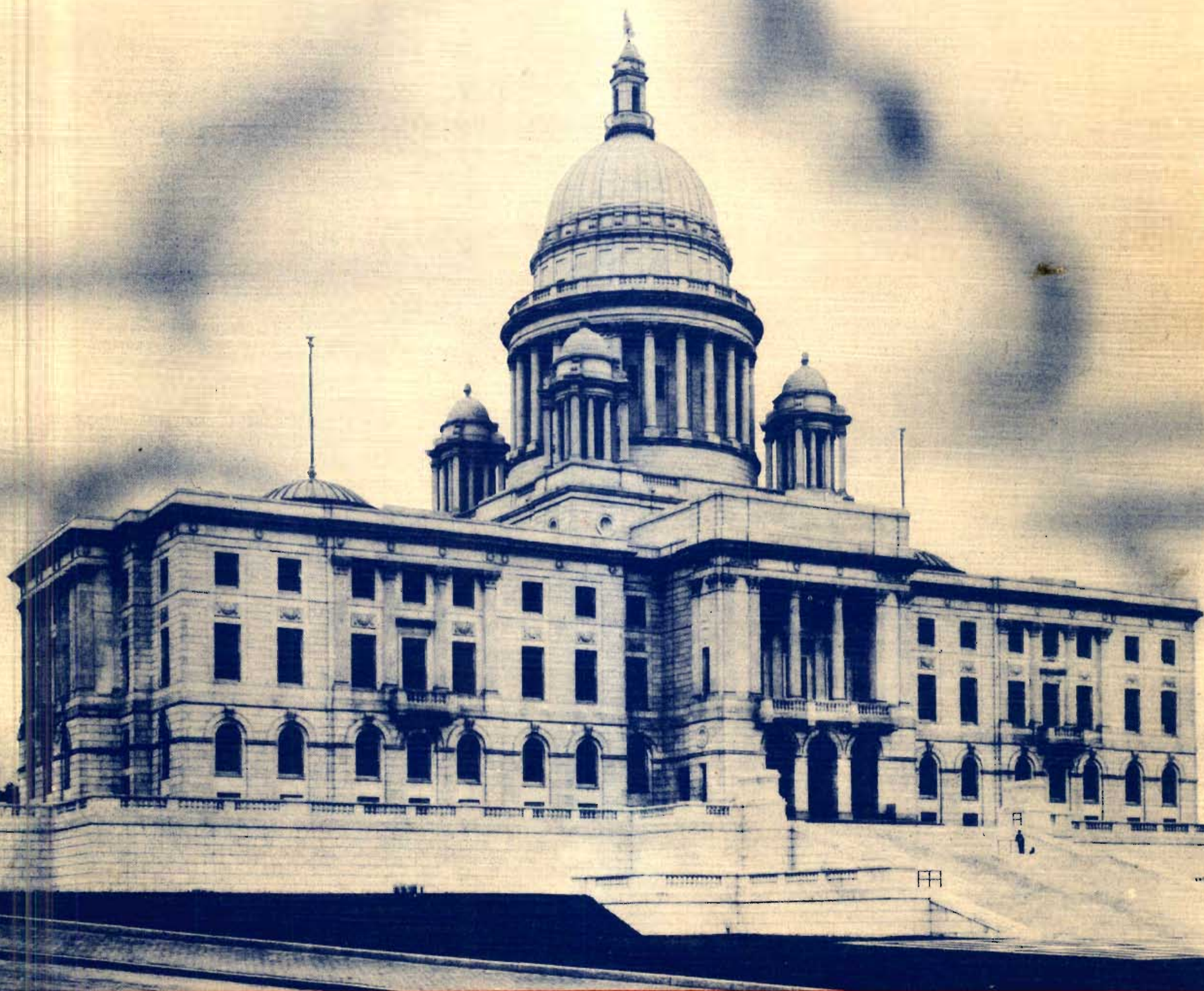


WEAN

PROVIDENCE, RHODE ISLAND



AFFILIATED WITH

THE YANKEE NETWORK • THE COLONIAL NETWORK •
NBC BLUE NETWORK • MUTUAL BROADCASTING SYSTEM

WEAN

PROVIDENCE, RHODE ISLAND

Radio Station WEAN, Providence, Rhode Island, is Rhode Island's first radio station. It first began serving the public interest with programs of entertainment, as well as educational and informative material in 1922. In 1926, WEAN became the first member station of what is now known as The Yankee Network . . . thereby greatly increasing its appeal to its constantly growing listening audience.

Today, while WEAN is truly a Rhode Island radio station, dedicated to serve local and state interests consistently, it is, in addition to being affiliated with The Yankee Network and The Colonial Network, an outlet for NBC and Mutual Broadcasting Systems' programs as well. From its early days to the present time (from 1922 to 1940), its constantly increasing success, enhanced by increased power and modern broadcasting facilities, has kept WEAN as dominating its field in undisputed popularity.





JOHN SHEPARD, JR.

. . . owner of The Yankee Network . . . licensee of Station WEAN and founder and owner of The Shepard Company. The Crown Hotel, in which is located the Studios of WEAN, is also owned by Mr. Shepard. He is a former Mayor of Palm Beach, Florida, where he makes his winter home. He spends summers at Lenox, Massachusetts . . . but during his absence keeps in close touch with both his broadcasting and department store interests by daily reports. He is Chairman of the Board and Treasurer of The Yankee and Colonial Networks.

JOHN SHEPARD, III

. . . President of The Yankee Network, which was started by connecting WEAN, Providence, and WNAC in Boston . . . and which now includes eighteen affiliated stations covering New England. He is also President of The Colonial Network . . . which is jointly owned by Robert F. Shepard and himself. Mr. Shepard is Vice President of The Shepard Company; President of the National Association of Regional Broadcast Stations; President of FM Broadcasters, Inc.; a Director of Broadcast Music, Inc.; a Director of Independent Radio Network Affiliates; a Director of the Mutual Broadcasting System and a former Director of the National Association of Broadcasters.



ROBERT F. SHEPARD

. . . Vice President, established Station WEAN before it was connected with the Boston station. President of The Shepard Company . . . which he actually manages. He is Chairman of the Rhode Island State Planning Board; Rhode Island Director of the New England Council; Member of the Providence Housing Authority; Member of the Rhode Island World's Fair Commission and Chairman of the Commercial and Financial Division of the Providence Community Fund.





LINUS TRAVERS
Vice President

. . . in charge, for The Yankee Network, of sales and production . . . first joined the organization at WEAN in Providence. While still a student at Brown University, he became an announcer and book reviewer at WEAN. Since then, his advancement has been rapid . . . writer . . . producer of dramatic programs — and, by linking the practical with the artistic aspects of broadcasting . . . giving to each its own importance and dynamic power . . . now directs both of these important factors in crystallizing the continuous success of the organization.



ROY HARLOW
Vice President

. . . formerly Personnel Director for William Filene's Sons and president of his own advertising agency; also, for several years, a theatrical producer of rare talent and discretion — an adept in the art of executing station policies — and leader of The Metropolitan Singers.

=====**WE**

MALCOLM S. PARKER

. . . Station Supervisor. This native Vermonter, formerly an accountant, swimming instructor, vocalist and program director for three radio stations, was on the air for five years. He is a graduate of Swarthmore High, University of Cincinnati and Cincinnati Conservatory of Music. In addition to his duties as General Supervisor of WEAN, he conducts the program known as "Program Notes", daily except Sundays, at 8:55 A.M.



ROSE M. POWERS

. . . Program Director and Secretary. Her duties include those of traffic management and secretary to the supervisor. She also serves as substitute commentator on "Shopping News" and writes scripts for "Program Notes". Rose took up radio because, quoting her, she "liked the people . . . it seemed like fun . . . but, as it happened, it was lots of work . . . but I love it" . . .



AN _____

LOCAL PROGRAMS



"Time, Rhyme and Rhythm"

. . . Jim Zerga directs a program of transcriptions of name bands, plus poetry and birthday greetings in a light, humorous vein.



"Readers' Guide"

. . . Alice McGrath and Clarence E. Sherman, librarians, talk about new books . . . and answer questions about books ancient and modern.



"The Rhode Islanders"—Left

. . . Carl Tatz, Director. Leona Smith and Connie Calderone, vocalists. Carl Tatz's orchestra furnishes a great variety of music of immense popular appeal. This gifted musician, Carl Tatz, has played in every kind of theatre . . . vaudeville . . . legitimate . . . burlesque and opera.



Left — Carl Tatz . . . Leona Smith and Connie Calderone.

Fred Friendly's Program — "Footprints On The Sands of Time" . . . consists of brief biographical sketches of famous people. Over five hundred of these have been broadcast to date.





"Dudley Radio Carollers"

. . . under the direction of Howard W. Ferrin and F. Carlton Booth—a new type of studio religious broadcast that has won for itself a definite place in the hearts of thousands of listeners.



The N.Y.A. Orchestra (National Youth Administration) . . . Joe Silver, leader, left. Benson Johnson, director, standing . . . central rear. Mary Moretti, vocalist, against post.

Delores Day

. . . whose real name is Isabel Whitaker, produces a shopping news program that is greatly appreciated by all her listeners. It is on the air daily except Sundays.

Carolyn Wallace

. . . in her program "Everyday Adventures", speaks twice a week on timely subjects. Her letters from "shut-ins", housewives and officials of various corporations attest her widespread appeal.

Frank Wilson

. . . The Modern Vagabond, sings cowboy songs and hillbilly ditties in a way that provokes great admiration. Most of his letters are from girls. Most of his letters ask whether he is married. Most of his letters request him to send a picture of himself, guitar and all.



LOCAL PROGRAMS

Mayor John F. Collins, of Providence, Rhode Island — broadcasting, via the facilities of WEAN, by remote control, from his own office.

Governor William H. Vanderbilt, Chief Executive of the State of Rhode Island — does not overlook the power of radio broadcasting. Here you see the governor delivering a message over WEAN, by remote control, direct from his office.



W.P.A. Educational series of programs — left to right, Walter Vine, Katherine Loughton and Henry Anderson.

The American Legion Program, directed by David Barry (center), invites various members of the Legion as guests and is varied in its nature and appeal.

Mrs. Mary Shippee, Radio Chairman of the Rhode Island Federation of Women's Clubs — informs and instructs a vast army of devoted women listeners concerning the multitudinous interests and activities of women's clubs.





F.H.A. Programs (Federal Housing Administration) are directed by George F. Mackie and consist of talks on home ownership.



United States Government Reports, broadcast regularly to WEAN listeners, are ably directed by Vernon C. Norton.



Thomas Bride broadcasts once a week on the subject of re-employment. Result: many placements.



The Rhode Island Federation of Music Clubs, under the direction of Ray Gardner (extreme right) is here shown broadcasting a popular choral number. The singers are members of The Central High School Chorus.



Roger Williams Junior High School Dramatic Society broadcasting over WEAN, directed by Ralph G. Taylor and Janet E. Brown. The Radio Dramatics Class meets four times a week in school time. The programs are enthusiastically endorsed by the P.T.A. and parents of the Roger Williams Junior High School members and are enjoyed by a host of listeners.

Joe Candullo and the Biltmore Orchestra, Providence. David Brooks, announcer.



SPECIAL EVENTS



Mack Parker, describing Reds-Eagles hockey game from the press box of the Rhode Island Auditorium. To the right of Parker is Jim Sullivan, expert on boxing broadcasts and, in the foreground (lower right) Warren Pike, special events engineer.



"Musical Americana" — one of the most popular NBC shows heard over WEAN. Here are Westinghouse employees of the Providence office listening to the premiere broadcast of "Musical Americana", while bowling a league match.



Uncle Red, famous for his ABC Club programs — one of the features heard over WEAN. Not even the mask could hide its popularity.



Opening of the third period of Rhode Island Reds - New Haven Eagles game at the Rhode Island Auditorium — scene of many WEAN special events programs including boxing, Ice Follies, hockey, flower and food shows.

"It Pays to Listen to Kay's" — heard weekly over WEAN, demonstrates every week, the truth of that statement. Mowry Lowe, at the mike, announces — "the first winnah!"

Mary A. Andrews, first winner in "It Pays to Listen".



MOWRY LOWE

. . . Commercial Representative and Special Events Commentator. His duties consist of selling time on the air and announcing and he has never had any other employment. His very first job was with WEAN, where he started to work in September, 1931. He still has it. Mowry likes bowling and playing the violin. He played the violin on the air once — for three minutes. That was all. He is an L.L.B. of Northeastern University and his original ambition was law. His air shows include: "Sidewalk Backtalk", "High and Prep Schools' Sports Roundup", "WEAN Singing Party" and "WEAN Spelling Bee". He also addresses various club members from time to time and manages to get through the rest of the day . . . somehow or other, by the help of crossword puzzles and the funnies.

PROVIDING ENTERTAINMENT



Mowry Lowe

. . . conducting his "Sidewalk Backtalk" program—fun for those who take part and fun for those who listen at home. Never rehearsed. Always informal.

"Hi and Prep Sports Roundup"

. . . Coach Tuss McLaughrey, of Brown University being interviewed by Mowry Lowe.



YOUR ANN

DONALD MORTON

. . . Transcriptions. In charge of transcription production . . . also an announcer . . . with WEAN since 1933, formerly with The Yankee Network, Boston. Has only one pet peeve — "dear, kind, gentle old ladies who insist that anyone in a radio station can make their 1924 radio sets sound like a 1940 super-super".



JAMES S. ZERGA

. . . Announcer. Jim announces that he wants a sponsor, that he does not like people who say "pro-grum" when they mean "pro-gram", and also that he does not care for Sunday drivers. Aside from that, he enjoys his work and hopes others feel the same way about it.



OUNCER IS...

HAROLD CLARK

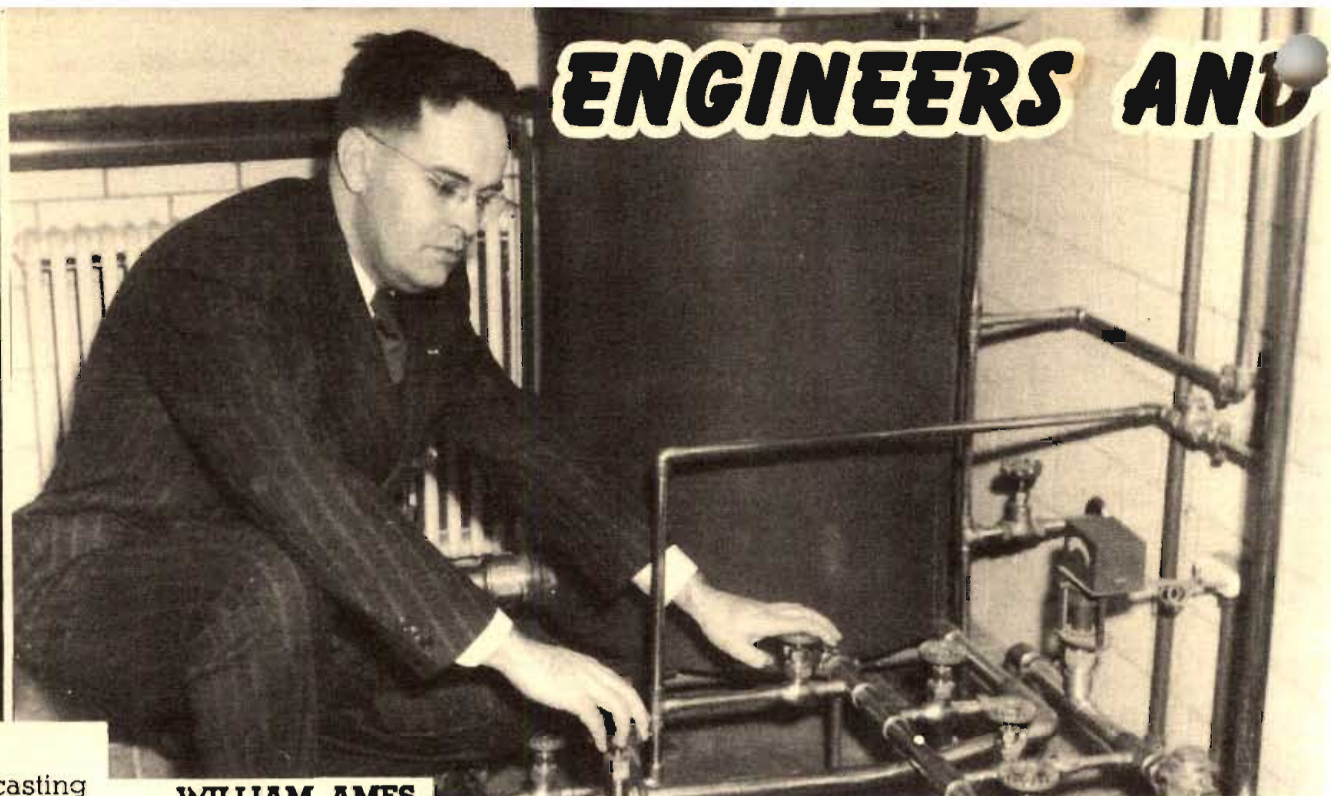
. . . Announcer. Divides his time between announcing and script writing . . . likes photography, baseball and every kind of food — so long as it's good, well-cooked and plenty of it.



DAVID H. BROOKS

. . . Announcer. Both script writing and announcing keep Brooks busy. He acts as local announcer for The Lone Ranger program, Uncle Red's ABC Club, news broadcasts, the Biltmore Hotel dance pickups and "On Capital Hill". He was for two years with the Provincetown Players and has been, at various times, bond salesman, credit investigator, radio actor and musician.

ENGINEERS AND

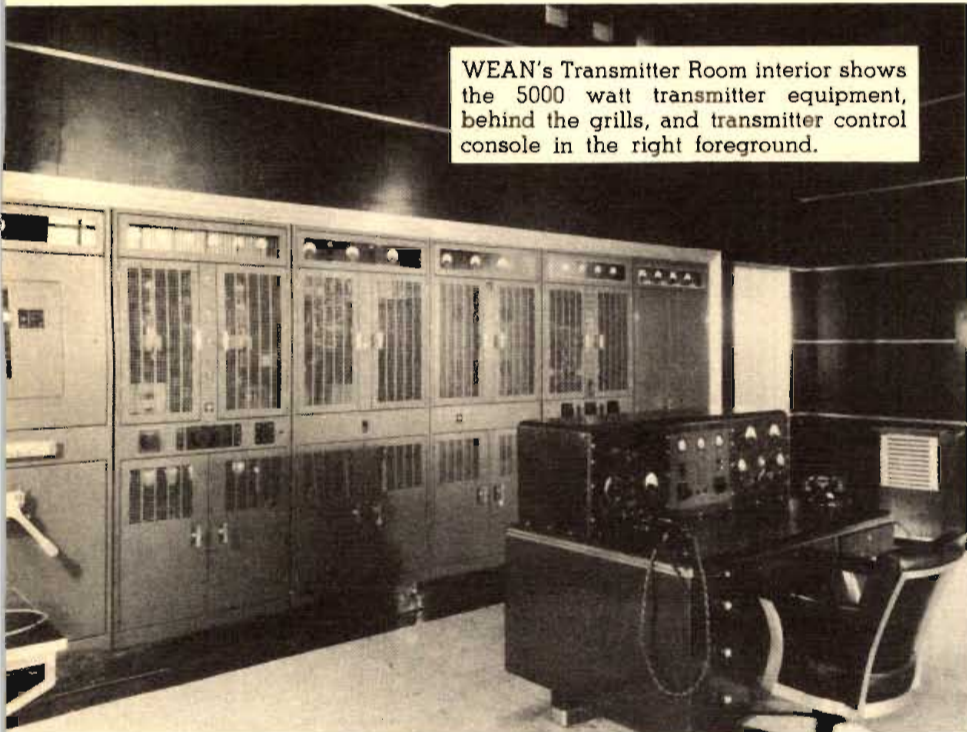


HARRY H. TILLEY — Above

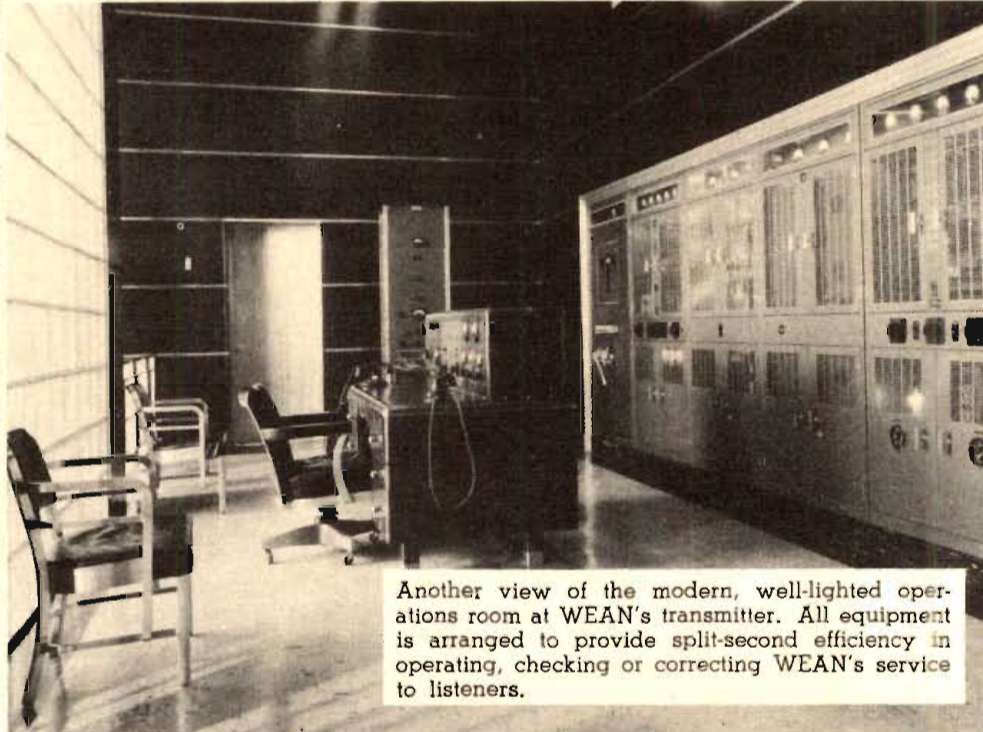
. . . Chief Engineer. Had his own broadcasting station in Providence in 1922 and was one of the first American radio amateurs to contact Europe during transatlantic tests in 1923. He was first employed as radio operator on merchant ships, then as radio laboratory assistant, instructor in radio school and later as radio store manager. Has been with WEAN since 1927.

WILLIAM AMES

. . . Engineer. Ames' duties are chiefly as transmitter technician. He was formerly control operator, inspector of radio apparatus, drug store clerk and grocery clerk. His hobby is cooking; favorite sport — skating, and his favorite food — spaghetti. The camera man caught him as . . . the power behind the power — adjusting the cooling system on the transmitter.



WEAN's Transmitter Room interior shows the 5000 watt transmitter equipment, behind the grills, and transmitter control console in the right foreground.



Another view of the modern, well-lighted operations room at WEAN's transmitter. All equipment is arranged to provide split-second efficiency in operating, checking or correcting WEAN's service to listeners.

Right — **GILBERT JOHNSON**

. . . Engineer, as transmitter operator is kept comfortably busy and busily comfortable. During the World War, he served with the U. S. Navy in radio work and made seventeen trips to France. Boats and boating fascinate him and his favorite food is steak — not too tough (meaning the steak).

Below — **JOSEPH GRAHN**

. . . Engineer — checking modulation at the transmitter. His duties are those of a transmitter technician . . . formerly commercial ship operator. His chief interest in life is radio . . . favorite sport, golf; pet peeve, women drivers. Nickname, "Swede".



TECHNICIANS



Left — **ROY BRYANT**

. . . Engineer. Now employed as a transmitter technician, formerly with the Colonial Navigation Company (the New York to Providence run), and for seven years as trap drummer in dance bands. Is fond of radio in all its aspects, swimming and Scotch ham. Roy is here shown checking program amplifier.



Right — **HERBERT BARNETT**

. . . Engineer, built first police radio station in Rhode Island in East Providence; was Chief Engineer for two years; wood patternmaker for six years and staff sergeant, 43rd Signal Corps, Radio Section, four years — also observer and operator, Naval Reserve Aviation, three years. Barnett is apparently lost in admiration of the water-cooled tube that he is all but embracing.



RAYMOND ARNOLD

. . . Technician — at the control board . . . was married in August, 1936 . . . no children, as yet, but is still hoping. Was, for two years a ship radio operator, three years a radio repair man and three and a half years with the New England Telephone & Telegraph Company. The thing that disturbs him most is when "Jet", his cocker spaniel, brings in a dead bird and lays it at his feet in the living-room, and can't understand the scolding which follows.

WARREN PIKE

. . . Technician — handling remote control amplifier — formerly with New England Steamship Company and Eppley Laboratories of Newport. Is married. Has two children — both girls. Is interested in models and radio, likes golf and lamb chops.



BERNARD MCGINN

. . . Engineer — at the studio control . . . works on control and transmitter . . . was formerly with five other broadcasting stations and radio operator for various ships since 1929. He was, for a time (1924-25) a messenger boy for WEAN and was once a railroad timekeeper. In the early thirties, he acted as script writer, announcer, transcription player and operated a radio station on his own license from 8 A.M. to 12 Noon — alone — daily. Was he busy? Ask him!

RICHARD B. THOMAS

. . . Technician — checking wiring. As control room technician in charge of control room maintenance, he is occupied with the kind of work he likes to do. It was the romance and glamour of radio that won his interest, but he hopes to retire at the age of forty-five with a moderate, but not too moderate, income. He is married and has one daughter.



SPREADING NEW

Billy B. Van, master showman and trouper extraordinaire, in his own glory the well-deserved title of New England City to City, discovers home talent, puts it on the air as part of the circus. The premiere performance took place at the Metropolitan Theatre, Providence, before a vast audience. There's informality and a "homey" atmosphere about the performances that make them worthy vehicles for . . .



The marquee of the Metropolitan Theatre in Providence on the evening of the inaugural broadcast of "Spreading New England's Fame".



Major George Williams of the Salvation Army leads the first theming in the first minutes of the first radio broadcast of "Spreading New England's Fame", which originated in Providence over WEAN, and was carried to the whole Yankee Network.

The Accordion Trio of (left to right) Edward Saccoccia, Tulio Gasparini and Louis Apparetti, played on the WEAN-Inauguration of this All-New England show.



At the microphone for an interview are Bernice Riley and Mowry Lowe, while "emcee" Billy B. Van chuckles at the table while introducing them.

Mayor John F. Collins receives the scroll certifying pride in New England, presented to the City of Providence by The Yankee Network, WEAN and the merchants making the program possible. Mowry Lowe displays the certificate as Billy B. Van reads the presentation.



ENGLAND'S FAME

ary, for . . . lo these many years . . . now adds to
s Ambassador of Good Will. His show travels from
, encouragingly, and presents the Mayor of each city
place over WEAN, by remote control from the stage
le audience that occupied every seat in the theatre.
hese shows, coupled with amazingly good musical
"Spreading New England's Fame".



Announcing the introduction of a new program expressing the pride of New England — spreading its fame.

Doris Skipp, soprano, revealed a marvelous voice and technique as she entertained the visible and radio audiences with operatic and classical arias.



Charm had its place on our first program, too, as Bernice Riley took the "mike" for her songs and piano patter on the stage of the Metropolitan Theatre.

Further representation of Providence talent was proffered by the capable Providence "Y" Singers, led by William Deroin, standing at extreme left.



Joseph Cavanaugh, violinist, accompanied at the piano by Father Leo Connon, presented still another manner of artistry with classical interpretations.





DOROTHY GRIFFITH

. . . Continuity Writer. "Grif", as her friends call her, spends most of her time writing commercial continuity. She is a graduate of Exeter School of Art, Boston, and Boston University, College of Practical Arts and Letters . . . plays the violin and E-flat alto horn . . . not on the air . . . "just for fun". Is married.

ARTHUR P. GORMAN

. . . Commercial Representative (salesman, to you), has been employed with WEAN since 1930. Is married and has three children. His original ambition was to be a musician . . . loves football and ice cream. His stage experience includes playing with Raymond Hitchcock in "The Good Old Days That Have Passed Beyond Recall."

ADMINISTRATION



Left — **JOSEPH KELLEY**

. . . Secretary. "Kel" is secretary of the commercial office, was a student of LaSalle Academy and Brown University Extension courses and is ambitious to sell time on the air.



Right —

DOROTHY FLECKENSTEIN

. . . Stenographer. Handles fan mail . . . never worked for any other organization . . . studied art . . . is interested in chemistry . . . gardening . . . tennis.

ETHEL LOUISE SWEENEY

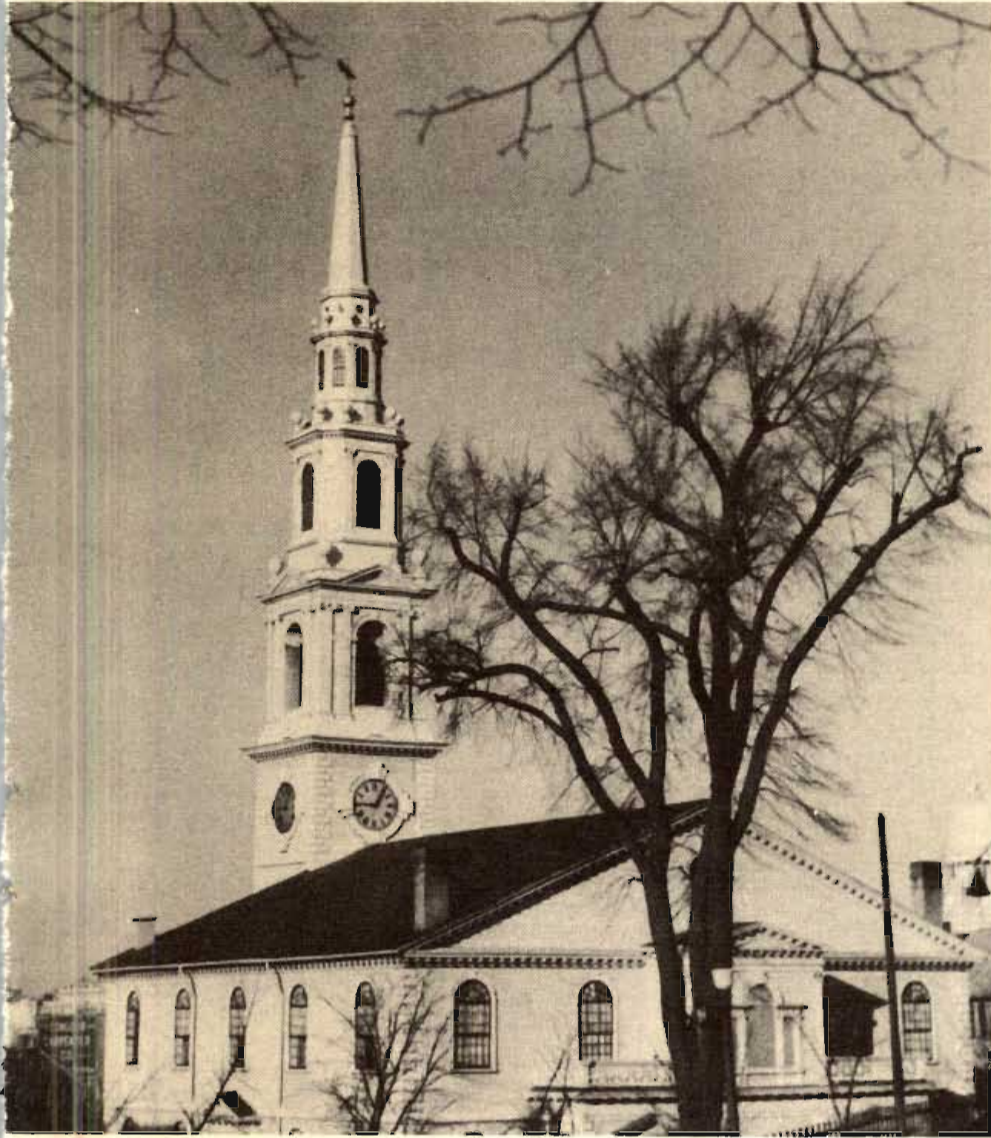
. . . Stenographer and Switchboard Operator. A graduate of Hope High and Katharine Gibbs Schools . . . fond of swimming and pie a la mode. Does **not** admire temperamental people.

GEORGIANNA THOMS

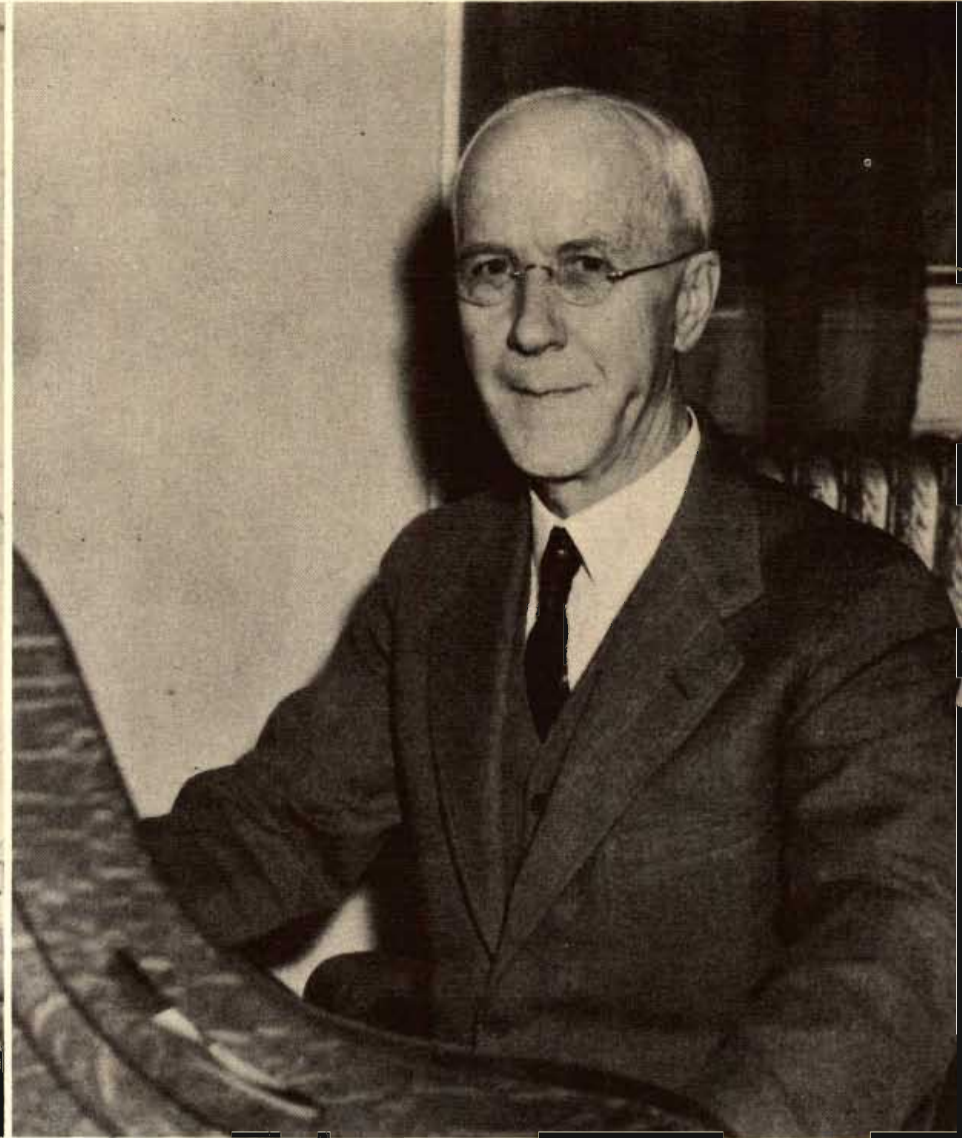
. . . Artist Bureau Secretary. Formerly a pianist in a dancing school . . . graduate of Harcourt Place School, Gambier, Ohio, and of Peabody Conservatory of Music, Baltimore. She interviews and assists those who seek auditions.



RELIGIOUS SERVICES



First Baptist Church, Providence, Rhode Island, North Main Street at Waterman. The morning services are broadcast over WEAN every other Sunday at 11 o'clock.



Reverend Arthur W. Cleaves, Pastor of the First Baptist Church, Providence.

Interior of Beneficent Congregational Church in Providence, 300 Weybosset Street. On the second and fourth Sundays of each month, the services from this historic meeting house are broadcast over WEAN at 11 A. M.

Reverend Arthur Wilson, Pastor of Beneficent Congregational Church, Providence.



YANKEE NETWORK WEATHER SERVICE

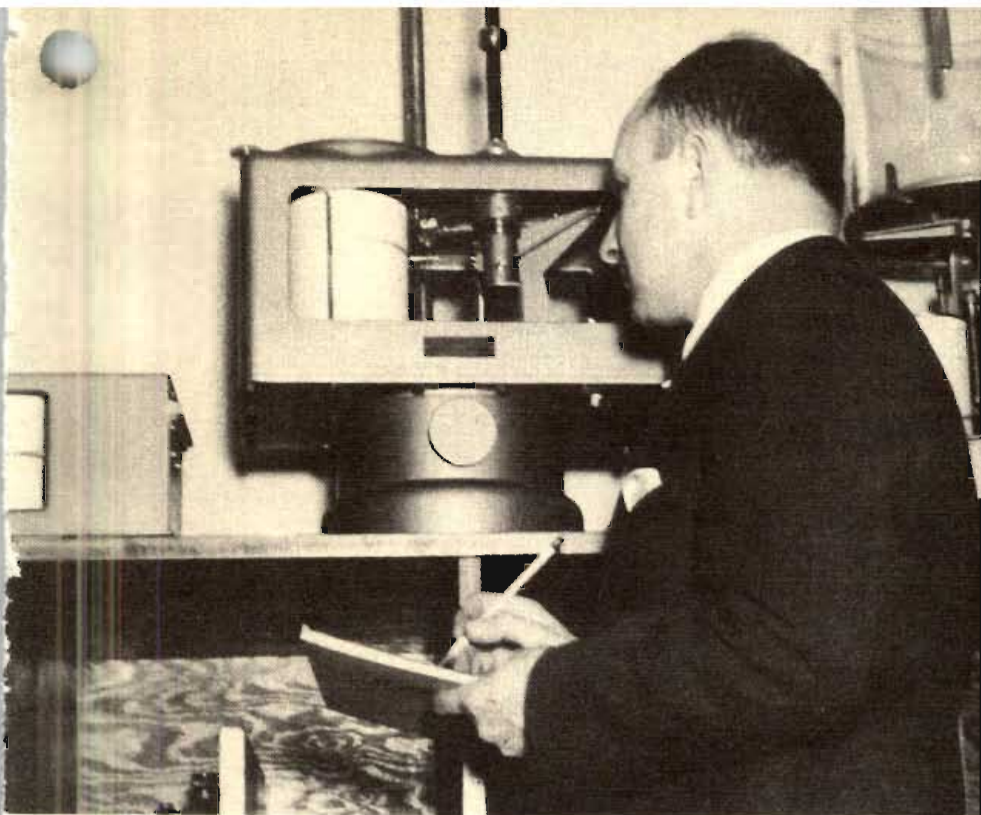
The Yankee Network operates its own expert weather service. Trained scientists who have majored in meteorology make up its staff, and its equipment is the finest obtainable — precision instruments for checking wind velocity, density of humidity and atmospheric visibility.



**RADIO GUIDE'S
SPECIAL MEDAL OF MERIT
AWARDED TO THE
YANKEE NETWORK
FOR ITS WEATHER SERVICE
WHICH HAS RENDERED
CONSPICUOUS SERVICE TO MANKIND**

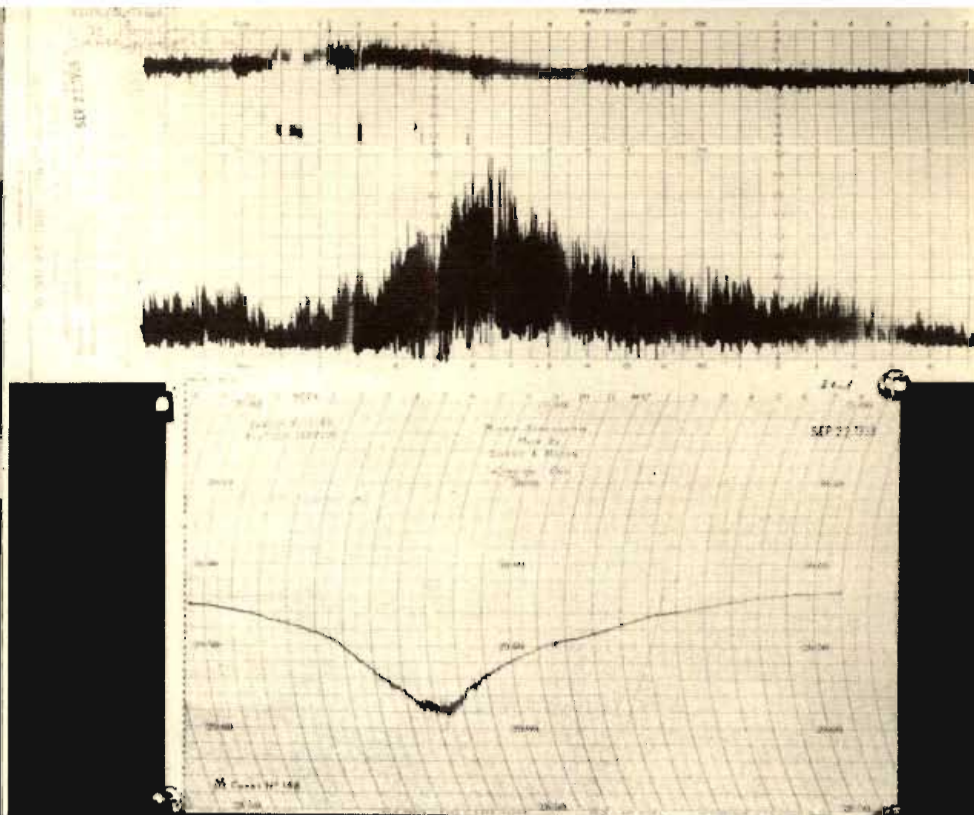


PRESENTATION OF AWARD
For distinguished service. Martin Lewis, Associate Editor of Radio Guide magazine, awarding the Radio Guide Medal of Honor to Salvatore Pagliuca, chief of The Yankee Network Weather Service — Dick Cobb, announcer, stands by.



THE CHIEF

Studying his instruments.



A GRAPH of the famous hurricane of 1938 — when the Yankee Network Weather Service beat all records in accurate reporting — as a reward for which the medal for distinguished service was presented.



(Above) **THE PENTHOUSE**

Where the Yankee Network Weather Service carries on — come rain, heat, snow, sleet, wind and all varieties.



(Above) **PAGLIUCA and HOWELL** at a weather chart.

DURING A BLACKOUT . . .

During the 1938 Hurricane that swept over New England, WEAN provided the following service: While Providence was in complete darkness — all facilities paralyzed — and water swirled over the tops of automobiles in the streets, WEAN lowered a microphone from a Crown Hotel window and flashed out, over The Yankee Network, the first word — an eye description — of the worst disaster Providence has ever known. All other facilities were disrupted — telephone . . . telegraph . . . power . . . everything complete blackness. All during the night, WEAN continued to send reports to WNAC, Boston, and New England over the only facilities out of Providence. The Governor personally made appeals from the studios of WEAN, as did many other agencies. Although the towers of WEAN's transmitter were blown flat on the ground, WEAN was the first station in Providence to get back on the air.

THE YANKEE NEWS

LELAND BICKFORD

Editor-in-Chief of the Yankee Network News Service and author of "News While It Is News", heads a department of The Yankee Network devoted to the collection and dissemination of local, national and world news by means of regular broadcasts.

DEXTER MacMULLEN

. . . Reporter and News Writer . . . is local representative for The Yankee Network News Service for WEAN, Providence . . . formerly a newspaper man, farmer and dairyman. Likes horseback riding and horse shows. Is a graduate of Rhode Island State College.

ROBERT MYERS

Day City Editor—personally supervises the tremendous grist of news which pours over his desk daily from all parts of the world.

NETWORK DIVISION

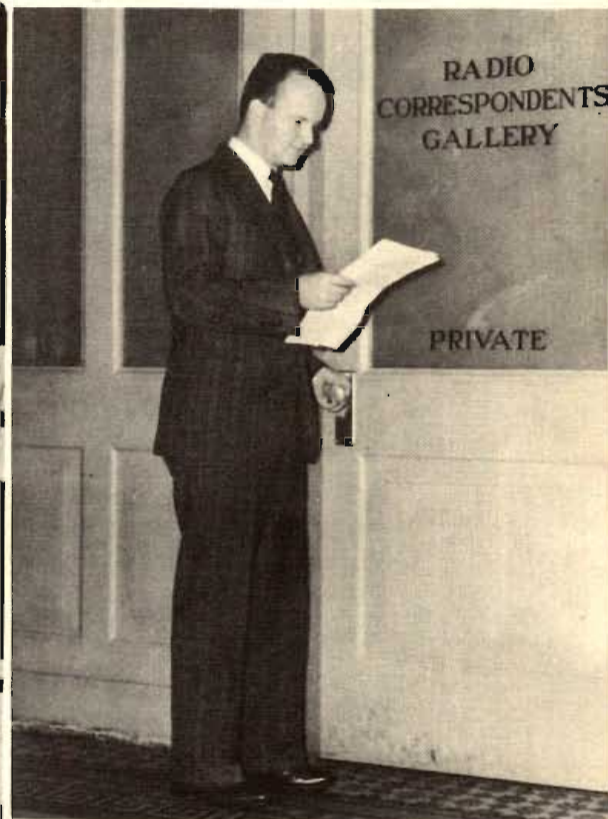
ORMOND FORTIER (Right)

Late Day City Editor — picks up news for late afternoon and evening broadcasts for a potential listening audience of seven million people.



FRANCIS TULLY (Below)

Washington Correspondent for The Yankee Network News Service. His five years experience at the State House in Boston has fitted him for this important post at the nation's capital.



JOSEPH CONNELL

... News Writer and Reporter, WEAN representative of The Yankee Network News Service, formerly in newspaper work. His hobby is reading; keen about basketball; studied at Boston College and loves a good story, even when he has to write it himself. Was married in 1936 and has a daughter, Susan.

STRATHERN CHUTE (Right)

Night City Editor — is at his desk from 5 P.M. until an hour after midnight, devoting his energies and skill, the results of years of experience, to "galvanizing" a long list of facts into short, concise stories for public consumption.





"FLUFFERETTES"

Sparkling vocal and instrumental numbers are rendered with great verve by this novelty orchestra and quartet — Donald Wood, George Jackson, Eddie Jones and Jimmie O'Brien, with, as soprano vocalist, Eleanora Gay.

YANKEE NETWORK

GEORGE and DIXIE

This team of singers and guitar players brighten the air waves with cowboy songs and hill-billy ditties as you like them. In private life they are George Mahoney and Evelyn Hallgren.

CLOTHILDA ZAPPALA

The beautiful voice of Clothilda Zappala, coloratura soprano, brings to Yankee Network listeners arias from Donizetti, Verdi, Rossini and all the great composers of Italian opera.





ANDY JACOBSON'S ORCHESTRA

Andrew Jacobson and his orchestra has been one of New England's most popular broadcasting and concert features for the past four years. Andy has had an enviable career as a master musician and has long been considered one of America's finest saxophone and clarinet soloists. In 1919-1920, he was a member of the beloved John Philip Sousa's band in a nation-wide concert tour.

PROGRAM FEATURES

WALTER KIDDER

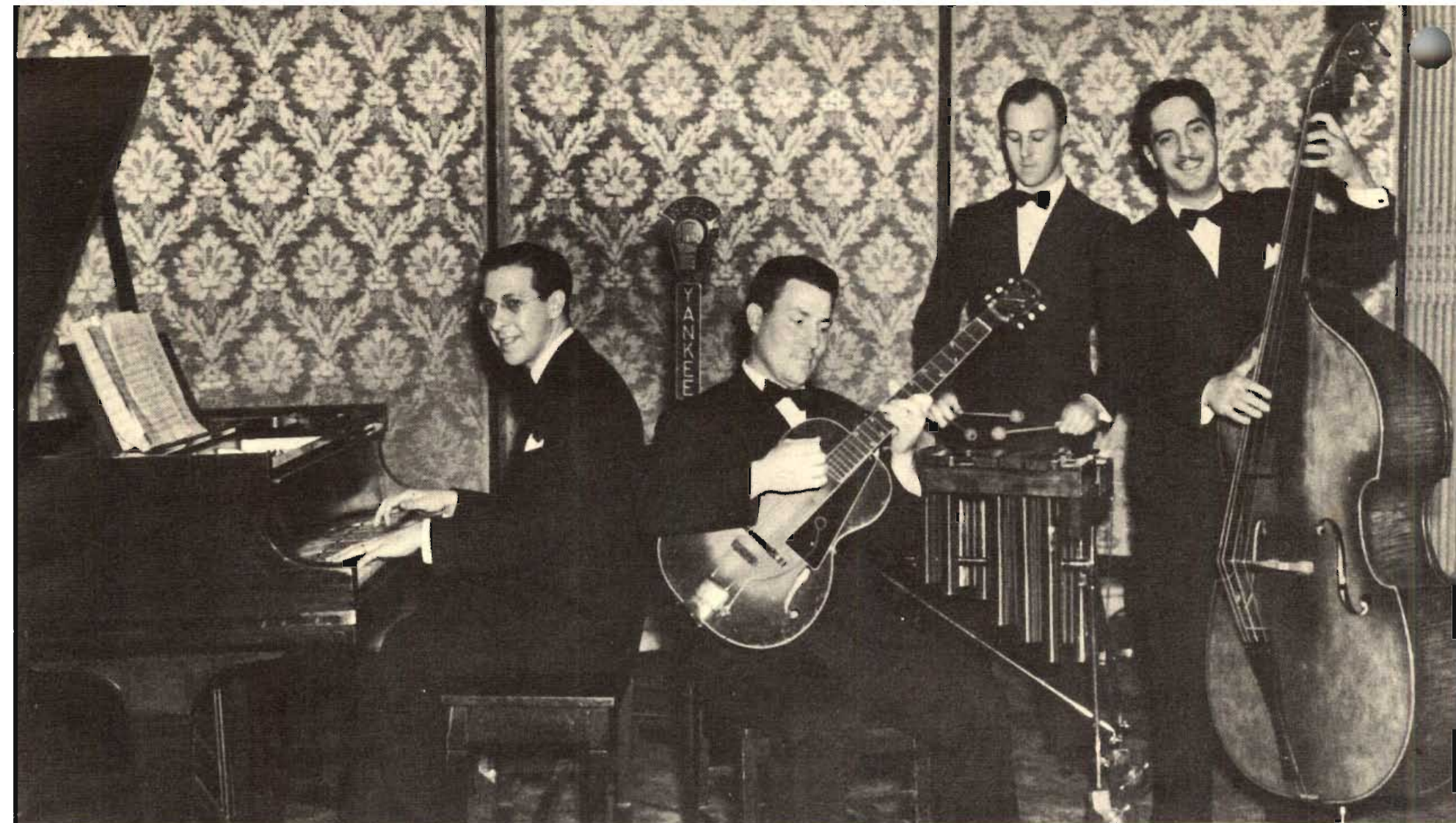
Popular baritone, whose concert programs have been one of the most enjoyable features over The Yankee Network for years. Banking was his chosen profession but the demands for his services as soloist for oratorio societies and other singing organizations, plus broadcasting, have compelled him to devote his life to his real love — Music — to his ever abiding happiness and the satisfaction of the thousands who listen.

(Below)

THE YANKEE CHALLENGE TEAM

Ken Wheeler evolved the idea of a "challenge" team made up of Yankee Network "brighties", vs. any team that wants to meet them in mental combat. The home team, here shown, consists of Ken Wheeler, Dick Fogarty, Ruth McFee, Nelson Churchill and Gracie Keddy.





ZARA'S MARIMBA ORCHESTRA (Above)

Paul Zara, native of Boston, known for his ability to "Slap that bass", even in his high school days when he was leader of the Watertown High orchestra, brings distinctive rhythms through his popular marimba group to Yankee air waves. Double bass, Paul Zara; guitar, Bert Foster; marimba, Walter Cullity; piano, Douglas Woodman.

YANKEE NETWORK PROGRAM FEATURES

KEN WHEELER — "THE PEOPLE'S QUIZ"

Ken conducts a quaint quizical quiz quite the quintessence of queer questions quietly queried. He never misses a "Q".





BOBBY NORRIS (Left)

Star violinist for The Yankee Network, won for his programs a place on a coast-to-coast network. He made his debut in life in Lyndonville, Vermont, not so long ago and reached for a violin bow soon after his arrival on this planet. He can, and does at times, produce dance music that tempts the feet of all, but his heart and ambitions are primarily devoted to chamber music. But . . . when musicians get together for a "jam session" . . . Bobby can "swing that fiddle" with a zest.



FRANCIS J. CRONIN (Right)

The delightful strains of organ music produced by Francis J. Cronin have been heard over the Yankee Network since 1931. A musician of exceptional talent, Cronin is at once soloist, accompanist and a deft artist in improvisation.

THE COLONIAL NETWORK PRESENTS



"The Highroad to Marriage", under the auspices of Boston University Radio Institute, is an educational program on marriage problems, heard over WEAN and affiliated stations of The Colonial Network. It is conducted by Dr. David D. Vaughan, B.S., A.M., D.D. The Executive Committee of the Radio Institute here shown in conference — left to right, Miss Eleanor R. Mosely, Dr. Loring B. Andrews, Ralph E. Rogers and Dean Howard M. LeSourd.

JOHN METCALF

... sings with great feeling and sympathy well beloved hymns and sacred songs in his program "The Choir Loft". He also tells his listeners something of the history of the hymns, their composers and what inspired them. Metcalf is a baritone soloist combining a robust and lyric quality of great appeal. Francis J. Cronin accompanies him at the organ.



THE UNITED STATES DEPARTMENT OF AGRICULTURE (Boston office) conducts informative programs under the direction of Charles E. Eschbach, heard over WEAN and affiliated stations of The Colonial Network, daily except Sundays.

FRANCES McDONALD, originator and director of "The Marriage Clinic" — a contribution to the age old problem — how to be happy though married — heard over Colonial Network stations and stations of The Mutual Broadcasting System from coast to coast.





Everett Hoagland leads his well-known orchestra in dance programs from the Mutual Broadcasting System.

Maestro Tommy Tucker, whose band provides more dance tunes from Mutual.



Amy Arnell, the featured vocalist heard on the broadcasts of Tommy Tucker's orchestra.

Phil Levant with his familiar violin, heads the entertainment of his Mutual-Colonial dance band.





Basil Rathbone as Sherlock Holmes



Clifton Fadiman — knows all the answers on "Information Please"

NATIONAL BROADCASTING STARS HEARD OVER WEAN

Advisory Board for the "Cavalcade of America" programs — prominent in American historical writing and research. Left to right, Carl Carmer, Marquis James and Dr. Frank Monaghan.





Pat Barnett as "Uncle Ezra" in National Barn Dance programs.



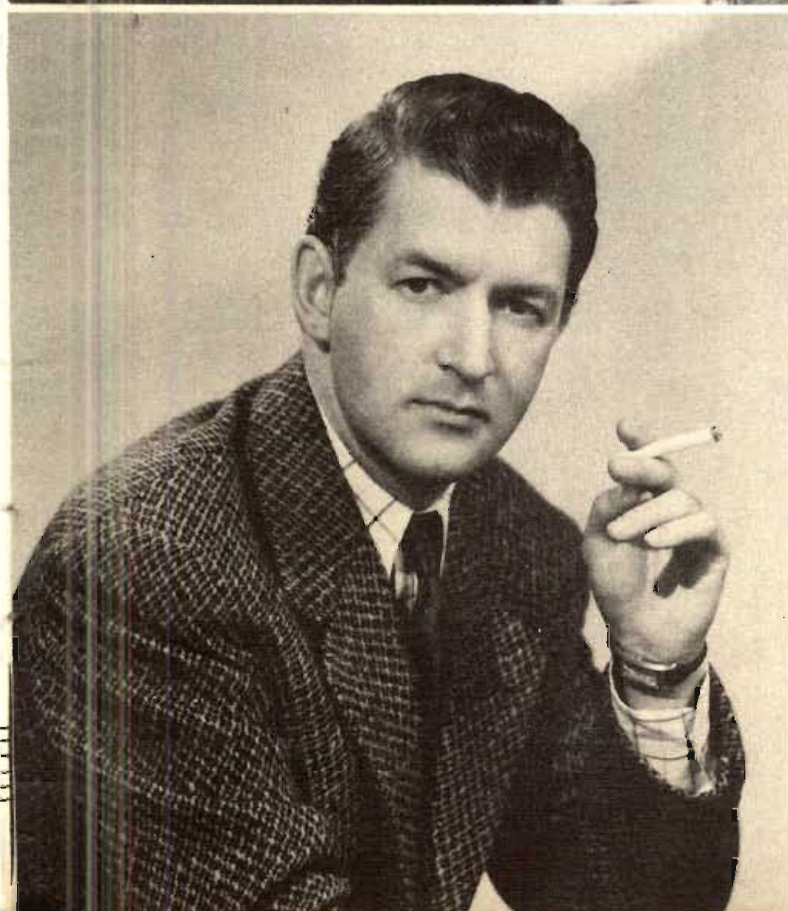
Irene Rich



Bob Brown, of "Quicksilver" show.



Jane and Goodman Ace of "Easy Aces".



Jay Jostyn, in the title role in "Mr. District Attorney".

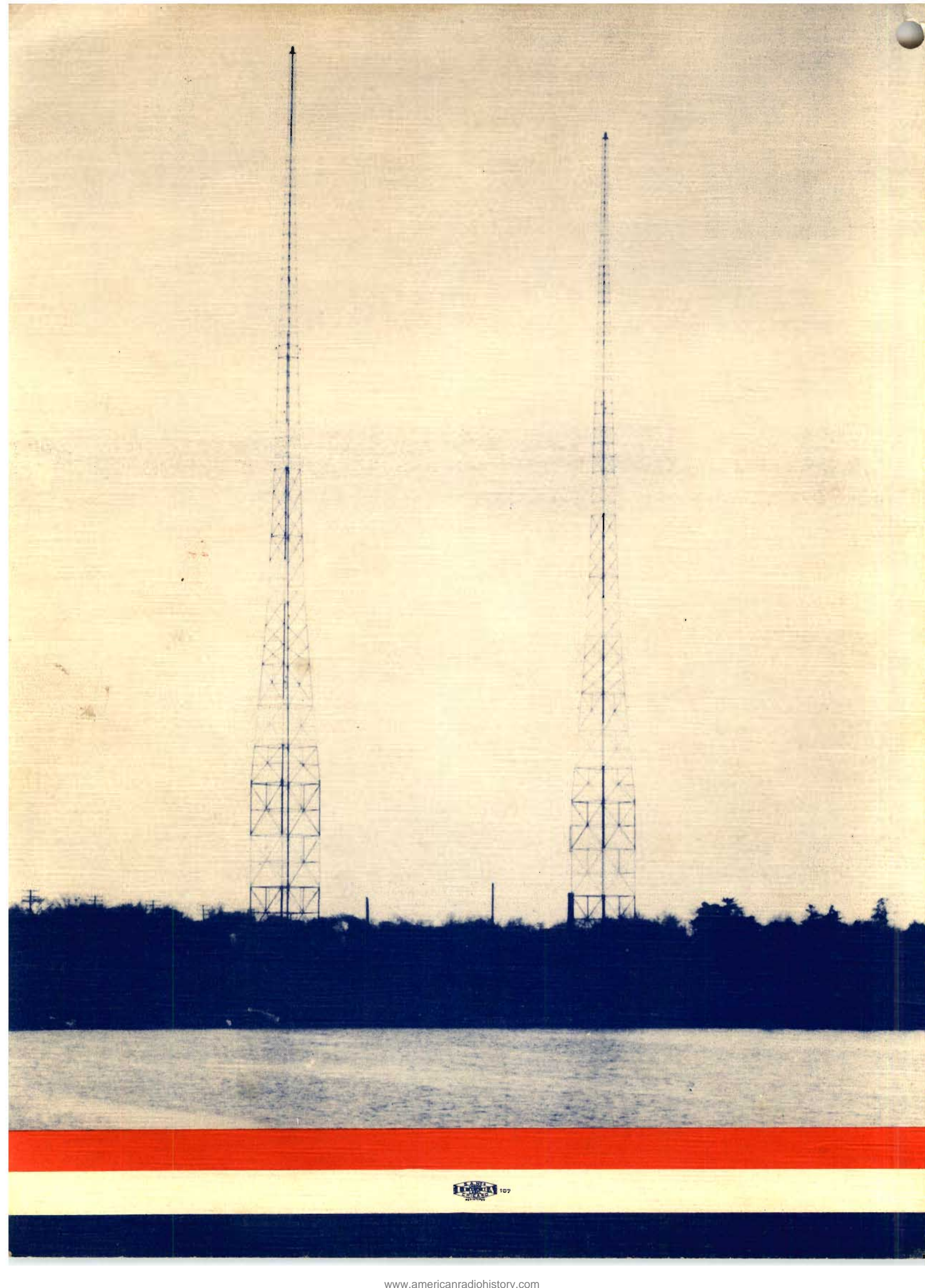
Lowell Thomas





**Photographs by Joseph R. Marcello, Providence; William Mills
& Son, Providence; Solari, Boston.**

**Edited by Hal Hubert, National Radio Personalities and Frank P.
Foster, II, the Yankee Network.**



NATIONAL

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