

W S M  
*Family Album*



*"Sallie" and Herman Crook*

A SOUVENIR OF WSM, THE SHIELD STATION, COMPLIMENTS OF THE SHIELD MAN, REPRESENTATIVE OF THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY



DEFORD BAILEY

# The GRAND OL' OPRY

SAM MCGEE AND SARIE



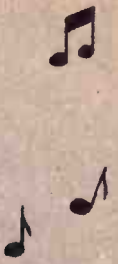
LAKELAND SISTERS



GOLDEN WEST COWBOYS



DELMORE BROTHERS  
RABON AND ALTON

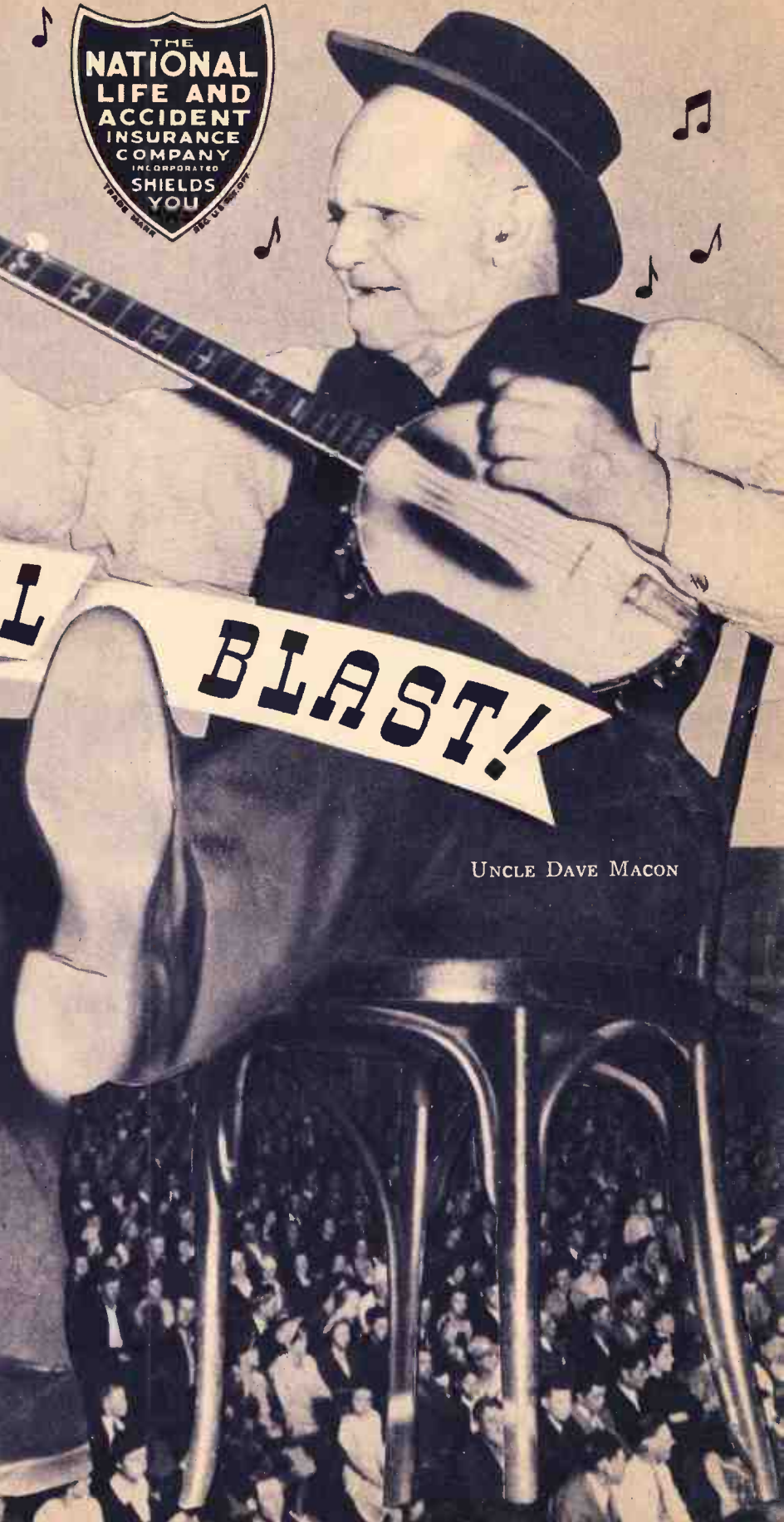


GOING FULL

BLAST!



ROY ACUFF



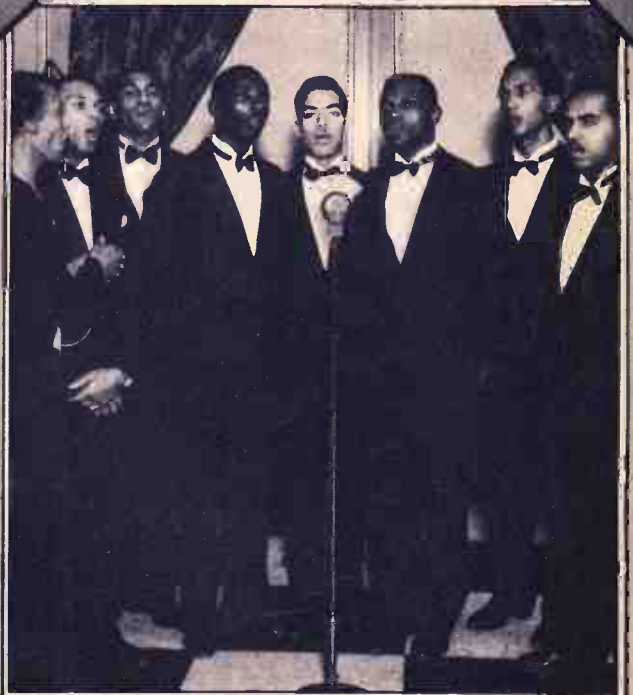
UNCLE DAVE MACON



# PAGES FROM OUR ALBUM



*Freddie Rose*



*Fisk Jubilee Singers*



*Claude Sharpe*



*The Vagabonds  
Herald, Dean, and Curt*

# FOR YOUR OWN ALBUM



*Sacred Quartet*



*Francis Craig*



*Pietro Brescia*



*Joseph MacPherson*



# HOW A NATIONAL LIFE PROGRAM GETS ON THE AIR



**1** FIRST step is a conference of those concerned when the program is developed by the special department of The National Life and Accident Insurance Company is discussed by division heads in the radio production. Here are gathered the writer, sound effects man, musical director, dramatic director, and choral director.



**2** STARTING to work first is the writer, who researches in books and magazines and then types to put the program in script form.



**3** NEXT comes the arranger, who prepares special musical numbers for the script. Hours more of work.



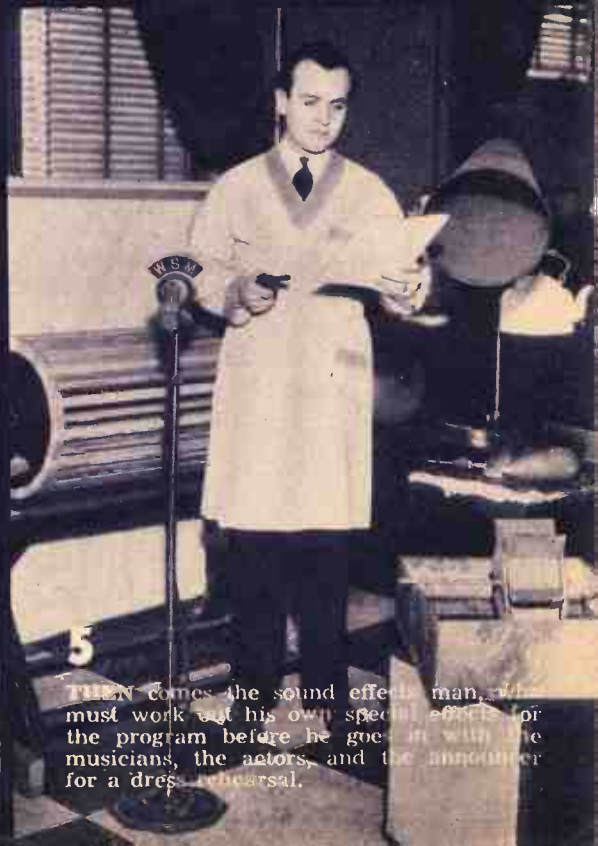
6

**FINALLY** comes the finished performance as you hear it on the air—after approximately 450 hours have been spent in its preparation.



4

**UNTIL** the program script is given to the executive producer for casting and "rough" rehearsal.



5

**THEN** comes the sound effects man, who must work out his own special effects for the program before he goes in with the musicians, the actors, and the announcer for a dress rehearsal.



# THE GRAND

*How many can*



ASHER AND LITTLE JIMMIE



FRUIT JAR DRINKERS



# OLD'OPRY

*you name ?*



ROBERT LUNN



GRANDPAPPY OF THE  
GOLDEN WEST COWBOYS



SOLEMN OLD JUDGE



### THE WSM NEWS ROOM

Leased wires to WSM bring the National Life station news from all corners of the globe at all hours of the day and night. And through International News Service and its own correspondents, WSM brings the world news of the world as soon as it happens. You can depend on the Shield Station for the latest in news and the finest in entertainment, just as you depend on the Shield Man for your security and peace of mind—through insurance.

# ON THE OTHER SIDE



**HARRY STONE**  
*General Manager*

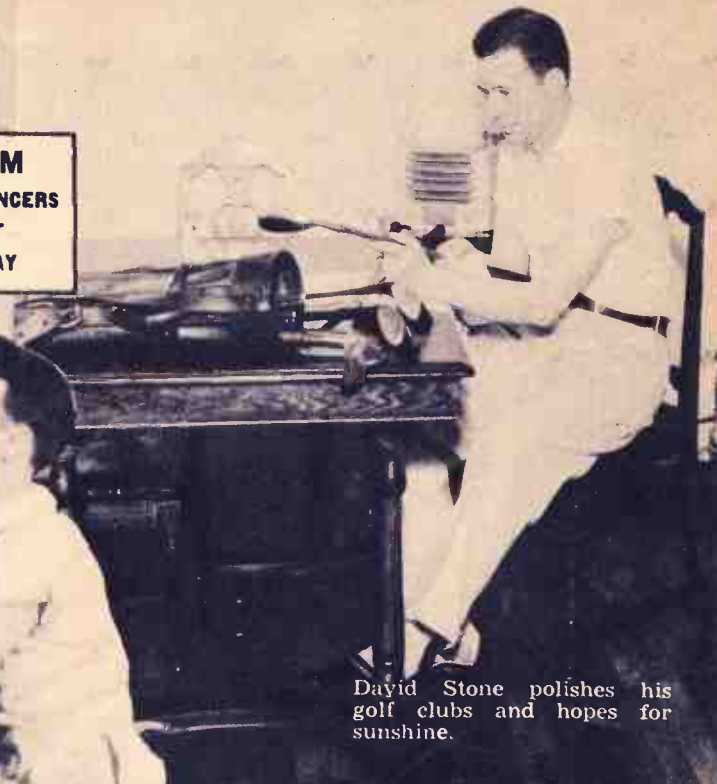


**JACK DEWITT**  
*Chief Engineer*



David Stone goes in for candid-camera studies.

**WSM  
ANNOUNCERS  
AT  
PLAY**



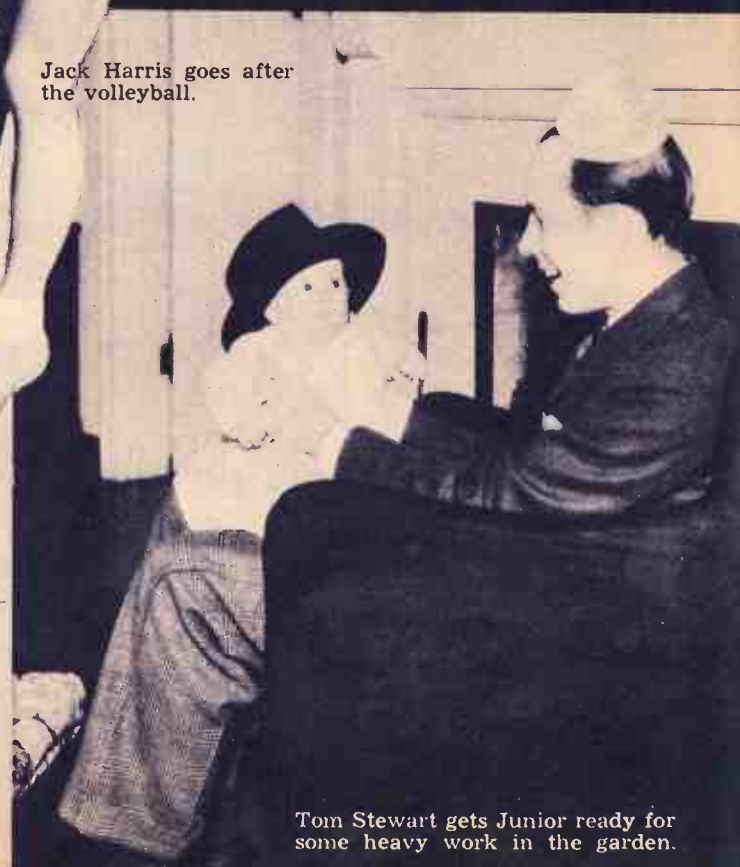
David Stone polishes his golf clubs and hopes for sunshine.

# OF A WSM MICROPHONE



Ottis Devise tries to teach his new dog, "Buffy," a trick or two.

Jack Harris goes after the volleyball.



Tom Stewart gets Junior ready for some heavy work in the garden.



MARY DUGGAN



JANE ALLEN



**A Pretty Girl Is Like a Melody**

**★ SINGING STARS AT WSM**



FRANCES ROSE SHORE



DREAM SHADOWS TRIO

(Mary Dinwiddie, Betty Waggoner, Matilda Duke)



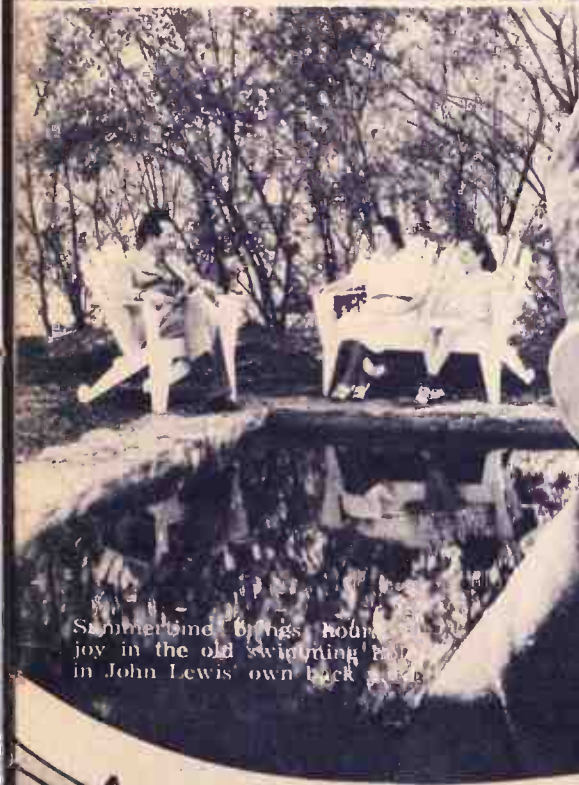
JUNE MOODY



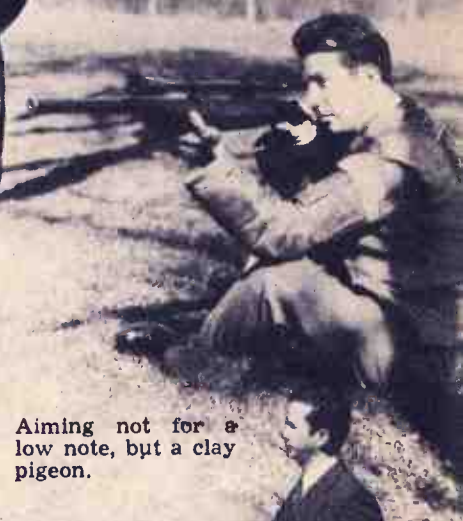
A friendly game of tennis with the wife.



Inspiration for the song, Sunday at home, with the contentment of family and a peaceful stream, "Singing Waters."



Summer time brings home joy in the old swimming pool in John Lewis' own back yard.



Aiming not for a low note, but a clay pigeon.



AT HOME WITH JOHN LEWIS, DISTINGUISHED SOUTHERN BARITONE

**NATIONAL**  
*Programs Provide*  
**ENTERTAINMENT**  
*and*  
**SECURITY**



**THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.**

Home Office, NASHVILLE, TENNESSEE

*Offering the Shield Plan of Protection from Coast to Coast*

Complete Life Insurance protection for *every* member of the family (including the baby) and for *every* pocketbook

**NOW, 3,000,000 SHIELD POLICIES IN FORCE**

Every morning, noon, and night, let the friendly voice of WSM, broadcasting from the tallest radio tower in America, at 650 on your dial, remind you: We Shield Millions. Let your family

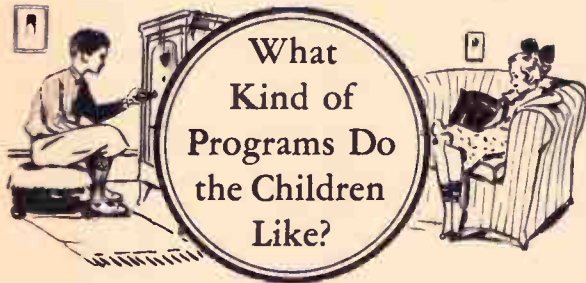
be the next to join the throng of *Shielded Millions*, whose futures have been protected through the famous Shield Plan of *complete* Life Insurance!



# You

**CAN HELP US MAKE OUR  
RADIO PROGRAMS *Better*  
FOR *Your* ENTERTAINMENT**

## Tell Us What YOU Want



What  
Kind of  
Programs Do  
the Children  
Like?

What Kind of Programs  
Does Your Husband Like?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**BOY** \_\_\_\_\_ **AGE** \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**GIRL** \_\_\_\_\_ **AGE** \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What Kind of Programs  
Do *You* Like?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

What WSM Programs Are *Your* Favorites?

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# We

**CAN HELP YOU PLAN YOUR PROGRAM  
FOR YOUR *Own* OLD AGE AND  
THE *Security* OF YOUR FAMILY**

To Make YOUR Program Better:  
DO YOU HAVE A *Planned* PROGRAM OF  
LIFE INSURANCE? \_\_\_\_\_

### Present Insurance:

FATHER	[AGE _____]	\$ _____
MOTHER	[AGE _____]	\$ _____
CHILDREN	[AGE _____]	\$ _____
"	[AGE _____]	\$ _____
"	[AGE _____]	\$ _____
"	[AGE _____]	\$ _____

Own Home? \_\_\_\_\_

Name \_\_\_\_\_

Occupation \_\_\_\_\_

Address \_\_\_\_\_

