

## THEATRE of the AIR

## TUESDAY'S PROGRAMMES

CANADIAN RADIO COMMISSION  
6.30—G. R. Markowsky  
6.45—Stock Quotations  
7.00—Dinner Music  
7.30—Overseas Program  
8.00—Lionel Daunais, Baritone  
8.15—Rex Battle and Orchestra  
8.30—Charles Jennings  
8.45—Louise King, songs  
9.00—Between the Tides  
9.30—Music for Today  
10.00—Friendly Enemies  
10.30—Arabesque  
11.00—National Sing-Song  
11.30—Joe DeCourcy and Orch.  
11.45—News  
12.00—Old Time Frolic

WJZ, NEW YORK, 760 K.

5.00—Carl Landt, tenor  
5.15—Joan and the Escorts  
5.30—Dog Heroes  
5.45—To be Announced  
6.00—Your Health  
6.30—Singing Lady  
6.45—Little Orphan Annie  
7.00—Minute Men  
7.15—Animal Close-Ups  
7.25—Concert Pianist  
7.30—News  
7.35—Walter Cassel, baritone  
7.45—Lowell Thomas  
8.00—Easy Aces  
8.15—Tony Russell, songs  
8.30—Lum and Abner  
8.45—Vivian Della Chiesa, soprano  
9.00—Log Cabin Dude Ranch  
9.30—Edgar A. Guest  
10.00—Ben Bernie and the Lads  
10.30—Husbands and Wives  
11.00—Hildegard  
11.30—Portraits of Harmony  
12.00—Paul Martel's Orchestra  
12.30—Riley and Farley's Orchestra  
1.00—Shandor, Violinist  
1.08—Lou Bring and Orchestra  
1.30—Jimmy Dorsey's Orchestra

WEAF, NEW YORK, 660 K.

5.00—Cheerio  
5.15—Woman's Radio Review  
5.30—Landon Club's Program  
5.45—Consumer's Program  
6.00—While the City Sleeps  
6.15—Tom Mix and his Shooters  
6.30—Jack Armstrong  
6.45—Jerry Sears' Orchestra  
7.00—Flying Time  
7.15—Mid-Week Hymn Sing  
7.30—News  
7.35—Jackie Heller, tenor  
7.45—Dorothy Dreslin, soprano  
8.00—Amos 'n' Andy  
8.15—Voice of Experience  
8.30—To be Announced  
9.00—Leo Reisman's Orchestra  
9.30—Lady Esther Serenade  
10.00—Vox Pop  
10.30—Fred Astaire  
11.30—Barry McKinley, songs  
11.45—Roy Campbell's Royalists  
12.00—Clem McCarthy  
12.15—Nano Rodrigo and Orchestra  
12.35—Xavier Cugat's Orchestra  
1.00—Stanley Norris' Orchestra  
1.30—Jesse Crawford, organist  
1.45—Phil Levant's Orchestra

WTIC, HARTFORD, 1040 K.

5.00—Cheerio  
5.15—Women's Radio Review  
5.30—Landon Radio Club  
5.45—Consumer's Program  
6.00—While the City Sleeps  
6.15—Tom Mix  
6.30—Jack Armstrong  
6.45—Dick Tracy  
7.15—Horse Sense Philosopher  
7.30—Wrightville Clarion  
7.45—Rubinoff and Virginia Rae  
8.00—Amos 'n' Andy  
8.15—Voice of Experience  
8.30—Talk, Republican Committee  
8.45—Count of Monte Cristo  
9.00—Leo Reisman's Orch.  
9.30—Wayne King's Orch.  
10.00—Sidewalk Interviews  
10.30—Fred Astaire  
11.30—Barry McKinley, tenor  
11.45—Roy Campbell's Royalists  
12.00—News  
12.15—Polish Dance Orch.  
12.45—Xavier Cugat's Orch.  
1.00—Silent

CKAC, MONTREAL, 730 K.

5.00—Billy Mills  
5.30—Pop Concert  
6.00—Social Announcements  
6.20—French Songs  
6.30—Fireside Program  
7.15—Waltz Time  
8.15—Le Cure de Village  
8.45—La Maison de Satan  
9.00—The Provincial Hour  
10.00—Waring's Pennsylvanians  
10.30—Radio Encyclopedia  
11.00—The Life of the Party  
11.15—Le Merle Rouge  
11.30—French News  
11.45—Cavaliers de la Salle  
12.00—Molson Sports Reporter  
12.05—Willard Robinson and Orch.  
12.15—Le Psychologue Consultant  
12.30—Herbie Kay and Orch.  
1.00—Tommy Dorsey and Orch.  
1.30—Maurice Spitalny's Orch.

## WEDNESDAY'S PROGRAMMES

CANADIAN RADIO COMMISSION  
6.30—G. R. Markowsky  
6.45—Stock Quotations  
7.00—The Friendly Corner  
7.30—Overseas Program  
8.00—At the Organ  
8.15—Chateau Frontenac Ensemble  
8.30—The Broken Arc  
8.45—The Vagabonds  
9.00—Twilight Echoes  
9.30—Band Box Revue  
10.00—Let's All Go to the Music Hall  
10.30—Music to Remember  
11.00—This is Paris  
11.30—Lloyd Huntley and Orch.  
11.45—News  
12.00—Let's Dance  
12.30—Woodwind Duo  
12.45—Woodhouse and Hawkins  
1.00—Maids and Middles

WJZ, NEW YORK, 760 K.

5.30—The Singing Lady  
5.45—Little Orphan Annie  
6.05—Animal News Club  
6.15—Mary Small, Songs  
6.30—Press Radio News  
6.35—Castles of Romance  
6.45—Lowell Thomas  
7.00—Easy Aces  
7.15—Olympic Prospects 1936  
7.30—Lum and Abner  
8.00—Folies de Paré  
8.30—Lavender and Old Lace  
9.00—NBC Concert Hour  
10.00—This is Paris  
10.30—Vivian Della Chiesa  
11.00—Esso News Reporter  
11.05—Xavier Cugat's Orchestra  
11.30—Dick Mansfield's Orchestra  
12.00—Shandor, violinist  
12.08—Joe Rines and his Orch.  
12.30—Luigi Romenelli's Orchestra

WEAF, NEW YORK, 660 K.

6.00—Flying Time  
6.15—Esso News Reporter  
6.20—Clark Dennis, Tenor  
6.30—Press Radio News  
6.35—Baseball Resumes  
6.45—Billy and Betty  
7.00—Amos 'n' Andy  
7.15—Uncle Ezra  
7.30—Gabriel Heatter  
7.45—Our American Schools  
8.00—One Man's Family  
8.30—Wayne King's Orchestra  
9.00—Town Hall Tonight  
10.00—Your Hit Parade  
11.00—Eddie Duchin's Orchestra  
11.30—Esso News  
11.35—Fletcher Henderson's Orch.  
11.45—Jesse Crawford

WABC, NEW YORK, 860 K.

6.00—Buck Rogers  
6.25—Speaker  
6.30—Jack Armstrong  
6.35—Vanished Voices  
6.45—Kellem's Orchestra  
7.00—Myrt and Marge  
7.15—The Imperial Hawaiians  
7.30—Kate Smith  
7.45—Boake Carter and Allen  
8.00—Cavalade of America  
8.30—Burns and Allen  
9.00—Lily Pons  
9.30—Ray Noble's Orchestra  
10.00—Gang Busters  
10.30—Mary Eastman  
11.00—Abe Lyman Orchestra  
11.15—Eddie Duchin's Orchestra  
11.30—Herbie Kay's Orchestra  
11.45—Jesse Crawford, organist  
12.00—Fletcher Henderson

WGY, SCHENECTADY, N. Y., 790 K.

4.00—Betty and Bob, sketch  
4.15—Bridge Forum  
4.30—Stock Reports  
4.45—Magnolia and Sunflower  
5.00—Chick Webb's Orchestra  
5.30—Grace and Scotty  
6.15—Maurice Spitalny's Orch.  
6.30—News  
7.00—Amos 'n' Andy  
7.15—Uncle Ezra  
7.30—Col. Jim Healy  
7.45—Rhythm Review  
9.00—Town Hall Tonight  
10.00—Your Hit Parade  
11.00—Esso News Reporter  
11.05—Jerry Johnson's Orchestra  
11.30—Ted Lewis' Orchestra  
11.45—Jesse Crawford, organist  
12.00—Earl Hines' Orchestra

## MEXICO HAS AMATEUR STAR

NEW YORK, Oct. 12.—Pretty Maria Cristina Puga, young soprano who was adjudged winner of a nationwide amateur contest conducted in Mexico, will be Fred Allen's guest artist on his Town Hall Tonight broadcast over the NBC-Red Network on Wednesday, October 14, at 9.00 p.m., EST. Miss Puga is making a special trip to the United States for the appearance.

Mexico's champion amateur entertainer at 18, speaks no English and is determined to follow a musical career. Although she has studied for only two years, she has an extensive repertory, including popular songs, Mexican folk melodies and standard operatic arias. On Town Hall Tonight she will be accompanied by a full concert orchestra under Peter Van Steeden's direction.

## RED ROSE

TEA "is good tea"

— and its goodness

is guaranteed —

36-10

## CANADA'S NEW NOTE OF GLAMOUR—LOVELY LOUISE KING ON AIRWAVES

You can bless Chicago for Louise King. You have to, for Canada's new "Queen of Song" is a native of the Windy City. No lovelier adopted daughter ever crossed a foster parent's doorstep. There is a belief in certain quarters of the U. S. that folks up above the forty-ninth parallel are inclined to let a good bit slip through their fingers. But the Canadian Radio Commission has given Louise King the Canadian air, at least some of it, and the young Chicago star likes the idea so well that she is remaining in Toronto for her third winter to be featured in her own weekly programme of song.

Louise came to Canada two years ago. She was seen, heard, and very much appreciated. The smart hotel and night club clientele admired her immensely and the radio audiences were quick to add their homage. A visit at the Embassy Club, which was intended to last three or four weeks, extended into an indefinite stop-over. And now it looks as though Canada's good luck is holding, for Louise is holding down a network spot each Tuesday night at 7.30, EST, singing on the Commission's new fall programme schedule from the Toronto studios.

## Delighted Ben Bernie

Tall, willowy, blonde, and silver-voiced, she sings songs in the modern enticing manner that must have delighted Ben Bernie when he first heard her in a Chicago studio. At any rate he signed her to appear at the College Inn and she scored.

"I was so thrilled," admits Louise, "but I didn't tell a soul. I was work-

ing as a stenographer in a big Chicago office and I was so afraid I would 'flop' that I didn't even confide in my best chum."

That her debut was far from a flop was proved by subsequent happenings. Jules Alberti, who heard her sing "Night and Day," and Kate Smith's song, "When the Moon Comes Over the Mountain," with the Bernie lads at the College Inn, asked her to join his orchestra on a tour. Louise passed from a stenographer's desk to the thrills of her first "road" engagement as a vocalist. In Detroit she received the invitation to come to Canada.

## Radio Stardom in Three Years

Now one of the bright, shining lights of the Canadian airwaves, Louise has stepped from a business office job to radio stardom in less than three years. She is twenty-three and, with personality, beauty, and a sweet "perfect microphone voice," she might well entertain some pretty elaborate career ambitions. But—

"I would like to be happily married," stated this surprising modern miss, when approached on the subject of ambition. "I know my own limitations. I love singing on the air but I have no false dream of a great career in concert or opera. I would like to sing here, over the Canadian networks, for three or four years and then I really would like to settle down."

It's to be hoped this revelation won't bring Louise too much embarrassing fan mail. It would be a shame to frighten such a nice "new Canadian" away.

## Band Music Lessons on Air Start Tuesday

CHICAGO, Oct. 12.—Dr. Joseph E. Maddy's Band Music Lessons, which were broadcast over a Detroit station for five years before moving to WMAQ in Chicago last year, will be broadcast over the NBC-Red network each Tuesday at 2.00 p.m., EST, beginning today.

Musical instruction by radio became a reality for thousands of school children in midwestern states last year when Dr. Maddy's series was endorsed by William J. Bogan, superintendent of schools in Chicago, and the public and parochial school systems of Illinois, Indiana, Wisconsin, Iowa, Minnesota and Michigan. Prior to that, the course had become an integral part of the curriculum of more than 300 schools in Michigan, with an annual enrollment of more than 30,000 students.

Not only did the programme interest many thousands of children formerly uninterested in music, but it also increased the field for private and public school music teachers. One county with a population of 8,000 which previously had no music teacher and no school music now has

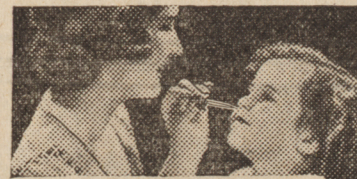
six full-time music teachers with more than 1,000 regular students. Another town with a population of 954 now has a 53-piece school band and orchestra. Dr. Maddy conducts his class with the aid of professional musicians. The musicians—regular NBC artists—sound the correct tones and play simple tunes during the broadcasts while the students listening in endeavor to imitate the sounds. The only expense for the lessons is that of the instruction books, which are provided at cost, 25 cents each, a separate book for each instrument.

During the 26 lessons, which begins October 13, Dr. Maddy will give instruction in all hand instruments.

Known as America's "Evangelist of Music," Dr. Maddy began his career as a viola and clarinet player in the Minneapolis Symphony Orchestra. In 1920 he became supervisor of music in the schools at Richmond, Ind. There he developed his crusade for more music—especially orchestral and band music—in public schools, a crusade which was responsible for his founding the National Music Camp at Interlochen, Mich., and for his radio music lessons.

Dr. Maddy is professor of music at the University of Michigan, director of the Interlochen Camp, and president of the National Music Educators' Conference.

## Mother's Guide to Better CONTROL of COLDS



For Fewer Colds...  
Vicks Va-iro-nol helps  
Prevent many Colds

At the first warning sneeze or nasal irritation, quick!—a few drops of Vicks Va-iro-nol up each nostril. Especially designed for nose and throat, where most colds start, Va-iro-nol helps to prevent many colds—and to throw off head colds in their early stages.



For Shorter Colds...  
Vicks VapoRub helps  
End a Cold sooner

If a cold has already developed, use Vicks VapoRub, the mother's standby in treating colds. Rubbed on at bedtime, its combined poultice-vapor action loosens phlegm, soothes irritation, helps break congestion. Often, by morning the worst of the cold is over.

Follow Vicks Plan for Better Control of Colds

A helpful guide to fewer colds and shorter colds. Developed by Vicks Chemists and Medical Staff; tested in extensive clinics by practicing physicians—further proved in everyday home use by millions. The Plan is fully explained in each Vicks package.

VICKS PLAN FOR BETTER CONTROL OF COLDS

## WOMEN DON'T WANT TO BE BISHOPS

LONDON, Oct. 13. — "Deaconesses have no great ambition to become bishops," Deaconess Constance Hankin, principal of St. Catherine's Deaconess House, Highbury, N., told a reporter.

She was commenting on the suggestion made recently by the Bishop of Birmingham (Dr. Barnes) that women bishops be appointed.

"But," she added, "we should like to see carried out the recommendations made by the Council of Bishops allowing deaconesses to preach in churches and read the lessons."

"The consent of the bishop would of course, be necessary, since in many churches there are local prejudices against women preachers, and such prejudices should be respected."

## Independent Child Deserves Chance

Years ago when a certain small boy was just beginning to walk and talk, his father brought home a pair of red shoes. Alas! They were too small. They pinched his feet unbearably. Argument followed with protests and pleadings, until the father lost patience and growled an ultimatum.

"They're not too tight," said he, "and you're going to wear them." It was too much. The boy sat down on the floor and said, with cold and utter finality, "I tant and I don't haf to."

It wasn't mere rebellious stubbornness. The boy was born with an independent spirit and would always make his own decisions.

## LOWEST FORM OF POACHING DISCOVERED

REGINA, Sask., Oct. 13.—Thousands of hunters are out gunning for ducks with the opening of the shooting season in Saskatchewan; but the lowest form of poaching was discovered near Regina.

Fish-hooks, baited with morsels of food were set up on creek banks.

The unfortunate bird that ate the morsel would get the hook in its throat and would die a slow and anguishing death.

GAIN WISDOM IN A HAPPY WAY..

**WHITE OWL**  
Cigars

IN TWO SHAPES.. INVINCIBLE STREAMLINE

5

## SURROUNDED BY THE COMFORTS OF MODERN LIVING

Present-day married couples are wise—they don't need to dread the winter.

SHE doesn't spend half the day running down to the basement to fix the furnace.

HE has no half-frozen, shuddering look on his face when he gets up at 7.00 on winter mornings.

BECAUSE they have a wood burning

McCLARY'S MAGNET FURNACE

— Sold by —

**A. J. GUNTER**

Phoenix Square — Tel. 290

## Here's Real News

## YOUR FALL CLEANING

MADE EASY!

BUZZELL'S are equipped to do a complete fall cleaning job on all your household furnishings and all your fall clothes.

Think what that means to you. Everything perfectly cleaned at one time!

AND PRICES SO REASONABLE!

## CHECK THESE SERVICES

## Men's 3-Piece Suits

Made to Look Like New for another Autumn's Service.

## REPAIRING DYING ALTERING

## Women's 1 Piece Dresses

All Fall Fabrics restored to Original Brightness and Shape.

We are High in Quality

## Men's Hats

CLEANED AND BLOCKED BY EXPERT WORKMEN.

## Women's Coats

CAREFUL HANDLING FROM START TO FINISH

But Low in Price

## Men's Topcoats

REPAIRED CLEANED and PRESSED

LET US GIVE YOU A FREE ESTIMATE

BLANKETS — DRAPES HOUSEHOLD FURNISHINGS Cleaned by Efficient Expert Methods

**BUZZELL'S**  
**DRY CLEANING**