MET OFFERS "LA BOHEME" OVER NBC

West Point Anniversary Aired

GRACE MOORE SINGS ROLE OF "MIMI"

Radios open audience will be whisked to the Latin Quarter of Paris to eavesdrop on a tragic romance of student life, on March 14, when NBC's combined WEA-FJZ networks broadcast the Metropolitan Opera's presentation of Giacomo Puccini's "La Boheme." This Saturday opera matinee broadcast will commence at 1:55 p.m. (E.S.T.) with the overture of the opera related by Milton Cross, NBC announcer.

Those who knew Puccini point out that the musical vitality of this score can be explained by the biographical spontaneity with which he wrote "La Boheme." Puccini, himself, had lived the life portrayed in Massenet's popular novel, "La Vie Boheme," upon which the libretto is based. He, too, had lived in an arie during his student days, and had experienced the intoxication

(Continued on page 11)

EDDIE DOWLING IS STAR OF NEW NBC ELGIN REVUE

Eddie Dowling and Ray Dooley, Bruce Goodwin's celebrated singing orchestra and Helen Ward, songstress, will be brought to the air each Tuesday, on Eddie Dowling's Elgin Revue, which will make its debut over WCKY and a nation-wide NBC network, March 17, at 10:00 p.m. (E.S.T.). The new series will be sponsored by the National Watch Company, sponsor of the successful Elgin Campus Revue, over NBC networks, last Autumn.

Making their debut appropriately on St. Patrick's Day, Dowling and Dooley, who are husband and wife, will supply the song-and-dance high-jinks of the new series. Founded as stage headliners for years, Dowling and Dooley are credited with having originated the modern Broadway type of humor.

Maxine Gray gives us a preview of Spring in this charming frock of canary yellow marquisette over a crepe slip patterned with gay flowers. Her warm voice is one of the highlights of "The Great American Tourist" series starring Phil Baker, Beetle Bottle, "Cumful" Kemp's Band and the Seven G's over the WABC-Columbia network every Sunday at 7:30 p.m. (E.S.T.). Maxine's voice and good luck have won her contracts for a number of movie shorts.

LAST WEEK WE PRINTED A PICTURE OF JAMES BROWN IN MAKE-UP AS HE APPEARS BEFORE THE MICROPHONE AS ONE OF TWENTY-TWO CHARACTERS IN THE "JOHNNY FAMILY" BROADCAST OVER WLW, MONDAY THROUGH FRIDAYS AT 6 p.m. (E.S.T.). THIS WEEK WE SHOW YOU BROWN AS HE APPEARS IN EVERYDAY LIFE.
THE OLD HUMAN EQUATION

Probably because the idea has had so much publicity in the mass media, there has been considerable interest recently in a "yardstick" for broadcasting: setting up definite program-service standards which all stations must meet.

It is not merely an intriguing speculation. Something of the sort is necessary. When the number of available channels is limited, everybody who wants to cannot go into the business of broadcasting. There must be some way of separating the sheep from the goats.

We have found that stations generally agreed to be poor, made a higher score than stations generally agreed to be good.

This illustrates the baffling difficulties radio "yardsticks" always encounter. Precise mathematical standards cannot be established for broadcasting services because the difference between good and bad programs cannot be reduced to figures.

That should be obvious. What is not so clear is that most of the differences between stations and programs are largely personal.

We like or dislike given features, not only because of their craftsmanship and technique, but still more because of the individuals concerned. We cannot be reduced to figures.

As in our other human relations, the thing we gropingly call personality or background is as decisive in broad- casting as in our other human relations. And, unfortunately, it cannot be measured, weighed, or graphed.

This is not to say that broad fundamental criteria for broadcasting exist for us all to use. They can and must be. But a hard-and-fast "yardstick" that will measure a station's worth with decimal precision seems out of the question.

As long as people make programs and listen to them, the human equation will have to be reckoned with in radio. It is just as well that it must.

**NBC Announcer Wins BBDO Award**

Named winner of the "Award for Good Announcing," made annually by the advertising firm of Batten, Barton, Durstine and Osborne, is Elliott Greenawald. The National Broadcasting Company, receives an engraved stop-watch and check from Roy S. Durstine, president of the firm. The prize is offered to encourage good announces, free from artificial mannerisms or inflections peculiar to any particular section of the country. Its recipients are chosen from the large ranks of regular station announcers. Announcers whose specialties are sports announcing, acting as foil for comedians, etc., are excluded from the competition.

**Weekly RADIO DIAL**

Weekly RADIO DIAL, No. 44

Vol V WEEK ENDING MARCH 19, 1936

Published every Friday by the Radio Dial Publishing Co.

22 East 12th St., Cincinnati, Ohio

Six Months for $1. Single Copies 5 cents

Those breviary run host available programs and news of your favorite stations and series. All programs are completely checked for accuracy, subject to correction.

Telephone—Office 6711-6713 MARGARET MALONEY—Editor

RADIO DIAL. WEEK ENDING MARCH 19, 1936

2

"the End of broadcast.

* * *

Station WKRC—March 11th. — The mogul directing the destinies of the British Broadcasting Corporation is faced with quite a problem, according to the London Post. There is a great depth of capable comedians in England. As a result plans for forthcoming variety shows are being held up and things are at quite a standstill until some A-l northeners are found. Occasionally a likely suspect is found, but then it is discovered that this material is quite suited for microphone purposes and that he declines to use material written for him by one of the hired back-writers. (the) stock radio comedians are admirable and versatile, but obviously must be used sparingly in order not to cheapen their appeal.

* * *

The time is thought out to be far distant when non-essential broadcasting will be an actuality in the British Isles. As a whole, the licensed public is thoroughly fed up with the highly liberal-minded board which will be substituted.

As it is now, English "smart" addicts may tune to a powerful station in Luxembourg that is heavily weighted down with British sponsors who offer entertainment similar to that heard in this country. Advertisers have been quick to ascertain that radio will sell the goods for them, and are grudgingly placing advertising in their own backyard. With the merchants bowing at them, the radio directors are having difficulty of owner to refute the argument that British industry is being brought back due to a lack of advertising.

* * *

Might just as well spend a bit more time in merrie olde England, the U. S. Dept. of Commerce is advised according to the London Post. There is no end of Time" has been on the air; it is thoroughly fed up with the highly liberal-minded board which will be substituted.

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* * *

Marston Richard Humber has turned producer with a play called "Mighty Terrible." It is the week of Elliott Greenawald and has radio as a background.

**Miss Ponselle Performs**

Running what is popularly known as the "gusset of emotion" is Rosa Ponselle in this still movie caught by the candid camera during one of her recent broadcasts. Miss Ponselle, now appearing at the Metropolitan Opera, is singing on the Chesterfield series in place of Lily Pons who is filling concert engagements in Europe. With Andre Kostelanetz' orchestra and chorus, Miss Ponselle is heard over CBS each Wednesday at 9 p.m. (E.S.T.).

**NBC Commentator and Bride**

Jimmy Fuller, whose Hollywood Gossip, is heard over an NBC-WEAF network including WCKY, on Tuesdays at 10:30 p.m. (E.S.T.), made some Hollywood news himself the other day. He married Roberta Law, screen actress. Fuller, 35, has been a Hollywood newspaper and publicity man for the past sixteen years, and three years ago joined the ranks of radio commentators. His bride, 25, was an actress's model in New York before coming to Hollywood, where she joined the Warner Brothers studio.
ONCE OVER, LIGHTLY

BOB HOPE

New York, March 5.—Before 1940, don't be surprised if Bob Hope turns out to be the comic of radio. That may sound like a long shot and a long time prediction, but if it does happen, then Bob will have realized his ambition.

Bob, a young native of Cleveland, battled his way up to stardom in the Folies, "Roberta" and other Broadway shows, and was the last of the "funny men" to reach the microphone. But every step he has taken has been a forward one, and he has pegged his ambition himself, so there is a fair chance that he will realize it. He's in a pretty fortunate spot because there are only eight or nine people in radio who are regarded as funny, and all of them are being funny. And aside from Stoopnagle and Budd, the only comic ever developed solely in radio—Raymond Knight—has just been dropped by NBC after all these years.

With all this talk about "swing" music, it would seem logical to quote one of the first and foremost dispensers of it, Loring "Red" Nichols. Here's what that young man has to say about it:

"Because of the great freedom given to musicians in a swing band, an orchestra of this sort must necessarily be limited in size. All of the top-notch swing bands of the past had, at the most, five or six members. Among these were The Memphis Five, The Dixieland Jazz Band, and my own Famous Five Pennies. Musical styles travel in cycles, and swing music was at its popularity height right after the World War. It was superseded by the 'sweet' music of Duchin, Lombardo, etc. 'Swing' music began to come back into its own during the past two years, and the recent popularity of 'The Music Goes Round and Around,' which was essentially a 'swing' song, again swept it into its current wave of popularity."

Wynn's "Johnny"

Idea, thought he'd like to present Berlin in just such a show and offered him five thousand dollars to do the show. Berlin looked at him blankly and shook his head. "But I promised Frank Black I'd do the program!" he said—and he did it.

Incidentally, don't let anybody tell you Irving Berlin picks out tunes with one finger. I heard him playing Frank Black's harmonica and he does it a lot better than a lot of so-called concert stars.

With all this fuss and bother about "finds," "discoveries," and amateurs hoping to land real jobs, the best story of the year comes from the manner in which Howard Price, sensational young tenor, landed on the networks.

Harry Horlick, famous maestro of the program tuned in WINS, a local station in New York. He heard Price, called Louis Katzman, who was conducting the program and told him to send the boy to him. Horlick handed him a piece of music, said "sing that," and Price did. The next week he had a contract to sing on Horlick's program.

And so far, who has handed any contracts to any of the hopefuls on any of the amateur hours? Oh, so you won't talk!

—DICK TEMPLETON.

MRS. HOOVER TO SPEAK OVER NBC, MARCH 16

Mrs. Herbert Hoover, wife of the former President, heads a distinguished list of women speakers on NBC's Let's Talk It Over series for March. In her role as national president of the Girl Scouts, Inc., Mrs. Hoover will discuss "What Does the Future Hold for Our Girls?" on Monday, March 16, at 4:30 p.m. (E.S.T.), over an NBC-WJZ network, which includes WSM, WLX and KDRA.

Emily Post, etiquette authority and author; Anne Hard, news commentator; and Alma Kitchel, singer and mistress of ceremonies, continue to be heard regularly on this feminine program which weekly stars at least one distinguished guest speaker.

Taking the same subject on which Mrs. Franklin D. Roosevelt will speak over an NBC network on March 15, Mrs. Florence P. Kahn, Republican Congresswoman from California, will speak on "Let's Talk It Over," Monday, March 30. The question is, "Woman's Responsibility for Making Democracy Effective."

The Four Toppers

with Johnny Maitland and his orchestra, who open the month's engagement Sat. (March 14) at the Hollywood Paramount Theatre. The Four Toppers are featured th...
**PROGRAMS FOR FRIDAY, MARCH 13**

(ESTABLISHED TIME)

**WCWY**
- 6:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 7:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 8:00: Hollywood Hotel, with J. W. Roy (Cuba)

**WLW**
- 5:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 6:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 7:00: Hollywood Hotel, with J. W. Roy (Cuba)

**WRC**
- 6:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 7:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 8:00: Hollywood Hotel, with J. W. Roy (Cuba)

**WSAI**
- 6:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 7:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 8:00: Hollywood Hotel, with J. W. Roy (Cuba)

**WKCQ**
- 6:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 7:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 8:00: Hollywood Hotel, with J. W. Roy (Cuba)

**WCPO**
- 6:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 7:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 8:00: Hollywood Hotel, with J. W. Roy (Cuba)

**WKBW**
- 6:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 7:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 8:00: Hollywood Hotel, with J. W. Roy (Cuba)

**WLS-WEN**
- 6:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 7:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 8:00: Hollywood Hotel, with J. W. Roy (Cuba)

(NEW YORK STANDARD TIME)

**WSAI**
- 6:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 7:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 8:00: Hollywood Hotel, with J. W. Roy (Cuba)

**WLCB**
- 6:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 7:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 8:00: Hollywood Hotel, with J. W. Roy (Cuba)

**WBCN**
- 6:00: Hollywood Hotel, with J. W. Roy (Cuba)
- 7:00: Hollywood Hotel, with J. W. Roy (Cuba)
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**WLS**
- 6:00: Hollywood Hotel, with J. W. Roy (Cuba)
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With all this fuss and bother about “Irish,” “discovery,” and amateurs hoping to land real jobs, the best story of the year comes to us in which Howard Price, sensational young tenor, landed on the networks.

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And so far, who has had any contracts to any of the hopefuls on any of the amateur hours? Oh, so you won’t talk?

—DICK TEMPLETON.

SINGING NEIGHBOR-TO-BE PRESENT IRISH DAY SONGS

St. Patrick’s day program will be presented March 17, at 11:30 a.m., on the “Fernwood Philosopher Program,” the only comic ever developed solely by radio—Raymond Keel has been dropped by NBC, after all.

With all this talk about “swing” music, it would seem logical to quit one of the first and foremost dispensers of it, Firdy “Red” Nichols. Here’s what that young man has to say about it:

“Swing,” he says, “is the freedom given to musicians in a swing band, an orchestra of eight, ten, and definitely less, in size. All of the top-notch swing bands of the past 20 years, with the most successful members. Among these are The Memphis Five, The Dixieland Jazz Band, The Savoy Sippers, famous Five Pennies, Musical styles—rhythm of the popular hip-twang-right after the World War. It was superseded by the ‘sweet’ music of Dunc, Lombardo, etc. ‘Swing’ music began to come back into its own during the past two years, and the recent popularity of ‘The Music Goes Round and Around,’ which was essentially a swing band, again swept it into its current wave of popularity.

An idea of the demand of which great performers are these days can be shown by Herman Schaad, manager of John Charles Thomas. The word had barely come out until The Four Toppers left for a tour which included a stop at WLW, and the most difficult to obtain.

With Johnnie McFarland’s orchestra, which has conducted the program in its monthly engagement since (March 14) at the Hotel Globe, and which features The Four Toppers, who made radio history while he was conducting the Crusaders over NBC from Chicago. And if the paragraph above, are Jimmy Gurdon, Hugh Doyle, Dick Rock and Cadie WGLW.

‘DADDY’ STRAT FORD RETURNS TO MARY SOTHERN CAST

Charles Snel, who portrays “Daddy Stratford” in “The Life of Mary Sothern,” (4:15 p.m., EST, over WLW), is returning to WLW with the Mutual Broadcasting System, daily except Saturday and Sunday) was heard for the first time in several weeks, on March 3.

Snel, recently dismissed from Bethesda hospital in Cincinnati, after being critically ill with pneumonia, still under a physician’s care, but he has improved and hopes to be at the WLW studios full time within a few weeks.

When Mary Sothern recently announced over the air that “Daddy Stratford” in 50, hundreds ofcolleagues and friends, together with flowers came pouring in to the beloved actress, the mayor of the mythical town of Sanders.

Snel hopes to return shortly to the Radio Mirror Music program, in which he plays the role of “Hank,” the reporter. The Unsolved Mysteries are heard 10:30 to 11:00 p.m. (E.S.T.), Sundays.

Friday 13 CAN’T SCARE THE GOOKS

Friday 13 this month holds no terror for Art Van Harvey, Bernadine Flynn and Billy Idletoo, the Vic, Sade and Rush of NBC’s popular aerial. Here you see the three of them defying superstition.

HIT TUNE REVIEW

The Hit Tune Review, featuring currently popular musical numbers, selected from the most-requested tunes of the week by prominent orchestra leaders, will be heard over WCKY each Sunday at 1:30 p.m. (E.S.T.), beginning March 15. The Specialty Clothing Co., Cincinnati, is the sponsor.

The most popular tunes of former years will also be introduced during programs which will present the music of Tom Blackstone and his dance orchestra.

Get Yours—FREE

Get Yours—FREE

HANDITONGS

AN ARTICLE OF A HUNDRED USES

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RADIO DIAL, WEEK ENDING MARCH 19, 1936

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The Four Toppers

The Four Toppers, former members of the WLW staff, have returned to the Nation’s Station after a tour which included stage appearances and broadcasts over NBC. They are heard at 8:15 a.m. (E.S.T.), Mondays through Fridays.

The same sponsor will also bring the latest movie news to WCKY listeners each morning. Monday through Friday, at 10:00 a.m. (E.S.T.), during the Hollywood News Reel program.

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Name:_

Address:__

City:___
PROGRAMS FOR SATURDAY, MARCH 14

(EASTERN STANDARD TIME)

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(CENTRAL STANDARD TIME)

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NETWORK PROGRAMS (NBC-CBS)

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A MODERN KITCHEN GUIDE

DON'T DELAY!
NETWORK PROGRAMS (NBC-CBS)

**WNYC**
- The Philharmonic Symphony Society of New York. (NBC) WNYC.
- Air: 12:15. No Contact.
- Variations 1929. 11:45.
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NETWORK PROGRAMS (NBC-CBS)

EASTERN STANDARD TIME

8:00 p.m. — Hoffman's Hummingbird's "Yuletide Serenade"

8:30 p.m. — "Northwest Airlines in Paris"

9:00 p.m. — "Chicago Symphony Orchestra"

9:30 p.m. — "Kraftwerk"

10:00 p.m. — "The Marriage Proposal"

10:30 p.m. — "Adventures of Don Juan"

11:00 p.m. — "Radio News Survey"

11:30 p.m. — "Yale University Glee Club"

12:00 a.m. — "Rose Garden" (CBS)

12:30 a.m. — "CBS News" (CBS)

1:00 a.m. — "Summit Premiere" (CBS)

1:30 a.m. — "CBS News" (CBS)

2:00 a.m. — "The Dean Martin Show" (CBS)

2:30 a.m. — "CBS News" (CBS)

3:00 a.m. — "CBS News" (CBS)

3:30 a.m. — "CBS News" (CBS)

4:00 a.m. — "CBS News" (CBS)

4:30 a.m. — "CBS News" (CBS)

5:00 a.m. — "CBS News" (CBS)

5:30 a.m. — "CBS News" (CBS)

6:00 a.m. — "CBS News" (CBS)

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10:30 a.m. — "CBS News" (CBS)

11:00 a.m. — "CBS News" (CBS)

11:30 a.m. — "CBS News" (CBS)

12:00 noon — "CBS News" (CBS)

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6:30 p.m. — "CBS News" (CBS)

7:00 p.m. — "CBS News" (CBS)

7:30 p.m. — "CBS News" (CBS)

8:00 p.m. — "CBS News" (CBS)
RADIO DIAL, WEEK ENDING MARCH 19, 1936

NETWORK PROGRAMS (NBC-CBS)

PROGRAMS FOR THURSDAY, MARCH 19

([EASTERN STANDARD TIME])

WCKY

10:00 a.m. RADIO DIAL Pres.
10:05 a.m. Tuesday Singers Pres.
10:15 a.m. Men's Home Forum
10:30 a.m. Bing Crosby
11:00 a.m. Ma Perkins
11:15 a.m. The Virginians
11:30 a.m. Rise and Shine
12:00 noon Home Sweet Home
12:15 noon Aunt Mary
12:30 noon A Happy Home
12:45 noon Do You Remember

([CENTRAL STANDARD TIME])

WSM

10:00 a.m. Farmer's Market
10:15 a.m. Music
10:30 a.m. The Oleanders
10:45 a.m. Do You Remember
11:00 a.m. Of course you may not
11:15 a.m. Show Boat
11:30 a.m. Back Stage Wife
12:00 noon Women's Radio
12:15 noon To be announced
12:30 noon To be announced
12:45 noon To be announced

([WESTERN STANDARD TIME])

WHAS

10:00 a.m. Farm Bulletin
10:15 a.m. God's Bible School
10:30 a.m. What's the News
10:45 a.m. What's the News
11:00 a.m. Golden Rule
11:15 a.m. Glass N
11:30 a.m. Woman's Place
12:00 noon Boys, vocal trio
12:15 noon To be announced
12:30 noon To be announced
12:45 noon To be announced

([PACIFIC STANDARD TIME])

KDIV

10:00 a.m. Five
10:15 a.m. Do You Remember
10:30 a.m. Do You Remember
10:45 a.m. Do You Remember
11:00 a.m. Do You Remember
11:15 a.m. Do You Remember
11:30 a.m. Do You Remember
12:00 noon Do You Remember
12:15 noon Do You Remember
12:30 noon Do You Remember
12:45 noon Do You Remember

RADIO NEWS BROADCASTS

([EASTERN STANDARD TIME])

WSAI

7:45 a.m. Do You Remember
10:45 a.m. Do You Remember
11:00 a.m. Do You Remember

([CENTRAL STANDARD TIME])

WSM

7:45 a.m. Do You Remember
10:45 a.m. Do You Remember
11:00 a.m. Do You Remember

([PACIFIC STANDARD TIME])

KDIV

7:45 a.m. Do You Remember
10:45 a.m. Do You Remember
11:00 a.m. Do You Remember

([WESTERN STANDARD TIME])

WHAS

7:45 a.m. Do You Remember
10:45 a.m. Do You Remember
11:00 a.m. Do You Remember

([Hawaiian Standard Time])

KHNL

7:45 a.m. Do You Remember
10:45 a.m. Do You Remember
11:00 a.m. Do You Remember
Kate Smith To Head Mammoth Sunday Night Hour Over Columbia For Present Sponsor

One of the most spectacular radio shows will be heard over the WABC-Columbia network on Sunday, March 13, from 9:00 to 9:30 p.m. (E.S.T.), when Kate Smith, famous songstress, will introduce one of the most notable arrays of starring talent ever presented on a sponsored program.

This broadcast, which will be presented by the A. & P. Coffee Service, will include celebrated artists from radio, stage and screen. In comedy, there will be "Doc" Rockwell, Bob Burns and Black Sally, Dick Powell and James Melton will be featured vocalists. The chorus will be represented by Eva LeGallienne, distinguished American actress. Gertrude Berg and the balance of the cast of "The Goldbergs" will present the radio drama. Jack Miller's band, the Clicque Club Eskimos, Raymond Paige's Orchestra, the A. & P. Gypsies and the Club Eskimos, Raymond Paige's Berg and the balance of the cast of starred vocalists.

The theater will be decorated with scenes from "La Bohéme," as it progresses on its course of round-the-world travel. It will include a zig-zag route before reaching the stage of the Metropolitan. It was first heard in the Americas at Buenos Aires, before it was produced in Paris or London. The first performance in the United States took place in San Francisco, in March, 1898. In November of that year, New York heard "La Bohéme" in English at the American Theater. It was not produced at the Metropolitan (in Italian) until 1907, with Caruso, Sembrich and Scotti.

"La Bohéme" is well known to radio drama fans. They are frequently heard on broadcast programs. They are melodies that are so beautiful that a chorus that always fits into dramatic action instead of halting it. Purcell wrote in an up-to-date style without resorting to highbrow diction. Though written thirty years ago, the music of our own day, dynamic and colorful, is essentially identical. Critics have observed that the great popularity of "La Bohéme" is due as much to the libretto as to Purcell's appealing music setting.

The melodies of "La Bohéme," are the most famous music setting of Puccini. It is a story of youthful romance, Lai lived in Rudolpho's attic studio, the first shows a Paris street cafe frequented by students of the Latin quarter, and the third depicts a city gate in Paris outside of the house in which Musetta and Colline are living.

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"La BOHÈME"
(Continued from page 1)
The New Shelvador

Picture THE WORLD'S MOST BEAUTIFUL REFRIGERATOR In Your Kitchen

Beauty that is smart and different, greatly increased usable space, conveniences that are obtainable nowhere else, service that is dependable and economical, value that is world-leading — that's the new Shelvador!

SOME OF THE MARVELOUS FEATURES in the SHELVADOR

See the New Crosley Shelvador
At Your Crosley Dealer

THE CROSLEY DISTRIBUTING CORPORATION
3401 Colerain Avenue, Cincinnati, Ohio
**Victor Bay and His Orchestra**
**To Start New Concert Series On Columbia Network**

Victor Bay and his Symphony Orchestra will present a series of "Afternoon Concert" programs over the WABC-Columbia network starting Friday, from 3:00 to 3:30 p.m. (E.S.T.), beginning March 13. The first broadcast will consist of Philip Emanuel Bach's Serenade No. 3, three numbers of a Balalaika suite, entitled " Prelude-Espana," "Midi a un me Night's Serenade" and "Malaguena," and the "Toy Box" (La Bute a Jouquin) by Debussy.

Bay is a violinist of note as well as a conductor. He has played in the Columbia Symphony Orchestra, Philadelphia Orchestra, and for Jascha Heifetz. He has been assistant for Andre Kostelanetz and Columbia Symphony Orchestra, the last three years. He has also performed abroad including in the Helsingfors under the direction of Jean Sibelius. He is the brother of Emanuel Bay, noted pianist and accompanist for Jasha Heifetz.

Bay was for three years assistant director for Andre Kostelanetz and Howard Barlow at Columbia. Last fall he was made a regular conductor with the network. For a time he has conducted the Sunday symphony hour for which he received the highest award made by Radio News Magazine.

**Adjudged Singer With Best Diction**

JAN PEARCE

Tenor of the Chevrolet program, the Opera Singer of the Radio Music Box Program, and one of the singer heard each Sunday in the Radio City Music Hall, Jan Pearce is going to get a gold medal in token of his having been adjudged by the New York Schools of Music the male singer with the best diction in radio, Peerce of Music the male singer with the best diction in radio, Peerce adjudged Singer with Best Diction. For a time he has conducted the Sunday symphony hour for which he received the highest award made by Radio News Magazine.

**EUFEM ZIMBALIST ON FORD SUNDAY HOUR AS SOLOIST**

Eufem Zimbalist, world-famous violinist, will be the guest artist with the Ford Symphony Orchestra and Chorus, directed by Victor Kolar and broadcast over the WABC-Columbia network, Sunday, March 15, from 9:00 to 10:00 p.m. (E.S.T.). Zimbalist will play three difficult compositions, two of them brilliant violin selections by great violinist-composer, Pablo Sarasate. The first, "I Heard a Browss Bird Singing" and "Spring" will be read later by Leonk's aria from Bizet's opera, "Carmen," to be followed later by Leonk's aria from Tirsochter's opera, "Eugene Oney," and Sarasate work, a vivid "Tarantelle.

The program will open with the orchestra and chorus in Loof's "Hymn of Old Russia" and Grieg's "The Last Spring," and the orchestra will also play two Hungarian dances, Nos. 20 and 21, by Brahms. The second half of the Ford Sunday Evening Hour will open with the orchestra playing the "March of the Little Lost Soldiers" by Pierre, followed by Smetana's colorful scene in praise of one of Bohemia's most beautiful rivers, "The Moldau," and a clouting hymn with the chorus and organ. During the intermission, W. J. Cameron of the Ford Motor Company will speak briefly on a subject of current interest.

Eufem Zimbalist was born in Russia in 1895. He made his Berlin debut at the age of 18 and his American debut in 1911 with the Boston Symphony Orchestra. He has been adjudged the best diction in radio, and has been heard each Sunday in the Radio City Music Hall, Jan Pearce is going to get a gold medal in token of his having been adjudged by the New York Schools of Music the male singer with the best diction in radio, Peerce adjudged Singer with Best Diction. He was adjudged the best diction in radio, Peerce adjudged Singer with Best Diction. After his American debut in 1911 with the Boston Symphony Orchestra, he has been adjudged the best diction in radio, Peerce adjudged Singer with Best Diction. He has been adjudged the best diction in radio, Peerce adjudged Singer with Best Diction.
Dear Editor:

Have been reading your fine little paper for a long time and this is my first letter to you. I like the paper very much and the first contact I have had with it is a very pleasant one. I am a radio lover and associate with the station, and I am sure that you will admit that I have a right to associate with the station, and I am sure that you will admit that I have a right to speak for it.

Now, let me tell you what I mean by a radio lover. I mean a person who listens to radio programs and enjoys them. I do not mean a person who simply sits and listens to the programs, but a person who takes part in the life of the station, who helps to run it, who enjoys it.

I believe that we should support our local radio station, and I am sure that you will agree with me. I do not mean that we should support it at the expense of other things, but we should do what we can to help it.

I am sure that you will understand what I mean when I say that we should support our local radio station. I am sure that you will agree with me that it is important for our community to have a good radio station.

I hope that you will agree with me when I say that we should support our local radio station. I hope that you will agree with me that it is important for our community to have a good radio station.

Yours truly,

[Signature]

Editor's Note:

Your letter is very well written and I agree with everything you say. I think that it is very important for our community to have a good radio station, and I hope that we will all do our part to support it.

 Yours truly,

[Signature]
Traveling has always been a torment to the amateur-minded chap whose work takes him away from the shack for long periods yet whose heart beats faster for each newacerb of the air other days of the week."

In charge.

"I hope to someday work some freak operation from our Chevrellet sedan."

Good speech is obtained with practical transistors. We have been obtaining using an old Westinghouse factory wavelength for our broadcast station W2XAF, 10.7 m (29,000 kc). The broadcasts start with a series of reports that about two thousand wavelengths which have been allotted to the U.S. broadcast stations.

A Scottish pound, Frank D. Andrews,

Professor Dr. W. Mengelberg.

The broadcasts include main ballroom, first-class dining room, at the University of Minnesota, additional coverage of the outside world by short waves, in St. Paul, to WEAF in New York and in St. Louis.

"This will surely do a great deal for Polish nationals abroad, and particularly for those in the United States of America."
Around the Dial

BY THE DIAL TWISTER

Hereabouts the best news of this and many weeks in the inauguration of regular service by WSAI's new transmitter. At last it makes the Cincinnati Symphony sound a real live...not a DX catch foggied with condensate and QRM. Which means a handsome gain for the students of music...Of course, the formal dedication didn't come off on schedule. It would be quite a bit different on the air...in proportion to their years, things would be much the same thing a couple of years ago, as you probably remember. History may repeat, but radio service will not be...since the last time L. and A. solved their problem with a radio transmitter they have to devise something better this time...

Flash! Paul Whitman has set out on a great program. Pooing, of course, that the live blood of radio is bold innovation, daring departure.

If you have any lingering doubts that the big radio shows are planned to "wow" studio audiences, just consider this. Recently when Phil Baker did "Romantic" they even dressed it up with a stage stormtrooper; that for a start was certainly intended to please radio listeners.

Though I'm not supposed to listen to it, NBC's Children's Hour (over WLT, Sunday, 9 a.m. E.S.T.) comes in at times to the ear. The ability and skill displayed by these youngsters are downright remarkable. If adult performers did as well in proportion to their years, things would be a lot more different on the air...

I wonder why they take the trouble to broadcast Mary Pickford's picture from her radio. In radio the radio is the all important little affair...just as readily if they were staged in a studio.

Proving again that things aren't what they seem, NBC's station-breaks aren't all "hai". The three familiar notes produced by an electrical gadget that plucks violin strings make an old-fashioned musicbox.

"It's certainly good to have "Paul" back in One Man's Family. He's the balance-wheel of the 'Reboose', in fact, one of my favorite characters in this fine series.

"They say Nelson Eddy is the radio heart-throb of the soap just now. Things have reached the point where he has to have guards to protect him from his female admirers. Nelson New Middle radio is vio-

ous. It must be tough to exert such a fatal charm.

"It's just as well that there won't be another Leap Year until 1940. The "special" broadcasts signaling Feb. 29th probably spilled a lot of ammunition for the cycles.

Most incongruous note in WSAI's dedicatory program: following Eugene Green's talk with a "zing" tone. There are such things as musical shock-absorbers.

"Aunt Mary"

MRS. SYDNEY RAUH

A life-long ambition to tell stories to children and to coun-
seled mothers on child psychology, has been realized by Mrs. Selma Rauh, wife of the late Dr. Sidney Rauh, of Cincinnati. She is now heard as "Aunt Mary...over WLT at 9:15 a.m. (E.S.T.)...Thurdays and Saturdays. For twenty years, Mrs. Rauh has told stories to children, lectured before mothers' clubs and other women's organizations on prob-
lem confronting mothers.

MUSIC APPRECIATION

The eleventh concert in the A and B series of the NBC music Appreciation Hour will be conducted over combined NBC-WJZ-WEB networks for music students from coast-to-coast. On Friday, March 11, from 11:00 a.m. to 12:00 Noon (E.S.T.)...For the second time in the 1935-36 series NBC listeners will be invited to listen to the various selections played by the NBC Symphony Orchestra under the dire-
ction of Dr. Walter Damrosch. Series C consists of A Deals with The Human Voice. Series D describes the uses and abuses of the voice. "Shepherd, Thy Demanour Vary", by Bewyn, soprano solo; "Brute" Grable and song; solo; Quilter's "O Minstrel Minstrel"...tene solo; Flieger's "The Horn"...bass solo, and Macfarren's "Robin Goodfellow", a part-sing...using various voices. Series E will be a lesson based on the music of the NBC Chorus will assist in the illustrations of the various types including Folk songs, Art-songs and Paragon songs.

Present Phillips 66 Program on WCKY

Here are some of the entertainers on the Phillips 66 Program, snapped in the WCKY studio just before a rehearsal for the show which is on the air every Thursday at 8:30 p.m. (E.S.T.). Standing are members of the Volatility Band, with Arthur Aronson, master of ceremonies. Left to right, Bernie Fink, Winnie Watters, Bill Watters, Harpo Kidwell, and Buddy Spenden; Center, at the piano, Mabel Fields, accompanist, and the Sunshine Sisters—Peggy, Patsy and Polly.

N.B. NBC to DRAMATIZE AMERICAN LEGION HISTORY

The colorful story of the American Legion and its early struggles to estab-
lish itself in the public mind as a pa-
tiotic rather than radical organization will be dramatized on the 17th anni-
versary of the Legion, Tuesday, March 17, over an NBC-WJZ network at 11:30 p.m. (E.S.T.). Ray Murphy, National Commander of the Legion, will speak.

After the Armistice, when the com-
manders of the American forces were wondering how to keep their soldiers occupied until they could be sent home, a group of officers met in Paris, and prepared that a legion of vet-
erans be organized. The suggestion was received enthusiasticl-
ly, but definite steps were delayed a few months until May, 1919, when a conference was held in St. Louis and plans drawn up.

In the meantime, the I. W. W. and other radical movements were hoping to divert the organization to other purposes. A large section of the American public feared they would be successful. But they weren't, and as a result the men and women of the Legion continued to work.

"Aunt Mary"

The inside story of what makes the wheels go "round in radio is told on our new WCKY program, heard every Monday and Wednesday at 8:15 t.m. The broadcast, known as "Our Listener", is conducted by Douglas Browning, WCKY staff announcer. Browning, in a series of chats, is ex-
plaining how programs are broadcast. How networks are hooked up, how the central room and transmitter engi-
neers do their stuff and many other interesting facts about the business of broadcasting.

Interviews with WCKY executives, announcers and engineers are fea-
tured from time to time.

Tom Slater and Floyd Mack, WLW announcers, have a bachelor apart-
ment in downtown Cincinnati. They cook most of their own meals, al-
though Mack gets credit from Slater for being tops when it comes to broil-

ing steaks.

"Aunt Mary"

"Robin Goodfellow," a part-song us-
er interspersed with "The Song, alto solo; Quilter's "O Mistress Minstrel"...bass solo, and Macfarren's "Robin Goodfellow", a part-sing...using various voices. Series E will be a lesson based on the music of the NBC Chorus will assist in the illustrations of the various types including Folk songs, Art-songs and Paragon songs.

Philip Smith, former Cincinnati Post reporter, and Richard Kerley, veteran reporter on the Cincinnati Times-Star and Enquirer, are present addi-
tions to the WLW news room. The personnel now includes R. Lee Mag-
can, editor; Herman Wolff, Fred Thomas, Robert Heidler and the two new men, all of whom are former newspaper men.

RUBINOFF

SUPER-CRITIC OF TONE SELECTS MIDWEST RADIO

Rubinoff needed a $100,000 Stread-
ium valve to weld his critical tone re-
quariments! When he determined that there was no radio valve, he would meet his standards of tone, he tried many tests, testing them in side-by-side performances, to determine which would come nearest his spec-
ifications. Here's what he says about his new Midwest: "Congratulations on having created one of the finest radio valves I have ever seen."—Rubinoff.

SEE THE NEW "14!" AT A NEW LOW PRICE

The new, sensational, all-wave, five-band, 12-tube valve Midwest radio is winning instant acceptance among those who KNOW radio values. It is a master achieve-
ment, one of today's most highly perfected, radically built sets. Five tuning ranges make it easy to parade the nations of the world before you.

SAVE UP TO 50%

By buying DIRECT from the Midwest Radio showcase at 900 Broadway, you not only get one of the world's finest radios, but you obtain it at a definite, certified sav-
ing of as much as 50%! In addition, you get absolutely FREE Factory service and free installation.

OPEN TUES., THURS., AND SAT. UNTIL 9:00 P.M.

Midwest Radio Corp.
900 BROADWAY