Guide to the Charles K. Field Cheerio Records M1533

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2017
Green Library
557 Escondido Mall
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URL: http://library.stanford.edu/spc
Language of Material: English
Contributing Institution: Department of Special Collections and University Archives
Title: Charles K. Field Cheerio records
creator: Cheerio (Radio program)
creator: Field, Charles K. (Charles Kellogg), 1873-1948
Identifier/Call Number: M1533
Physical Description: 6 Linear Feet: 8 boxes, 1 flat box
Date (inclusive): 1927-1943
Abstract: Records documenting production of the popular 1930s radio program Cheerio, from the show's creator, Charles Kellogg Field.

Immediate Source of Acquisition
Transferred from Rare Books, 2005.

Conditions Governing Access
Open for research. Note that material must be requested at least 36 hours in advance of intended use.

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Preferred Citation
[identification of item], Charles K. Field Cheerio Records (M1533). Dept. of Special Collections and University Archives, Stanford University Libraries, Stanford, Calif.

Related Materials
Stanford University Archives holds the Charles K. Field Collection (SC0575)
http://www.oac.cdlib.org/findaid/ark:/13030/kt5870397n
Hoover Institution holds Charles Kellogg Field typescript: Distinguished soldiers in World War I (YY155)
http://www.oac.cdlib.org/findaid/ark:/13030/kt5779r741
The Library of Congress holds approximately fifteen recordings of the Cheerio program dating from 1935 to 1940.

Scope and Contents
The collection contains various files related to Cheerio's production from 1927 to 1943, including program synopses, scripts and cue sheets, and annotated sheet music. It is very likely that this material was separated from Field's personal papers, which are held by Stanford University Archives.

Biographical / Historical
Charles Kellogg Field (1873-1948) was a member of Stanford University's pioneer class, graduating in 1895 with an A.B. in English. Field wrote Four-leaved Clover: Being Stanford Rhymes in 1896 under the pen name Carolus Ager and wrote Stanford Stories in 1900 with author Will Irwin. He was a member of the Bohemian Club and literary circles during the early part of the century, and wrote several Bohemian Grove plays between 1902 and 1918. In 1908 he became associate editor of the Sunset Magazine, and worked for that magazine for several years. Field entered broadcasting in his sixties with the popular radio program Cheerio.

Cheerio was first broadcast from San Francisco's KGO in 1925, but became nationally known upon his move to New York City in 1927. The program aired weekday mornings on NBC's Blue Network to an audience primarily of housewives, and featured his poetry and inspirational lectures accompanied by singing, organ, and orchestral music. Cheerio included various segments focusing on music, drama and children's health advice, and Field (performing as Cheerio) was also featured on related programs sponsored by ARCO. Despite retaining his anonymity (no press pictures were permitted, and his fee was donated to charity), he wrote the autobiographical Story of Cheerio in 1936, and also authored Cheerio's Book of Days; Comfort, Cheer and Encouragement for Every Day in the Year in 1940.

Subjects and Indexing Terms
Radio -- History
Cheerio (Radio program)
Field, Charles K. (Charles Kellogg), 1873-1948
Series 1. Cheerio - Child Health - Program/Cues

- box 1, folders 1-2: 1927
- box 1, folder 3: 1928
- box 1, folders 4-5: 1929
- box 2, folders 1-4: 1930
- box 3, folders 1-5: 1931
- box 4, folders 1-2: 1932

Series 2. Cheerio - Program/Cues

- box 4, folder 3: 1933
- box 4, folder 4: 1934-1935
- box 4, folder 5: 1936
- box 5, folder 1: 10th Anniversary 1937
- box 5, folder 2: 1937
- box 5, folder 3-4: 1938
- box 5, folders 5-6: 1939
- box 5, folder 7: 1942-1943

Series 3. Cheerio's Musical Mosaics

- box 6, folder 1: 1933
- box 6, folder 2: 1934
- box 6, folder 3: 1935-1936

Series 4. Cheerio - Dramatics

- box 6, folder 4: 1927
- box 6, folder 5: 1928
- box 6, folder 6: 1929-1937

Series 5. The Toastmaster - ARCO Birthday Party Program

- box 7, folders 1-5: 1930
- box 8, folders 1-3: 1931

Series 6. The Chairman - ARCO Dramatic Musicale Program

- box 8, folder 4-5: 1931

Series 7. Cheerio Program Background Sheet Music

- box 9, folders 1-2: Sunday Night Cheerio Program Background Sheet Music
- box 9, folder 3: Cheerio Morning Program Musical Mosaics Sheet Music
- box 9, folder 4: Scrapbook 1937-1940

Series 8. Cheerio Sunday Night Program Schedule