

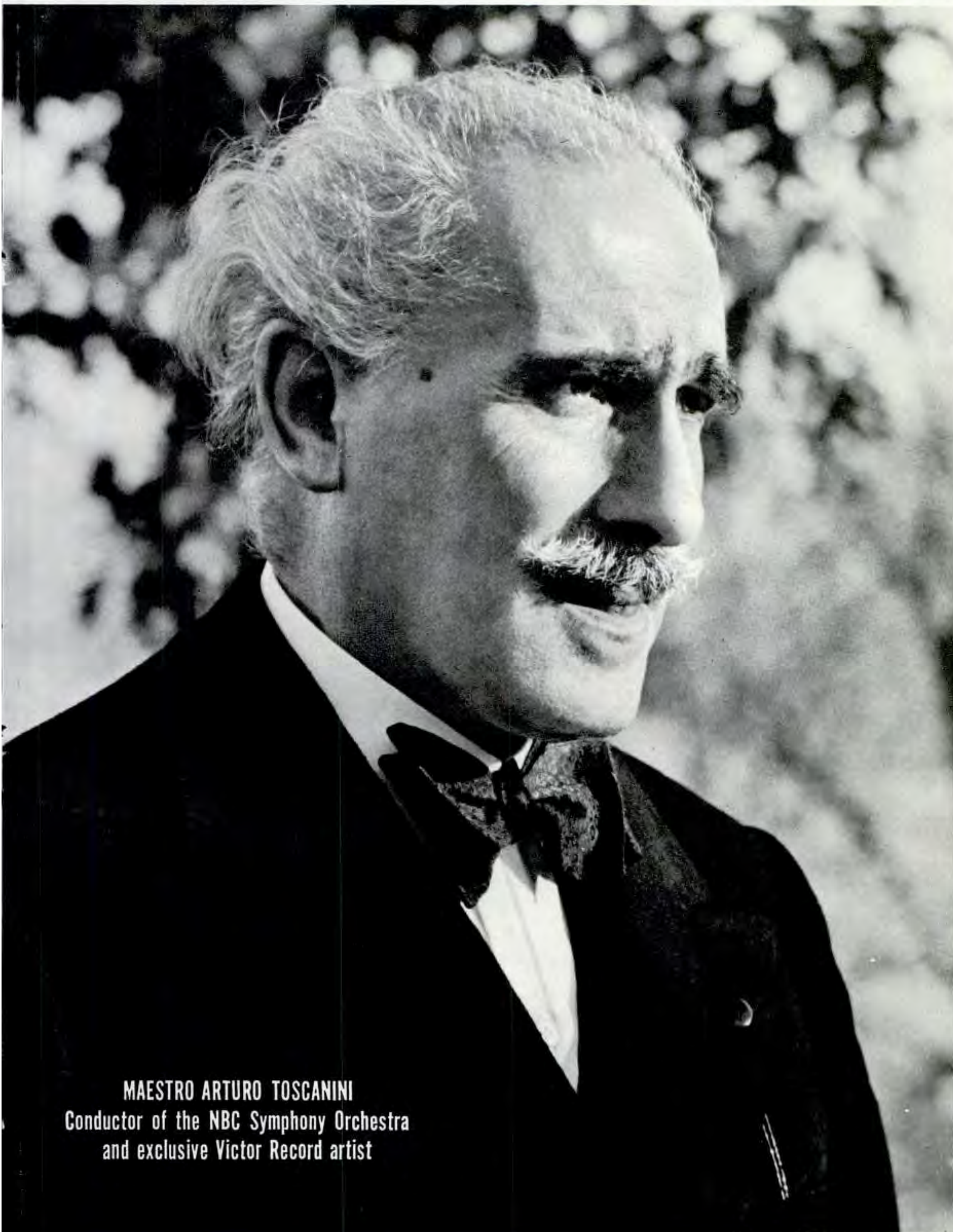
DECEMBER, 1938

LISTEN



A 5-Page Advertisement of the Radio Corporation of America

No. 17

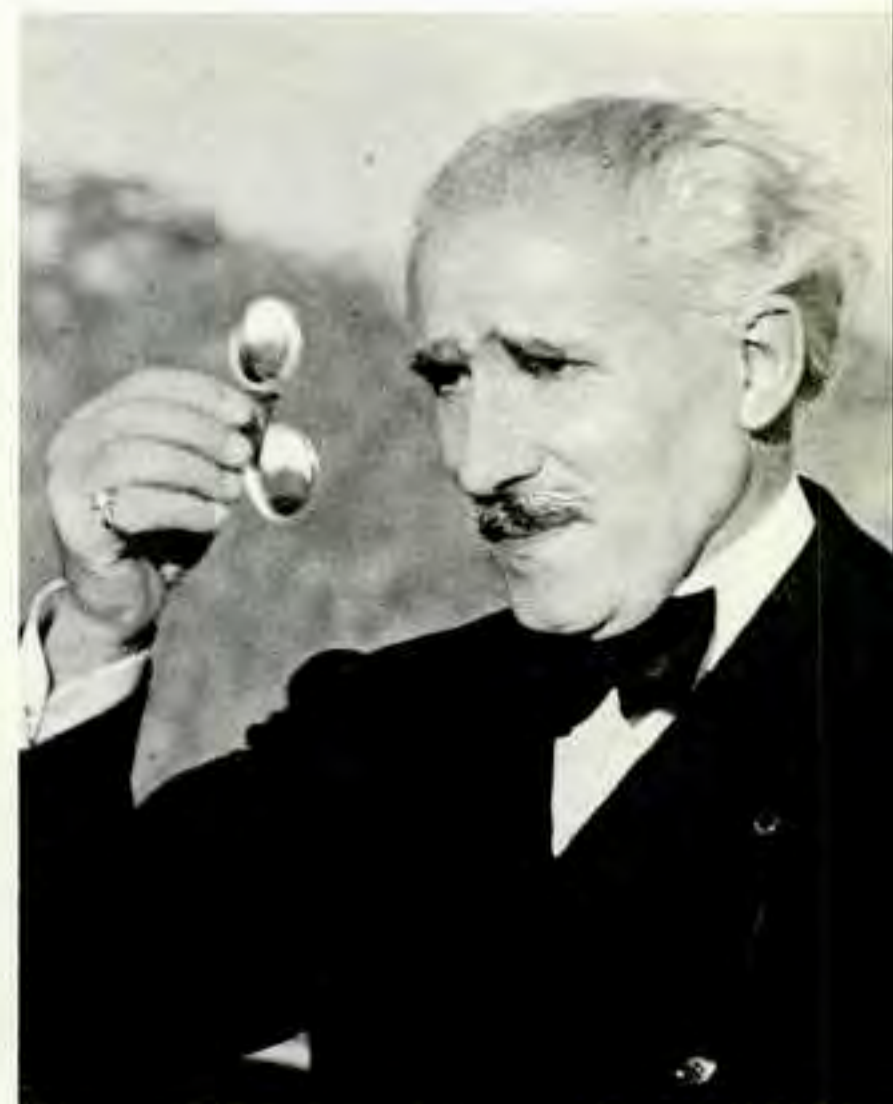


MAESTRO ARTURO TOSCANINI
Conductor of the NBC Symphony Orchestra
and exclusive Victor Record artist



Maestro Toscanini helps LISTEN make photographic scoop

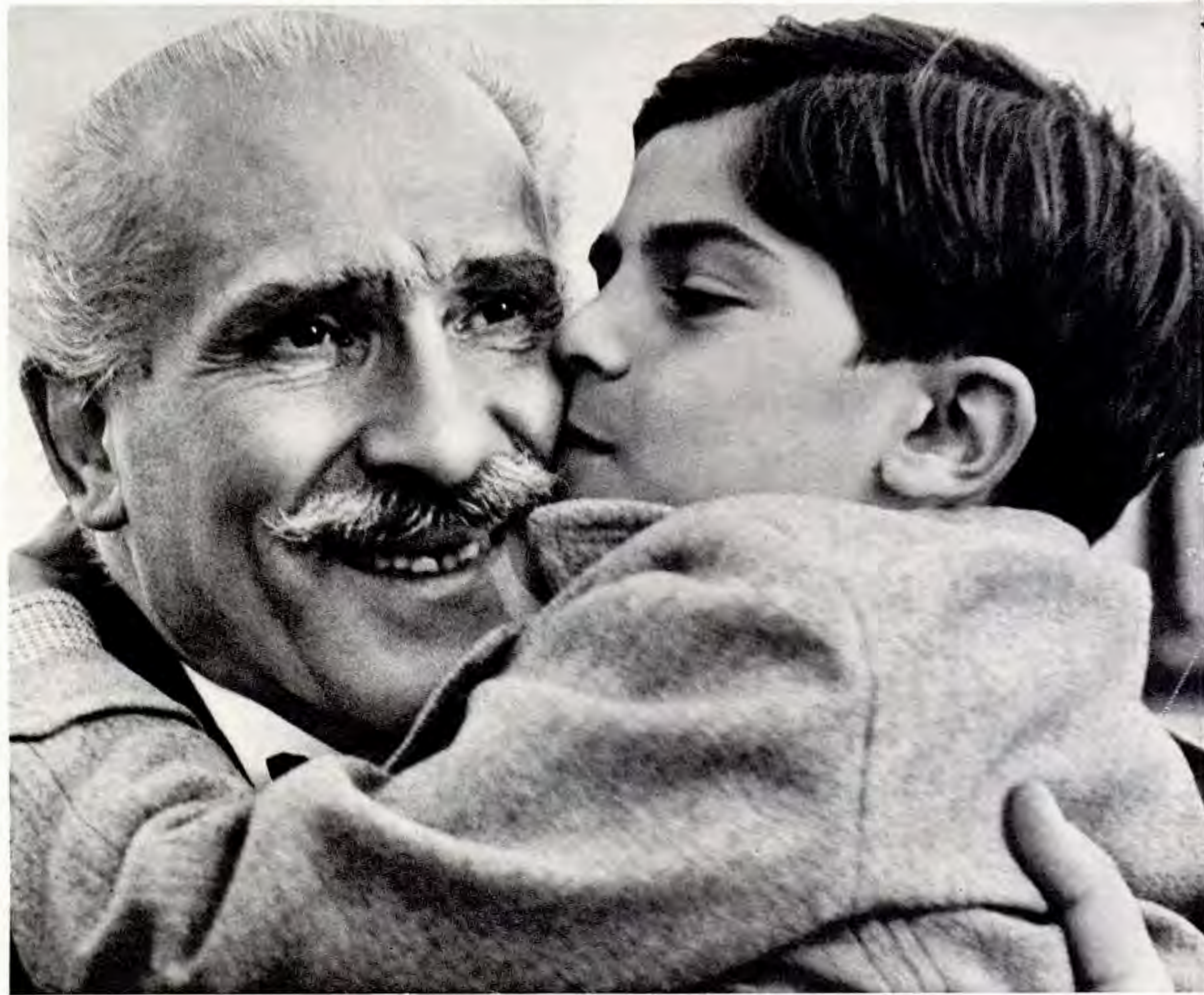
So seldom is Arturo Toscanini photographed that up-to-date pictures of him have become rarities even in the offices of the National Broadcasting Company. But on a recent sunny afternoon in November, the Maestro made an exception to his rule. For an hour or more he allowed LISTEN photographer free rein. Location was a small French restaurant at Alpine, New Jersey, where Maestro Toscanini had lunched with his wife, his son Walter and some friends. A few of the pictures taken on that occasion are on this and the following page.



RADIO'S SERVICE TO MUSIC



MAESTRO ARTURO TOSCANINI GREETSS HIS GRANDSON



RADIO BRINGS ALL MUSIC TO ALL PEOPLE

NBC Symphony Orchestra, the world's greatest gift to music lovers, heads brilliant radio procession that offers listeners their choice of the whole range of music

While radio is concerned with virtually every human activity, music is its supreme gift to the world. It is generally conceded that the most brilliant musical achievement of radio is the NBC Symphony Orchestra, under the leadership of the great Maestro Arturo Toscanini. The performances of the NBC Symphony symbolize the colorful pageant of music which The National Broadcasting Company brings to millions of homes every day in the year. Before the days of radio, few were able to

hear the music they liked, still fewer to hear the foremost artists. Radio, under the American system of broadcasting and network programming, has vastly stimulated interest in music both among those who listen and those who play or sing. It has been done by bringing music into virtually all homes. The complete story of the manifold activities of radio in making music the possession of everybody is told daily through the speaker of your own radio—wherever your home may be.





"TIME OUT"

**An NBC Symphony
 Concert is built on genius
 hard at work**

To create the NBC Symphony Orchestra the world was combed for talented musicians. Yet even so distinguished a group of artists must toil through long hours of rehearsals to prepare for each of

its radio concerts. Most conductors sit down during rehearsals. Maestro Toscanini always stands. Asked about this the dynamic leader said "sitting down is for eating!"

In earlier days great orchestral performances lived only in the memories of those who heard them. Today, on Victor Records, they are the prized and permanent possession of music lovers the world over.



THE MAESTRO CONDUCTS



REHEARSAL FROM THE BASS CORNER



MISCHA MISCHAKOFF, CONCERTMASTER



TOMORROW IS ANOTHER DAY



A KETTLE DRUM ARRIVES

A SECTION OF THE BRASSES

THE WOODWINDS REHEARSE





Swing—
Benny Goodman

The King in shirt sleeves—Here Benny Goodman smiles approval at Martha Tilton's vocalizing during rehearsal. Millions find daily pleasure in music of great dance bands over NBC networks—enjoy encores as desired, on Victor and Bluebird Records.



Radio makes records better

Today's Higher Fidelity Victor Records are in effect radio performances made permanent. The sound is heard by an RCA microphone, similar to those used in NBC studios, passes through a radio circuit and is engraved by electrical impulses on a waxed disc. Above is Victor Record expert inspecting a disc.



Concert—
Richard Crooks

Radio makes the voice of Richard Crooks, Metropolitan Opera and concert star, known and loved all around the world. Mr. Crooks is also among most popular of Victor Record artists in Victor Catalog, with more than 100 selections listed under his name.



Swing
"Home, Sweet Home"

Added to the hundreds attending performances of swing masters are hundreds of thousands equally familiar with this music through radio and records. Low cost Victrola Attachment (shown above) plays Victor Records through virtually any modern radio.



Swinging singing is Edyth Wright's specialty as she vocalizes with Tommy Dorsey's orchestra now at Hotel New Yorker. NBC broadcasts bring Dorsey music to millions. Victor Records make his spine-tingling "sending" available to everyone.



Critic

Are they good enough for the Fair? Olin Downes, Music Critic of the New York Times, and Chairman of the Music Committee of the New York World's Fair listens to an NBC broadcast of a Venezuelan chorus auditioning for the Fair. An RCA Victor High Fidelity Radio in his office makes it easy for Mr. Downes to hear the chorus at its best.



Caruso's voice still lives—Although Caruso died in 1921 he is still known as the greatest tenor of all time. Among first great artists to sing for Victor Records, his voice has been made immortal. For Caruso lives everlastingly, not as a legend, but as a vital and permanent personality on Victor Records.

RCA An Advertisement of **RADIO CORPORATION OF AMERICA** Radio City, New York
 RCA Manufacturing Co., Inc. Radiomarine Corporation of America
 R.C.A. Communications, Inc. National Broadcasting Co. RCA Institutes, Inc.

A MERRY CHRISTMAS



All Year 'Round!

RCA Victor presents a variety of musical gifts that keep on giving... at a variety of prices that make them easy for you to get for family, relatives and friends!

RCA Victor RADIOS



PUSH A BUTTON
there's your Station!

A GRAND GIFT FOR THE FAMILY

A great value, too! Besides its striking new Console Grand Cabinet, this sensational radio offers Electric Tuning, Victrola Button, and a host of other excellent fea-

tures. A thrilling Christmas gift that the entire family will enjoy! This beautiful Model 97KG looks and sounds like a lot more than \$85* its price. Now only . . .

A CHRISTMAS GIFT THAT GIVES ENDLESS HOURS OF PLEASURE!

A masterpiece of beauty—in both cabinet and tone! Model HF-4 is a High Fidelity radio in a stunning 18th Century Cabinet. Brings you *all* the music that is broadcast—from the very lowest notes to the highest. Offers more than 20 great features including Electric Tuning, Victrola Button, Overseas Dial, Electrical Magic Voice, Magic Brain and Magic Eye. Its price including RCA Victor Master Antenna, is . . . \$175*



IDEAL GIFT FOR CHILDREN!

A superb radio for children, this Little Nipper model 9TX1 in Molded Plastic Cabinet, walnut finish, tan knobs. Only \$9.95*
Other Little Nipper models in a variety of colors priced up to \$17.95*



GIVE A "PERSONAL" RADIO!

Model 96T2 has improved Electric Tuning, Victrola Button, 2-Band Straight-Line Dial, RCA Victor Metal Tubes, American and Foreign reception. Only \$39.95*



RCA Victrolas



GIVE A GIFT OF ALL MUSIC!

Here is the complete musical instrument—a gift that will give countless hours of enjoyment. RCA Victrola Model U-125 has such outstanding phonograph features as an Automatic Record Changer for 10" and 12"

records, Crystal Pick-up and Top-Loading Needle Socket. Its radio has Electric Tuning and many other great features. Special 40th Anniversary price, with your old radio, only . . . \$135.00*
Price will be \$175.00 January 1st.



FOR THE COLLEGE STUDENT!

Boys and girls at college will appreciate this RCA Victrola. Model U-104 is the lowest priced electric RCA Victrola in history! Has crystal Pick-up, True Tracking Tone Arm, Tone Control for both radio and phonograph . . . \$19.95*

MORE THAN 6,500 CHRISTMAS SUGGESTIONS

In the Victor Record Catalog you will find a wealth of gift ideas. Most complete, compact and convenient musical reference work . . . lists wide variety of Victor Records COMPLETE with biographies, portraits, pronunciation tables, etc.



*F.O.B. Camden, N. J., subject to change without notice. Listen to the "Magic Key" Sundays, 2 to 3 P.M., E. S. T. on the NBC Blue Network.

VICTOR and BLUEBIRD RECORDS

A \$25.95 GIFT FOR \$14.95

The Victor Record Society Offer makes a wonderful Christmas gift. It's a \$25.95 value. Includes the \$14.95 (list price) RCA Victrola Attachment, \$9 worth of Victor or Bluebird Records, a \$2 subscription to the Victor Record Review and membership in the Victor Record Society—all at the amazingly low price of. . . \$14.95*



A FEW FAVORITE CHRISTMAS VICTOR RECORDS

26049, 26050, 26051—A collection of the six most popular Christmas hymns. Album No. P-2 . . . \$2.25
6607—Adeste Fideles—The Palms John McCormack . . . \$2.00

1748—Der Tannenbaum—Silent Night, Holy Night, Hulda Lashanska—Paul Reimers . . . \$1.50
25145—Santa Claus is Comin' to Town—Jingle Bells, Dorsey—Goodman . . . 75¢



ONLY RCA VICTOR OFFERS RCA VICTOR METAL TUBES

Final touch in producing a radio with complete harmony—RCA Victor Metal Tubes. Made for RCA Victor Radios, they also improve the performance of any make of radio.



RCA Victor

RCA MANUFACTURING CO., INC., CAMDEN, N. J.

A Service of the Radio Corporation of America