

THE KSTP WEEKLY

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

Vol. 1 No. 3

SAINT PAUL, OCTOBER 8, 1931

Five Cents a Copy

HUGE GALAXY OF STARS BOOKED ON KSTP

MENDELSSOHN CHOIR TO SING ON WEDNESDAY

Noted New York Organization Will Broadcast From Atlantic City

Atlantic City, N. J., Oct. 8.—The Mendelssohn Glee Club of sixty voices, one of the oldest amateur choral organizations of New York, will headline a list of NBC stars who will come to this city for the Annual American Gas Association convention Wednesday.

Nation Listens

A nation wide audience will be able to hear this program through a coast-to-coast broadcast arranged by the National Broadcasting Company and made possible through the courtesy of Halsey, Stuart and Company which is donating the time used for its weekly program.

Principal stations of the country including KSTP in the Northwest will present this program, starting at 8 P. M.

Fourth Broadcast

The appearance of the famous Mendelssohn Glee Club will mark the fourth broadcast by this famous musical organization. Hallie Stiles, soprano of the Chicago Civic Opera Company, will be soloist assisted by Phil Spitalny and his orchestra as well as other NBC staff members.

Clifford E. Paige, president of the American Gas Association will speak briefly during the broadcast.

ARMY TILT WITH HARVARD ON AIR

Radio will come to the rescue of football fans while the Minnesota Gophers are enjoying an open date next Saturday when KSTP will present the play-by-play account of the Army-Harvard game, starting at 12:15 P. M.

Major Sasse's Army eleven will be pitted against a passing Harvard eleven, with the Crimson backs coached by Bennie Friedman, former All-American quarterback at Michigan.

KSTP will also give sport fans all the scores of the day's play in college battles over the entire country during the program of Juster's Collegians at 6:30 P. M.

The art of makeup for his Seth Parker talking picture has perplexed Phillips Lord. The NBC favorite has employed two experts in Hollywood to aid him.

SKILLET SISTERS IN PLAYFUL MOOD



The two problem-solvers of radio, East and Dumke, better known as Sisters of the Skillet, are pictured above in one of their playful moods, testing the qualities of a new recipe. They have donned the clothing of real sisters to further carry out the test, but in real life, they are Ed East (left) and Ralph Dumke, and are on the air at 7:45 P. M. on Tuesdays. Both tip the scales over the 200 mark and are said to be the heaviest pair of entertainers in radio.

Educators Will Open Doors of New Radio College Saturday

New York, Oct. 8.—President Nicholas Murray Butler of Columbia University, President James R. Angell of Yale and President Ernest L. Bogart of the American Economic Association will inaugurate a series of the most pretentious educational programs ever undertaken by the National Broadcasting Company starting at 7:15 P. M. Saturday, October 17.

KSTP will present this program to the Northwest.

Outstanding educators of the country will be heard in subsequent programs, prepared by the National Advisory Council on Radio in Education.

The opening program will feature economics and psychology because of their current public interest in these subjects.

The National Advisory Council on Radio in Education is launching this new series after an extensive survey

Notre Dame Coach on Coca Cola Radio Hour

Notre Dame, Ind., Oct. 8.—Hartley "Hunk" Anderson, successor to Knute Rockne as coach at Notre Dame University, is expected to discuss his team's chances in the coming football season when he is interviewed by Grantland Rice, sports writer, during the broadcast of the Coca Cola program over an NBC network at 9:30 P. M. Wednesday.

of radio as it concerns education.

The council was organized by Robert A. Millikan, noted physicist, as president; Norman H. Davis, philanthropist and financier, chairman of the board and Tyscon, director. The active membership includes Mathew (Continued on Page 3)

MILLIONS SPENT FOR ENJOYMENT OF RADIO FANS

New Names Added to List of Old Favorites on NBC Radio Network.

The greatest galaxy of stars in the entertainment firmament and in the history of amusements has been assembled for programs of the National Broadcasting Company to be heard by KSTP listeners during the Fall and Winter of 1931-32.

Millions of dollars will be spent in order that the radio audience of the National Broadcasting Company, of which KSTP is one of the large associated stations, may enjoy the finest programs ever sent over the air.

Many Stars

The constellation of radio stars for the ensuing season over KSTP number scores of old favorites and many new ones. As a guide for radio listeners THE KSTP WEEKLY herewith lists some of the outstanding entertainers and musicians already scheduled this season:

Sundays—Eddie Cantor, Dave Rubinoff, Seth Parker, Father Coughlin, Russ Colombo, Ted Weems orchestra, Herbie Kay's orchestra, and others.

Variety Programs

Mondays—Amos 'n' Andy, The Revellers, Ohman and Arden, Leonard Leigh, Roy Bargy's orchestra, Marc Williams, Cecil and Sally, Breen and De Rose, Death Valley Days Drama, South Sea Islanders, Dick Long's orchestra, R-K-O Circuit vaudeville stars, Phillips "66" Fliers, and others.

Tuesdays—Julia Sanderson, Frank Crumit, Lucky Strike Dance band, Amos 'n' Andy, Coon-Sanders' orchestra, Don Vorhee's orchestra, Little Orphan Annie, R-K-O Vaudeville stars, Cecil and Sally, Phillips "66" (Continued on Page 3)

MOBILOIL PRESENTS STAR OF BROADWAY

Douglas Stanbury, stage star and one of radio's favorite baritones, will take his first bow as the new master of ceremonies in the Mobiloil concert over KSTP at 7:30 P. M., Wednesday.

With John Holbrook of the "custom-tailored voice" continuing in his capacity of regular announcer for the concert, Mr. Stanbury will hereafter introduce the guest artists of Mobiloil recitals and take care of the musical part of the announcing.

Locate Your Favorite Programs From Complete Listings Inside

**Is a
Lazy Boiler
Robbing You
?**

**TUNE IN
FRIDAY
at 9:30 P. M.
KSTP**

**Weil-McLain
SCIENTIFIC CONSTRUCTION
BOILERS**

**TWIN CITIES
DISTRIBUTORS
Peerless Northern
Company**

It Pays to
Listen in for

**BANNONS
BARGAINS**

KSTP

9:20 A. M. Week Days

It Pays to
Trade at

Bannons

St. Paul's Home Owned Store

"On With the Program," Slogan of Announcers, Wald Reveals

Editor's Note: The following article was written by John Wald, KSTP announcer, and relates a few of his experiences at the microphone, as seen from his own observations in the studio.

By John Wald

After several years at the microphone, I still experience a peculiar thrill after announcing a program which has run smoothly from start to finish.

There is such complexity of detail to be overseen by the announcer, unknown to the listener, that a tiny slip can mean disaster to the program—whether a sound effect comes in at the wrong time or a musical number must be omitted at a second's notice because of time, or a soloist's music is mislaid at the last minute.

Announcer is Guide

Everything must be presented by the announcer to make for a smooth program. The announcer guides a program much like a pilot guides a plane. The announcer has his continuity—or the written lines before him and the pilot his charts, but both must be ready at a second's notice for any emergency that might arise.

One night a woman speaker fainted in front of the microphone just as I was introducing her. Something had to be done immediately and all I could do was simply talk and talk about her accomplishments, her relation to the subject, and her versatile abilities until it sounded as if I were giving the talk instead of her.

Program Goes On

In about two minutes she was revived and was able to go on the air, but few people outside of the studio ever realized just what had happened.

In the broadcasting studio, there are four walls, several microphones, miscellaneous musical instruments, and other things.

The entire broadcasting system of a studio is manipulated from the microphone board, with a score of buttons on it—one for each microphone—each working automatically. Microphones in New York, Chicago, yes, even in far away Japan or any place in Europe, may be turned off merely by pushing a button—something as the listener may turn out a program by changing a few points on the dial.

Provide For Emergencies

One thing every radio station always provides for is emergency breaks



JOHN WALD

in programs. Very few people realize it, but a staff of entertainers is always present at the studio waiting for these emergency situations.

Amos 'n' Andy, many years ago, were on the staff of a Chicago station as emergency entertainers. They were on the job every afternoon during baseball games, and when a game was called off on account of rain, Amos 'n' Andy were allowed to go on the air—otherwise, they sat and waited.

And multiplied by hundreds are the amusing and exciting incidents which occur behind the scenes of a radio station much as they do the scenes of a stage show.

YORKTOWN FESTIVAL TO BE BROADCAST

The pages of history will be turned back in a realistic manner for KSTP listeners when the Yorktown Sesquicentennial Celebration is broadcast direct from Yorktown, Va., on October 16, 17 and 19.

An outstanding highlight of the series of broadcasts will be a description of a colorful Colonial Pageant, representative of the thirteen original colonies. Among the historical incidents to be vividly portrayed will be the surrender of Lord Cornwallis and his troops.

The initial Yorktown Sesquicentennial broadcast on October 16 will come to the KSTP audience from the speaker's rostrum at Pageant Field, Yorktown, at 1 P. M. Governor Pollard of Virginia will preside and make the address of welcome, and the principal speakers will include John Stewart Bryan and Dr. Robert Luce of Massachusetts.

In addition there will be a description of the Colonial Pageant preceded by salutes from a warship and military encampment.

On Saturday, October 17, KSTP will broadcast the Yorktown Celebration from 9:30 to 11:00 A. M. Fred H. Payne, acting secretary of war, will preside at Pageant Field, and the feature of the day will be addresses by General John J. Pershing and Marshall Henri Petain, the latter representing the French Republic.

Selling insurance provided Everet Mitchell, NBC announcer, with a living before he entered radio. And he's always had a desire to be a great criminal lawyer.

G. E. PROGRAM NOW DAYTIME

Home Circle Series Makes Debut Monday.

One of the most outstanding daytime broadcasts will be inaugurated Monday, when the first of a series of General Electric Home Circle programs will be presented over KSTP at 11 A. M.

The programs will be continued at the same hour Saturday and will include highly illuminating songs by Grace Ellis, to be known as the G. E. Hostess, and Theodore West, baritone, with organ backgrounds by Eddie Dunham.

Dramatic Sketches

Brief dramatic sketches showing the reactions of a European peasant girl to modern American domestic routine will brighten the fifteen minute presentations.

In addition well known authorities on child health and care will speak at various times during the series.

The General Electric Home Circle programs will be sponsored by the five divisions of the company whose name the broadcast bears, and no commercial mention will be made, during the entertainment.

Features Products

The programs will be designed to impress the significance of the utility of the products made in the House of Magic.

Subsequently the broadcasts will be supplemented by half-hour Sunday afternoon concerts presenting operatic, theatrical and recital celebrities.

JOLLY REVUE ON SUNDAY PROGRAM

The Jolly Time Revue, a new musical program featuring Fred Waldner, tenor, and a dance orchestra under the direction of Jules Herbaveaux is presented through KSTP at 6:15 P. M. each Sunday under the sponsorship of the American Popcorn Company.

Fred Waldner is one of the veteran tenors of the air, despite the fact that he is still in his early twenties. He has been heard on literally hundreds of network programs during the past few years and is a general favorite with listeners.

Likewise, Herbaveaux is a veteran radio conductor and is well known to NBC audiences. "General Jolly Time" a fictional character, will act as master of ceremonies.

Through the Opera Glass, a new NBC program comes to the Northwest on Sunday evening.

**Hear Macey's
Fashion Talks
by
CORINNE JORDAN
at 8:15 a. m. Saturday**

Fifteen minutes of entertaining
songs and Fashion News

Daring Values in October at

MACEY'S

Seventh at Minnesota streets

SETH PARKER

and the Folks from Jonesport

TUESDAY, OCTOBER 27

AT THE
MINNEAPOLIS AUDITORIUM

Reservations may be made by addressing Minneapolis Seth Parker Committee, 520 Marquette Avenue, Minneapolis, Minn.

RESERVATIONS FOR SEATS ARE GOING FAST
RESERVE YOUR SEAT NOW

ST. LOUIS SHOW ON FARM HOUR

Special Programs Feature Broadcasts for Week.

Chicago, Ill., Oct. 8.—Only the important economic reports of the week will be given by the United States Department of Agriculture in the National Farm and Home Hour programs broadcast during the week of the National Dairy show in St. Louis.

Members of the Federal Crop Reporting Board will present the important facts revealed by the October crop report.

On Thursday, J. B. Shepard, statistician, will present the monthly report on the trends of dairy production.

The regular monthly program of the Future Farmers of America, featuring Future Farmer speakers and the Bulletin Board, will be broadcast in the program Tuesday.

On five days, October 12 to 16, a 15-minute program direct from the National Dairy show will be broadcast in the Farm and Home Hour.

The complete programs for the week follow:

Monday

Summary, October Crop Report—W. F. Callander, chairman; J. A. Becker, principal statistician, and Paul Koenig, senior crop estimator, Federal Crop Reporting Board.

National Dairy Show—Direct from arena at St. Louis.

Tuesday

Special Program—Future Farmers of America.

National Dairy Show.

Wednesday

National Dairy Show.

Thursday

The Trend of Dairy Production—J. B. Shepard, senior livestock estimator.

National Dairy Show.

Friday

National Dairy Show.

Saturday

Special Program, National Grange.

Songs of Nations On Cities Service Hour

Songs of different nations including "Italian Street Song" from "Naughty Marietta" by Victor Herbert, "Romona" a song typical of Spanish music, and "Auf Wiedersehen" by Sigmund Romberg, popular German melody, will be presented on the Cities Service Concert programs, which will feature Jessica Dragonette, soprano, from KSTP at 7 P. M. Friday.

"Maria's Song" from "The Dead City" by Korngold and "Your Ideal of My Dreams" by Ingram, will be two solo numbers to be featured by Miss Dragonette.

The Cavaliers' quartet will sing "Do the New York" by Oakland, and "Medley of Songs of Not So Long Ago" as their leading numbers.

Sanderson Will Sing Light Opera Hits

Tracing her musical career with the songs from her most famous light opera hits, Julia Sanderson will be heard in numbers from "Tangerine," "The Canary," "The Girl From Utah" and "The Arcadians" when she appears with Frank Crumit as guest artist on the Blackstone Plantation Program from KSTP at 7 P. M., Tuesday.

CHIEF BAKER



Ray Perkins, NBC announcer and comedian, is master of ceremonies of the new Sunday program by the Three Bakers at 6:30 P. M.

MILLIONS SPENT FOR RADIO FANS

(Continued from Page 1)

Fliers, Ponce Sisters, Jack Parker, and others.

Wednesdays—Revellers, Paul Oliver, Olive Palmer, Pat Barnes, Vaughn de Leath, National Battery Quartet, Nat Shilkret's orchestra, Mendelssohn Glee Club, Grantland Rice, Graham McNamee, Marty Stone's orchestra, Pacific Vagabonds, Cecil and Sally, Phillips "66" Fliers, Leonard Joy's string orchestra, Amos 'n' Andy, and others.

Thursdays—Rudy Vallee's orchestra, Harry Salter, Old Stager, Pat Barnes, Amos 'n' Andy, Phillips "66" Fliers, Cecil and Sally, Don Vorhee's orchestra, Nat and Bridget, Dick Long, and others.

Fridays—Paul Whiteman's orchestra, Jessica Dragonette, The Cavaliers, Billy Jones, Ernie Hare, Amos 'n' Andy, Radio Guild drama, Joseph Koestner's orchestra, Pat Barnes, Phillips "66" Fliers, Jack Denny's Mount Royal orchestra, Dick Long, Little Orphan Annie, Studebaker Champions, Marty Stone's orchestra, and others.

Saturdays—Vincent Lopez's orchestra, Amos 'n' Andy, Football games, First Nighter, Lucky Strike Dance band, Dick Long, Little Orphan Annie, Cecil and Sally, Phillips "66" Club, Dodo frolic, Pat Barnes, and others.

This list does not include scores of prominent names in the amusement world that will be featured on special programs.

Investors' Syndicate Presents NBC Program

A new series of programs, known as the "Sunday Bright Spot," is on the air from KSTP at 1:15 P. M. each Sunday, under the sponsorship of the Investors' Syndicate of Minneapolis.

Jack Pottis and his orchestra, for two years on the Leviathan, are heard on each program, together with members of the Mariners trio, Gordon Gross, Gill Nolan and Glen Cross. Each week the program will offer musical selections associated with particular sections of the country.

CIRCUS THRILLS IN RADIO SKIT

Little Buster Parade Scheduled Saturday Afternoons

Chicago, Oct. 8.—The thrill and action of life behind the scenes in a circus is portrayed for radio listeners young and old in a new series of dramatic shows, "Little Buster's Circus Parade," broadcast over a network of NBC stations, under the sponsorship of the Albert Dickinson Company, each Saturday afternoon.

KSTP is presenting this program to the Northwest at 5:15 P. M.

Buster is Clown

Little Buster is a circus clown, a real grown-up clown, but his size gives him his nickname. Princess Goldilocks is a bareback rider in the show, despite the fact that she is but a small girl. Her golden hair and loving nature make her the favorite of all the circus people, and especially of Little Buster, who has appointed himself her special guardian.

Bill, a wandering orphan boy, saves Goldilocks' life as the series opens and is adopted by the show, despite the protests of its stern owner, Mr. Masters

Adventures Provide Thrills

The adventures of Bill, Goldilocks and Little Buster, the clown, as the circus travels over the country, provide the thrills, heart-interest and adventure for the series.

Bob White, veteran of the stage and microphone, will take the part of Little Buster and Betty White will be heard as Princess Goldilocks.

A band under the direction of Jules Herbubeaux will provide the music and Tom Corwine, famous for his animal and sound imitations will lend further color to the broadcasts.

EDUCATORS TO OPEN NEW RADIO COLLEGE

(Continued from Page 1)

Well, Newton D. Baker, Raymond B. Dosedick, Bruce Bliven, Owen D. Young, Walter Lipman, Livingston Farrand, Walter Dill Scott, Michael I. Pupin, Robert M. Hutchins, and Helen Taft Manning.

Members of the teaching staff of the University of Minnesota are included in the long list of speakers arranged during the series starting Saturday to continue through December 19.

Georgetown Official on New Sunday Hour

Dr. Edmond A. Walsh, vice-president of Georgetown University, will be the speaker on the Sentinels of the Republic broadcast from KSTP at 12:30 P. M. Sunday. Dr. Walsh will speak on the subject "Is There a Russian Menace?"

Steamboat Bill Will Be Heard at New Hour

Steamboat Bill, genial old salt of the sea who entertains children from KSTP is now heard at a new hour. This favorite character of radio now presents his programs at 5:20 P. M. every Tuesday and Thursday and at 5:05 P. M. on Saturday.

Agnes Moorehead, NBC dramatic actress, will star with Phillips Lord's "Seth Parker" road show beginning in October, when "Seth Parker" tours the country. She will come to the Twin Cities with the Parker troupe on October 27 and 29.

SETH PARKER AND His Jonesport Troupe

PERSONAL APPEARANCE

Thursday, Oct. 29
ST. PAUL

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

MAIL RESERVATIONS
Now Being Received

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

THE ELEC BOHN TRIC AMERICA'S fastest freezing REFRIGERATOR

SALES EXHIBITS

916 Nicollet Avenue
MINNEAPOLIS

12 West Sixth Street
ST. PAUL

You have heard THE SUNDKVIST RUSSIAN ORCHESTRA Over KSTP

Now—come in and see

SUNDKVIST'S RUSSIAN FURS

at E. E. Atkinson & Co.
Minneapolis—and
E. Sundkvist & Co.
St. Paul

Paris Designs—Low Prices

E. SUNDKVIST & CO.
99 East Sixth Street ST. PAUL

THE KSTP WEEKLY

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ST. PAUL, MINNESOTA, OCTOBER 8, 1931

An Old American Custom

The best friend that the radio listener has today is the competition for his attention that is steadily raising the standard of his entertainment. In some lines of business it is said that we haven't enough of this good old American stand-by, but the battle for the goodwill of the listener is very much in evidence and surely is working to his advantage.

The list of talent scheduled for broadcasts over KSTP locally through the National Broadcasting Company during the fall and winter reads like the Who's Who of the world of entertainment. Manufacturers sponsoring the weekly broadcasts are putting more money into radio than ever before, and what is of greater importance to the listener, they are spending tremendous sums for talent both old and new.

Consider, in contrast, the listening privilege of those who buy radio sets in Great Britain, or any other land where radio is subsidized by the government. True, they do not hear announcers relate the merits of the new High-Power Eight, but they are subjected to whatever propaganda the powers decree that they shall hear and in the field of entertainment they take what they get and like it. We are eagerly awaiting the not-too-far-distant day when American radio reception will be good abroad. Will the neighbors across the sea listen to America? We allow you one guess.

A few years ago there was little attention paid to the potentialities of tremendous daytime audiences. Today you hear many features in the morning or afternoon that previously would have been reserved for evening time and the development in this direction is one of the most important in the world of kilocycles. Yes, there is competition for your attention, radio family, and you may well say "Let's have more of it."

What, No Depression?

With this issue, the third of its existence, The KSTP Weekly assumes all the attendant dignity and responsibility of being an eight-page publication. Old subscribers undoubtedly will observe the difference in weight as they carry their copies in from the mail box and the more optimistic may view it as the first definite indication that we are on what learned economists call the "upward trend," that the era of depression is waning, or whatever periods of depression are supposed to do.

At any rate, we have leaped from four to eight pages, learning in the meantime why printers deal in multiples of four. Of more importance, perhaps, is the fact that the printer now has agreed to start the prosperity ball a-rolling by buying his wife that new pair of shoes, filling up the gas tank of the flivver with Phillips 66 and taking the family out for a ride the first night that he gets caught up on his work on the infant publication.

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Clip and Mail This Coupon Today

60c 6 Months	THE KSTP WEEKLY SAINT PAUL HOTEL SAINT PAUL, MINN.	\$1.00 per Year
Please, send me THE KSTP WEEKLY for		
6 months	for which I am enclosing	60c
1 year		\$1.00
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Address		
City		State

Listeners' Corner

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

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

"For a long time I have wished for such a bulletin. We like to see pictures and hear more of the personalities that we feel we know."—Mrs. C. E. J.

* * *

"It seems to be just what I have been searching for."—Mrs. S. Z. S.

* * *

"I wish you would send the KSTP Weekly to me as I would like to know what the programs are every day and there seems to be no other way to get this information."—Miss A. J.

* * *

"We are glad to subscribe for the KSTP Weekly for the newspaper programs are certainly indefinite of late."—K. H.

* * *

"I think your publication is a fine idea, as broadcasts are made more real if one knows a little about the artists."—M. B.

* * *

"We have always hoped for such a publication and hope you receive this subscription in time for the new issue."—Mr. and Mrs. W. D.

* * *

"We think this is a fine thing for you to do as we would all enjoy knowing more about the people we love to hear over the air."—A. F. R.

* * *

"I'm sure there will be many who will appreciate the opportunity of learning something about the radio personalities, announcers, etc. When we hear the same voices, day after day, we feel that they are our friends and would like to see their pictures and know something about them."—Mrs. C. W. T.

* * *

"I would like to continue receiving the KSTP Weekly as long as you publish it."—H. R. M.

* * *

"I hope you will continue to publish a broadcasting magazine as we get very little news in the newspapers now."—Mrs. F. E. M.

* * *

"Delighted to hear you are publishing a paper telling all about your programs."—R. E. E.

Cantor for President On New "Hooey" Party

Eddie Cantor, famous comedian, who is running on the "hooey" party for president in opposition to Will Rogers of the "better times" ticket, will start where others left off in his remedies for relief of depression on a broadcast on the Chase and Sanborn program over KSTP at 7:30 P. M. Sunday.

Having settled the immigration, prohibition and many other problems that don't refer to backfield in motion he claims he has the necessary qualifications to hold the honored office.

Did You Know That—

Josef Koestner, NBC orchestra conductor, demands his baths. Because he works at such a hard pace directing his programs, he finds himself soaked with perspiration, despite the fact that the network's Chicago studios are kept at an average temperature of 75 degrees. So he promptly runs off to the showers after each rehearsal and each broadcast.

Carveth Wells, explorer heard at 4 P. M. Thursday over KSTP, claims to be the first man to make a trans-Atlantic broadcast from KDKA, the Westinghouse Electric Company's station in Pittsburgh.

Phil Dewey, handsome blond baritone of NBC's Revelers Quartet, is wed to his boyhood sweetheart of rural Indiana. They lived a half mile apart on neighboring farms near Macy, Ind., but didn't get up nerve enough to speak to each other for fifteen years. Then Phil courted her at the farm gate and at Sunday School.

All the Butterworths in the country, says Wallace Butterworth, NBC announcer on the National Farm and Home Hour, have written to him for his family tree. Wallie himself comes from Pennsylvania, where his father, John S. Butterworth, lives at Wallingford, Pa. His grandfather, Frank Butterworth, came from Yorkshire, England.

Bill Kephart, who announces most of the morning programs from the NBC Chicago studios, isn't strong on night life. His first morning program is at 7:15, he lives 18 miles from the studios and he rolls out of bed at 5:30.

Jonesport, Me., Oct. 8.—Phillips Lord, known to a nation-wide radio audience as "Seth Parker," and who will bring his entire troupe to the Twin Cities for a three-day stay starting October 27, started something when he told listeners recently that prosperity is just around the corner for those who look for it. "You are thinking along the right lines" was the consensus of opinion among correspondents from California to Maine.

Edward East and Ralph Dumke, those irrespressible NBC "Sisters of the Skillet," have accepted an invitation to judge a pie-baking contest on the condition that they be allowed to sample each entry.

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.

"HIGHEST TEST"

at the price of
ordinary gasoline

Controlled Volatility gives
GRAVITY from 60.6° to 71.4°
TO MATCH WEATHER



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

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

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

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

Phill-up
with

Phillips 66

REGULAR and ETHYL

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

KSTP PROGRAM

Sunday, October 11th

A. M.

- 10:45 Second Church of Christ Scientist.
- 12:00 NBC Artist's Service.
- 12:15 Pop Concert.

P. M.

- 12:30 Dr. Edmond A. Walsh, Vice-President, Georgetown University.
- 12:45 Pop Concert.
- 1:15 Bright Spots—Investors' Syndicate.
- 1:30 Yeast Foamers—Herbie Kay Orchestra—Lee Sims, Pianist.
- 2:00 Friendly Hour.
- 3:00 Father Coughlin.
- 4:00 Frank Cotier's Coliseum Orch.
- 5:00 Guardians of the Law.
- 5:30 Sunshine Boys.
- 6:00 Willys Overland Program—Harold Stokes' Orchestra.
- 6:15 Jolly Time Review.
- 6:30 Three Bakers—Vocalists.
- 7:00 Enna Jettick Melodies.
- 7:15 Modulations.
- 7:30 Chase and Sanborn Orchestra—Rubinoff and Eddie Cantor.
- 8:00 Polka Dots—Piano duo and Julie Barr.
- 8:15 Orchestral Presentation.
- 8:30 Bayer's Musical.
- 8:45 Through the Opera Glass.
- 9:15 Johnson Wax Program—Ted Weems' Orchestra.
- 9:45 Sunday at Seth Parker's.
- 10:15 Boulevards of Paris Orchestra.
- 10:30 Russ Columbo in Songs.
- 10:45 Boulevards of Paris Orchestra.
- 11:00 Marigold Ballroom Orchestra.

Monday, October 12th

A. M.

- 6:30 Early Riser's Musicales—Time Signals.
- 8:30 Montgomery Ward Program.
- 8:45 A. and P. Food Program.
- 9:00 Musical Interlude.
- 9:25 Leader Store Parade.
- 9:30 Grain Markets.
- 10:00 Aunt Sammy Chat.
- 10:15 South Sea Islanders.
- 10:50 Beyer's Health Service.
- 11:00 General Electric Program.
- 11:15 Pat Barnes—Swift & Co.
- 11:30 National Farm and Home Hour.

P. M.

- 12:30 Grand Cafe Orchestra.
- 12:50 Louie's Hungry Five.
- 1:00 Remembrances.
- 1:30 George Simmons, Tenor.
- 1:45 Piano Moods—Lee Sims.
- 2:00 Marc Williams, the Cowboy Crooner.
- 2:25 Grain Markets.
- 2:30 Chicago Serenade.
- 3:00 Gayle Wood—Piano.
- 3:15 Unveiling of Columbus Statue over NBC network.
- 4:00 Lever Bros.—Rinso Talkie.
- 4:15 Cecil and Sally.
- 4:30 Breen & DeRose, vocalists.
- 4:45 Instrumental Soloists.
- 4:55 Parnassus Trio.
- 5:00 Children's Hour.
- 5:30 Reports.
- 5:45 Little Orphan Annie.
- 6:00 Amusement Bulletin.
- 6:01 Day's Events—Consolidated Press Dispatches.
- 6:30 Dr. Richter, Organ.
- 6:45 Curtis Hotel Orchestra.
- 7:00 Arco Coffee Program from WEBC.
- 7:30 Death Valley Days.
- 8:00 Maytag Orchestra.

"Peter Quackdoodle" in New Role as "Duck" of Children's Programs



UNCLE TOM

PHILLIPS FASTEST PROGRAM IN RADIO

Speed and co-ordination combine to make the new Phillips 66 Fliers program the fastest on the air, even out-rivalling the speedy Lucky Strike orchestra, as presented from KSTP at 10:15 P. M., every week-night.

From the time the program takes the air until the last note and the closing announcements are made, the fliers travel in lightning fashion.

George Osborn, noted Northwest conductor, directs the fliers and George Watson, announcer, is at the microphone when the musical speed merchants race through one number after another.

During the first five nights of the week, the Fliers play for 30 minutes, but the Saturday night broadcast, known as the Phillips 66 Club, continues for one hour, playing requests sent in by listeners and those requests left at Phillips filling stations. The programs are sponsored by the Phillips Petroleum Corporation of Bartlesville, Okla.

- 8:30 General Motors Program.
- 9:00 Gold Medal Express.
- 9:30 Davis Motor Co.
- 10:00 Amos 'n' Andy.
- 10:15 Phillips 66 Fliers.
- 10:45 Reports.
- 10:50 Boulevards of Paris Orchestra.
- 11:00 Hennepin Orpheum Hour.
- 11:30 Leonard Leigh—Organ.
- 12:30 Boulevards of Paris Orchestra.
- 12:40 Marc Williams, the Cowboy Crooner.
- 12:50 Boulevards of Paris Orchestra.

Tuesday, October 13th

A. M.

- 6:30 Early Riser's Musicales—Time Signals.
- 7:25 News—Weather.
- 8:00 Musical Interlude.
- 8:30 Montgomery Ward Program.
- 8:45 A. and P. Food Program.
- 9:00 Zinsmaster Program.
- 9:25 Leader Store Parade.
- 9:30 Market Reports.
- 9:45 Aunt Sammy Chat.
- 10:00 Musical Interlude.
- 10:15 Radio Household Institute.
- 10:30 Sims' Malt-o'-Wheat.
- 11:00 Rumford Cooking School.
- 11:15 Pat Barnes—Swift & Co.
- 11:30 National Farm and Home Hour.

Thousands of children throughout the Northwest hailed the return to the air last week of Peter Henry Aloysius Quackdoodle, the famous duck character of the KSTP Children's Hour.

The Birthday Club has been a regular feature of the KSTP schedule for three years, and with the beginning of the new fall and winter radio season, the program has been completely revised.

Uncle Tom, director of the Children's Hour, has just returned from a trip to the Eastern broadcasting centers, where he conferred with several well known workers in the juvenile field on new radio features for young listeners.

Duck Returns

The result is a program that has introduced Quackdoodle, the Duck, and Tiny Tim, King of the Court of Good Deeds. Although Quackdoodle was formerly a KSTP Children's Hour personality, his speaking was confined to "quacks," but with his return to the air, the illustrious duck has learned to actually converse with his little listeners.

Every afternoon in the week except Saturday, Tiny Tim, comes hobbling into the studios of KSTP on his crutches to conduct the Court of Good Deeds. His coming is heralded by the tones of a Swiss music box, a novelty rarely heard on the air.

Music Box Heard

This music box was found only after a long search through Northwest attics and antique shops, and finally was secured through the co-operation of a Twin Cities importer.

Children are invited by Tiny Tim to write him letters telling of their good deeds, and they will be enrolled as members of the great Court of Good Deeds. Each day Tiny Tim tells the children the story of some famous person in history whose kindness has made his name remembered.

The best letters of those sent will be read on the air, and the names of all letter-writers are announced as members of the court. "The Magic Minute of Peter Pan" also is conducted by Tiny Tim.

P. M.

- 12:30 Mid-day Musical.
- 12:45 News Bulletins.
- 12:50 Louie's Hungry Five.
- 1:00 Grand Cafe Orchestra.
- 1:15 Tuneful Times.
- 1:30 Gayle Wood—Piano.
- 1:45 Youth Matinee.
- 2:00 Music In the Air.
- 2:30 Grain Markets.
- 2:45 Chicago Serenade.
- 3:00 Thirty Minutes on Broadway.
- 3:30 Maze of Melody.
- 4:00 Corinne Jordan—Detours.
- 4:15 Cecil and Sally.
- 4:30 Lever Bros.—Rinso Talkie.
- 4:45 Marc Williams, the Cowboy Crooner.
- 5:00 Children's Hour.
- 5:20 Steamboat Bill.
- 5:30 Reports.
- 5:45 Little Orphan Annie.
- 6:00 Amusement Bulletin.
- 6:01 Day's Events—Consolidated Press Dispatches.
- 6:15 Hymn Sing.
- 6:30 Ponce Sisters.
- 6:45 Curtis Hotel Orchestra.
- 7:00 Blackstone Plantation.
- 7:30 Curtis Hotel Orchestra.
- 7:45 Sisters of the Skillet.
- 8:00 Chevrolet Chronicles.
- 8:30 The Fuller Brush Man.

- 9:00 Lucky Strike Dance Orchestra.
- 9:30 Dream Avenue—Male Quartet.
- 9:45 Boulevards of Paris Orchestra.
- 10:00 Amos 'n' Andy.
- 10:15 Phillips 66 Fliers.
- 10:45 Reports.
- 10:50 Boulevards of Paris Orchestra.
- 11:00 Palace Orpheum Hour.
- 11:30 Coon-Sanders Orchestra.
- 12:00 Marc Williams, the Cowboy Crooner.
- 12:10 Boulevards of Paris Orchestra.
- 12:30 Dance Frolic.

Wednesday, October 14th

A. M.

- 6:30 Early Riser's Musicales—Time Signals.
- 8:10 Sims' Malt-o'-Wheat.
- 8:15 Sterling Products.
- 8:30 Montgomery Ward Program.
- 8:45 A. and P. Food Program.
- 9:00 Libby, McNeil & Libby.
- 9:15 Musical Interlude.
- 9:25 Leader Store Parade.
- 9:30 Market Reports.
- 9:45 Aunt Sammy Chat.
- 10:00 Keeping up with Daughter.
- 10:15 Radio Household Institute.
- 10:30 Charis Morning Musicales.
- 10:45 Sun Maid Girl.
- 11:00 Beyer's Health Clinic.
- 11:15 Pat Barnes—Swift & Co.
- 11:30 National Farm and Home Hour.

P. M.

- 12:30 Grand Cafe Orchestra.
- 12:45 News Bulletins.
- 12:50 Louie's Hungry Five.
- 1:00 Blue Blazers.
- 1:30 Musical Specialty.
- 2:00 St. Thomas College.
- 2:15 Grain Markets.
- 2:30 Chicago Serenade.
- 3:00 Pacific Vagabonds.
- 3:30 With the Composers—Organ.
- 4:00 Marc Williams, the Cowboy Crooner.
- 4:15 Cecil and Sally.
- 4:30 Gayle Wood—Piano.
- 4:45 Parnassus Trio.
- 5:00 Children's Hour.
- 5:30 Reports.
- 5:45 Little Orphan Annie.
- 6:00 Amusement Bulletin.
- 6:01 Day's Events—Consolidated Press Dispatches.
- 6:15 Melodians.
- 6:30 Vaughn de Leath, Contralto.
- 6:45 Curtis Hotel Orchestra.
- 7:00 College Memories—National Battery Co.
- 7:15 Brown Shoe Program.
- 7:30 Mobiloil Concert.
- 8:00 Mendelssohn Glee Club.
- 8:30 Palmolive Hour.
- 9:30 Coca Cola Program.
- 10:00 Amos 'n' Andy.
- 10:15 Phillips 66 Fliers.
- 10:45 Reports.
- 10:50 Marc Williams, the Cowboy Crooner.
- 11:00 Casino Orchestra.
- 11:15 Coon-Sanders Orchestra.
- 11:30 Coliseum Orchestra.
- 11:45 Boulevards of Paris Orchestra.
- 12:15 Marigold Ballroom Orchestra.
- 12:30 Casino Orchestra.

Thursday, October 15th

A. M.

- 6:30 Early Riser's Musicales—Time Signals.
- 7:25 News—Weather.
- 8:30 Montgomery Ward Program.
- 8:45 A. and P. Food Program.
- 9:00 Proctor & Gamble Program.
- 9:15 Zinsmaster Program.
- 9:25 Leader Store Parade.
- 9:30 Market Reports.
- 9:45 Aunt Sammy Chat.
- 10:05 Gratia Barre.
- 10:15 Radio Household Institute.
- 10:30 Sims' Malt-o'-Wheat.
- 11:00 General Electric Program.
- 11:15 Pat Barnes—Swift & Co.

11:30 National Farm and Home Hour.
12:30 Marc Williams, the Cowboy Crooner.

P. M.

12:45 News Bulletins.
12:50 Louie's Hungry Five.
1:00 Grand Cafe Orchestra.
1:15 Tuneful Times.
1:45 Youth Matinee.
2:00 Minn. Horticultural Society.
2:15 Market Reports.
2:30 Chicago Serenade.
3:00 Syncopators.
3:15 Ballads.
3:30 Maze of Melody.
3:45 Corinne Jordan—Sense and Nonsense.
4:00 Carveth Wells, the Jungle Man.
4:15 Cecil and Sally.
4:30 Lever Bros.—Rinso Talkie.
4:45 Gayle Wood—Piano.
5:00 Children's Hour.
5:20 Steamboat Bill.
5:30 Reports.
5:45 Little Orphan Annie.
6:00 Amusement Bulletin.
6:01 Day's Events — Consolidated Press Dispatches.
6:15 Autumn Melodies.
6:30 Curtis Hotel Orchestra.
6:45 Ponce Sisters.
7:00 Fleischman Hour—Rudy Vallee and His Orchestra.
8:00 Arco Dramatic Musicales.
8:30 Maxwell House Melodies.
9:00 Musical Specialty.
9:30 Nat and Bridget.
9:45 Davis Motor Co.
10:00 Amos 'n' Andy.
10:15 Phillips 66 Fliers.
10:45 Reports.
10:50 Boulevards of Paris Orchestra.
11:00 Marc Williams, the Cowboy Crooner.
11:10 Marigold Ballroom Orchestra.
11:30 Boulevards of Paris Orchestra.
11:50 Marc Williams, the Cowboy Crooner.

Friday, October 16th

A. M.

6:30 Early Riser's Musicales—Time Signals.
7:25 News—Weather.
8:30 Montgomery Ward Program.
8:45 A. and P. Food Program.
9:00 Musical Interlude.
9:25 Leader Store Parade.
9:30 Market Reports.
9:45 Aunt Sammy Chat.
10:00 NBC Musical Appreciation Hour.
10:45 Sun Maid Girl.
11:00 Rumford Cooking School.
11:15 Pat Barnes—Swift & Co.
11:30 National Farm and Home Hour.

P. M.

12:30 Marc Williams, the Cowboy Crooner.
12:45 News Bulletins.
12:50 Louie's Hungry Five.
1:00 Yorktown Sesquicentennial Celebration, Yorktown, Va.
2:15 Market Reports.
2:30 Chicago Serenade.
3:00 Moore Triangle.
3:15 Radio Guild Dramatics.
4:20 Cecil and Sally.
4:30 Dolly Connelly — Popular Songs.
4:45 Don Guthrie—Piano.
5:00 Children's Hour.
5:30 Reports.
5:45 Little Orphan Annie.
6:00 Amusement Bulletin.
6:01 Day's Events — Consolidated Press Dispatches.
6:15 Major Bowes Family.
6:30 Curtis Hotel Orchestra.
7:00 Cities Service Cavaliers.
8:00 Interwoven Pair.
8:30 Armour Program.
9:00 Paul Whiteman's Paintmen.
9:30 Weil-McLain Program.

NAT AND BRIDGET



Before the microphone every Thursday at 9:30 P. M., Nat and Bridget are making thousands of friends with their weekly radio presentation, featuring songs and their own dialogue. They are sponsored by the National Bridge Shoemaker Co.

RUSSIAN SINGER ASSISTS VALLEE

Tamara, youthful singer of old Russian and modern tunes, will be guest star with Rudy Vallee and his Connecticut Yankees on the Fleischmann Yeast Hour at 7 P. M. Thursday.

Tamara came to the United States nine years ago, when she was just 12 years old.

Her achievement of success on Broadway came at an unusually early age and she already has a record of featured appearances in several hits, including Billy Rose's "Crazy Quilt," Schwab and Mandel's "Free for All," as well as a long engagement last season at the famous Club Abbey.

A guitar is Tamara's inseparable companion while singing her Russian numbers, and its tinkling strains will be heard over the radio. Popular songs, done in an easy "blues" style, will be done with piano accompaniment.

ST. LOUIS SINGER ON SHOE PROGRAM

St. Louis, Mo., Oct. 8.—Guy Robertson, baritone, who sang before more than 500,000 persons attending the St. Louis Municipal Opera season during the past summer months, will be heard as guest artist in a new Wednesday program at 7:15 P. M. over a coast-to-coast NBC network.

Leonard Joy and his orchestra also will be heard during the series. Robertson will offer his operatic and stage musical hits during each broadcast.

The series, which will be known as "Guy Robertson, Baritone," is sponsored by the Brown Shoe Company of St. Louis, Mo. KSTP will broadcast the program to the Northwest.

Dramatic Thriller On Death Valley Program

"Stringing a Tenderfoot" is the title of the typical Western Dramatic sketch which will be enacted on the Death Valley Days program from KSTP at 7:30 P. M. Monday.

Members of the cast will include: Virginia Gardiner, William Shelley, Jack McBride and Joseph Bell. John White, the "Lonesome Cowboy," will croon several tunes of the cattle range. Joseph Bonime and his orchestra will present the music on this program.

Marty Stone's orchestra provides lunch hour concerts from KSTP.

Business Men Among Embryo Entertainers Who Try For Radio

Chicago, Oct. 8.—People, it appears, will do almost anything to get on the air. Examples of the extent to which numerous applicants for auditions at the NBC Chicago studios will go are related by Elena DeMarco, who states that with the coming of fall, her appointments have increased.

Recently, women from points as distant as a day's rail journey have made special trips to Chicago for auditions. Others have come shorter distances outside the city, but for the express purpose of having their talents passed upon.

Not infrequently, do applicants wire for appointments between trains when they pass through the city.

Several students have revealed to Miss DeMarco that they are enrolling in Chicago colleges and universities with the hopes of helping themselves through school by getting jobs as radio entertainers.

Teachers, persons in professional lines and successful business men and women, frankly state they would drop everything, just to get on the air.

JOE ROBERTS



Joe Roberts, well known Northwest orchestra conductor, and his band are now entertaining at the Boulevards of Paris. Roberts (right) is shown with Paul Whiteman, as the "King of Jazz" wished him good luck after leaving the Edgewater Beach hotel in Chicago to come to the Twin Cities.

One of life's most embarrassing moments came to Ted Pearson, Chicago NBC announcer, when he was attending a banquet given by an organization whose program he announced. Ted was called upon for a speech and standing behind his chair got his foot caught in the rungs before he started to talk. Words then refused to come and assistance was required to free him.

Presenting the Famous **BOSWELL SISTERS**

Mondays - 9:30 p. m.
Thursdays - 9:45 p. m.

DAVIS MOTOR CO.

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1208 Harmon Place Minneapolis

9:45 Studebaker Champions.
10:00 Amos 'n' Andy.
10:15 Phillips 66 Fliers.
10:45 Reports.
10:50 New York Orchestra.
11:00 Marc Williams, the Cowboy Crooner.
11:10 Casino Orchestra.
11:30 Marigold Ballroom Orchestra.
12:00 Marc Williams, the Cowboy Crooner.
12:10 Boulevards of Paris Orchestra.

Saturday, October 17th A. M.

6:30 Early Riser's Musicales—Time Signals.
7:25 News—Weather.
8:00 Steamboat Bill—Malt-O-Meal.
8:15 Macey's Surprise Program.
8:30 Montgomery Ward Program.
8:45 A. and P. Food Program.
9:00 Zinsmaster Program.
9:05 Aunt Sammy Chat.
9:20 Sims Malt o' Wheat.
9:25 Leader Store Parade.
9:30 Yorktown Sesquicentennial Celebration, Yorktown, Va.
11:00 Beyer's Health Clinic.
11:15 Pat Barnes—Swift & Co.
11:30 National Farm and Home Hour.
12:00 McCluskey's Clothes.

P. M.

12:15 Football—Army vs. Harvard.
3:00 Syncopators.
4:00 Musical Feature.
4:15 Cecil and Sally.
4:30 Song Shop.
5:00 Children's Hour.
5:05 Steamboat Bill.
5:15 Little Buster Parade.
5:30 Reports.
5:45 Orphan Annie.
6:00 Amusement Bulletin.
6:01 Day's Events — Consolidated Press Dispatches.
6:15 Dr. Richter—Organ.
6:30 Juster's Collegians.
7:00 Vincent Lopez Orchestra.
7:30 Silver Flute.
8:00 General Electric Hour.
8:30 The First Nighter Mystery.
9:00 Lucky Strike Dance Orchestra.
10:00 Amos 'n' Andy.
10:15 Phillips 66 Club.
11:15 Reports.
11:20 Curtis Hotel Orchestra.
11:45 Coliseum Dance Orchestra.
12:00 Boulevards of Paris Orchestra.
12:30 Saturday Frolic.

Carveth Wells gives a jungle talk at 4 P. M. Thursday from KSTP.

Hear the

National Battery Quartet

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

7PM Wednesdays

COAST TO COAST

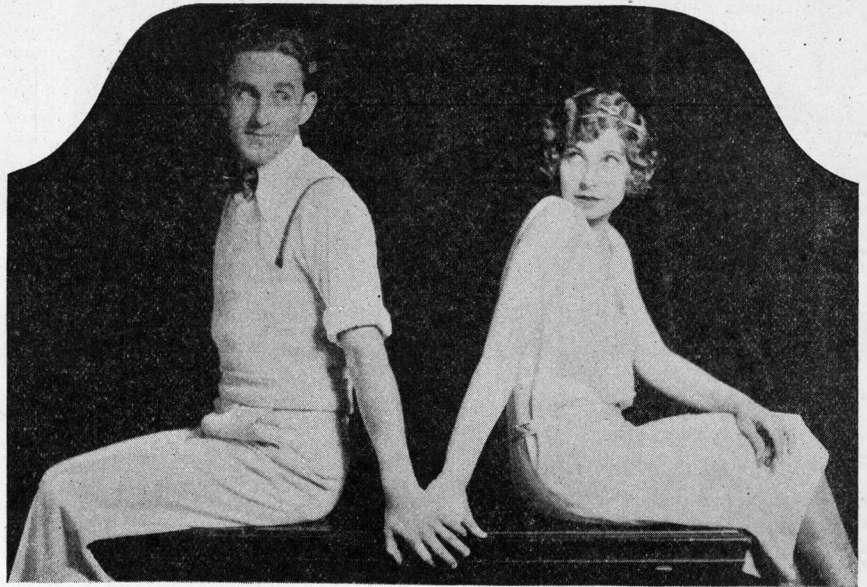


Meet Some Friends You Hear on the Air



Uncle Tom had to give her a chair, but it's obvious that 3-year-old Barbara Eifenbein doesn't know the meaning of "mike fright." She is a Children's Hour protege.

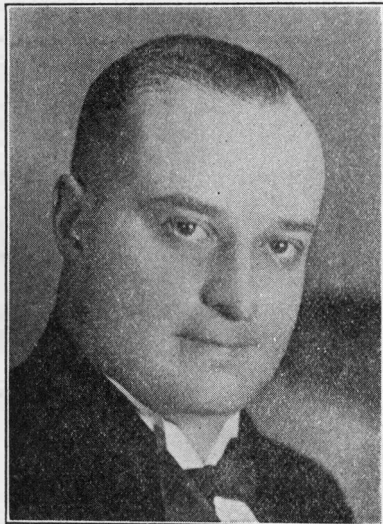
"Oh, Cecil!" But Sally really doesn't seem to object to a little hand-holding, if this picture is to be accepted at face value.



Here we are folks, at the Paramount Theatre, with Leonard Leigh at the organ, George Watson at the microphone, and Gene Brautigan at the controls.



He may look like the kind of a fellow who would prefer blondes, but Don Guthrie's first love is the piano. Further information on request.



They called him the Harmony Hurricane quite a few years ago, and no one has been able to improve on that name for Gayle Wood after hearing his cyclonic piano improvisations.

"Swee-e-t A-a-do-line!" Yes, the National Male Quartet — Ted Kline, Leo Hemminghaus, Harold Klanck and Nels Swenson of the big bass voice.



Mail Coupon on Page 4 to Receive Your Program Listings Every Week