

# NBC THESAURUS..

# Says it with Music

## CONGRATULATIONS TO CANADIAN BROADCASTERS FOR YOUR PAST ACHIEVEMENTS & FUTURE PLANS

• Perhaps the most appropriate way for NBC to compliment the 36 Canadian Broadcasters listed on this page is to "say it with music"...to make NBC *Thesaurus* an ever-more-important part of your service.

For you have done much to bring greater listening enjoyment to Canadian audiences... and NBC is proud to know that, in this, *Thesaurus* has played a significant role...and that fully 36 of Canada's leading radio stations are using NBC *Thesaurus*.

Listed here are just a few of the many program units of NBC *Thesaurus*...all representing top-notch musical entertainment, brilliant performers, skillful arrangements and flawless NBC direction.

*The Salon Concert Players*...Max Hollander and 25 talented network musicians bring new brilliance to many favorite salon concert pieces.

*Slim Bryant and His Wildcats* have a way with "American Folk Songs and Music," add vim and variety to ballads, comedy tunes and fast hoe-downs.

*Norman Cloutier and His Memorable Music*... The works of Herbert, Gershwin, Romberg and many others captured by 25 strings of NBC Symphony.

*Swing and Sway with Sammy Kaye*... His toe-teasing dance band... his swinging favorites... set all of Canada swinging and swaying.

*Vincent Lopez* plays it smooth for dancing... sweet for listening... modern music with the emphasis on melody.

*Music Hall Varieties*... "Professor" Patrick Ciricillo directs an old-style pit orchestra in early vaudeville arrangements.

*The Music of Manhattan*... a variety show that reflects Manhattan, the music capital of the world... from concert hall to Harlem Hot-spot.

*The Jumpin' Jacks with Patti Dugan*... stylized swing by one of the jiviest, jumpingest collections of jazz musicians, with songs by Patti Dugan.

*Allen Roth and the Symphony of Melody*... arrangements with the famous Roth finesse and the lovely voices of his choruses and soloists.

*Novatime Trio with George Wright*... A new sound in music. Organ-marimba-guitar trio with George Wright at the Hammond.



# NBC Radio-Recording Division

A Service of Radio Corporation of America

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