

APRIL, 1938

LISTEN



A 5-Page Advertisement of the Radio Corporation of America

No. 9

Join Victor Record Society in Group Singing class at Alexis I. du Pont School District, Wilmington, Delaware, which recently joined Victor Record Society. In picture Miss Mary E. Brewer is conducting a rehearsal of Gilbert and Sullivan Opera "H. M. S. Pinafore."



THESE ARE RECORD DAYS...

The fast-mounting interest in records rests on the constant research work of RCA in the field of sound recording and reproduction. So great have been the advances made by RCA laboratories in the faithful reproduction of sound that, as thousands of music lovers know, the vogue for recorded music is rapidly becoming the outstanding news of the musical world. All those who have heard Victor Higher Fidelity Records are well aware of the reason. They realize that records can no longer be thought of in terms of the discs piled away in many a garret. Actually those old-time records, marvels of their day, are scarcely more like the Victor Higher Fidelity Records of today than a 1901 two-cylinder car is like its 1938 prototype.

The new kind of Victor Records owe much to radio, in addition to their debt to the closely allied science of electronics—a science of which RCA is the foremost exponent. NBC programs for eleven years have brought fine music to millions, have awakened a desire to hear music of all varieties.

RCA Photophone has further stimulated this interest in music by bringing to motion picture audiences the voices and music of their favorites. By applying principles used in NBC radio broadcasting, in RCA sound engineering, and in recording sound for motion pictures, RCA Victor engineers have developed Victor Higher Fidelity Records. From the spiral tracks of these amazing discs is released every type of music, from the most delicate wisps of sound to the mightiest fortissimo passages of the greatest symphony orchestras.

Many are the instruments which RCA research engineers have developed to reproduce these new records. Simplest of all is the RCA Victor Record Player, which makes any radio an electric phonograph. This invention bids fair to benefit to an enormous degree all who love good music. It is in fact the basis of a new idea in musical enjoyment. You can see how on the following pages.

NEW RCA SERVICE MAKES EVERY LIVING ROOM A CONCERT HALL



A SOLID SEND OF JIVE!

King of Swing Benny Goodman, and a part of his band as they "get ridin' and dream it up" at the Victor recording studio. The swing, or "Jive" performances which dazzle and delight New York "hep-cats" and "alligators" at the Pennsylvania Hotel's Madhattan Room can be heard at any time on Victor Records. The RCA Uni-directional Microphone at the right of the picture insures accurate pickup of all sound.



CONGA! BONGO!

There's a rising vogue in dancing. It's Cuban—it's exotic. It's the rumba—and it's easy.

The jaw bone of an ass, Samson's famed weapon, now finds peaceful use as one of the strange percussion instruments which beat out the stirring rhythms of the rumba, and its often associated dance, the tango.

From Africa came the conga and the bongos, drums played with the hands, and the claves, two little sticks which click in time with rumba music. Above is a part of Xavier Cugat's rumba orchestra, which plays nightly for the smart crowd that gathers to dance the rumba in the Sert Room of New York's Waldorf-Astoria Hotel. Victor Records make the music of Mr. Cugat's band available to everyone at any time.



Elaborate gyrations which some think of in connection with the rumba are actually only seen in exhibition rumbas. This dance, just as is true of the fox trot or waltz, is elaborated and built up by exhibition dancers to include a maze of intricate steps. Shown above is the rumba dance team of Carlos and Juanita dancing an exhibition rumba to Cugat's music.

The essence of dancing is rhythm which explains why, after a number of years of scattered popularity, the rumba is fast becoming the great dancing vogue of the nation. For rhythm is the very soul of rumba. Dancers who have difficulty following the timing of other dances find it easy to keep in step with the rhythmic beat of the rumba. The steps

of ballroom form of the rumba are not intricate, nor is the correct posture (shown above as Donna Wilson and Rudy Valencia dance while Mr. Cugat conducts) of the clinging vine, or cheek-to-cheek style. However, performers feel a lost-in-the-rhythm sensation, which many say surpasses that in other types of modern ballroom dancing.

THE WORLD'S GREATEST ARTISTS ARE ON VICTOR RECORDS



Siegmund at ease. Lauritz Melchior, considered by many critics the greatest of Wagnerian tenors, with Senz, famous Metropolitan hairdresser adding the final touches for the role of Siegmund in "Die Walküre." Mr. Melchior's principal arias are all available on Victor Records.



Star makes up at Metropolitan. Kirsten Flagstad prepares for the role of Sieglinde. Another of Mme. Flagstad's famous roles is that of Brünnhilde, and one of the best selling and most beloved of all Victor recordings is Brünnhilde's War Cry "Ho-yo-to-ho."



Hands without baton. Leopold Stokowski, famed conductor, leads without a baton, relying on the motions of his expressive hands. Among most popular

Victor Records are many recordings of the Philadelphia Symphony Orchestra under the direction of both Stokowski and Eugene Ormandy.



Richard Crooks, with Conductor Bodansky and Stage Manager Defrerris just before the curtain rises on "Manon" at the Metropolitan Opera. Thousands are finding pleasure in Mr. Crooks' most recent Victor Album, containing ten of the best-loved songs of America's greatest folk-song composer, Stephen Foster.



Otello and fireman. Lawrence Tibbett chats with fireman backstage at the Metropolitan. You can hear the entire opera "Otello" on Victor Records, and there are, of course numerous recordings of Mr. Tibbett in a wide variety of the operatic and popular songs he sings so splendidly.



Victor executive decorated by France. French Consul at Philadelphia, Marcel De Vernueil, presents to Charles O'Connell, RCA Victor recording executive, the Palms of an officer of the French Academy in recognition of his services to French music.



Best selling album today is the Victor collection of songs from "Snow White" (price \$2.25). These entrancing melodies, like the picture itself (which is recorded and reproduced by RCA Photophone), have won a host of admirers. Photo © Walt Disney.

VICTOR RECORD SOCIETY IS BORN— HERE YOU MEET SOME CHARTER MEMBERS



"My little daughter of four has shown unusual appreciation of fine music since we have been playing Victor Records," says Mr. Henry N. Marsh, chemical engineer and Victor Record Society charter member.

"Invaluable as a means of informal entertainment," says Mrs. Dorothy A. Mendinhal of her Victor Record Player. Mrs. Mendinhal, V.R.S. charter member, is shown below with her cigarette-eating pet goat.



EDITOR'S NOTE—The winner of the RCA LISTEN Contest in the February issue of LISTEN is Mr. Bill Vernor, Jr., 1610 Waugh Drive, Houston, Texas. Correct answers are: 1—Electric Tuning Radios; 2—Two networks; 3—NBC programs; 4—144 stations; 5—Victor Records; 6—NBC chimes; 7—Increasing. (In the opinion of the judges Mr. Vernor best stated the reasons for increasing popularity of Victor Records.)

When alert executives of RCA Victor noted month after month of rising sales of Victor Records they began to delve into figures. Quickly they discovered that while thousands of music lovers were enjoying Victor Higher Fidelity Records, many others, equally fond of music were missing this form of entertainment. Seeking an explanation they found many persons had the mistaken belief that to enjoy records one must have expensive equipment. Not enough knew that on the market is a Victor Record Player, costing less than \$15, and that this will convert any radio into an electric phonograph, while allowing its continued use as a radio.

Said Tom Joyce, RCA Victor Advertising Director, "Let's not only tell people about the Record Player, let's arrange to give one to everyone who is willing to show that he is a real music lover." And so was born a new idea in music—the *Victor Record Society*, a plan enabling all who become members to receive without cost, a new, highly improved Victor Record Player, with modern crystal pick-up. On this they play Victor Records of their own selection, through their own radio sets.

To discover what reception this plan would receive from music lovers, it was tested in Wilmington, Delaware. There V. R. S. scored a hit that astonished dealers and record distributors and the community. As a result the Victor Record Society is now on a nation-wide basis, is open to music lovers in every State. On the facing page is the first national announcement of the Victor Record Society.

Here are some of the charter members of V. R. S. They have gladly granted LISTEN permission to tell others about their delight in this new way to enjoy fine music.



"V. R. S. membership allows us to have the music we want when we want it," says Mr. Robert E. Curtin, Jr., Wilmington Morning News reporter. Picture shows Mr. and Mrs. Curtin with their Victor Record Player.

Mr. and Mrs. J. M. Fackler, Jr., Wilmington newlyweds say, "Our Victor Record Player brings us a new enjoyment of fine music, and our V. R. S. membership makes it easy to get the records we want."



Miss Bonnie Garey of Wilmington and J. Russel Fennimore dance to Benny Goodman hit played on a Victor Record Player. Miss Garey's family are V. R. S. charter members.



Mr. E. B. Wilson, Jr., Wilmington V. R. S. member, enjoys playing his violin to the accompaniment of Victor Records heard through his radio with his Victor Record Player.

Libraries of Enjoyment are being built by millions of music lovers who find Victor Records suit every mood. For newest idea about records and record playing see next page.



RCA
RADIO CORPORATION OF AMERICA RADIO CITY, NEW YORK
NATIONAL BROADCASTING CO. - RCA INSTITUTES, Inc. - RCA COMMUNICATIONS, Inc.
RCA MANUFACTURING CO., Inc. - RADIOMARINE CORP. OF AMERICA

Here's how YOU can join the Victor Record Society...and

Get this \$14.95 LIST PRICE RCA Victor Record Player Without Cost!



New RCA Victor SYMPHONY RADIO

With the New Symphony Radio all music, all sounds, have reality such as you have never heard, on any other radio. It is an instrument that is simply magnificent in tone, and magnificently simple in design. It's RCA Victor Electric \$125.00*
Tuning - Model HF1.

This instrument is designed to give good performance only within the "service area" (about 100 miles) of high powered broadcast stations.

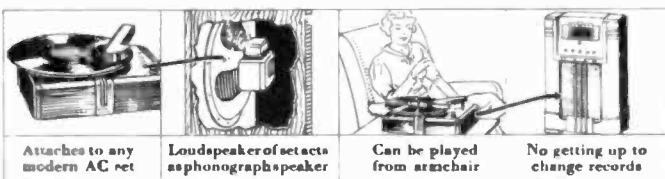
HERE'S WHAT MEMBERS GET!

- 1 RCA Victor Record Player Model R-93B (list price \$14.95) without cost.
- 2 A year's subscription to the monthly "Victor Record Society Review."
- 3 Free copy of booklet, "The Music America Loves Best" plus free advice from the RCA Victor Musical Director on how to build and enjoy your own Victor Record Library.
- 4 Victor Record Dividends. Membership in the Victor Record Society entitles you to Victor Record dividends up to the amount of your membership fee, \$6.00. You buy \$1.00 worth of Victor Records a week for 60 weeks. As you complete each \$15.00 worth of Victor Record purchases, you receive \$1.50 in Victor Records as dividends.

HERE'S HOW TO JOIN THE VICTOR RECORD SOCIETY

- 1 Pay \$6.00 membership fee.
- 2 Buy \$9.00 worth of any Victor Records you wish - dance, classical, symphonic, etc.

HERE'S HOW RECORD PLAYER WORKS!



Join Victor Record Society!

Play Victor Records through your radio with the new crystal pick-up RCA Victor Record Player given to all members

Sensational new idea makes it easy for you to hear the world's greatest artists in your home whenever you wish

Now the offer that thrilled Wilmington music lovers to almost united action is made to you! Now you and your family can hear the music you want when you want it... can make your living room a concert hall whenever you wish... at no outlay of money at all, except for the Victor Records you buy and the cost of your membership! The RCA Victor Record Player, newest marvel from the RCA Victor "Idea Factory" opens the great, rich world of Victor recorded music to you. The great symphony orchestras, the great dance bands, the great artists can all be yours, to hear whenever you please and as often as you please.

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

When buying radio tubes, say "RCA" - First in Metal - Foremost in Glass - Finest in Tone.

* Price f.o.b. Camden, N. J., subject to change without notice.

Convert your radio into a modern electric phonograph-radio with this RCA Victor Record Player. Join in America's new, rapidly growing vogue for playing, dancing to, entertaining with Victor Records! Now's your time to do it... when you don't have to pay a cent for the RCA Victor Record Player! Join the V. R. S. and take advantage of this unusual offer now! Mail the coupon, or see your dealer, today!

MAIL NOW! GET THE FACTS

RCA VICTOR
Camden, New Jersey

I should like to have descriptive literature on the Victor Record Society.

Name _____

Address _____

City _____

State _____



RCA Victor

RADIO'S GREATEST VALUE • A SERVICE OF THE RADIO CORPORATION OF AMERICA

OKAWVILLE TIMESMAN GETS BEST PICTURE OF SEASON'S FIRST TORNADO



Death spun through seven states of the Mississippi Valley on March 15 as imminent spring presaged its approach with the worst tornado in ten years. Of a few photographers who boldly faced the racing whirlwind, Grover Brinkman of the *Okawville Times* was most successful. He snapped this picture from a quarter mile away, narrowly escaped with his life.

Desolation was all that remained in the twister's capricious swath. Not only frame buildings, but more solid structures like this church at Darnstadt, Ill., were devastated by its impact. Red Cross estimated the toll at 20 killed, 188 injured, 2,000 homeless. Worst-hit community was Belleville, Ill., where 60 homes were destroyed, ten persons killed.

