

NBC *Thesaurus*

puts first things first

Program *quality* is foremost in the minds of all radiomen who have the sincere purpose of entertaining listeners. That's why **THESAURUS** puts emphasis on *musical excellence*—rather than *name value* of an artist.

The lineup of top-drawer talent on this page represents the best in musical entertainment—skillful performers, finest arrangements and superb NBC direction.

Just a few of the many outstanding program units are illustrated here. And throughout the entire **NBC THESAURUS** musical library you will find the same high quality performance heard in NBC network shows.

Is it any wonder that Canadian stations from coast to coast are using *America's No. 1 Musical Program Service* to solve their local programming problems?



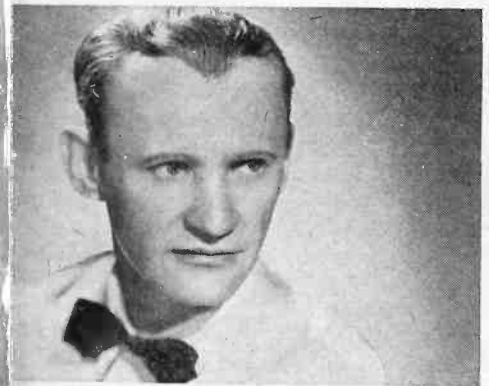
THE MUSIC OF MANHATTAN . . . every feature of top network variety shows from thirty-piece dance orchestra to Dixieland jazz combination.



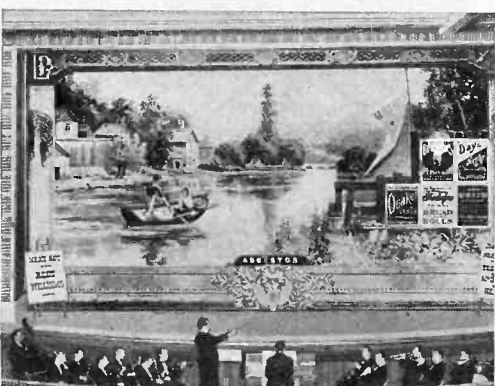
ALLEN ROTH AND THE SYMPHONY OF MELODY . . . Roth gives finesse to every arrangement and his choruses and soloists lend lovely voices.



THE JUMPIN' JACKS WITH PATTI DUGAN . . . stylized swing by one of the greatest assemblages of jazz musicians, with vocals by Patti Dugan.



SWING AND SWAY WITH SAMMY KAYE . . . his compelling dance band . . . his singing favorites . . . set all of America swinging and swaying.



MUSIC HALL VARIETIES . . . presents early vaudeville arrangements played by old-style pit orchestra directed by "Professor" Patrick Ciricillo.



NORMAN CLOUTIER AND HIS MEMORABLE MUSIC . . . 25 strings of NBC Symphony immortalize Herbert, Gershwin, Romberg and many others.



LIM BRYANT AND HIS WILDCATS . . . specialists of "American Folk Songs and Music." Ballads, comedy and fast hoe-downs add variety and pace.



THE SALON CONCERT PLAYERS . . . Max Hollander and 25 network musicians bring new magnificence to many glorious salon concert favorites.



THE CHURCH IN THE WILDWOOD . . . an inspiring program of hymns and music. Jack Seagle, baritone; William Meeder, organist.



A Service of Radio Corporation of America

NBC

RADIO-RECORDING DIVISION

AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco