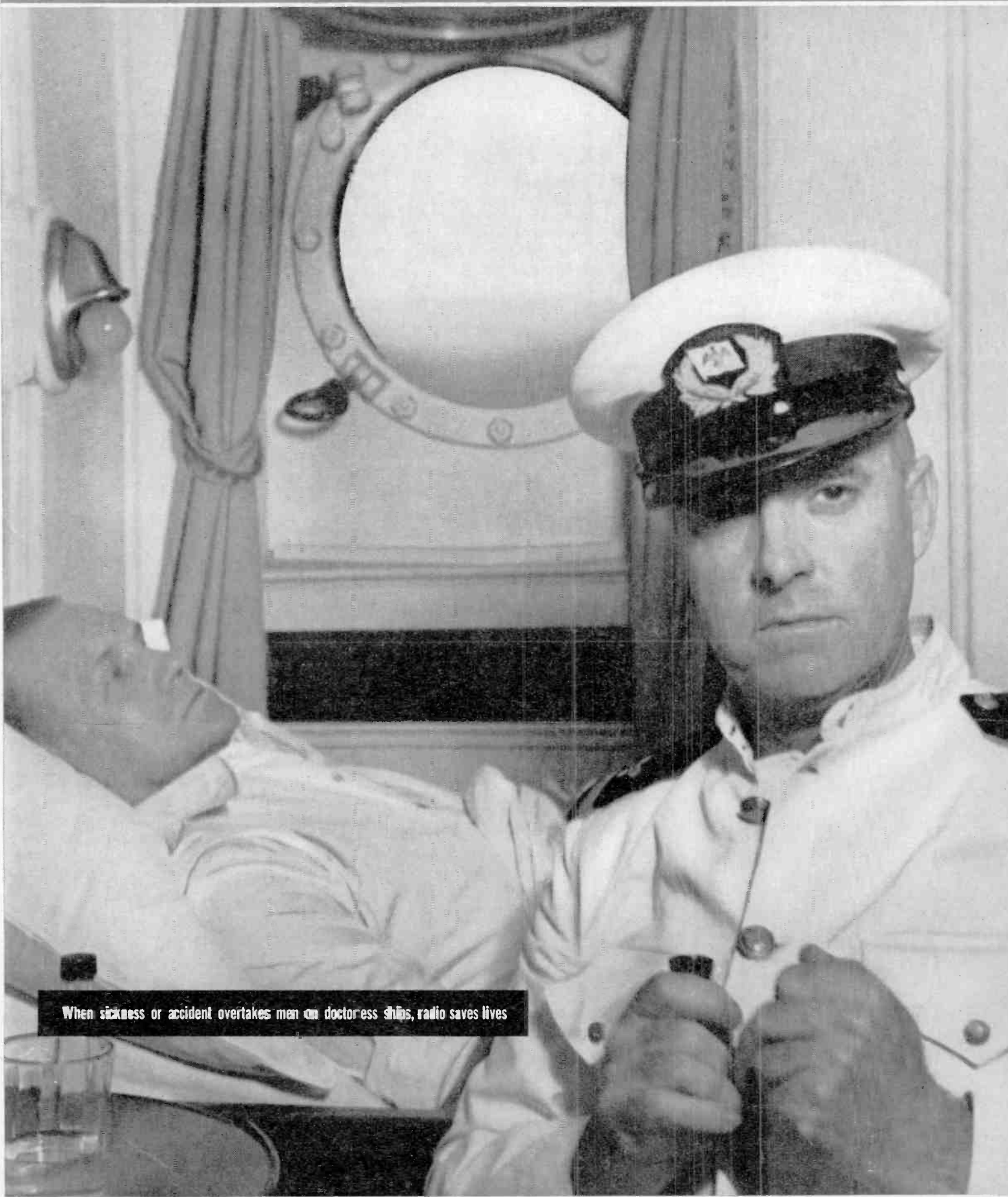


AUGUST

LISTEN



A 6 Page Advertisement of the Radio Corporation of America



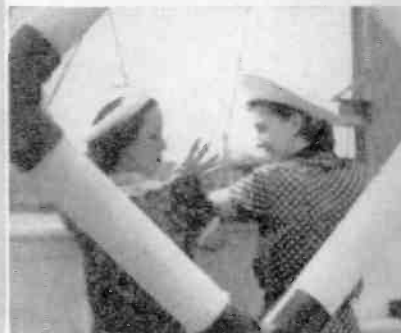
When sickness or accident overtakes men on doctorless ships, radio saves lives

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FAMOUS BEACON
Medico's Home Port

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BLIND STEERING
Through Fog or Storm

PAGE 2



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Coast Guard Races Death

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HOW RADIO SAVES LIVES AT SEA! — SEE NEXT PAGE

A FRIENDLY SERVICE OF RADIO CORPORATION OF AMERICA

SICKNESS AT SEA ROBBED OF TERROR



Deaf at Sea, Cured by MEDICO—When radio operator S. N. di Lorenzo was stricken with deafness at sea, he called for medical advice via radio. Application of remedies recommended by MEDICO overcame difficulty with his hearing and enabled him to hold down trick until ship reached port. Similar emergencies have included actual operations performed by officer, or member of crew, under guidance of MEDICO. This Radiomarine service has saved many lives, and in addition has tremendously reduced suffering, as well as maintained efficiency of ships by preventing incapacity of important members of the crew.

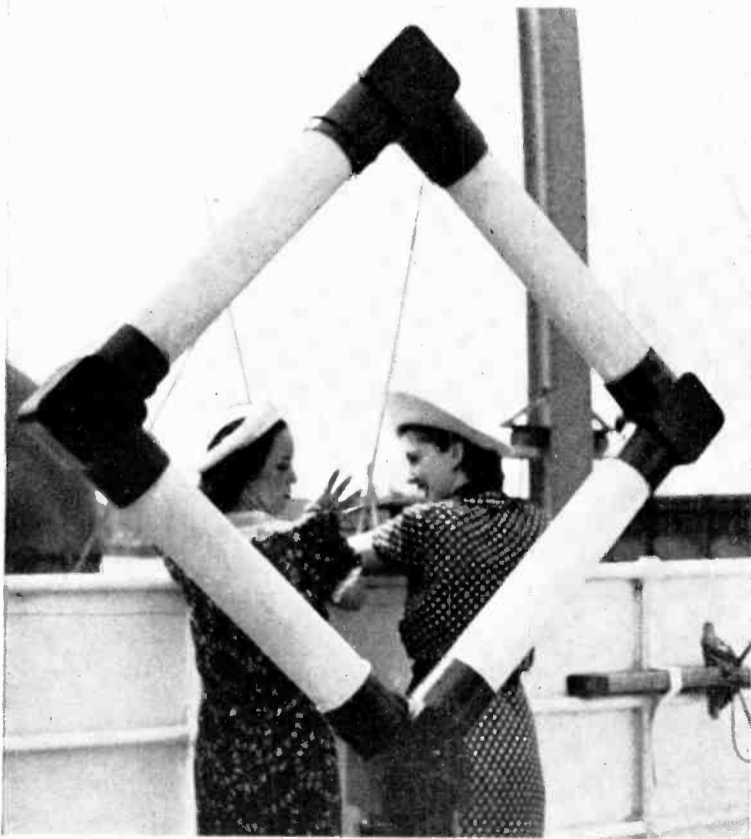


Among the World's Most Famous Beacons—Illuminated cross which tops New York's Seamen's Church Institute. Visible to all ships entering New York Harbor it serves as reminder of a great service for all seafarers.

For centuries, sick or injured sailors often died needlessly, or at best suffered for lack of medical advice. It is not possible to maintain doctors on all ships. In 1921 RCA set up a service to supply, via radio, free medical advice to ships at sea. This plan was put into effect through the U. S. Public Health Service and New York's famous Seamen's Church Institute. Now known as MEDICO this service provided aid in 957 cases in 1936, about 580 in first six months of 1937. When immediate surgical aid is essential, surgeons from big liners have frequently boarded small vessels. With no such aid near, steady-handed comrades have performed operations under encouraging guidance of surgeon detailing each move over ship's radio. Today, these messages of mercy take precedence over all others, save only the dreaded "SOS". Radiomarine, one of the Radio Corporation of America family, is entrusted with carrying on this friendly service.

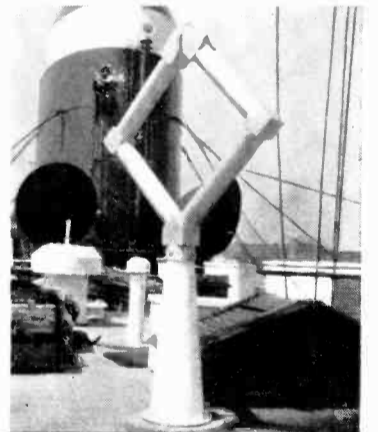
Other RCA services are: RCA Mfg. Company—maker of RCA Victor Radios, Phonograph-Radios, Phonographs, Victor Records, Radio Tubes, Aviation and Police Radio, Broadcast Station Equipment, Public Address Systems and Individual and Component Radio Parts and Accessories. The National Broadcasting Company. RCA Communications, Inc., for message service to 45 foreign countries, ships at sea and leading U. S. cities. RCA Institutes, Inc. RCA is the only organization engaged in every phase of radio.

STEERS TRUE COURSE WITHOUT SUN OR STARS

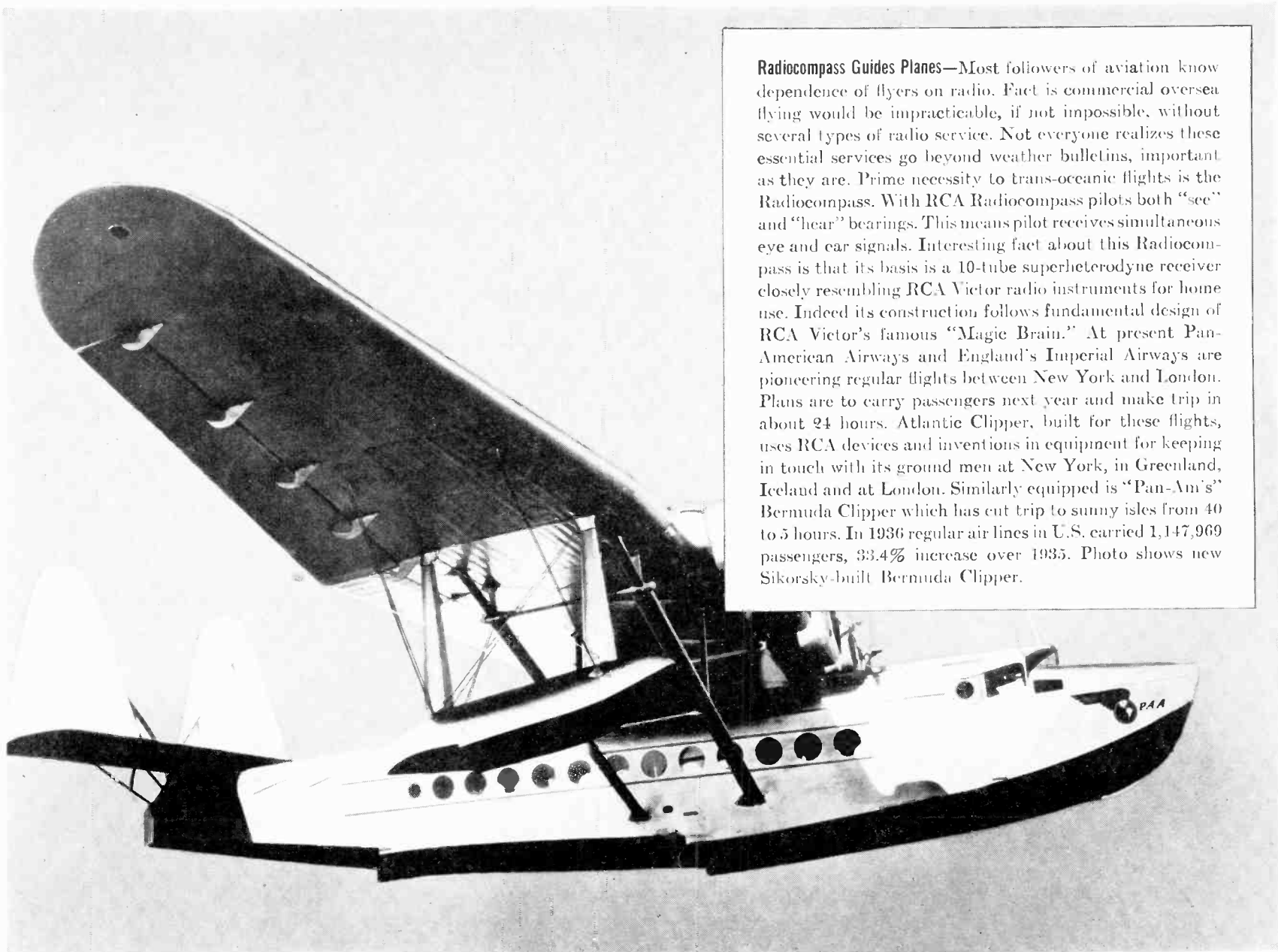


Getting Safe Bearings—Mounted on top of pilot house, or chart room, the RCA Direction Finder shows navigators true course regardless of the weather. Pictures show Finder loop, and navigator making radio direction contact with shore station. RCA Direction Finder makes use of radio principles, and is tuned in manner corresponding to tuning of your own RCA Victor radio instrument.

RCA Direction Finder Replaces Guesswork of "Dead Reckoning"—Starless, sunless skies and fog formerly called for "dead reckoning." Those words meant guessing as to location of ships. This was based on experience with tides, winds and currents. Sometimes it worked. Again it led to wrecks, or serious delays. Since 1925 RCA, through its Radiomarine Division, has equipped ships with Radio Direction Finders (see pictures). These finders enable navigators to determine their exact position at sea. This means greater safety to seafarers, whether passengers, officers or members of the crew.



OVERSEAS AIR LINES RELY ON "MAGIC BRAIN"



Radiocompass Guides Planes—Most followers of aviation know dependence of flyers on radio. Fact is commercial oversea flying would be impracticable, if not impossible, without several types of radio service. Not everyone realizes these essential services go beyond weather bulletins, important as they are. Prime necessity to trans-oceanic flights is the Radiocompass. With RCA Radiocompass pilots both "see" and "hear" bearings. This means pilot receives simultaneous eye and ear signals. Interesting fact about this Radiocompass is that its basis is a 10-tube superheterodyne receiver closely resembling RCA Victor radio instruments for home use. Indeed its construction follows fundamental design of RCA Victor's famous "Magic Brain." At present Pan-American Airways and England's Imperial Airways are pioneering regular flights between New York and London. Plans are to carry passengers next year and make trip in about 24 hours. Atlantic Clipper, built for these flights, uses RCA devices and inventions in equipment for keeping in touch with its ground men at New York, in Greenland, Iceland and at London. Similarly equipped is "Pan-Am's" Bermuda Clipper which has cut trip to sunny isles from 40 to 5 hours. In 1936 regular air lines in U.S. carried 1,147,969 passengers, 33.4% increase over 1935. Photo shows new Sikorsky-built Bermuda Clipper.

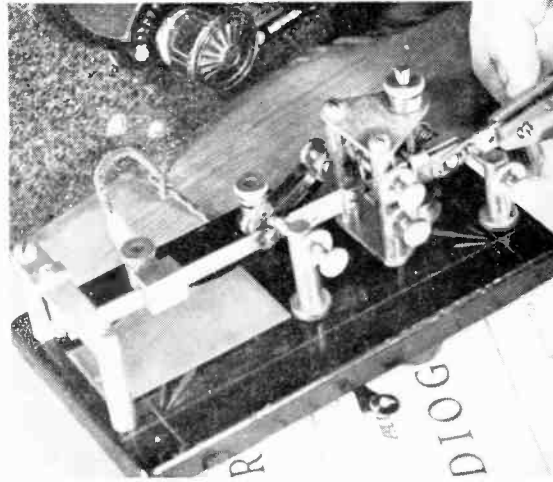
PAN-AMERICAN "CLIPPER" BUILT BY SIKORSKY, POWERED WITH FOUR 750 H. P. PRATT & WHITNEY ENGINES, WEIGHS 43,000 LBS., CARRIES 24 PASSENGERS



"CLIPPER" PILOTS AND NAVIGATORS



"CLIPPER" RADIO OPERATOR



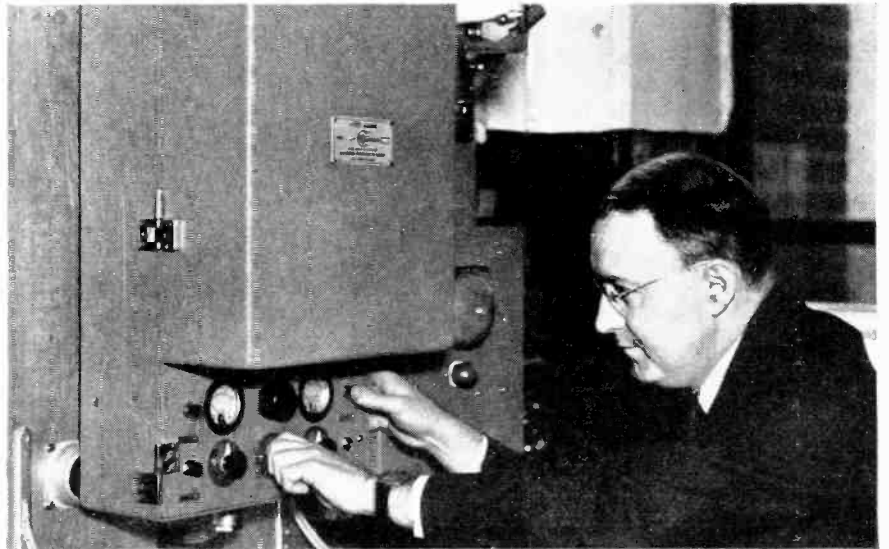
HIGH SPEED RADIO TELEGRAPH KEY

Radio Keeps Pilots Informed—Planes flying over sea need not fly blindly in bad weather. Radio weather bulletins supply information about winds, storms, barometric pressures; show conditions over whole oceans. These bulletins are based on swift assembling of weather news sent by radio from ships in various parts of the oceans, and from shore

stations. On "Clipper" ships radio operator sits directly back of pilot and co-pilot—receives and sends messages which enable pilots to lay courses safely. Bad weather can be avoided by detours. Radiocompass bearings make it easy constantly to ascertain ship's position and progress bringing it directly to port.

HOW LATE, GREAT MARCONI MADE "SOS" AUTOMATIC

New Sea Guardian Spreads Safety—No radio operator can stay perpetually on duty. Thousands of small ships have but one operator. In past this has limited radio's helpfulness. In time of need calls for help might not be heard by nearest vessels. Keenly aware of this was the late Guglielmo Marconi, father of radio. Marconi's genius overcame this handicap, tremendously increased chances of rescue in case of disaster. The means is a mechanical watchman that never sleeps. This sea guardian is in form of permanently set alarm. When any ship sends out radio distress signal new RCA device rings alarm bells on bridge in radio operators' and officers' quarters of all ships within calling distance (1000 miles or more). Radio operator then tunes in distressed ship, learns nature of trouble and location. Nearest ships change courses to give aid. Many catastrophes at sea even since the invention of radio could have been made much less serious if the automatic "SOS" had been available at the time. Its rapid adoption by vessels all over the seven seas will vastly increase safety for sailors and travelers. So keen is interest among ship owners in the RCA Auto Alarm, as the automatic "SOS" is called, that at present time Radiomarine has more than seven hundred orders for this equipment. It is predicted that within a short time all ships will have this equipment. First interest in radio was as means of contact with ships at sea. RCA quickly saw possibilities in broadcasting to public. Creation of National Broadcasting Company and development of networks followed. Today NBC stations number 136.

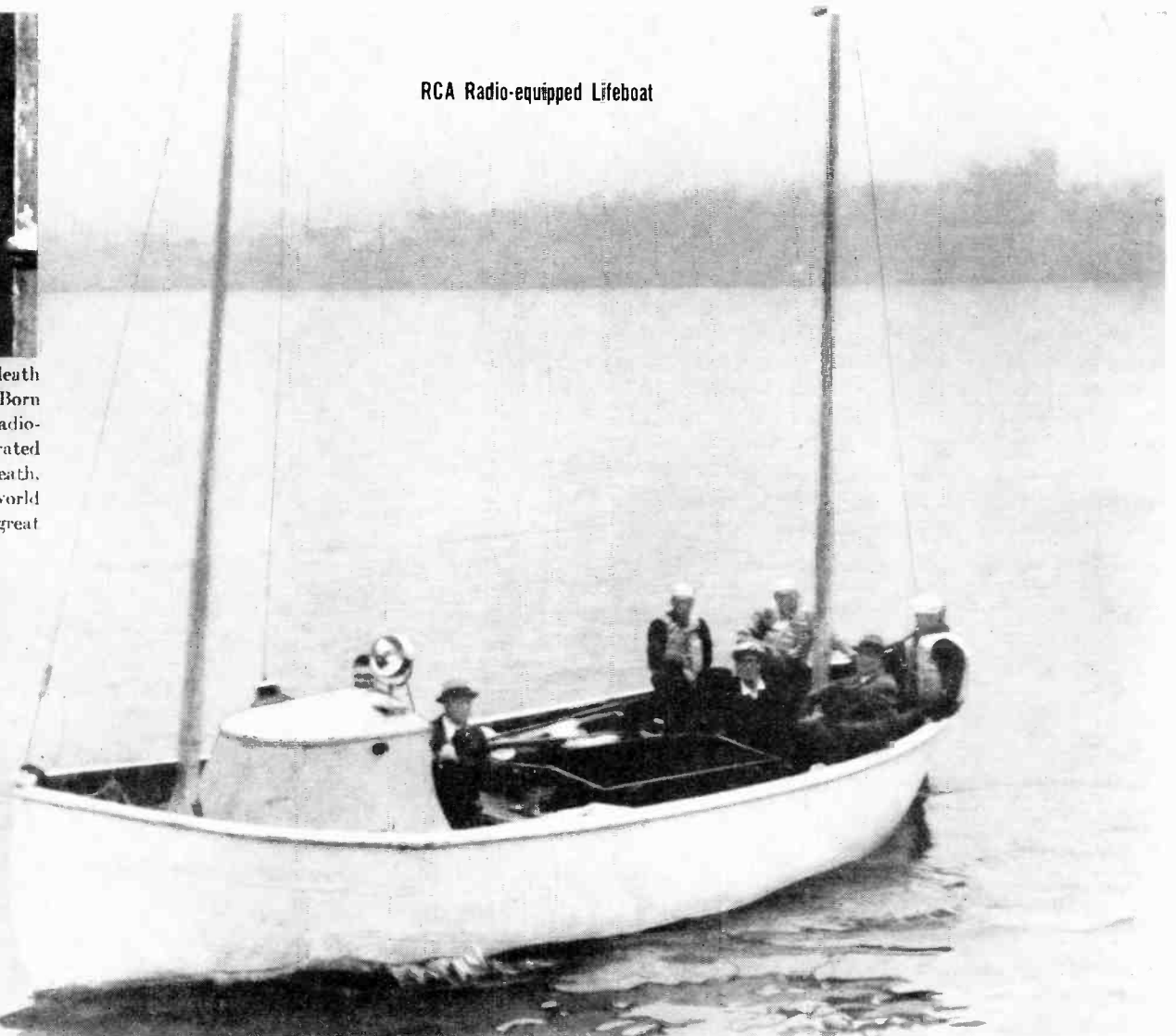


Sea Guardian Never Sleeps—This picture shows J. F. Byrnes, designer of RCA Auto Alarm, testing set in RCA marine radio laboratory. This device receives radio impulses from ships sending out distress signals. If receiving operator is off duty, alarm rings on bridge and in other parts of ship. RCA engineers invented this and many other ways of making sea safer.



GUGLIELMO MARCONI, whose sudden death July 20th occasioned world-wide mourning. Born in 1874, Marconi was only 27 when his radio-telegraph first spanned the Atlantic, inaugurated the radio era. Upon hearing of Marconi's death, David Sarnoff, RCA President, said: "The world has lost a great man. Science has lost a great genius. And I have lost a great friend."

RCA Radio-equipped Lifeboat



Radio for Lifeboats!—Newest safety idea for seafarers is waterproof two-way radio set built into lifeboats. This RCA development is housed under hood at bow of boat, is always ready for use. After lifeboat leaves ship, officer in charge can use radio to make contact with rescue vessels. Set has radius of about 60 miles thus covering 120 mile

circle. On stormy seas lifeboats may drift far from wreck, and be widely scattered. This new RCA radio virtually assures rescues. Lifeboats having this equipment are inspected regularly and the radio apparatus is kept in working condition at all times. This RCA service extends radio protection far beyond hopes of radio's pioneer inventors.

SAVING A LIFE VIA RADIO



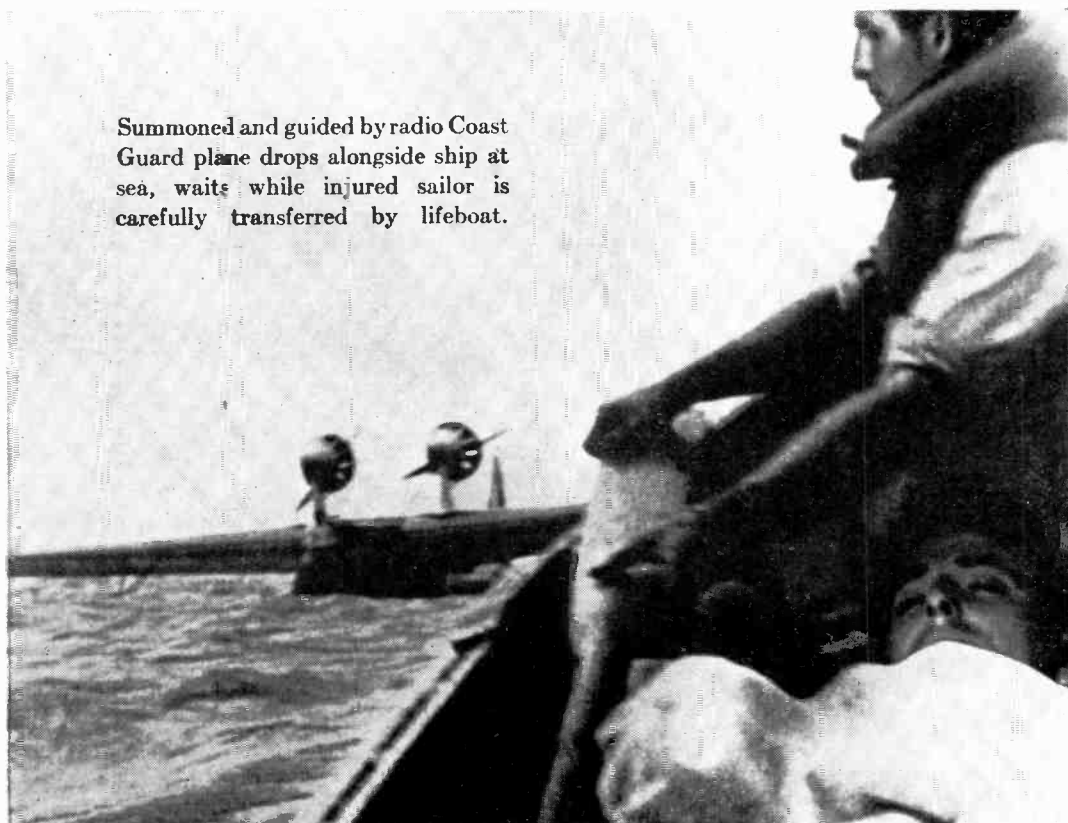
**INSTANT MESSAGE
 COMMUNICATION
 to 45**

FOREIGN LANDS "VIA RCA"

Trans-oceanic RCA radiogram service to 45 foreign countries provides you with a means of swift message communication that conquers all obstacles of time and distance. You can also use "Via RCA" service between eleven American cities—and get more words for your money. Next time—send it "Via RCA."

**RCA
 COMMUNICATIONS, INC.**

"Via RCA" messages from any of our own offices
 or any Western Union office

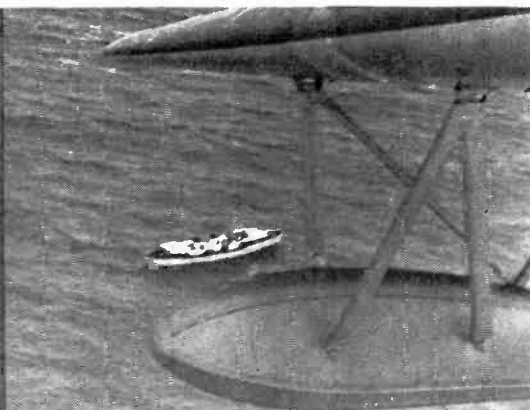


Summoned and guided by radio Coast Guard plane drops alongside ship at sea, waits while injured sailor is carefully transferred by lifeboat.

Another Way RCA Saves Lives at Sea—Desperately ill or injured men are no longer shut off from hospitalization by miles of water. Coast Guard plane called by radio flies far out to sea to take stricken seaman to land. Then plane flies to land and patient is rushed to hospital for proper medical or surgical attention.



A Speck on the Vast Waters—But guided by radio, smart Coast Guard airman locates ship. Note awning to protect ship's decks from fierce tropical sun.



Merciful Aid on Wings—Plane circles and drops down closer to ship as droning of motor spells help to injured sailor. Without radio, he would be hopeless.



Willing Comrades Tenderly Carry Pal—In a few minutes he will be aboard swift Coast Guard plane, and on his way to hospital. For greater comfort, patient is carried in special basket-like stretcher.



Convalescent Because Radio Brought Help—Here is same patient. Now he is sitting up in hospital. Without radio he would have been entered on ship's log under tragic statement, "Buried at sea."

**KEEP IN TOUCH WITH
 FRIENDS AT SEA**

Another RCA service... Radiograms to ships on the seven seas are reasonable in cost... can be sent regardless of distance. Call any RCA or Western Union office.



More—LISTEN—to come—This magazine within a magazine is published monthly by the Radio Corporation of America, Radio City, N. Y. RCA, the only organization engaged in every phase of radio and sound, presents on these pages the latest and most dramatic stories uncovered in the many fields in which this organization plays an active part. Stop, look and "listen" each month. Keep informed with "Listen." Its thrilling pictures and fascinating stories are yours to see read and enjoy without cost.

Copyright 1937 by Radio Corporation of America

Biggest Radio News in 7 Years!

RCA Victor

ELECTRIC TUNING

SENSATIONAL! AMAZING! MODERN!

Here's the instrument you've always wanted!

**NO DIAL TWISTING!
NO GROPING! NO GUESSING!**



ARMCHAIR CONTROL

The small, handsome bakelite box (illustrated above) contains the mechanism for RCA Victor Armchair Control. With this optional addition to your set you can switch about from station to station as you please without once getting up from your chair.

ALL across the nation RCA Victor Electric Tuning is the biggest radio news in seven years.

Not since the famous 1930 Radiola have you had a chance to step up your radio enjoyment so surely, so easily, so completely as with an RCA Victor Electric Tuning instrument.

Whether you sit or stand before this radio, its brilliant, exclusive Straight-Line Dial looks you right in the eye. Your favorite stations wait the push of a button.

Already Leading in Popularity!

Thousands of this new RCA Victor Model 811K are already delighting owners throughout the country.

Besides the fascination of Electric Tuning, their performance as musical instruments is sensationally fine. Each has the new Sonic-Arc Magic

Voice, which is radio's finest expression made more tone-full, more mellow and life-like than ever.

The Price is Big News Too!

Biggest news about radio's biggest news is that you can afford to own an Electric Tuning RCA Victor. Your family can enjoy its enchanting performance, its easy modern tuning, its astounding station coverage, its superb tone. The reasonable price of Model 811K, together with generous trade-in allowances and really easy terms makes it possible for almost every family to own one of these superb instruments.

Visit your RCA Victor dealer. Test Electric Tuning. Hear the Sonic-Arc Magic Voice. Examine the lovely finish, the splendid design, the fresh new styling of these glorious radios. You'll want one. You can afford it.

**Push a Button—
there's Your Station!**

Tune your 8 favorite stations electrically at the set, or sit across the room and use Armchair control box (pictured at left). Which ever way you choose, you tune in comfort with RCA VICTOR Electric Tuning.



New RCA Victor Model 811K with Electric Tuning . . . Sonic-Arc Magic Voice . . . Straight-Line Dial . . . Magic Brain . . . Magic Eye and RCA Metal Tubes . . . Available with Armchair Control—A gloriously toned radio.

\$1500
DOWN

WHAT RCA ALL THE WAY MEANS TO YOU

In this 6 page advertisement, LISTEN has given you a brief glimpse of some of the services of Radio Corporation of America. Into each RCA Victor Radio goes the skill, knowledge and experience of the greatest radio research organization, the only organization that does everything in radio . . . Transmission, Communication, Reception. When you own an RCA Victor, you enjoy the only radio set that is **RCA ALL THE WAY** . . . you get extra value at no extra cost. Read LISTEN every month—the magazine of RCA.

RCA presents the "Magic Key" every Sunday, 2 to 3 P. M., E. D. T., on NBC Blue Network

RCA Victor



**BACKED BY THE EXPERIENCE OF RCA IN
SERVING THE WHOLE WORLD THROUGH RADIO**

A SERVICE OF RADIO CORPORATION OF AMERICA