

this is the National Broadcasting

WTCN'S NEW YEAR'S GIFT to

out of the Blue



Mary Small, famed as the little girl with the big voice, cuddles up to the NBC microphone on the occasion of her third anniversary with the network.

Fred Waring of "Fred Waring and His Pennsylvanians," on NBC-Blue feature, is caught by the camera as he directs his famous group.

The inimitable Graham McNamee, ace of NBC announcers, feels most at home on the side of a "milk" feature.

Walter Winchell brings his artistry to NBC-Blue listeners in his best "Beau Peep" fashion.

As musical director of the NBC, Frank Black's life is filled with rehearsals, broadcasts, arrangements, new compositions, copyrights and the business end of making music for the radio.

What kind of radio entertainment do you prefer? Dance music... symphony... news... drama... current topics... women's activities... sports? No matter what, it will come "out of the Blue" to you over WTCN in 1937, for effective January 1st, WTCN, the St. Paul Dispatch-Pioneer Press station, will become a member of the basic Blue Network of the National Broadcasting Company, joining the ranks of such stations as WJZ of New York, WBZ of Boston, WFIL of Philadelphia, WENR-WLS, of Chicago and KWK of St. Louis.

There will be a transition period during which WTCN will be engaged in adjusting existing schedules, but starting January 1st, this station will gradually take up the broadcasting of the full Blue Network program, bringing the cream of the world's radio artists to you.

Such famous stars and features as are shown on these pages and listed below, and many more, will be yours for turning your radio dial to WTCN at 1250. Look them over. Get acquainted with them. They are a New Year's gift to you from WTCN, Blue Network station of the National Broadcasting Company.

Your NBC Blue Network Programs

- BEN BERNIE AND ALL THE LADS
- FRED WARING AND PENNSYLVANIANS
- EDGAR GUEST IN WELCOME VALLEY
- PAUL WHITTEMAN'S MUSICAL VARIETIES
- RADIO GUIDE WEEKLY PROGRAM
- GREATER SINCLAIR MINSTRELS
- REVUE DE PAREE WITH FANNIE BRICE
- ETHEL BARRYMORE IN FAMOUS ACTORS GUILD
- AMERICAN PAGEANT OF YOUTH
- WARDEN LAWES 20,000 YEARS IN SING SING
- SINGING SAM, THE BARBASOL MAN
- IRENE RICH IN LADY COUNSELLOR
- FORD BOND'S STAINLESS SHOW
- ARMCO IRON MASTER PROGRAM
- EASY AGES
- VIC AND SADE
- LOG CABIN DUDE RANCH
- HOME SWEET HOME
- HELEN HAYES IN BAMBI
- THE GOSPEL SINGER
- STOOPNAGLE & BUDD
- TIM HEALY
- WE, THE PEOPLE
- PEPPER YOUNG'S FAMILY
- PORTRAITS OF HARMONY
- MAGIC KEY OF R.C.A.
- LUM 'N' ABNER
- BEHIND THE HEADLINES
- THE JERGEN'S PROGRAM
- BELIEVE IT OR NOT RIPLEY
- THE SINGING LADY
- MELODIANA
- HUSBANDS AND WIVES
- LOWELL THOMAS
- NATIONAL BARN DANCE
- ED WYNN
- DOG HEROES
- YOUR ENGLISH
- TWIN STARS
- JACK PEARL
- DEATH VALLEY DAYS
- CAPE DIAMOND LIGHT
- FIVE STAR JONES
- THE IODENT REHEARSAL

Keep Your Radio Dial Turned to 1250



Joan Blaine, NBC-Blue dramatic actress, has inherited the eloquence and prodigious energy of her great grandfather, James G. Blaine, the American statesman.



Author, world traveler and radio reporter Lowell Thomas, sums up the important news of the day to keep NBC-Blue audiences in close touch with what's what everywhere.



Helen Hayes, sparkling actress, pauses to pose for this shot between broadcasts on the NBC-Blue network.



Filled with infectious her the d when radi Vaughn c her 17th a

casting Company



to the NORTHWEST



Ben Bernie, "the Old Maestro", told the photographer he wanted to look like a genius, as he posed for this picture.



Exotic Irene Rich, riding the crest of nation-wide popularity, is another outstanding personality appearing regularly on NBC-Blue programs.



Paul Whiteman, Dean of Modern Conductors, waves his baton under a glare of lights, and his orchestra and entertainers do the rest for the benefit of NBC-Blue listeners.



Filled with the same pep and infectious charm that made her the darling of the nation when radio was in its infancy, Vaughn de Leath celebrates her 17th anniversary on the air this year.



Ed Wynn, the famous "Perfect Fool", delves into the mysteries of a piano, preparatory to entertaining NBC-Blue audiences.



Looking like a medal display rack, Jack Pearl, the famous "Baron Munchausen", is all set for more tall tales for NBC-Blue listeners.

to 1250



ing actor this sits on ark.

After 25 years before the footlights, Harvey Hays stepped before the microphone and now entertains NBC-Blue audiences with plays and verse.



The lyric soprano of Vivian Della Chiesa won a radio contest for her a year ago. Now it's a treat for NBC-Blue listeners.

