



WSM Radio News

LATEST NEWS FROM
AMERICA'S TALLEST
RADIO TOWER

IN THIS ISSUE . . .

How the Grand Ole Opry Got
Its Name.
New Exclusive Pictures of Your
Favorite WSM Stars.
A Gripping Story—RADIO TO
THE RESCUE.
How to Be the Shield Man's
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Pictures—News.

How the GRAND OLE OPRY Got Its Name . . .



Snapped on the Stage of the Grand Ole Opry House in Nashville: David Stone at Extreme Left; Judge Hay at Extreme Right



Founder of the Grand Ole Opry—the beloved Solemn Ole Judge, in real life, George Dewey Hay, one of radio's pioneers.

For generations people in the country sections and hills of Alabama, Kentucky, and Tennessee have been dancing to and enjoying the songs and music handed down by their forefathers.

In 1925 George Hay (who had that year just been voted the most popular radio announcer in the United States) decided to invite the old-time fiddlers, yodellers and mountain entertainers to participate in a broadcast designed for WSM listeners. They were to follow a broadcast of Grand Opera being conducted by Dr. Walter Damrosch from New York City Saturday evening.

Suddenly, the cue was given.

The Judge, being somewhat uncertain as to how the radio audience would receive a broadcast of mountain music, immediately following the pomp and grandeur of the Grand Opera, called his group about him, and spoke into the microphone these memorable words:

"Good evening, folks. We've certainly enjoyed the Grand Opera sent to us by Dr. Damrosch. And now we want to invite you to listen to our own shindig

here at WSM—it's not the Grand Opera—but it is the *Grand Ole Opry*—a Saturday night barn dance. Here she goes!"

The name stuck! People wrote in asking for more Grand Ole Opry's . . . That was the beginning of so-called hillbilly stuff in radio.

And for thirteen consecutive years the Grand Ole Opry has been broadcast, four hours each Saturday night to an audience estimated in the millions. People in all parts of the nation write in an average of some 50,000 letters a week, requesting a number; commenting on last week's broadcast; inviting the different Opry entertainers to come to their town so that people can see them as well as listen to them.

Supervising this great four-hour broadcast involving some sixty performers with such a tremendous national following has been a task, and Judge Hay turned to David Stone to help him on the job. He has found an able associate, and David has established a place in the Grand Ole Opry peculiarly his own.

The Grand Ole Opry is on the air every Saturday night, 8 to 12 (Central time).

WSM... 650 on the Dial... On the Air **EVERY DAY**



Goin' to Town!

Yep—it's Uncle Dave Macon as he lets 'er go on the WSM Grand Ole Opry.

Why Sarie-e-e!

Sarie and Sally as they appear, sunbonnet and all, on the Grand Ole Opry, broadcast by WSM, the station of The National Life and Accident Insurance Company.

**She Plays for You
Saturdays!**

**She Works for You
Weekdays!**

This is Miss Frances Woods. During the week she helps keep track of the nearly 3,000,000 policies people have taken out with The National Life and Accident Insurance Company. Then, on Saturday nights, she takes her great big smile and her banjo out to the Grand Ole Opry to entertain you.



DeFord Bailey and home-made instrument to help him do those "American Blues."

5,000 people come to the Grand Ole Opry House in Nashville every week to watch the famous broadcast. Free tickets may be secured from your Shield Man whose address is on the back of this magazine.

They Come in Trucks...

Thirty per cent of the audience that watches the Grand Ole Opry broadcast each Saturday in Nashville, Tennessee, are from other cities and states. They come by truck, bus, train, and automobile. And the crowd grows bigger each year! Come on, yourself, sometime, for a big time! Ask the Shield Man for free tickets.



The Vagabonds—Harold, Dean, and Curt—distinctive vocal trio, return to WSM this season after successful engagements throughout the East. They write many of the songs they sing.

Swing Your Partners in Your Home!

People in thousands of homes, in country and city, are now staging WSM parties each Saturday night. They throw back the rug, set the dial on 650 and enjoy an old-time dance feast for four hours. And the ever popular Crook Brothers are here to play for you. Try it next Saturday night at your house.



The Famous Delmore Brothers!
WSM favorites for years. Songs they write and sing over WSM have been published and recorded.



Possum Hunters Bring 'er Round the Mountain Every Saturday at Eight!

Though their leader, Dr. Humphrey Bates, passed away last winter, the Possum Hunters still carry on in his memory. They open every Grand Ole Opry at eight o'clock sharp (Central time).

NEARLY 3,000,000 Policies IN FORCE . . .



"Talkin' Blues" Robert Lunn is still at it these Saturday nights. Thousands of people have requested his rhymes.



Sarie does a "sachet" as Sam McGhee does an old-time jig on the stage of the WSM Grand Ole Opry House.

Two new reasons for WSM popularity—the Lakeland Sisters, newcomers to the Grand Ole Opry.



They Live Up to Their Name—The Fruit Jar Drinkers

This jovial group has been broadcasting on the Opry for the past twelve years.

RADIO TO THE RESCUE

A STORY AMERICA
REMEMBERS

HOW TWO RADIO STATIONS 200 MILES APART COMBINED TO SAVE THE LIVES OF 200,000 PEOPLE

On the night of January 24, 1937, an announcer stirred restlessly at his post at WSM, Nashville, radio station of *The National Life and Accident Insurance Company*.

His name was David Stone.

Like others on the WSM staff, he had, the night before, and during the early Sunday afternoon, heard the urgent flood rescue bulletins being sent out by station WHAS, radio voice of the Louisville *Courier-Journal*, some 200 miles distance.



David Stone as he received the emergency call from the Louisville Courier-Journal Station WHAS

Suddenly, from one end of the WSM studios where the teletype machines were located, came a terrific jingle. Emergency! Stone rushed back. He sat down, as indicated in the picture.

WHAS calling—Lee Coulson, Assistant Manager.
Over the teletype came this message (*an exact duplicate as it was taken from the machine*) that was to hook two giants of radio together in the rescue of human life.

HEY THIS IS WSM 14
GO AHEAD PLS
IS ED CRAIG OR HARRY STONE THERE? THIS IS WSM
NEITHER MR THIS IS DAVID STONE

DAVID THIS IS VITAL LEE COULSON TALKING
LOUISVILLE POWER GOING OFF AT EIGHT O'CLOCK
WHAS STUDIOS MUST STAY ON AIR FOR RELIEF WORK
CAN U GIVE US THE ENTIRE FACILITIES OF WSM THRU THE MUTING LINES
TO CARRY ON THIS WORK OVER YOUR TRANSMITTER
WE WILL GLADLY PAY FOR ALL COMMERCIALS YOU NEED
WE MUST SERVE THESE PEOPLE TONIGHT
PLEASE ADVISE RUSH AND WE WILL HOLD THIS LINE
LEE WILL BE HARRY IN JUST A MINUTE AND CALL YOU BACK SHURE

OK WE WILL WAIT
END WSM DS WE ARE HOLDING ON
GOOD FOR YOU WE LL DO ALL WE CAN TO HELP YOU
WAIT HERE WE IS ON THE AIR MORE OK
EIGHT O CLOCK TONIGHT WILL TRY HARD TO GET IN TOUCH WITH YOU
YES WE WILL GET IN TOUCH WITH YOU
FOR US WE ARE ORDERING CIRCUIT

HIN
IF WE SHOULD NEED GO OFF EARLIER THAN EIGHT O'CLOCK
WHERE WE LEAVE OFF

YES WE WILL TAKE IT ANYTIME

WE ARE MAKING ANNOUNCEMENTS ON "IR TO THAT"
TS
SIMILAR ANNCTS
WE WILL BE GLAD AND SAY IF YOUR POWER FAILS CAN YOU SET UP BATTERY AND
IN PHONE OFFICE YES WE SURE CAN AND WILL WAIT A BATTERY AND MIKE HE
AT AT SHOULD OUR LOOP FAIL

NO COULDNT DATA YOU PLEASE YOU
OK ON WE ARE HOLDING

ARE YOU THERE
AND I ARE SETTING UP CIRCUIT

FIMIS
END WSM DEWV

No message in the history of fast communication exceeded the importance of this one—for human lives were at stake. "Harry" referred to in the message was David Stone's brother, Harry Stone, General Manager of WSM. As an employee of *The National Life and Accident Insurance Company*, imbedded with its ideals of human service, he did not hesitate. He threw open the entire

» Radio to the Rescue «

facilities of WSM to the aid of those of 300,000 people endangered in Louisville and to the tens of thousands of others that were to be engulfed in the treacherous floodwaters of the Ohio as they moved southward.

Immediately upon WSM's action word went to all Louisville police and volunteer safety patrols to get automobile radios or battery sets. Equipped with batteries the rescue officials could tune to WSM, despite the failure of the city's electric current.

Fortunately the voices of WHAS announcers could be sent over the wire to Nashville through the current furnished by high-powered batteries of the telephone company.

The heroic WHAS announcers carried on, reading their

Harry Stone, General Manager of WSM, who offered the station's facilities to WHAS

rescue bulletins by the light of kerosene lamps. Their voices travelled 200 miles over the telephone lines to Nashville, where WSM sent them back over its 50,000 watts so that every safety point, equipped with its battery set, could hear those bulletins affecting them, and rush boats and food and doctors to the scene.

No expense was spared, only the thought of saving lives—the work



Pete Monroe and Joe Wheeler, WHAS announcers, and messenger work by lamplight

went on, hour after hour, day after day . . . *Radio to the rescue!*

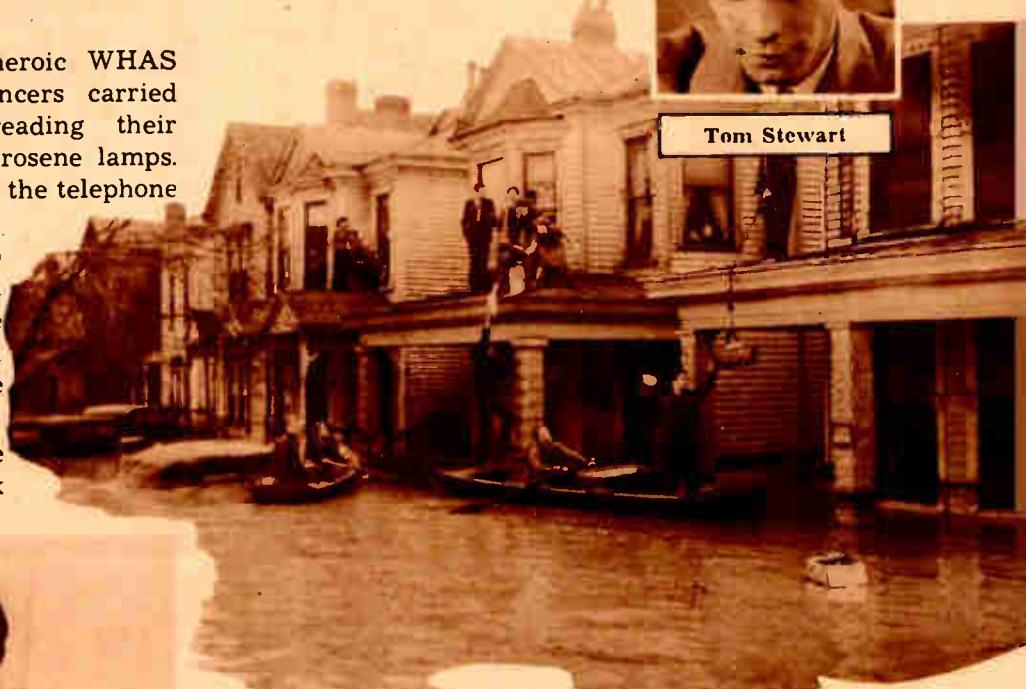
Tom Stewart, continuity editor of WSM, and one of its chief announcers, sat at the microphone, hour after hour, to bring information to the safety authorities of Louisville—*medicines and food were coming!*

Immediately the WSM switchboard, with fourteen trunk telephone lines, became jammed as Miss Lucille Wright, the friendly National voice, tried to direct telephone traffic: the entire nation was calling WSM, clearing point for relief into and out of Louisville!

The smooth voice of Ott Devine, WSM crack announcer, tried to stem the tide, assure the nation, all was being handled expeditiously, but



Tom Stewart

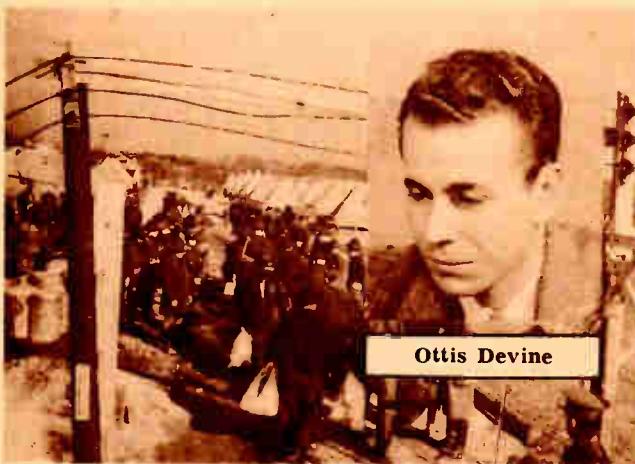


still the calls came: calls offering doctors, nurses, serums, American Legion trucks and rescue parties, ambulances, trains, airplanes.

. . . So WSM called in its emergency corps of telephone girls—girls who in daytime worked in the home offices of The National Life and Accident Insurance Company—girls trained to serve the public efficiently and pleasantly . . . They handled calls, too.

Night after night they sat at their post, as WSM answered calls, rerouted stranded trucks and air-

» Radio to the Rescue «



Ottis Devine

planes, trying to get to Louisville to bring food and supplies as a nation opened its heart—as Casper Kuhn, WSM announcer and sound effects expert, stood by in the early hours . . . trying to get food and transportation to the 200,000 people who had been driven from their homes . . . (no flood of the Nile could have threatened such a tremendous loss of human life).



Meanwhile, WSM engineers, under the leadership of Jack DeWitt, Chief Engineer and Chairman of the engineering group for the National Association of Broadcasters, with WSM's Special Events' announcer, Jack Harris, set out



downstream in the government boat Jayhawker with short-wave apparatus to



broadcast back to the main WSM studios the needs of those cities, forgotten in the Louisville emergency, as the floodwaters moved menacingly southward. They came to the rescue of such towns as Eddyville, Henderson, Paducah, Kentucky; and Mount Vernon, Indiana.

By now the voices of WHAS and WSM were heard throughout the nation. Other stations—more than



Casper Kuhn

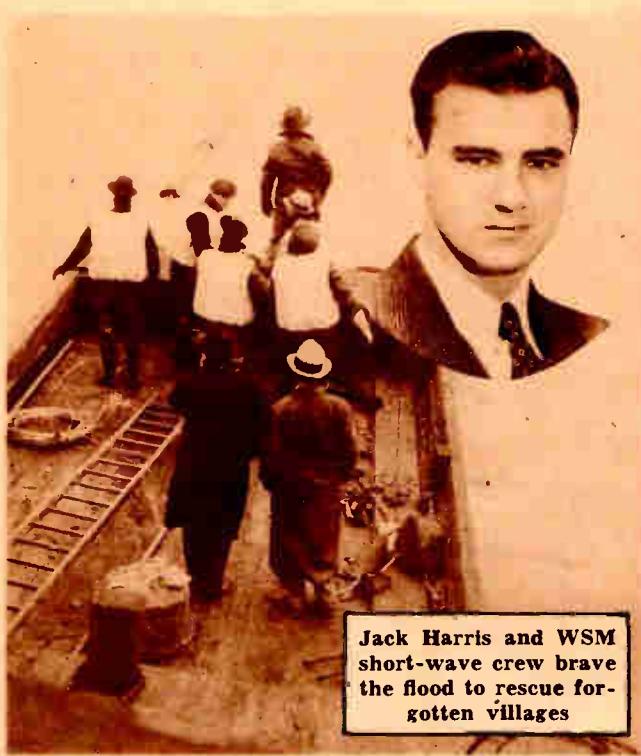
200—hooked in to the WSM dial spot at 650 to rebroadcast the Louisville flood bulletins and WSM dispatches—a background for Red Cross appeals—as a means of convincing dramatically the millions of homes in the nation of the critical condition of hundreds of thousands of their neighbors in this national emergency.

And radio made a neighborhood of a nation.

Few people in America failed to contribute something to the Red Cross appeal in their communities for these stricken flood people—forced into tents for homes.

200,000 people were evacuated from their homes in Louisville alone. Countless thousands were removed from other points—brother and sister, husband and wife, taken away, in many cases, by different boats, in different directions—so pressing was the flood.

» Radio to the Rescue «



Jack Harris and WSM short-wave crew brave the flood to rescue forgotten villages

Realizing that these folks had been scattered over four or five states in the mad rush from the flood, WSM immediately set up a plan designed to locate them and reunite them with their families.

The WSM Bureau of Missing Persons was established. The names of 20,000 refugees were carded, as pictured here, in less than forty-eight hours. And in the same period WSM was able to find and reunite 5,000!

Letters of thanks poured in. WSM, appreciative as it is of these fine tributes, asked for and expected no thanks.

It merely did the part it was called upon to play along with other organizations and individuals who gave unselfishly of their services and money to help our neighbors in distress.

They'd gladly do the same for us.

It was our privilege to serve: our privilege again to live up to the motto of our call letters—*We Shield Millions. That's what WSM means.*

UNION PRINTERS HOME

Located at Colorado Springs, Colorado

Colorado Springs, Colo.
Jan 28, 77

5 S 4 broadcasting
Station,
Nashville, Tenn.,

Gentlemen:

Each day I wired Louisville in an effort to obtain information about my relatives, but, as I anticipated, without success. In desperation, I phoned you all at Nashville last night, and before midnight heard my appeal over the air. And this morning I was completely overjoyed to receive a telegram from Louisville that my parents and brother are safe.

Service such as this is indeed priceless and has brought forth unlimited praise from my good friends who have kept in constant touch with me. Word cannot express my appreciation and I only trust that you all may continue to carry on this noble work and thereby lighten the anxiety of tortured souls who, during these long, dark hours, can do nothing but sit, and hope and pray!

Respectfully Yours,
A Lee Briskman
A Lee Briskman MD
Chief Resident Physician

ALB:ml

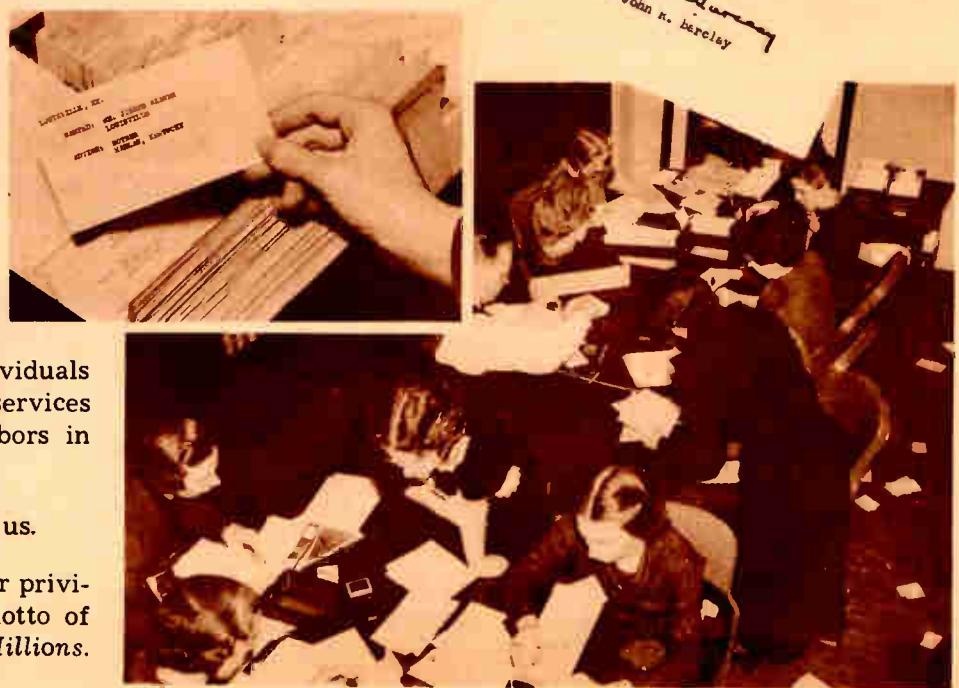


Tennessee

With due reverence, I say "Thank God for you." You are splendid. The service you have rendered will stand as a monument.

I have no relative in the Louisville area, but I appreciate every thing you have done and are doing. There will always be a special spot in my heart for Ned and Mildred.

Sincerely yours,
Mary J. C. Danner
Mrs. John K. Berkeley





YOU'RE ON THE
50
YARD LINE WITH
WSM

Famous Sports
Editors Pick
Tomorrow's Winners!

In a scintillating program of modern music, the sports editors of the New York *Sun*, Chicago *Tribune*, Charlotte *Observer*, Dallas *News*, and Nashville *Banner* pick the winners each Friday night of Saturday's big-time football games . . . A WSM special sports feature! Friday at 9:30 P.M. (Central time.)

Jack Harris, ace sports announcer, brings you play by play detail from the stadium at every Vanderbilt football game; frequently presents big-time coaches and players for WSM listeners.



Fred Russell, *Nashville Banner*, chooses likely winners in Southeastern



Arch Ward, *Chicago Tribune*, picks Western winners



George White, *Dallas News*, even predicts scores in the Southwest!



Jake Wade, *Charlotte Observer*, Frank Graham, *New York Sun* picks the Southern Conference winners



handles Eastern selections for WSM listeners

THE SHIELD COMPANY . . . THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
WE SHIELD MILLIONS



Francis Craig . . . The South's Greatest Dance Maestro . . . a WSM Exclusive!

Frequently heard over NBC networks, via WSM, Francis Craig continues to make danceable history over the air lanes and at college proms in Dixie. His mascot, Pee-Wee, is always there to sing and dance.



Theatrical Tradition Handed Down
Lark Taylor, dean of the WSM drama corps, and distinguished Broadway Shakespearean actor, tells a WSM ingenue about the days when he toured the nation with Sothern and Marlowe. Mr. Taylor's great characterizations may be heard each Monday in "Adventures That Made America," 9:30 P.M., Central Time.



James Melton, one of many great radio personalities who got their start in Craig's orchestra.



Little Jimmy (of Asher and Jimmy) and His Brother Buddy

In the middle baby sister, Mary Louise. "Little Jim" and his dad, Asher Sizemore, bring their unusual program through WSM several times each week . . . Tune in.



A Woman Looks at the News

Anne Ford whose daily news broadcasts, from the woman's viewpoint, are commanding new listeners day after day for the broadcasting service of The National Life and Accident Insurance Company.



ADVENTURES THAT MADE AMERICA

Red-Blooded Rousing Romance of American History reenacted by WSM each Monday night at 9:30!

The most thrilling broadcast of the year!

That's the way listeners everywhere acclaim the new series of programs broadcast every Monday night at 9:30 by The National Life and Accident Insurance Company through WSM.

Prepared with the active cooperation of school authorities in twenty states, the program is reaching an audience of untold numbers, both young and old. Tune in this Monday night, 9:30 Central time.

No Life Insurance company in the world is financially stronger than the Shield Company—able and ready to live up to every contract!



Louise—Jack Shook and the Dixie Dons
Refreshing song stylists who have sensationally forged to the front in WSM popularity. Jack Shook is first in line and behind him, his two buddies, Nap and Dee.



Pictro Brescia
Brilliant musical director and arranger at WSM whose baton ushers in another scintillating season for WSM listeners.

3,500 trained insurance experts represent the Shield Company—coast to coast—courtesy and service their mottoes.

Frances Rose Shore

... dynamic personality singer from the Air Castle of the South reaches for a high one—featured on Tomorrow's Winners — each Friday at 9:30 P.M.

Walter Huston, famous actor, talks to Jack Harris, as a WSM Special Events feature. Outstanding personalities of the stage, screen, and public life are regularly brought to WSM, broadcasting service of The National Life and Accident Insurance Company.



The Internationally Famous Fisk Jubilee Singers

Regular WSM attraction and frequently heard on NBC via WSM!

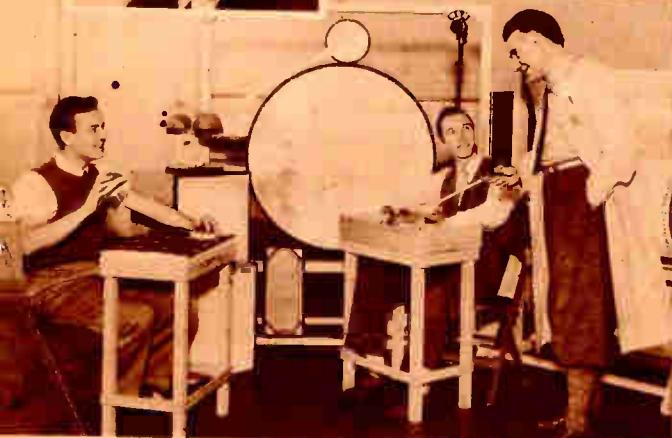


Harold Selman, veteran Broadway actor and producer, now Dramatic Director of WSM.

Freddie Rose, composer of "Red Hot Mama" and other hits, now a regular WSM staff artist.

Harold Johnson, concert master at WSM, whose artistry is an added feature of WSM's musical programs.

Former bass-baritone of the Metropolitan Opera Company, Joseph McPherson is now a distinguished soloist at WSM.



The Sound and the Fury!

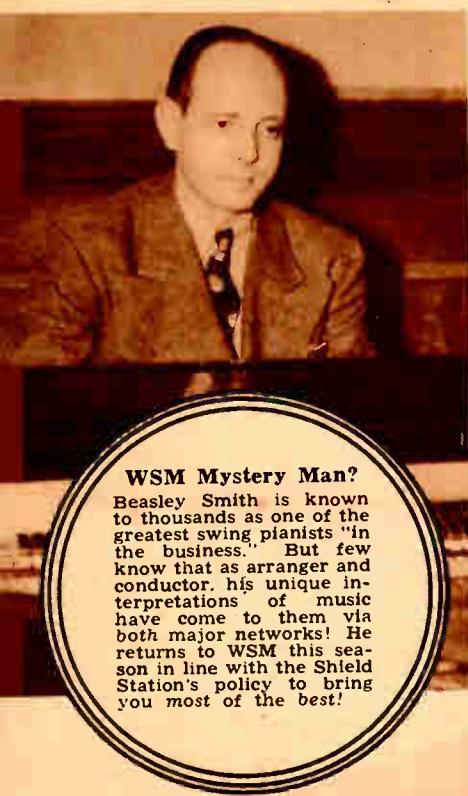
This important WSM department can reproduce the sound of anything except the sound of a falling snowflake! This is the WSM Sound Effects Department. Casper Kuhn and Aaron Shelton, sound effects technicians, receive advance instruction from the world's greatest sound effects authority—Count Cutelli—advisor to Hollywood, the big networks and WSM.



WSM NEWSROOM—

In Touch with the World
Eighteen hours a day teletype machines punch out news dispatches gathered from four quarters of the globe by International News Service and rushed to WSM Newsroom by special lease wires. Here Hamilton Noland, news editor, prepares them for the air. At 7 A.M., 9 A.M., 12:30 P.M., 3:15 P.M., and 10:15 P.M. throughout each weekday, the National Life station brings you up to the minute accounts of what happens, just minutes or seconds after it actually happens!

COAST TO COAST IS The Shield Plan... BY THE Shield Man



WSM Mystery Man?

Beasley Smith is known to thousands as one of the greatest swing pianists "in the business." But few know that as arranger and conductor, his unique interpretations of music have come to them via both major networks! He returns to WSM this season in line with the Shield Station's policy to bring you most of the best!



Teachers College of the Air . . . Every Friday Night

Designed in the particular service of those engaged in the teaching profession, broadcast under the supervision of Dr. A. L. Crabb, Peabody College, Nashville. . . Pictured here is a typical group who come into Nashville from as remote points as Bemidji, Minnesota (1100 miles away), to participate in this unusual educational feature.



The distinguished concert pianist and teacher, Lawrence Goodman, whose concert broadcasts from WSM find welcome ears from the Rio Grande to Canada.

The National Fireside Hour

In tune with the tranquility of the happy fireside, this presentation of The National Life and Accident Insurance Company, under the direction of the South's outstanding choir leader and baritone, John Lewis (extreme right), includes in its group such outstanding singers as Joseph McPherson, Emma Cornelia Pitt, contralto; Claude Sharpe, favorite WSM tenor (center seated); Emmeline Boyer Kinnebrew, former lead soprano, soloist for the President's church, St. Thomas. Mr. Lewis is frequently heard in solo at WSM and directs the male voices on other Shield Station features.



Mon-
days and
Fridays
9:30 P.M.
Special
Features



Each year the famous WSM Sacred Quartette continues a welcome spot in the listening habits of friends. Margaret Ackerman, Claude Sharpe, Emma Cornelia Pitt, Ovid Collins, and Miss Frank Hollowell, accompanist.



From the campus of University of Tennessee in Knoxville, 200 miles away, WSM sends regular weekday educational features of interest to a wide area of the mid-South audience.



Just One Example of the NBC Programs to Be Heard Through WSM Every Day! W. C. Fields, Nelson Eddy, Charlie McCarthy, Edgar Bergen, and Don Ameche. Seated—Robert Armstrong and Dorothy Lamour. The best NBC features are heard via WSM too! Every day!

Lovely June Moody—typical of The National Life girl. June went to work in the Home Office Service Department, a department especially organized to serve you (should you be a National Life policyholder) in case you moved away where no National Life representative could serve you. She has thousands of correspondents all over the world who weekly or monthly "keep up their insurance." She got on the elevator one day (she's on the third floor) and went up to the fifth. That's where WSM is—on the fifth floor of The National Life Building in Nashville. WSM officials heard her sing and soon convinced her she should sing on the air regularly. And so, here she is!

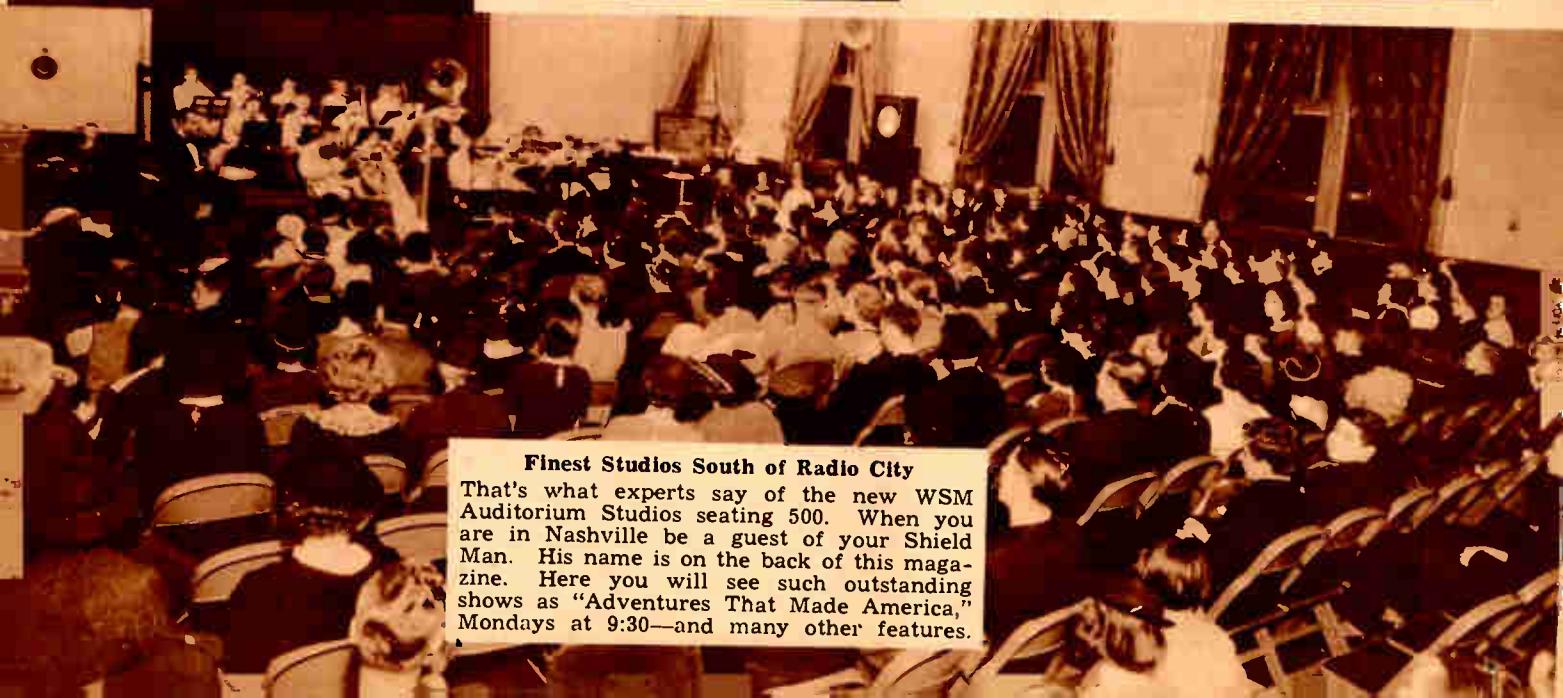
The Pan American in person—not a record.

Each afternoon at 5:07 (Central time), a WSM operator takes a microphone to the shanty (see picture) alongside the L. & N. Railroad tracks near the WSM transmitter (lower right hand corner). America's tallest, the WSM tower is 323 feet higher than the Washington Monument.



As the Pan-American crack L. & N. river, rushes by, WSM broadcasts its sound, the hiss of steam, the click of the rails, its whistle and bell. It is not a record.

Come in and judge for yourself! Bet your children have!

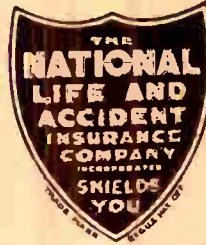


Finest Studios South of Radio City

That's what experts say of the new WSM Auditorium Studios seating 500. When you are in Nashville be a guest of your Shield Man. His name is on the back of this magazine. Here you will see such outstanding shows as "Adventures That Made America," Mondays at 9:30—and many other features.

A FRIEND IN NEED

You Will Find Our Representative, the Shield Man, a *Real Friend in Need*, as Many of Your Neighbors Have



He brings you news of the famous Shield Plan of Life Insurance protection which more than 2,000,000 people from the Atlantic to the Pacific now enjoy—the complete program of Life Insurance protection for *every* member of the family, in one plan, tailored to suit your needs and your pocketbook—the greatest amount of protection at the least cost!

Ask him for further details. Learn why 2,000,-000 people selected this famous Shield Plan. You will be pleasantly surprised to learn what benefits this full-coverage plan will bring you at the time of greatest need: money to pay the bills; to keep the home intact; to replace a lost income; giving you an income for old age enjoyment when you retire. So talk to our Shield Man—he is always a friend in need.

The

NATIONAL LIFE AND ACCIDENT INSURANCE CO., Inc.

Owners and Operators of Radio Station WSM

50,000 WATTS . . . 650 K. C. ON YOUR DIAL

WE SHIELD MILLIONS

