

this is the National Broadcasting

WTCN'S NEW YEAR'S GIFT to

out of the Blue

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 WHITTAKER'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
- ARMED IRON MASTER PROGRAM
- EASY ACES
- LOG CABIN DUDE RANCH
- HOME SWEET HOME
- THE GOSPEL SINGER
- TIM HEALY
- PEPPER YOUNG'S FAMILY
- MAGIC KEY OF R.C.A.
- BEHIND THE HEADLINES
- BELIEVE IT OR NOT RIPLEY
- MELODIANA
- LOWELL THOMAS
- ED WYNN
- YOUR ENGLISH
- JACK PEARL
- CAPE DIAMOND LIGHT
- THE IODENT REHEARSAL



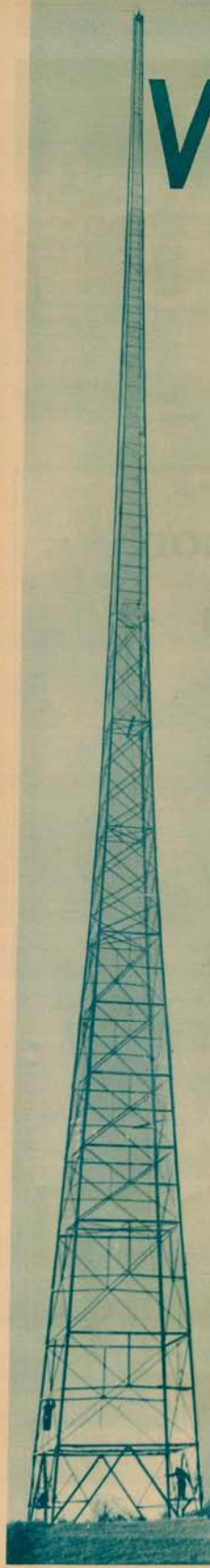
Mary Small, famed as the little girl with the big voice, cuddles up to the NBC microphone on the occasion of her third anniversary with the network.

Fred Waring of "Fred Waring and His Pennsylvanians" on the camera as he directs by his famous group.

The inimitable Graham McNamee, ace of NBC announcers, feels most at home along Side a "make" network feature.

Walter Winchell brings his priority 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.



Keep Your Radio Dial Turned to 1



Joan Blaine, NBC-Blue dramatic actress, has inherited the eloquence and prodigious energy of her great, 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 e her 17th

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.



Robert L. "Believe It or Not" Ripley is still engaged in his perennial search for the unbelievable, and NBC-Blue audiences benefit from his findings. Here he is, probably lining up a new world tour to add to the almost 150 countries he has already visited.



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

to 1250



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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.



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