley and Charles Warburton.

Leonard Leigh entertains a crowd of Cuban listeners every Monday at 11:30 P. M.

Sen Kaney, chief announcer of the Chicago NBC studios, always folds his arms and stands erect when he announces programs.

GIRLS and BOYS

Get a GUN free

Listen in on Children's Hour Every Friday night

ALOTA PRODUCTS COMPANY

MINNEAPOLIS

When you think of CANDY

IT'S

"Lydia Darrah"

the World's Finest Candies Now 60c the pound

Also that Genuine Carmel coated corn

KORN SMAX

Always Fresh and Krispy

We are going to give the sweetest girl in St. Paul \$100.00 in cash. Call at our shop for details.

B & E SHOPS

400 Wabasha St. near 6th St. Paul

... Drive in for Your Phillips 66 Program Request Cards

C. Fillmore

Phillips Service Station GRAND AT CHATSWORTH SAINT PAUL

Play the ... RADIO GAME AIR-O-GRAM

Dial to KSTP at 4:50 p. m. Mondays, Wednesdays and Fridays

The AIR-O-GRAM is Sponsored by the HOLLYWOOD CANDY CO. MINNEAPOLIS

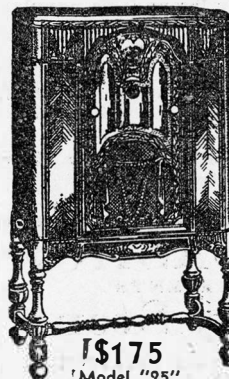
BRONSON CONDUCTS DAILY SPORT TALK

What the gridiron world is doing and just who the probable champions of the various sections of the country will be when the curtain is rolled down late this month, is given by Phil Bronson, KSTP sports announcer during the Sports Review heard at 6 P. M., each week-day. This program under the sponsorship of Goodrich Silvertown brings sport doings from every section of the country as compiled by experts of the Consolidated Press Association and as focused through the experienced eyes and ears of Announcer Bronson.

Uncle Josh and His Huskers with their old time songs are presented on the Dodo Club every Saturday at midnight.

STROMBERG-CARLSON A Lifetime Radio

If you want a real Radio, one that gets everything on the air, yet one that is so far in advance of all competition that it will continue to be modern in years to come, then you want a Stromberg-Carlson.



No. 25 Receiver shown here. Lower in price than any complete console which Stromberg-Carlson ever has offered, this model provides the high selectivity and extreme sensitivity of the Superheterodyne principle, combined with Stromberg-Carlson's celebrated tone. The cabinet shows a decorative style of unusual attractiveness.

Price—No. 25-A, 60 cycle or No. 25-B, 25-50 cycle Receiver, including 8 tubes\$175.00

No. 25 Receiver shown here. Lower in price than any complete console which Stromberg-Carlson ever has offered, this model provides the high selectivity and extreme sensitivity of the Superheterodyne principle, combined with Stromberg-Carlson's celebrated tone. The cabinet shows a decorative style of unusual attractiveness.

This receiver has the splendid performance which only can come from use of superior materials, painstaking care in every detail of assembly and ample size of chassis, cabinet and speaker. Programs are tuned in only at the one proper dial position. Non-Radiating, Permanent Phonograph Connection. Totally Shielded.

Walnut finished cabinet. Height, 43 inches; Width, 27 1/4 inches; Depth, 16 3/4 inches.

W. J. DYER & BRO.

21-23 W. 5th Street, Saint Paul

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

ROSS SOLOIST WITH MAXWELL

Quartet and Orchestra on Program Thursday

Lanny Ross will demonstrate the difference between the heart throb ballad of today, and that of several years ago, when he sings on the Maxwell House program over KSTP at 8:30 P. M., Thursday, November 19. To do this, he will sing in the modern manner, "Now That You're Gone," and as a contrast, "So Beats My Heart For You."

Don Voohees and his orchestra will open the program with the speedy "I Love a Parade," in which the Maxwell House Singers quartet will contribute a vocal interlude.

The quartet has arranged an unusual comedy number, "Don't Send My Boy to Prison," and will follow their custom of presenting one fine, serious piece. This will be the newly-popular "That's Why Darkies Were Born," from George White's "Scandals."

Edmund Ruffner, radio's tallest announcer, will be at the microphone during the broadcast. Other numbers on the program will include, "I Can't Write the Words," "Time on My Hands," and "Make Believe."

ORGAN SOLOS ON MORMON PROGRAM

Edward P. Kimball, organist, will play three solos as a feature of the Mormon Tabernacle Choir and Organ program, to be presented direct from Salt Lake City, over KSTP at 1:45 P. M., Friday, November 20.

"Oh Henry" Prize Is Won by St. Paul Boy

George H. Radle, 1741 James Street, St. Paul, Minn., is a happy boy these days, for George has just won first prize in the extensive, "Oh Henry" contest conducted on the Children's Hour by KSTP, during the past few weeks.

As first prize winner, George is entitled to his choice of \$50 in cash, a radio, a bicycle, a pony, or a dog. Several hundred other children in the Northwest also won weekly cash prizes and candy bars, as offered by the sponsors of the "Oh Henry Contest." Several thousand participated in the contest.

Waldorf Uses Radio to Aid in Saving Paper

Radio is taking a forward step in the preservation of forests and of turning waste paper into useful products. In the Northwest, the Waldorf Paper Products Company does this very thing and by means of radio is gathering all waste paper of the housewife merchants-shopkeepers of individuals who would ordinarily destroy this paper.

This firm is sponsoring the Minnesota-Michigan game which will be broadcast from Ann Arbor, Michigan, Saturday, and in so doing is further carrying out their appeal of "Save Waste Paper and You Save the Forests."

Cities Service Will Present Four Cellos On Friday Hour

Four cellos will combine in playing "Voice of Love," by Schumann, as one of the many features of the Cities Service program to be presented from KSTP at 7 P. M., Friday, November 20.

Jessica Dragonette, star soprano, will sing two solos, the first being, "Luxembourg Waltz," by Lehar and the second, an old favorite, "Those Songs My Mother Used to Sing," by Smith.

Duet on Program

She also will join Leo O'Rourke, tenor, in a duet when they will sing "A Little Kiss Each Morning," by Woods, a recent popular selection featured by Rudy Vallee.

Henry Shope, another tenor in the Cavaliers Quartet, will sing "Calling Me Home to You," by Dorel.

A medley of songs of not so long ago, including the selection "Chloe," "My Blue Heaven" and "Can't We Be Friends," will be sung by the Cavaliers Quartet.

Ensemble Numbers

The entire ensemble will combine in presenting gems from "Apple Blossoms," by Kreisler and "Beautiful Lady," from "Pink Lady," by Caryll.

The orchestra, under the direction of Rosario Bourdon, will present "March," one of Bourdon's own composition, "Ay, Ay, Ay," "Andalucia," by Lecouna "Nutcracker Suite," "Air de Ballet from "Callirhoe," by Chaminade and "Hit of the Day."

Coliseum Features Two Orchestras on Radio

Two popular orchestras are now presented from the Coliseum Ballroom and both present radio programs from KSTP, during the late evening hours on Wednesday, Thursday, Friday and Saturday.

Frank Cotier and his popular orchestra, which has been heard over KSTP for the past few years, and Eli Rice and his band, are the two popular organizations heard from the Coliseum.

The Three Bakers now entertain on Sunday from KSTP.

THE CASINO PRESENTS

Marty Stone

and his famous Broadcasting Orchestra

EVERY WED. THU. FRI. & SAT. NIGHT

As featured at Edgewater Beach and Congress Hotels, Chicago, and Schroeder Hotel, Milwaukee.

Playing in the **Grand Cafe Luncheon & Dinner Collegiate Night** EVERY FRIDAY **HOTEL SAINT PAUL**

BLUES SINGER



Coming up from the ranks of amateur entertainers, Mildred Bailey is now one of the best known blues singers on the NBC network, being heard during the program by Paul Whiteman's Paintmen from KSTP at 9 P. M., each Friday. She has several chow dogs, and sends photographs of herself to her radio admirers.

College songs feature the College Memories program at 7 P. M., each Wednesday.

Enza Alton Zeller, member of the KSTP Players has had two of her recent plays published.

PRYOR'S BAND ON NEW HOUR

Goodyear Presents Famous Organization on Saturday

New York, Nov. 14.—Arthur Pryor and his band are now heard on the new Goodyear program, in a nationwide broadcast, including KSTP at 8 P. M. each Saturday.

With the band will be the Goodyear Quartet, composed of Melton, James, Dewey and Glenn, and the Goodyear orchestra, an unusual combination of band and orchestral instruments.

Pryor's career is an important item in the history of musical America. Coming from St. Joseph, Mo., where his father organized the original Pryor's Band, Arthur Pryor has conducted in fourteen different countries and has played more than 10,000 trombone solos.

His organization has been heard in concert at practically all the important summer parks in leading cities of the country.

"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

T
R
A
V
E
L
E
R

9
T
U
B
E



\$49.95 COMPLETE WITH TUBES

Double Pentode, Double Multi-Mu, Automatic Volume Control and Tone Control, Pentode Matched Dynamic Speaker and Other Features. Also Other Models. Come in or Phone for Literature.

DISTRIBUTORS

2221 Ford Road St. Paul **McGEE-WHITE CORP.** Opposite Ford Motor Co. Emerson 1381