

*35 hours  
a day!*







**PUSH A BUTTON AND GET . . .  
A MEDIOCRE RADIO PROGRAM?**

**NO!**

For if this were true, Electric Tuning wouldn't be worth a nickel to you. But push a button and get one of the thousands of fine NBC programs presented annually, and people have a real incentive to buy. Or to say it another way, give the people more and better radio programs and they'll buy more and better radio sets to hear the programs better . . . sets with Electric Tuning, Armchair Control, Overseas Dial and Sonic-Arc Magic Voice.



In perusing this book try to imagine how many radio sets you would sell if NBC did NOT furnish this gorgeous array of music, entertainment, drama, education, news. Then consider the fact that NBC is just one of the services that make RCA the only organization making and doing everything in radio.

CAN YOU THINK OF ANOTHER ORGANIZATION THAT SO LARGELY CREATES AND SUPPORTS THE MARKET FOR ABSORBING ALL YOUR RADIO MERCHANDISE?



YOU CAN GUARANTEE THE FUTURE SOUNDNESS OF YOUR RADIO BUSINESS . . . YOU CAN BE SURE OF GETTING THE NEW DEVELOPMENTS FIRST . . . BY GOING . . . AS YOUR CUSTOMERS ARE GOING . . .

**RCA ALL THE WAY!**



*RCA Victor*

# **PUSH A BUTTON**

## ***... then what?***


Years ago there was much head-shaking about the radio "saturation point." The point at which saturation should have occurred is already a date in history, but people have gone right ahead buying radio sets, and in ever increasing quantities.

**THIS BOOK IS THE BEST EX-  
PLANATION OF THE REASON  
WHY PEOPLE KEEP ON BUYING  
THAT WE HAVE EVER SEEN!**







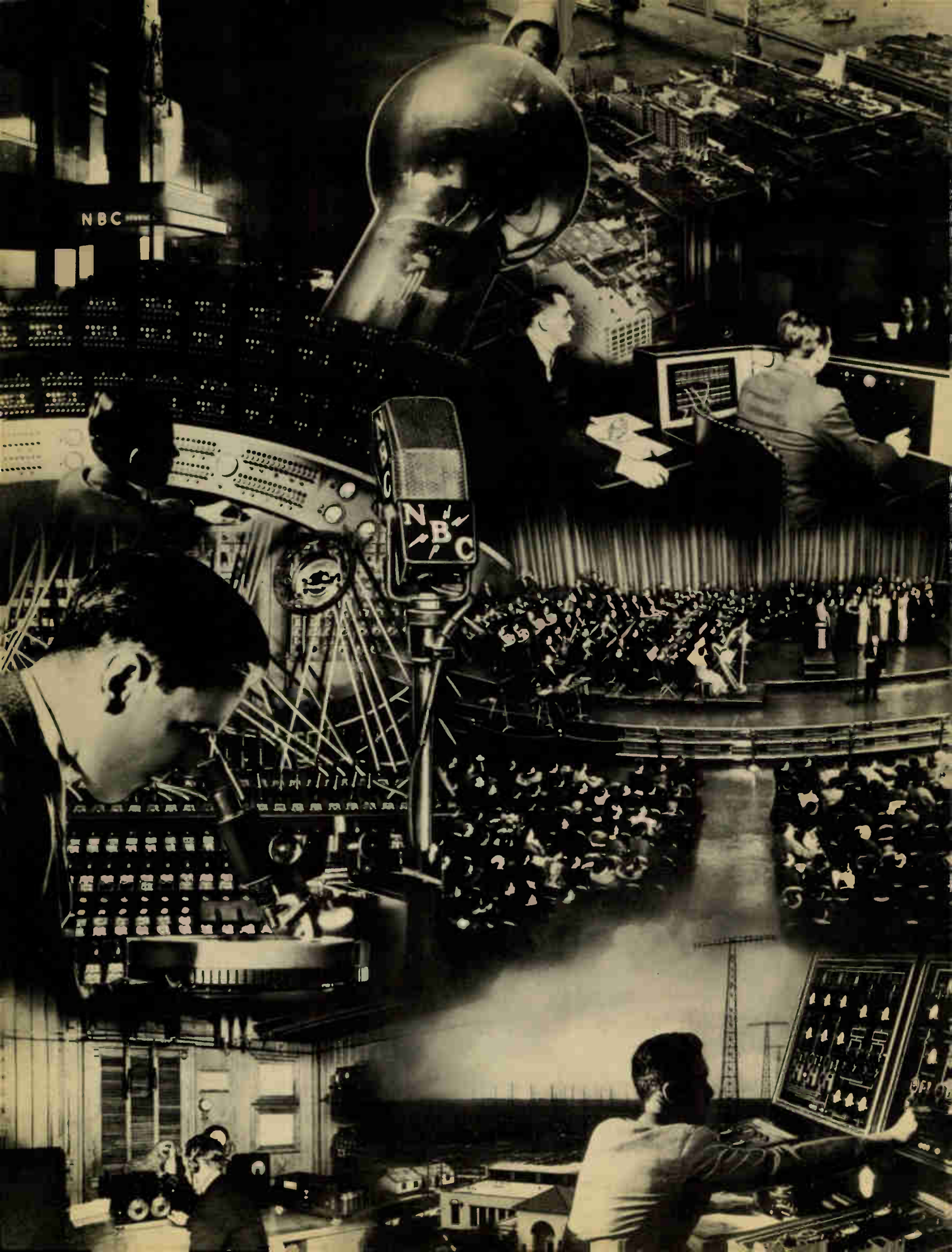


**17<sup>1</sup>/<sub>2</sub>**  
**17<sup>1</sup>/<sub>2</sub>** **35** *hours a day!*

**E**VERY day in the year, each of two great coast-to-coast networks—NBC Blue and NBC Red—fill 17<sup>1</sup>/<sub>2</sub> hours with the world's most complete schedule of all-star-studded entertainment, up-to-the-minute news, and informative educational features, a total of 12,810 hours during 1936 (51,000 programs). Nor does this include all the network program production time, for hours and programs vary in the different zones. The overall minimum average for each of the networks is 17<sup>1</sup>/<sub>2</sub> hours. 35 hours a day devoted to giving 24,000,000 radio families the greatest number of the most popular programs—free for the tuning.

**NATIONAL BROADCASTING COMPANY**

*A Radio Corporation of America Service*



# *Thousands plan*

## for the millions who listen

---

Three hundred and sixty-five days a year, your radio is awake from early morning into the small hours. At finger-touch, it brings entertainment, information, inspiration. This book tells a little of what lies behind.

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**T**HE National Broadcasting Company thinks in terms of a "program-day," made up of what may be heard hour by hour over 117 stations on two NBC networks; a total of more than fifty thousand individual programs yearly. These pages suggest the scope and diversity of NBC broadcast service to the nation.

The pattern of the NBC program-day is woven from endless aspects of all the things that interest people. Events, science, education, religion, art are reflected in the daily program array. Music in its every expression, discussion of topics grave or gay, drama that brings smiles or tears, news from around the corner or across the seas—to achieve this daily broadcast presentation, thousands plan for the millions who listen.

Nothing can be left to chance. Features to fill each unit of air time must be thought-

fully conceived and diligently executed. Program chiefs and their lieutenants, musical supervisors and directors, production managers, continuity writers, engineers and technical experts who order the amazing mechanism of the ether waves—these and many more join to build and disseminate the NBC radio contribution.

And back of this planning and performance operate the knowledge and experience of the Radio Corporation of America—first in radio in the United States; radio leader the world over. For besides its own facilities, NBC as "A Radio Corporation of America Service" has at its command the research and manufacturing resources and the globe-ranging communications of RCA.

So here is a glimpse across the NBC program parade of thirty-five hours a day—three hundred and sixty-five days a year!



Only

As the "Hindenburg" roared over the Atlantic, NBC broadcast regular programs, including a piano concert from mid-ocean, under direction of Max Jordan, NBC's Continental European representative (above).



# NBC was *there*



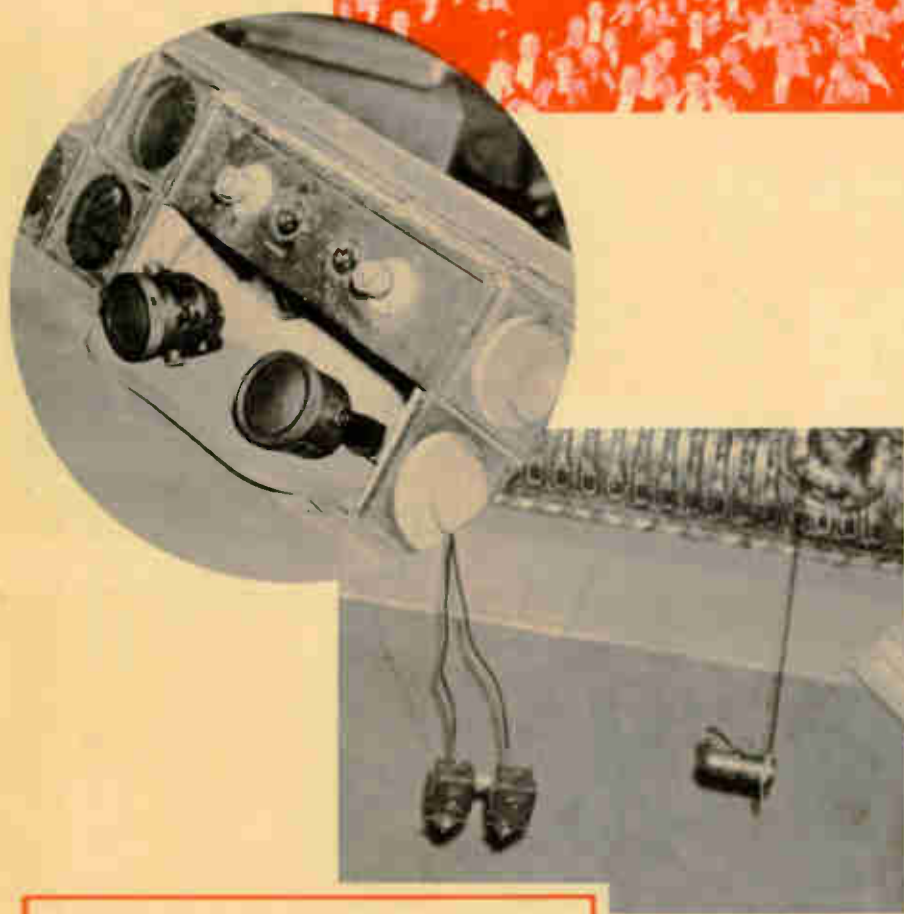
**W**HEN the command "Up Ship!" sent the Zeppelin "Hindenburg," world's largest airship, soaring skyward in Germany on its first voyage to the United States, NBC was the only American radio organization represented on board. Like the initial flight of the "China Clipper" and the U. S. Army-National Geographic Society Stratosphere Flight (both events also covered exclusively by NBC), this voyage marked another milestone in aviation—the inauguration of regular airship service from Germany to the United States. *Only NBC was there!*

NBC's Mobile Unit was on the job (*above and left*) to bring first greetings from officers and passengers to American listeners as the "Hindenburg" landed at Lakehurst, N. J. (*At right*) Dr. Hugo Eckener, pioneer in Zeppelin transportation and construction, is mobbed for an interview by reporters at Lakehurst.



# At the Opera

...*only* NBC



"Ears" at the Opera for millions of radio listeners—microphones in the footlights and high up in the proscenium catch every note of artist and orchestra while the NBC production man follows the score and signals the engineer for a change in volume.

From the famous sound-proofed Box 44 in the Golden Horseshoe at the Metropolitan, Marcia Davenport, NBC's opera commentator, and Milton Cross, NBC announcer, discuss the music and action of each broadcast opera.



**E**VERY Saturday afternoon millions of listeners tune their radios to their local NBC stations for three full hours of the world's finest music. The pinnacle of opera performances direct from the stage of New York's famed Metropolitan Opera House comes to them only through NBC. . . . For the past six years the National Broadcasting Company alone has brought its listeners this glittering parade of the world's outstanding voices in masterful music brilliantly presented.

In its present season, the Opera is sponsored by the Radio Corporation of America. In addition, the Metropolitan Opera Auditions under the direction of Edward Johnson are presented exclusively for NBC audiences on Sunday, sponsored by Sherwin-Williams Company.



NBC's technical broadcast "maestros" at the Opera—production men and engineer—balance and blend the music volume of singers and orchestra to bring perfect reception to NBC Blue Network listeners.



Fred Astaire (*Packard*)



"Bea" Lillie (*Dr. Lyon's*)



Bob Burns and his "bazooka" (*Kraft*)

# Some fun...



ACCORDING to our mythical "laugh-meter," more titters, chuckles, chortles, and downright "belly-laughs" were broadcast over NBC Blue and Red Networks during 1936 than ever before. Old favorites returned with new gags that loosed gales of guffaws. Newcomers endeared themselves to audiences with new slants on the ridiculous. Comedy singles, duos, and full stage productions drew talent—and names—from every corner of the country as wise-cracks, gimmicks and nifties were quoted and re-quoted wherever men gathered and women chatted. Here are a few of your favorites. Can you fit their gags to their faces?



Ed Wynn (*Spud Cigarettes*)



Joe Cook (*Shell Oil*)

Charles Butterworth (*Packard*)

Amos 'n' Andy (*Pepsodent*)

Lum and Abner (*Horlick's*)



(*In make-up*)

(*In make-up*)





Mary Livingstone  
and  
Jack Benny (*Jell-O*)



Fibber McGee and Molly  
(Marion and Jim Jordan)  
(*S C Johnson & Son*)



Fred Allen & Portland Hoffa (*Ipana-Sal Hepatica*)



Mr. & Mrs. Goodman Ace  
(*Easy Aces*) (*Anacin*)

Jack Pearl and Cliff Hall (*Kool & Raleigh Cigarettes*)



(*Left*) Colonel Stoopnagle and Budd  
(*Minute Tapioca*)

Honeyboy and Sassafras (*NBC*)

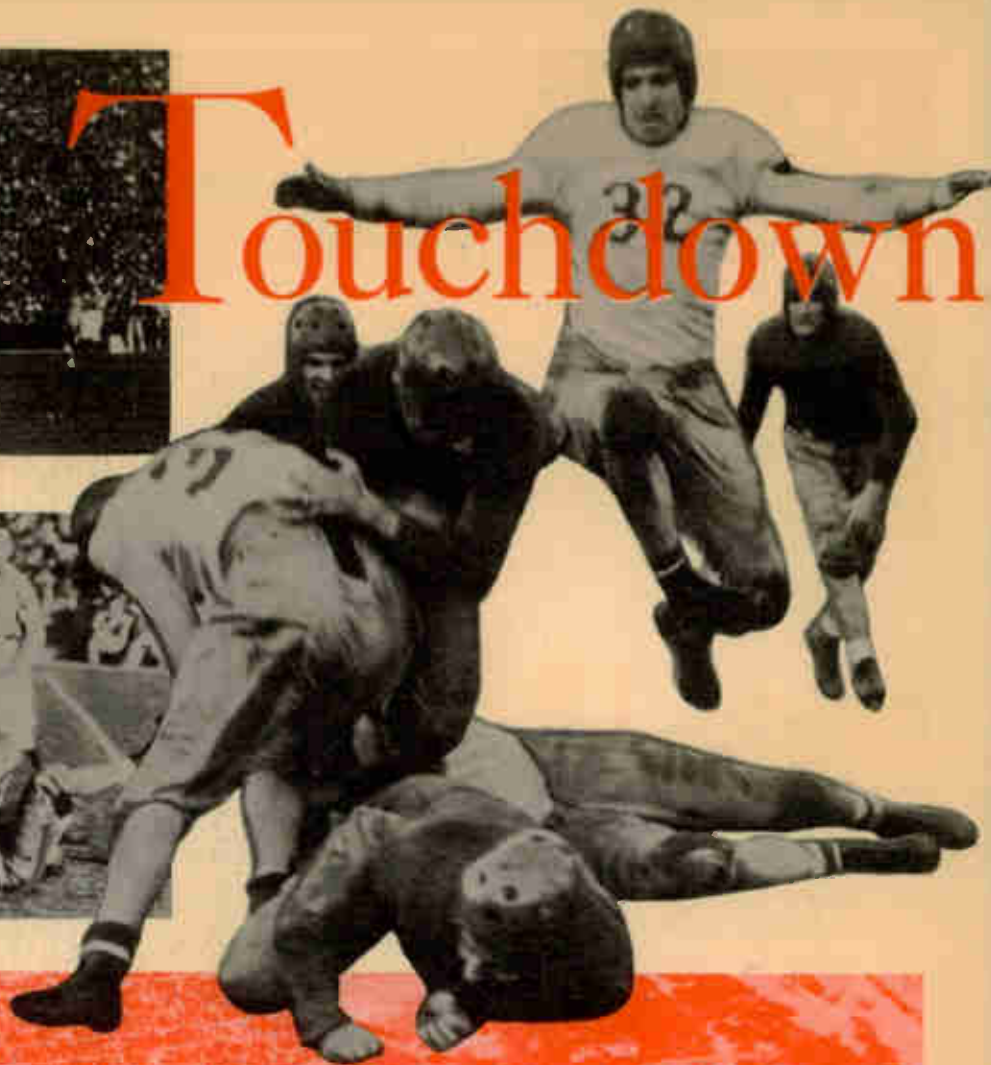


Senator Fishface and  
Professor Figgstottle  
(*NBC*)



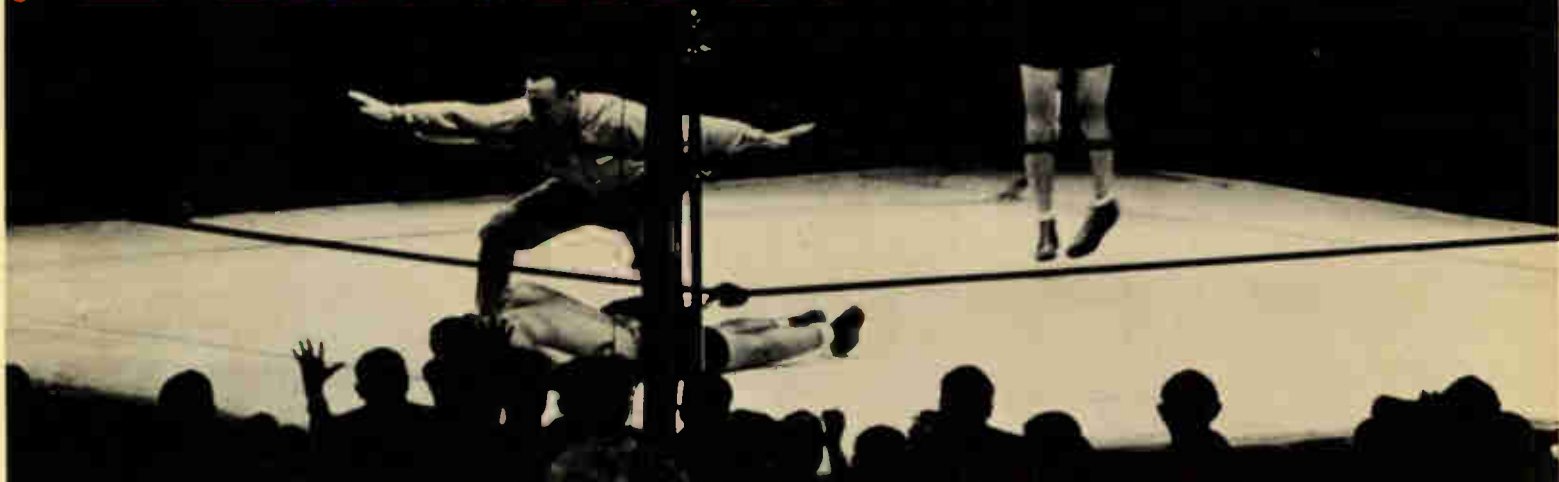
# Touchdown

Tense moments in the 1936 New Year's Day football classic in Pasadena's famous Rose Bowl—a 41-yard pass, a run, and smashing defense play—all brought to football fans exclusively by NBC.

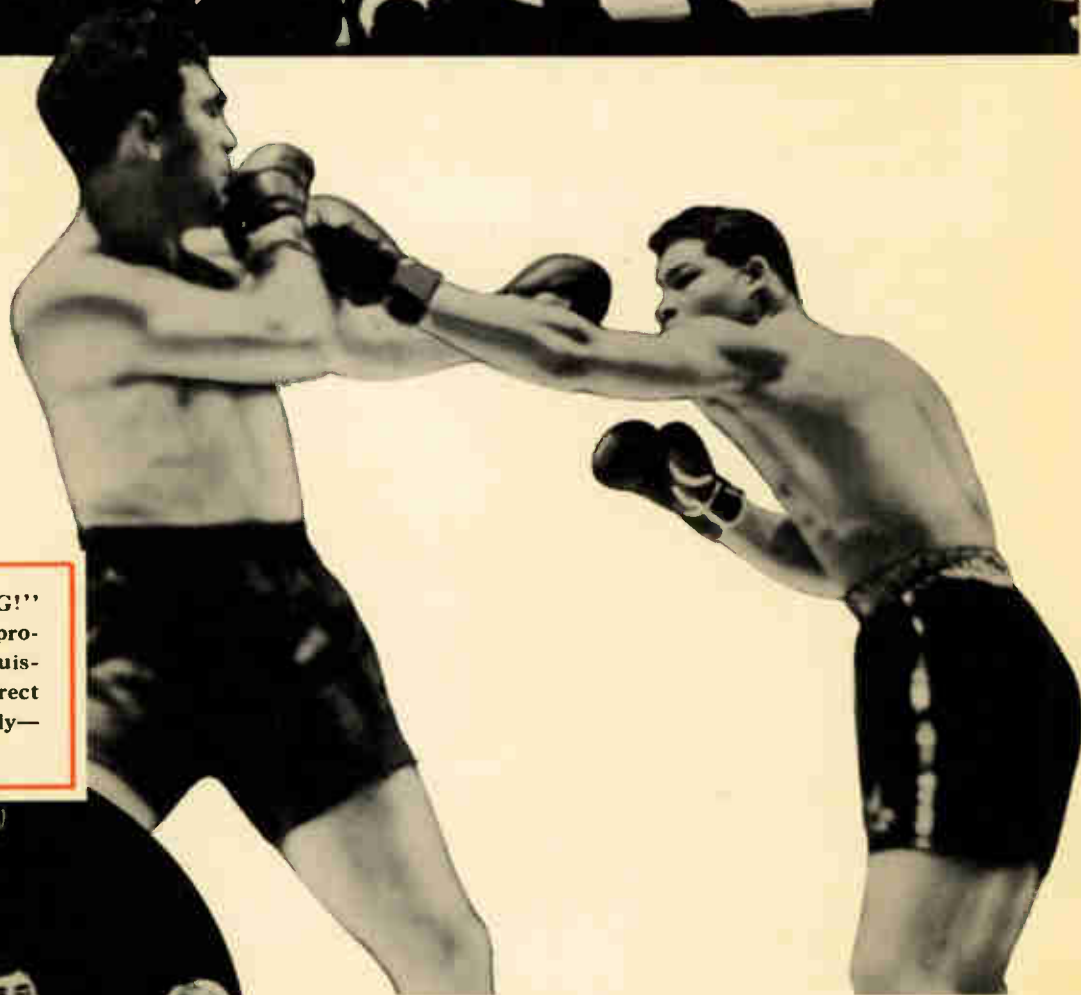


STANFORD 7-SOUTHERN METHODIST 0 Paulman, Stanford quarterback, scores the winning touchdown. 100,000 fans from far and near jammed the Rose Bowl (above) to catch this thrilling moment; NBC listeners "saw" it from easy chairs.

# Knockout



*NBC Exclusives*



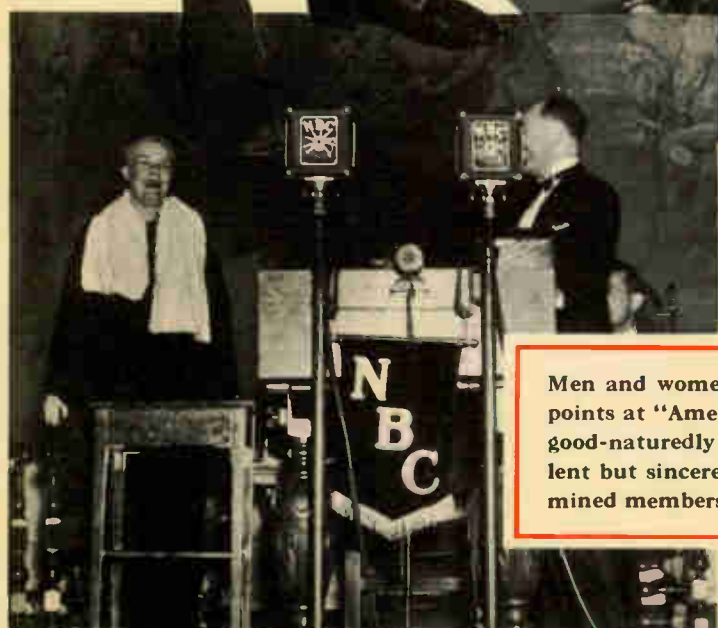
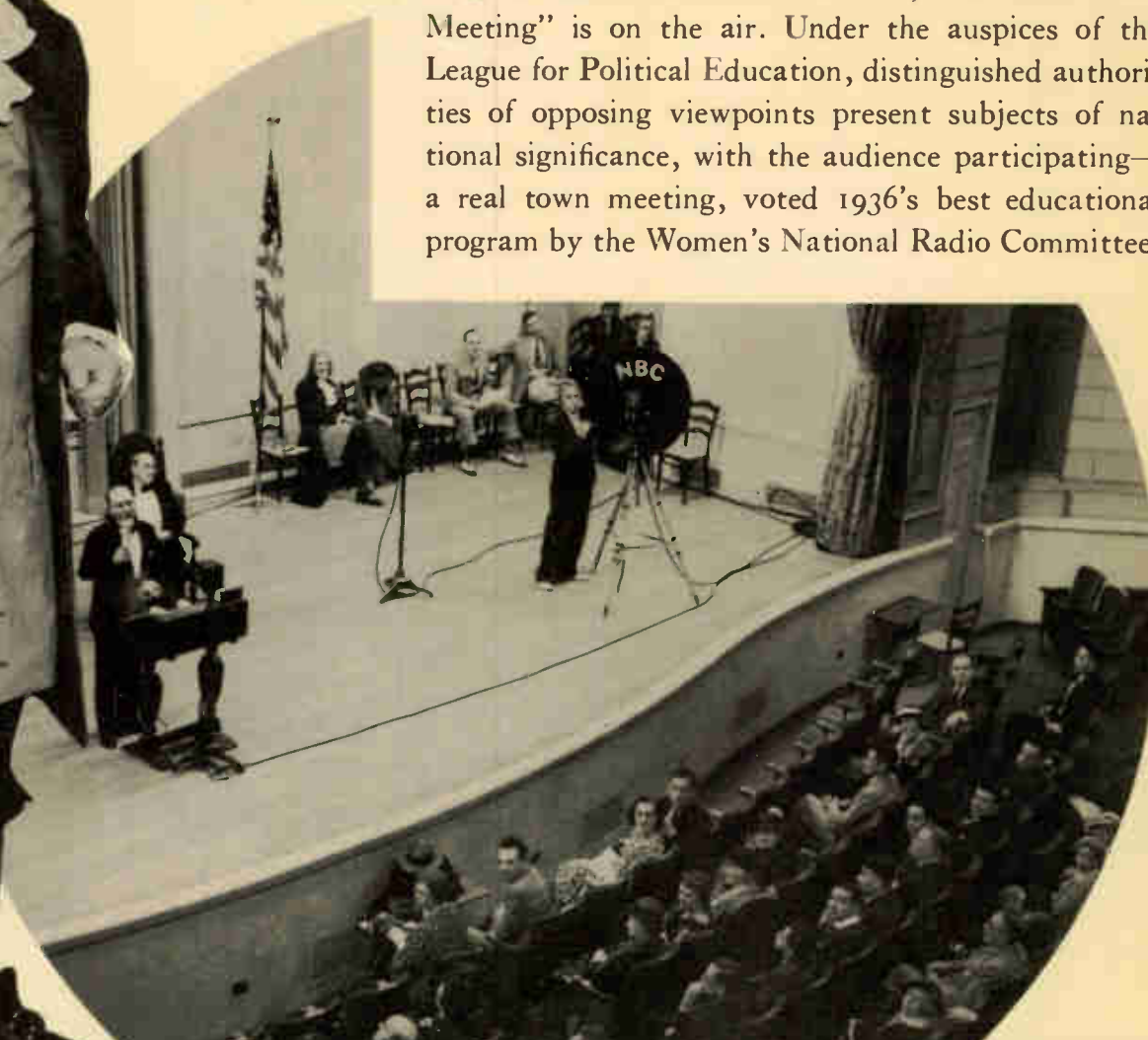
**"THE WINNAH—MAX SCHMELING!"**  
The climax of the outstanding event in professional pugilism in 1936—the Joe Louis-Max Schmeling fight—broadcast direct from ringside over NBC stations only—sponsored by Buick Motor Co.



**1936** set an all-time high for outstanding NBC sport broadcasts—34% greater than 1935—350 hours of broadcast time devoted to special sports and sports topics. Football, baseball, boxing, racing, golf, tennis, track—amateur and professional—NBC was there! Two of the most discussed sports events of the year—the Rose Bowl football game at Pasadena and the Louis-Schmeling fight—were NBC exclusives!

# Through NBC

**T**OWN meetin' tonight! Town meetin' tonight!" As the Town Crier's call fades, "America's Town Meeting" is on the air. Under the auspices of the League for Political Education, distinguished authorities of opposing viewpoints present subjects of national significance, with the audience participating—a real town meeting, voted 1936's best educational program by the Women's National Radio Committee.



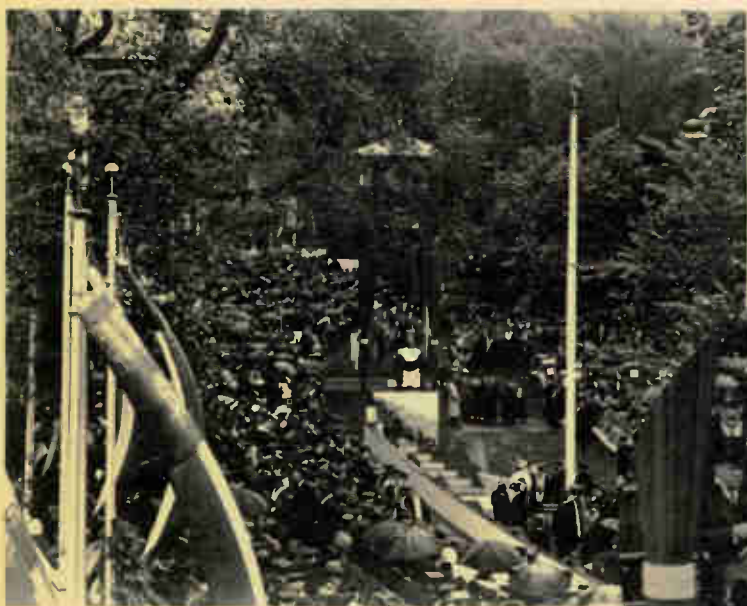
Men and women alike present their viewpoints at "America's Town Meeting"—and good-naturedly answer the sometimes violent but sincere queries of the more determined members of the audience.

# —exclusively

“Fair Harvard, thy sons to thy Jubilee throng—” Hundreds of alumni and their guests returned to Harvard College to celebrate the 300th Anniversary of its founding—and NBC was there to bring the color and excitement, and the addresses of distinguished alumni and guests, to Harvard men the world over. The broadcasts of this historical event brought to the radio audience one of 1936’s most memorable programs.



In 1836 on the occasion of Harvard's Bicentennial, Josiah Quincy, President, sealed this package and inscribed it, "To be opened by the President of Harvard College in the year 1936, and not before." Opening the package was one of the most interesting ceremonies of the Tercentenary. In the presence of Harvard alumni officers and college officials, President Conant revealed its contents, a collection of letters written by Harvard alumni in 1836.



(Above) Academic procession marching into Tercentenary Theatre during exercises September 18, 1936. (Right) President James B. Conant delivers Tercentenary oration from rostrum. (Below) Fireworks light up Charles River during Undergraduate Celebration, September 17. Harvard School of Business Administration in background.





# Music . . . *abroad and*

Salzburg—the home of the  
*Salzburger Festspiele*



Each year, when thousands of music lovers make their pilgrimage to Salzburg, Austria, only NBC brings its Music Festival to America.

At the renowned Festspielhaus (*right*) famous conductors lead Europe's great orchestras in symphony concerts; noted singers appear in the world's favorite operas,—and NBC listeners sit in the royal box. Wherever great music is to be heard, NBC is there.



(*Left*) Bruno Walter, noted conductor of several concert broadcasts in 1936, takes a curtain call with featured members of the cast of "Don Giovanni."



Dr. Damrosch Conducts

*at home*



In NBC's Radio City Studios, Dr. Damrosch conducts the NBC Symphony Orchestra (above) and explains the compositions; and in more than 70,000 radio-equipped schools, pupils listen attentively each Friday to his Music Appreciation Hour, an important part of their musical education.

At a luncheon in honor of his 75th birthday given by David Sarnoff, president of RCA, Dr. Damrosch was at his happiest when these youngsters gathered about him.

**T**HE Music Appreciation Hour, an exclusive NBC feature conducted by Dr. Walter Damrosch, is without doubt the most widely heard musical education program for school children. It is required listening for some 7,000,000 students who follow the weekly "lessons" guided by notebooks and manuals supplied to the schools by NBC's Music Education Department—and heard by half again as many adult listeners.

The love of fine music, encouraged by this and similarly constructive educational periods, is increasing the audience for such important programs as the Salzburg Music Festival, described on the preceding page. So great is the demand for better music that the time devoted to classical compositions on NBC programs increased over 45% in 1936. . . . Musical education is but one phase of NBC's great "editorial section," the sustaining programs which make up 73.7% of all broadcasts furnished by NBC "in the public interest."





(Above) Ethel Barrymore, "first lady of the American stage," brings her program, "The Famous Actors' Guild," before NBC Blue Network microphones weekly in revivals of plays in which she starred on the stage. (Right) Irene Rich, appearing in the dramatic serial "Lady Counselor," was one of the first screen stars to be presented regularly on NBC networks. Cornelia Otis Skinner's delightful character sketches are now a regular NBC feature.

# "All the world's a stage.."



**N**O group of Americans ever "held the mirror up to nature" with greater success than America's toplineers who nightly play to audiences of many millions over NBC Networks. Famous hits of Broadway have brought laughter and tears from Lake O' the Woods to Cajin' Land as Shakespeare's immortal lines

Presentation of awards for the best play and best motion picture of the year are exclusive NBC features. In 1936 Robert Sherwood, representing the New York newspaper movie critics, awarded "The Informer" with Victor McLaglen the gold medal which was accepted by Mrs. M. H. Aylesworth for RKO-Radio Pictures. In the same year, the New York Drama Critics Circle awarded Maxwell Anderson (right) its gold plaque for "Winterset" starring Burgess Meredith and Margo who later appeared in the RKO-Radio picturization of the play.







(Left) "Vic and Sade," comedy serial of home life, is a popular NBC daytime program. Rush, Sade and Victor Gook are portrayed by Billy Idelson, Bernardine Flynn and Art Van Harvey. (Below) Two of the cast of NBC Radio Guild portray a dramatic situation. The Guild presents Shakespeare's plays, classic dramas, and specially prepared radio dramatizations of historical events.



Helen Hayes is one of NBC's featured dramatic stars in her "Bambi" series.

have thrilled new millions on land and sea. Thirty-five per cent of all sponsored programs during 1936 used either drama or comedy drama as a central theme, proving once again the power of the spoken word. A few of the high dramatic moments of the past year are recalled on these pages.



"We, the People" brings persons from all walks of life before the microphone to recreate dramatic moments in their lives. Voted 1936's outstanding new program idea by Hearst newspapers' radio editors, "We, the People" is produced by Phillips Lord (circle). (Left) Edgar A. Guest in "Welcome Valley." (Extreme left) Warden Lewis E. Lawes in "20,000 Years in Sing Sing."

# Event! 4-way broadcast



M. Robert Jardillier, French Minister of Communications (right), accompanied by Fred Bate, NBC British representative, speaks from American Air Liner NC-16030.



From his office high up in the RCA Building in Radio City, David Sarnoff, president of the Radio Corporation of America, opened the international 4-way radio conversation.



From the NC-16005, M. Maurice Rambert, President of the International Broadcasting Union (right), accompanied by Max Jordan, NBC European representative, greets the conference.

NBC Master Control Room, where all points met for the Red Network broadcast, and routing to and from shortwave transmitters and receivers.



"Radio Control," RCA Communications shortwave transmitter at Rocky Point, L. I., sent signal to Europe.

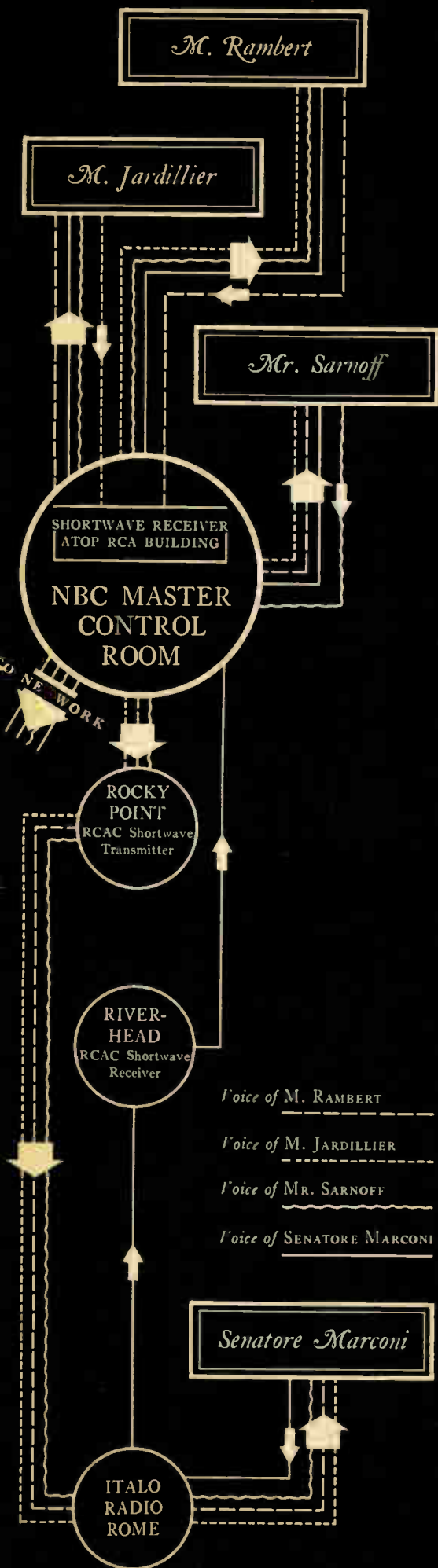


Switchboard at RCA Communications shortwave receiver, Riverhead, L. I., focal point for European reception.

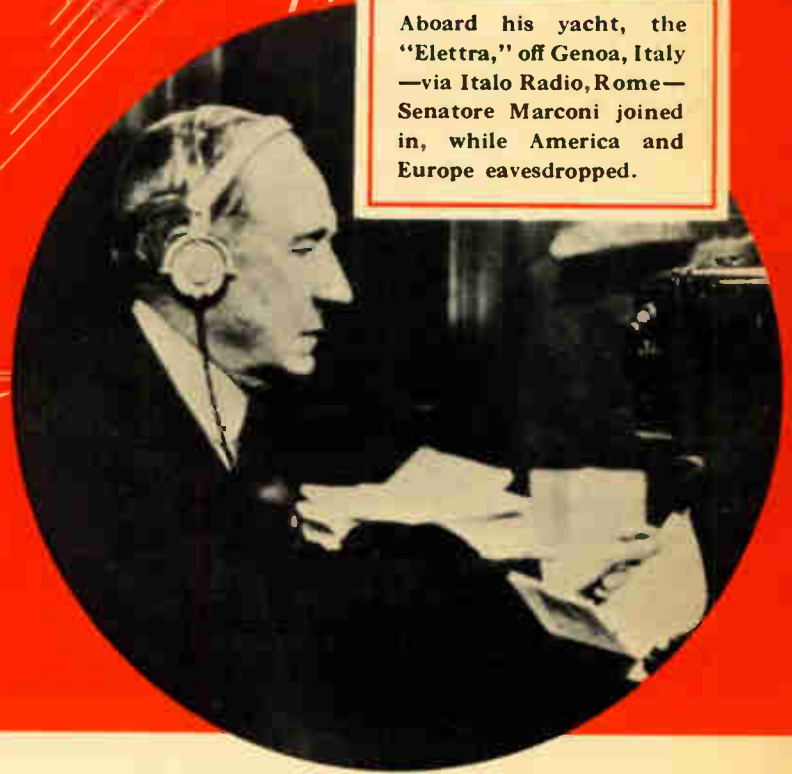


# Hook-up of Broadcast

# via RCA & NBC



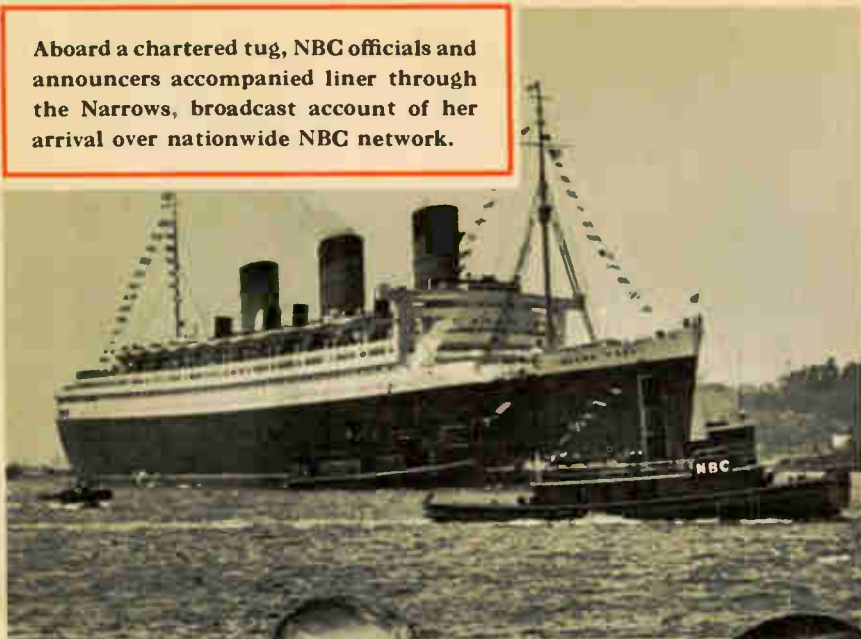
Aboard his yacht, the "Elettra," off Genoa, Italy—via Italo Radio, Rome—Senatore Marconi joined in, while America and Europe eavesdropped.



**A** PERFECT example of coordination of radio facilities was this unique feature of NBC's Tenth Anniversary week—a 4-cornered conversation across the world—from air-to-land-to-sea. Two visiting European radio executives, M. Robert Jardillier, French Minister of Communications, and M. Maurice Rambert, President of the International Broadcasting Union, en route in two planes from Buffalo to Washington, exchanged greetings with David Sarnoff in the RCA Building and with Senatore Guglielmo Marconi, on his yacht "Elettra" near Genoa.

"This is an amazing conversation," said Marconi, the father of modern radio. And so it was. The entire program was broadcast in the United States over 80 NBC Red Network Stations, relayed by NBC and RCA Communications shortwave transmitters to Europe where it was rebroadcast in Germany, Denmark, Austria, France, Switzerland and Czecho-Slovakia.

Aboard a chartered tug, NBC officials and announcers accompanied liner through the Narrows, broadcast account of her arrival over nationwide NBC network.



**W**HEN the great liner, R.M.S. Queen Mary, sailed on her trial run, NBC brought the first broadcast from the mighty ship to American listeners. On her maiden voyage to New York, the Queen Mary was wired for sound from stem to stern as NBC broadcast frequent programs throughout the run, and upon her arrival in New York harbor. Less than one hour after docking, the Queen Mary's commander, the late Sir Edgar T. Britten (below with Roger Eckersley, British Broadcasting Corporation official) broadcast from the National Broadcasting Company's Radio City studios an account of his ship's first crossing.



**NBC**



(Left) John B. Kennedy, NBC commentator, and George Hicks, NBC announcer, introduced the world's greatest ship to all America as she steamed into New York harbor at the end of her voyage.

(Above) When the Queen Mary came up the harbor accompanied by a great fleet of welcoming craft, NBC carried the scene and sounds into the homes of millions of listeners.

At the inauguration of regular shortwave NBC program service to South America, Carmen Castillo—actress, singer, and wife of Xavier Cugat, NBC orchestra leader—was featured vocalist.



Margo, Mexican star of "Winterset," is interviewed by Francisco J. Ariza, editor of *Cine-Mundial*, movie magazine circulating in Central & South America.

Making its first direct radio pick-up from Nanking, China, on December 17, 1936, NBC broadcast the speech of Dr. H. H. Kung, Finance Minister. He spoke on the kidnaping of Chiang Kai-Shek, then front page news.

# C...World Traveler



**W**HEREVER things happen, NBC microphones are on the job! To travel half-way round the world to bring to America news of some history-making event is not uncommon. Guided by NBC microphones, the American listener, at his own fireside, travels the world.

And now, through its improved shortwave facilities, NBC brings North America and South America within mutual voice-range. In the fall of 1936 NBC began regular program service to Latin America, competing with European radio organizations which previously dominated the field. Six programs a week are now broadcast, with increased service already being planned. Increased coverage of the Peace Conference in Buenos Aires was part of this new activity.



In thousands of homes, amateur musicians and students find helpful instruction in their favorite avocation when the NBC Home Symphony directed by Ernest La Prade (*below*) goes on the air. In their own homes, they become part of a nationwide symphony orchestra as they join in the broadcast music.



(Above) Vida Sutton who conducts the "Magic of Speech" program for voice improvement, is chairman of the Radio Council of Teachers of English.



# Education

**R**ADIO'S service in keeping them abreast of current affairs has seemed to many listeners its most helpful educational feature. Actually, NBC has brought a new dramatic treatment to all educational subjects—art, literature, history and music, to mention a few.

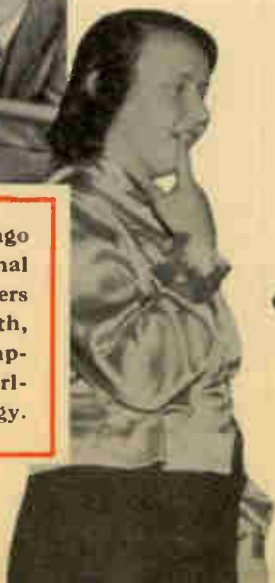
Each week, NBC presents 46 regularly scheduled educational programs—as well as countless other educational subjects. In fact, educational programs account for 25% of NBC's full schedule.



(Above) During the University of Chicago Round Table sessions, world and national problems are discussed by faculty members of that University. Above are T. V. Smith, professor of philosophy; Arthur H. Compton, professor of physics; and Anton J. Carlson, head of the department of physiology.



Dr. W. W. Bauer, director of the Bureau of Health and Public Instruction of the American Medical Association, speaks on the "Your Health" program conducted under the auspices of that professional organization.



Paul Wing, spelling master, gives a difficult word, to the consternation of an entrant in the NBC National Spelling Bee.



# Religion



Dr. Ralph W. Sockman who conducts the "Radio Pulpit," NBC's pioneer religious program.

(Below) Rt. Rev. Mons. Fulton J. Sheen, professor of philosophy, Catholic University of America, is heard on the Catholic Hour.

(Above) On NBC's Tenth Anniversary, Dr. John W. Langdale, chairman of the Federation's Radio Committee, presented a testimonial from the Federation of Churches of Christ in America to Lenox R. Lohr, president of NBC, to commemorate its Networks' contribution to religion.

(Left) Rabbi Jonah B. Wise directs the "Message of Israel" program, now in its third year.



**I**NSPIRATION and information have been combined to bring to NBC audiences an outstanding group of religious programs. One of the first regularly scheduled features to be broadcast by NBC was the "Radio Pulpit," founded by the late Dr. S. Parkes Cadman and now conducted each Sunday by Dr. Ralph W. Sockman. During 1936, almost five hours a week were devoted to religion, including talks by leading clergymen of representative faiths, religious music, the celebration of religious festivals, and church services of various denominations.



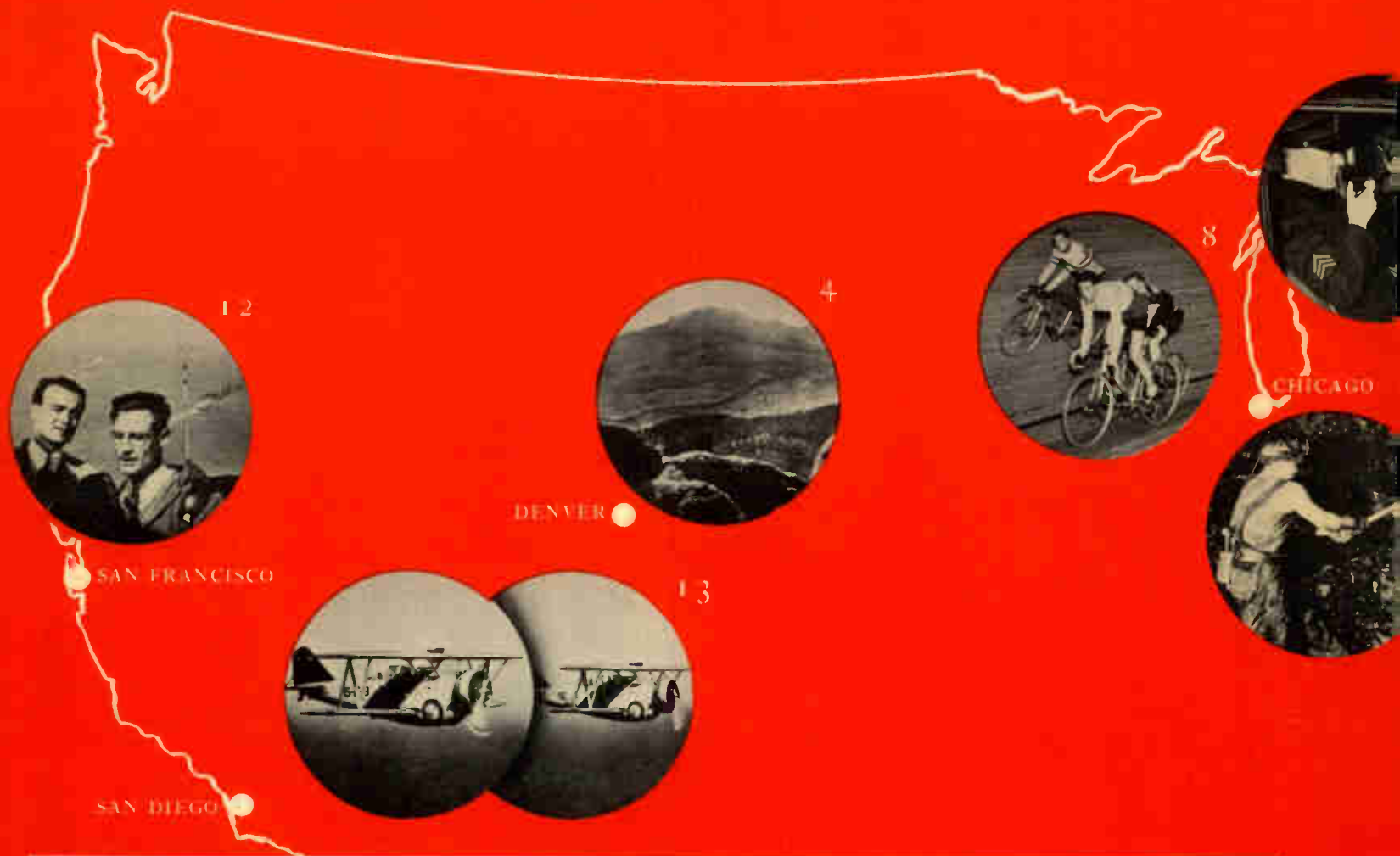
Dr. Harry Emerson Fosdick directs "National Vespers," now in its sixth year on NBC.

The daily audience of "Morning Devotions" is numbered in millions. Many faiths are represented among the different clergymen who speak. Lowell Patton, organist and composer (above), and a mixed quartet supply the musical background.



(Left) His Eminence Patrick Cardinal Hayes paid his first visit to the NBC Radio City studios in 1936. He broadcast greetings from America to the Vatican on the occasion of Pope Pius XI's birthday.

# Most unusual broadcast



## PICK-UP

	TIME ON AIR	ENDS
1 NBC Studios, New York	4 min.	3:19:00
2 2-way Police Car Talk, Cleveland	3 min. 30 sec.	3:22:30
3 U. S. Navy Submarine, off New York	4 min.	3:26:30
4 Pike's Peak, Colorado	3 min. 30 sec.	3:30:00
5 "Comet", Boston-Providence Streamliner, and (5a) "Flying Hamburger", Berlin-Hamburg run—talk between moving trains and across Atlantic	4 min.	3:34:00
6 Coal Mine, Pittsburgh	3 min.	3:37:00

## PICK-UP

	TIME ON AIR	ENDS
7 NBC Mobile Unit, Fifth Ave., New York	3 min.	3:40:00
8 Six-Day Bike Race, Chicago	3 min.	3:43:00
9 Aboard U. S. Army Tanks, outside Washington, D. C.	4 min.	3:47:00
10 U. S. Coast Guard Cutter, off New London	3 min.	3:50:00
11 Mid-Town Tunnel, New York	3 min.	3:53:00
12 Atop Golden Gate Bridge, San Francisco	3 min.	3:56:00
13 U. S. Navy Planes over San Diego—Talk between plane and earth	3 min.	Sign Off 3:59:40



RCA "Radio Central," Rocky Point, L. I., transmitted via short-wave, conversation from the "Comet" to the "Flying Hamburger"; also used for contacting the NBC announcer aboard the Coast Guard Cutter.



Switchboard at RCA Communications Receiving Station, Riverhead, L. I., where signal was received from Coast Guard Cutter and from the "Flying Hamburger" via Reichs Post, Berlin, for relay to the NBC Blue Network.



# .... in 1936



ON November 8, 1936, from 3:15 to 4:00 PM, over 78 NBC Blue Network stations, listeners heard the most unusual broadcast of the year, a feature of NBC's Tenth Anniversary Week. Represented among the thirteen pick-ups was every conceivable communication point—mountaintop, subterranean tunnel, planes in the sky, boats on the sea and undersea. Back and forth across the country and across the Atlantic the program see-sawed. In three-quarters of an hour, the listener *traveled by ear* over 20,000 miles.

Just forty-five minutes of entertainment for radio listeners—yet weeks of preparation were necessary to make this such a splendid example of complete coordination of facilities at widely separated points. For a three-minute broadcast, two experienced mountain climbers started out 28 hours ahead of time and plodded through four feet of snow to erect a transmitter atop Pike's Peak. The complicated two-way conversation between speeding streamline trains, one in New England and the other in Germany, required 16 radio links and wire-line circuits plus the worldwide facilities of RCA Communications.

Here was indeed a remarkable demonstration of the amazing technical progress radio has made during the ten years since the organization of the National Broadcasting Company.



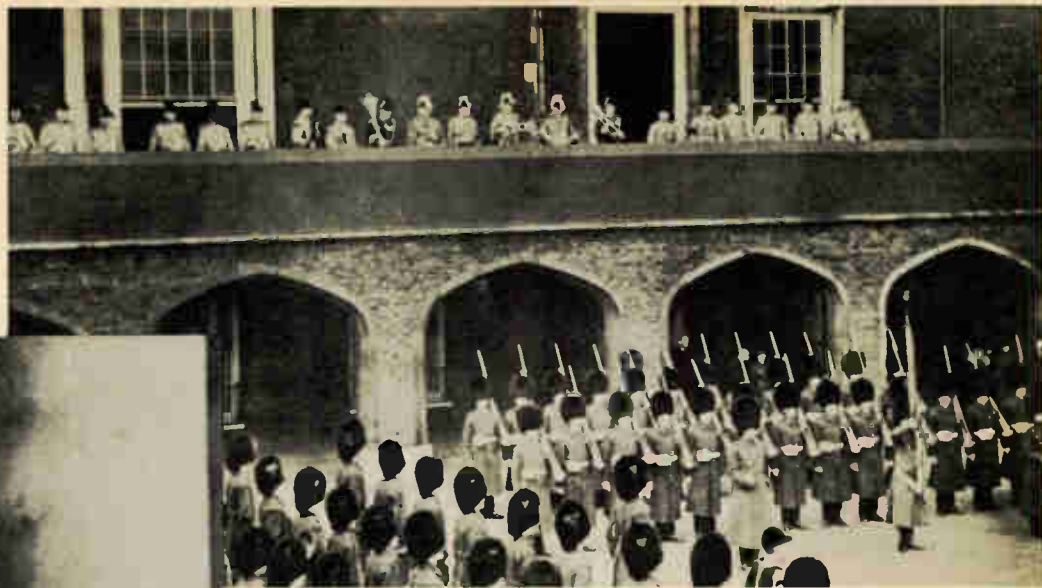
# Things happen.. NBC



Crowds kept vigil outside Buckingham Palace to learn of King George V's condition. When death came, NBC was first on the air with the tragic news. More than twenty NBC programs described for American listeners the pomp and ceremony of the funeral cortege (right) and the last rites as the King was laid to rest in St. George's Chapel, Windsor Castle (below).



# is there



**W**E regret to announce that he whom we loved as King has passed away." These tragic words from Britain ushered in a series of events that made British Empire history. The death of King George V and his state funeral—the accession of Edward VIII—and at the end of the year, Edward's abdication—of all these NBC brought its listeners up-to-the-minute news in a series of special broadcasts as well as during regular news periods.

(Top) According to ancient custom, Edward VIII is proclaimed King from the balcony of Friary Court, St. James' Palace. (Left) Later the Proclamation is again read from the steps of the Royal Exchange by King's Heralds in traditional dress.

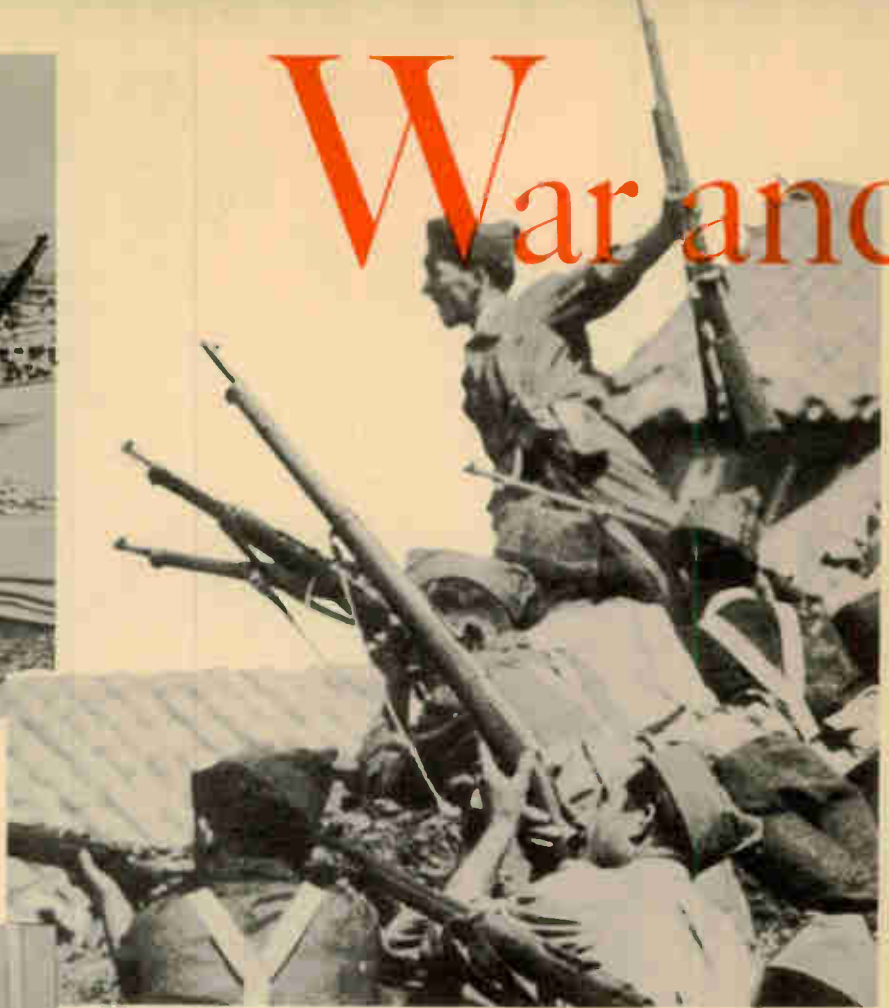
"At long last" . . . began the Duke of Windsor in addressing the greatest radio audience just after his abdication as Edward VIII. His words reached the American nation over both NBC Blue and Red Networks.

# War and



Shell-fire and the rattle of machine guns punctuated on-the-spot descriptions of scenes such as these direct from Spanish loyalist and rebel fronts.

(Below) Emperor Haile Selassie addresses NBC listeners direct from Addis Ababa.

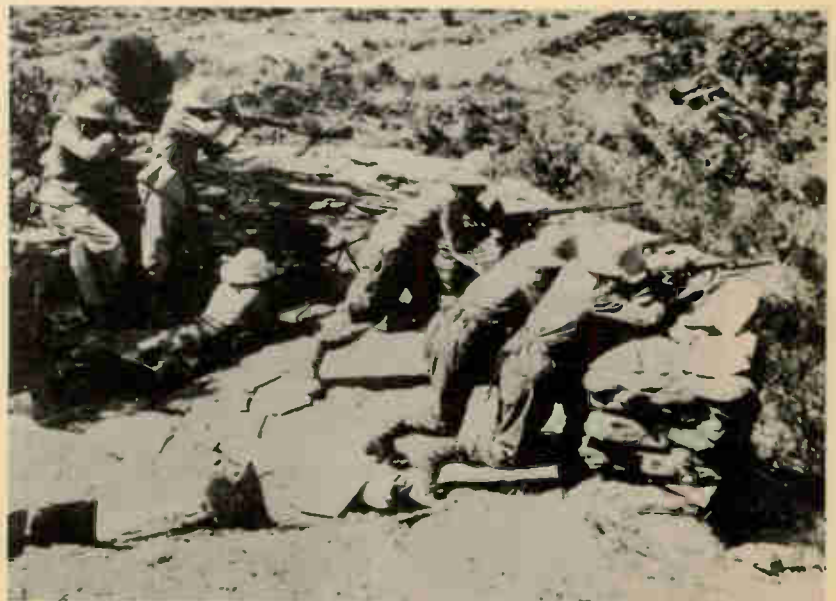


**A** GAINST a background of bursting shells—or in the wake of a triumphal procession of a President bearing a message of Peace—NBC microphones are equally at home.

In 1936, 590 hours of NBC broadcast time were devoted to special news events and current news topics—enough material to keep a station operating on a full broadcast day's schedule continuously for more than a month, yet



The new Italy becomes the new Roman Empire with the conquest of Ethiopia. (Above) Ethiopian infantrymen fleeing Italian air raid. (Right) Italian snipers on northern Ethiopian front.



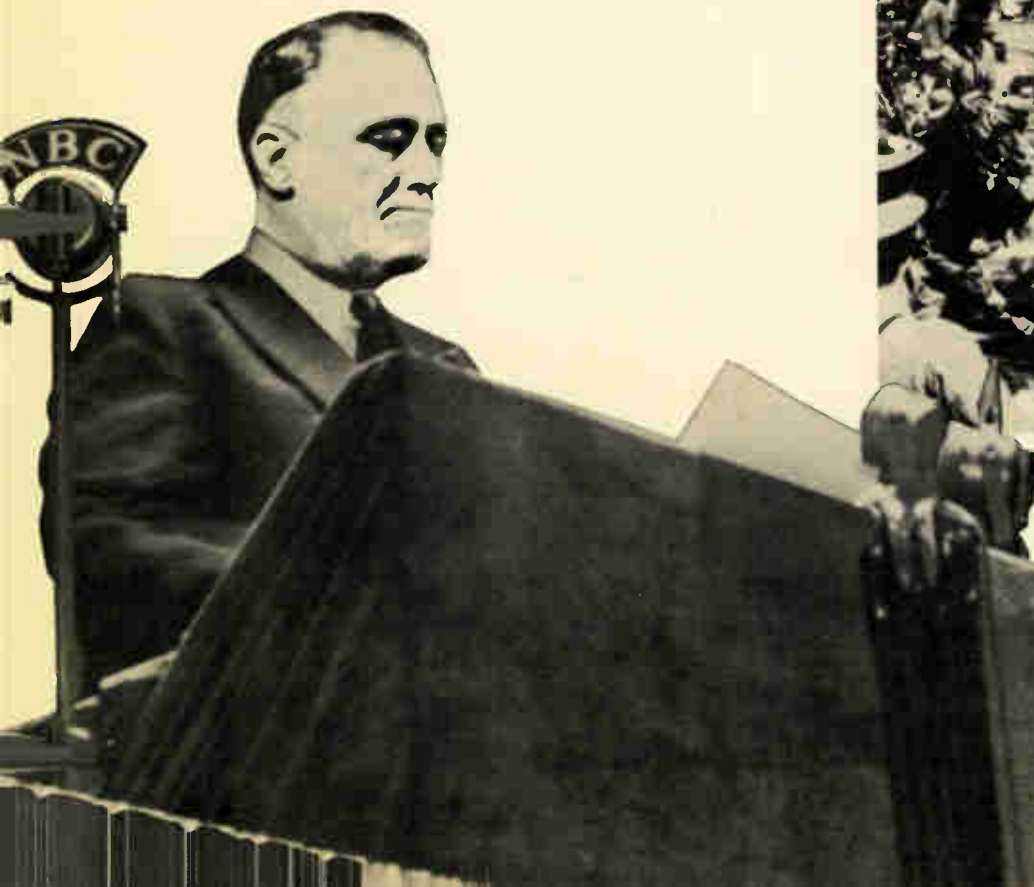
# Peace



The President of the United States opens the Inter-American Conference for the Maintenance of Peace, in Buenos Aires. While his words reached the American radio audience via RCA and NBC as he spoke, the special telephone system (switch boxes on desks) brought his speech to delegates in their own languages.

only 3% of the total hours of programs produced for NBC listeners during the year.

History's pages are being written—and NBC takes them from Time's teletype before the ink is dry.



(Above) Tumultuous crowd of 500,000 welcomes the President to Buenos Aires. (Left) On his way to Buenos Aires, the President disembarked at Rio de Janeiro and there addressed the Brazilian Congress.

# “Under the baton of...”



Serge Koussevitzky



Guy Fraser Harrison



Arturo  
Toscanini



Leopold Stokowski



Erno Rapee



Frank Black



Paul Whiteman



Johnny Green



Jimmy Dorsey



Shep Fields



Peter  
van Steeden

Gustave  
Haenschen



Richard Himber



Ben Bernie



Rosario Bourdon



Don Voorhees



Phil Spitalny



Meredith Willson



The Showboat Singers rehearse for their Thursday night Maxwell House broadcast, Al Goodman directing.



Gladys Swarthout



John Charles Thomas



Margaret Speaks



Lanny Ross



Bing Crosby



Kirsten Flagstad



Lucille Manners



Edward MacHugh  
(The Gospel Singer)



Lauritz Melchior



Hildegarde



The Revelers

HOWEVER great the popularity of individual artists or programs, music is the perennial favorite in radio entertainment. And to gratify the catholic musical tastes of listeners, NBC programs have consistently presented the finest in every type of composition—played by the country's best known orchestras under the batons of the world's leading conductors, and sung by vocalists whose voices have won universal acclaim. From symphony to swing, NBC produced more than 12,000 hours of network musical programs in 1936.

Sing  
swing  
sing!

# Flood News ...by NBC



In planes circling over flooded Ohio and Mississippi valleys, NBC microphone crews reported conditions to relief agencies and network listeners.



(Above) In flood-stricken Cincinnati, U. S. Coast Guardsmen helped WLW, local NBC associated station, bring true picture of conditions to listeners.

(Upper right) NBC flood reporters at their Evansville, Indiana, headquarters.

(Lower right) Hal Totten, NBC announcer, describes Cairo's fight against flood from vantage point atop river-front warehouse.







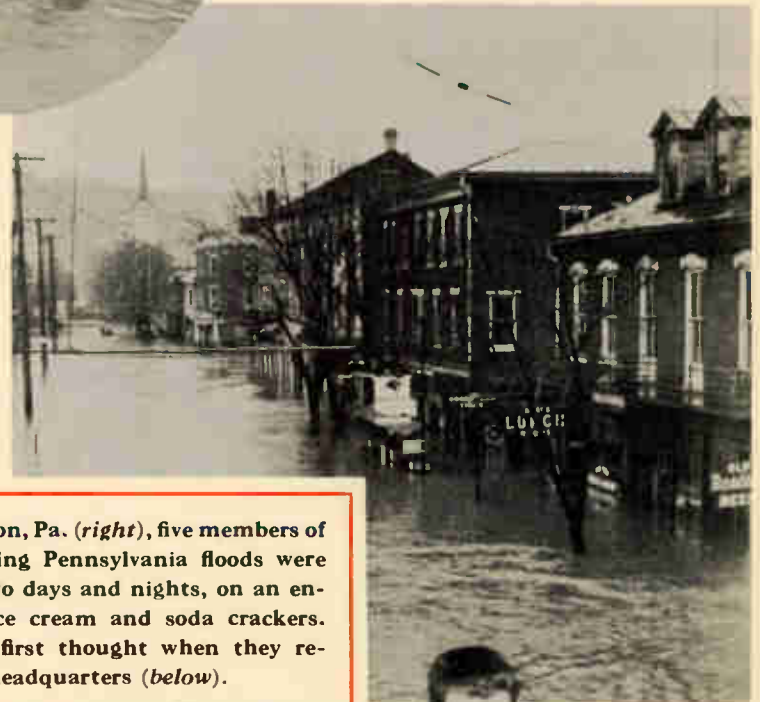
The 1937 flood waters missed Hartford, Connecticut—but in 1936 they struck with full force in this and other New England cities. NBC was there!



NBC's Cleveland mobile unit—Tom Manning, announcer — cruised Portsmouth's flooded streets, relaying on-the-spot information to relief headquarters and the radio audience.

**L**ESS than a year after its complete coverage of the 1936 floods, the National Broadcasting Company rushed microphone crews to cover all points when the Ohio started on its 1937 rampage. The *first* flood broadcast was made by NBC from Kennett, Missouri, the *only one* that day, January 20, and the first of many NBC broadcasts during the week that followed.

In that first week, NBC Networks carried more than one hundred broadcasts from twenty-one cities in eleven states, covering more than 1,800 miles of flooded areas along the Ohio and Mississippi Rivers.



In 1936 at Lewiston, Pa. (right), five members of NBC unit covering Pennsylvania floods were marooned for two days and nights, on an enforced diet of ice cream and soda crackers. Food was their first thought when they returned to NBC headquarters (below).





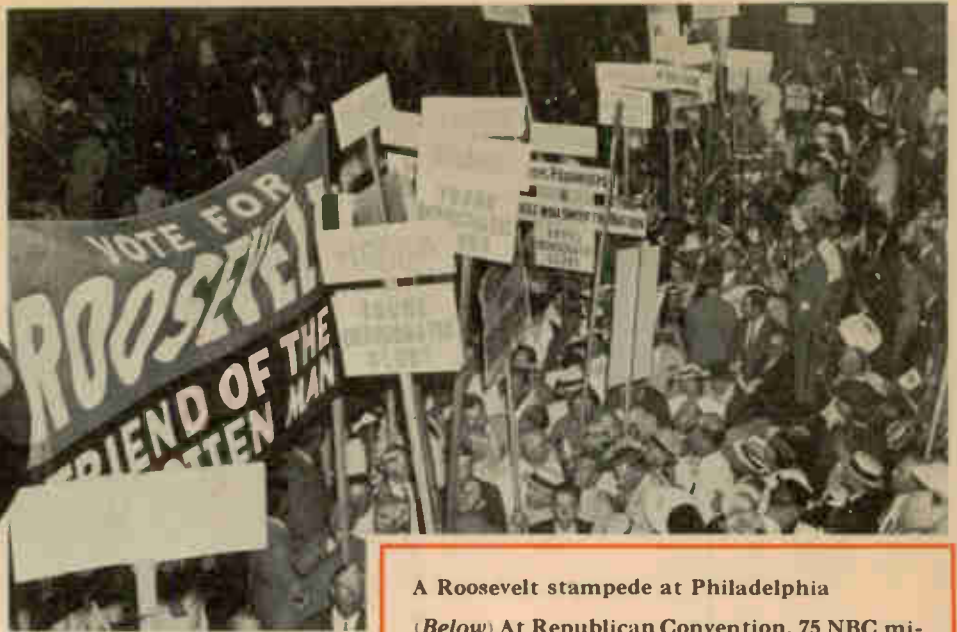
Jesse Jones,  
RFC Chairman



Graham McNamee  
with  
Rep. Bertrand  
H. Snell



Dorothy Thompson



A Roosevelt stampede at Philadelphia  
(Below) At Republican Convention, 75 NBC microphones covered every point in huge Cleveland Auditorium.

Leading personalities at both major party Conventions addressed NBC listeners. Dorothy Thompson and Walter Lippman, noted political analysts, were at Cleveland and Philadelphia for NBC exclusively, in addition to regular NBC staff commentators.

# Nomination.

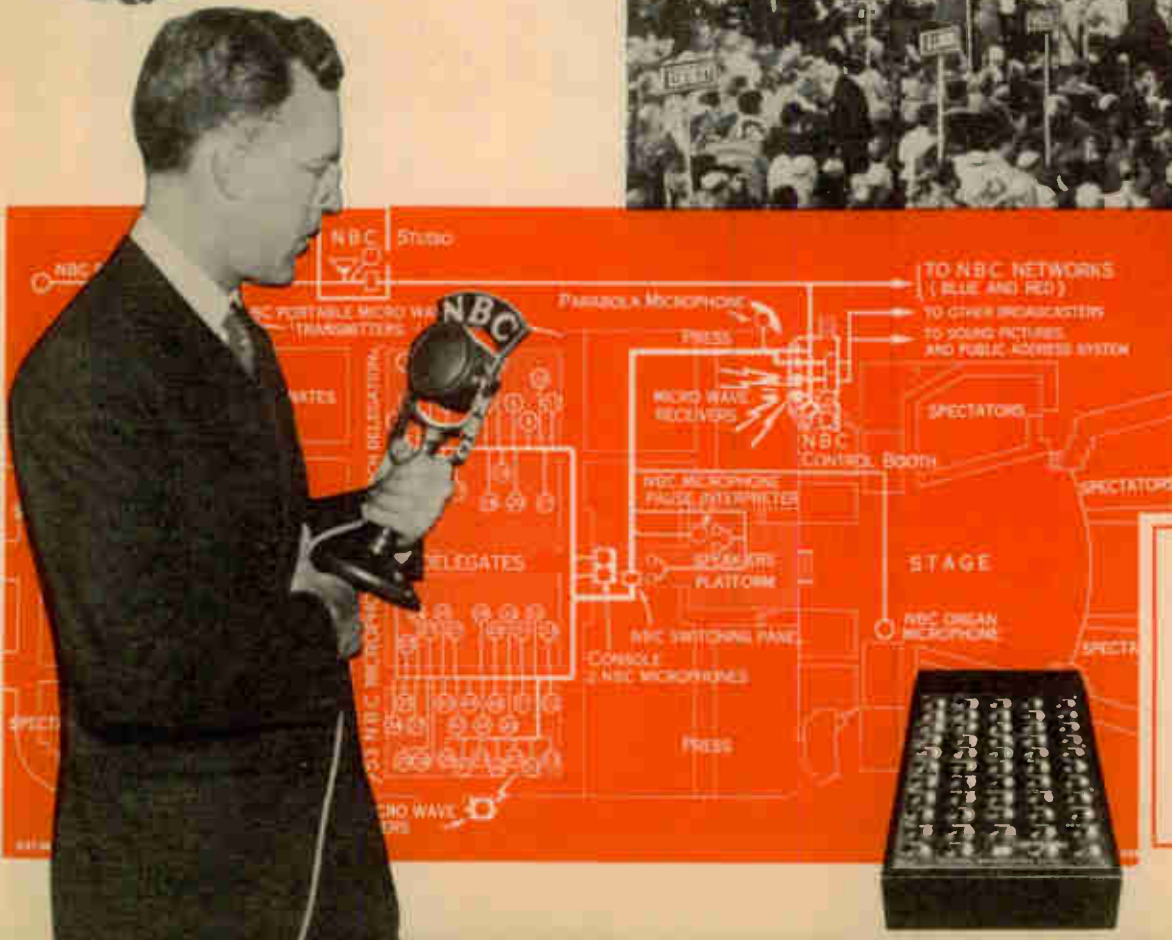
Walter Lippman



Sen. Wm. Gibbs McAdoo



(Above) John B. Kennedy, NBC commentator, interviews Earl Johnson, UP news manager, and Barry Farris, INS editor-in-chief, at Philadelphia.



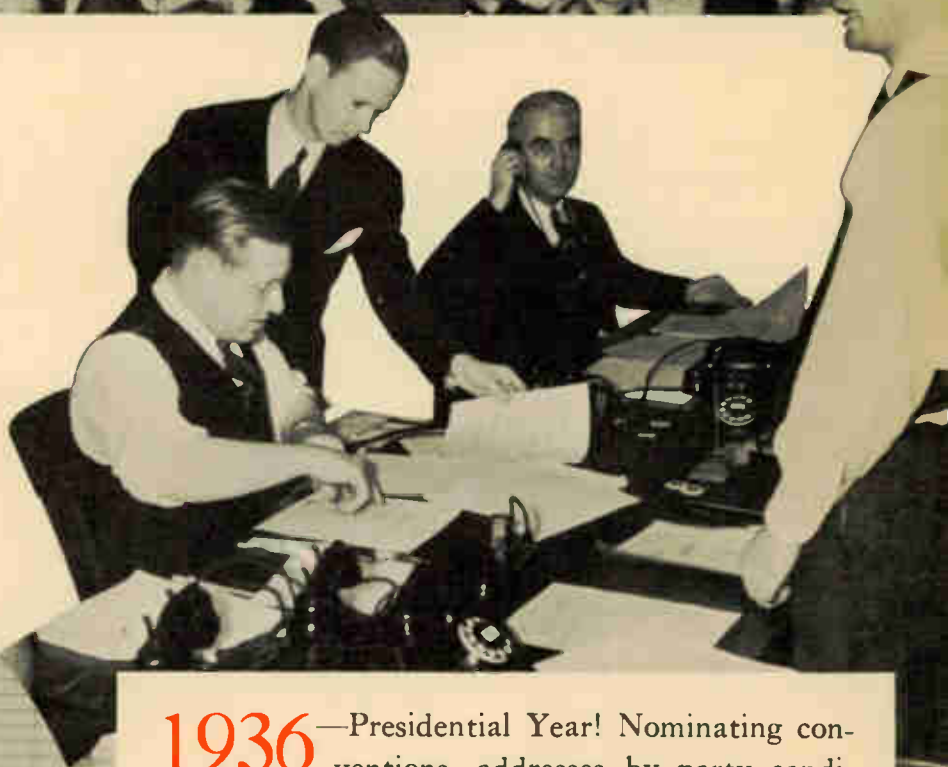
(Left) Each State delegation had its own microphone; as each delegate talked, engineer brought him in on this monitor panel.



Election night in Times Square. Millions more heard results over NBC Networks.

(Right) Hot off the wire, election reports are edited for broadcasting.

# Election



Cut-in announcements gave flash reports of election results as they were tabulated from wire reports. Special election night programs went on the air at frequent intervals.

**1936**—Presidential Year! Nominating conventions, addresses by party candidates, debates on issues, election returns, election night celebrations across the country—NBC carried them all. Over 41 hours were allotted to broadcasts from national conventions of the major parties alone. All parties and all candidates were accorded equal opportunity to present their appeals. . . . Finally, in the most elaborate presidential election coverage ever attempted by radio, NBC kept listeners abreast of results in 48 states.

Commenting on the service of radio in a letter read at NBC's Tenth Anniversary Banquet in New York on November 15, President Roosevelt said: "Radio broadcasting is an essential service to the American home in the moulding of public opinion."

# Stop press!

Twenty-four hours a day, a battery of teletypes pounds out the news of the world in NBC's News Room.

## NBC Commentators

Lowell Thomas

Edwin C. Hill

John B. Kennedy

Adela Rogers St. John

Hendrik Willem Van Loon

Capt. Tim Healy

Clem McCarthy and  
Hal Totten, sports

Walter Winchell

**A** NATIONAL crisis—a disaster—a great man dies. Click-click-click—a flash bulletin—STOP PRESS! A light blinks on the network control board. The engineer throws a switch—and an NBC announcer is on the air directly from the NBC news room, breaking the news to listeners, seconds after the first report. . . . A few hours later, NBC commentators paint the picture behind the news. NBC has again given complete news coverage.



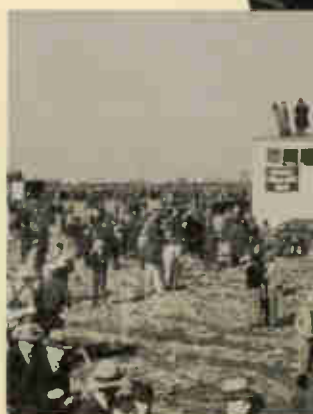
Boys and girls of four winning sectional 4-H clubs in the 4-H Social Progress contest pose with David Sarnoff, president of RCA, which sponsors this contest. Many Farm & Home Hours are devoted to 4-H club activities.

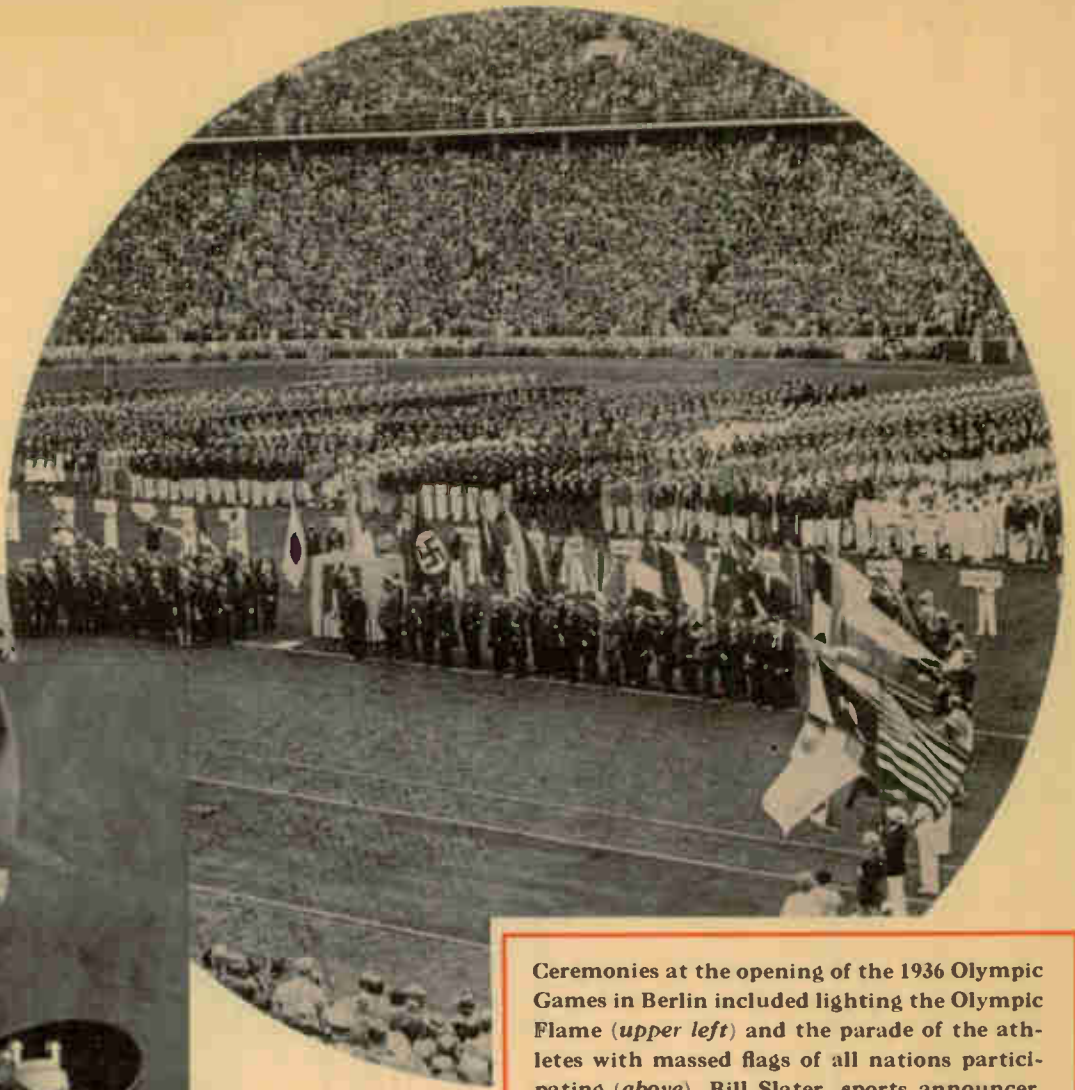
# Farm and Home

As interested as city dwellers in the entertainment features of radio, rural listeners have an even greater appreciation of informative programs adapted to their special needs. Such a program is the National Farm & Home Hour, a daily NBC feature presented in cooperation with the U. S. Department of Agriculture. The best known agricultural radio program on the air, it is a well-balanced combination of national farm news, educational talks and musical features. To listen to it many farm homes extend the dinner hour. As one agricultural leader put it, "They consider the Farm & Home Hour worth more than the hour spent in the field."



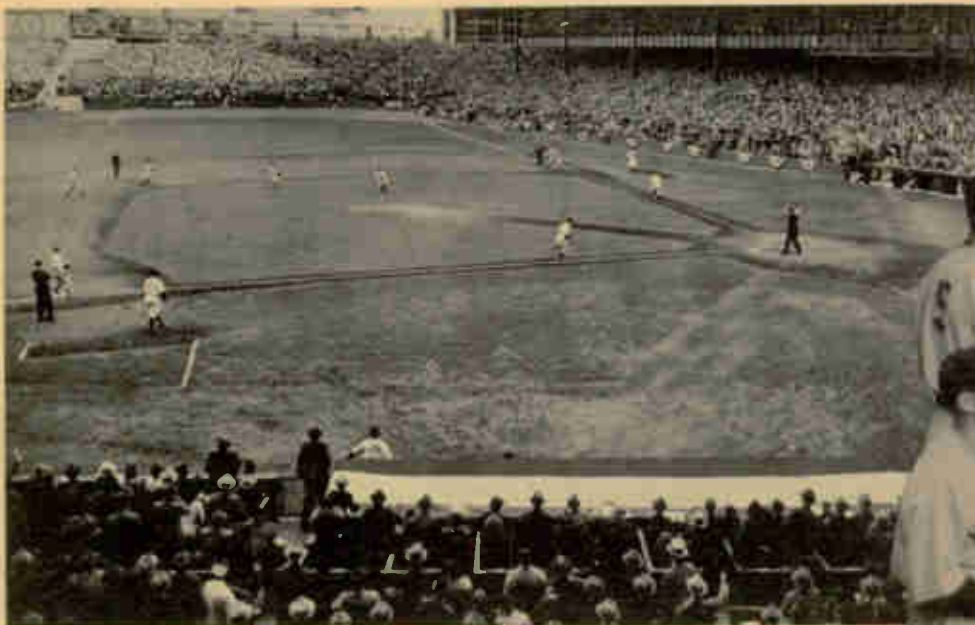
(Above) The "planning board" talks over program details; *Left to right*, Lloyd Harris, production chief; William E. Drips, NBC director of agriculture; Walter Blaufuss, orchestra conductor; and Everett Mitchell, Chicago chief announcer. (Left) More than 150,000 people attended the National Corn Husking Contest in Licking County, Ohio, in November, 1936. An exclusive NBC broadcast on one Farm & Home Hour.





Ceremonies at the opening of the 1936 Olympic Games in Berlin included lighting the Olympic Flame (*upper left*) and the parade of the athletes with massed flags of all nations participating (*above*). Bill Slater, sports announcer, covered the Olympics for NBC (*left*).

# Where Champions



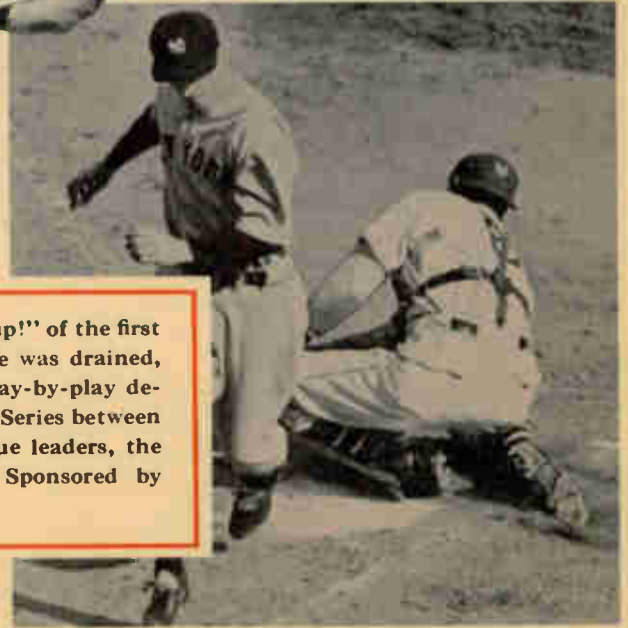
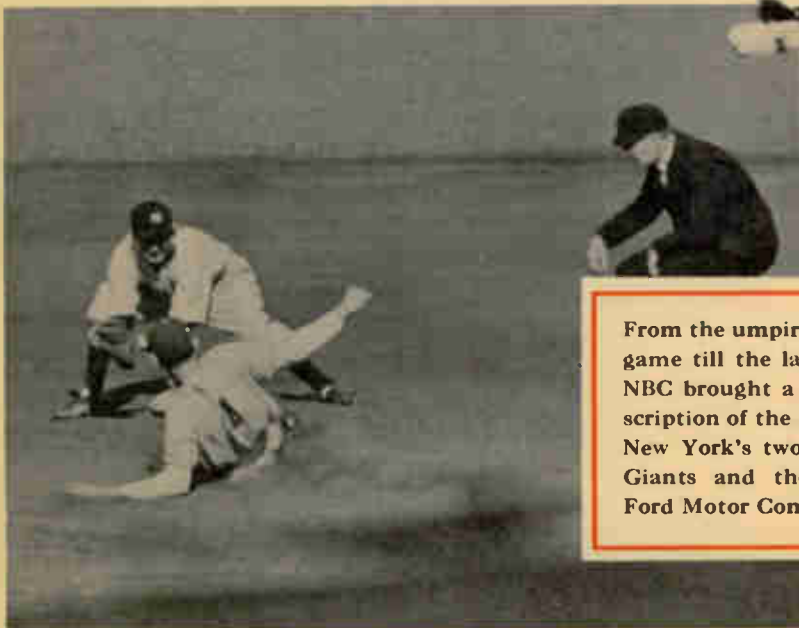


Glenn Morris, Olympics decathlon winner, clears the high hurdles. (Below) Parade opening the Winter Olympics at Garmisch Partenkirchen. (Upper right) Jesse Owens, leading point scorer at Olympics, receives first award for the broad jump. Japanese and German entrants placed second and third, respectively.

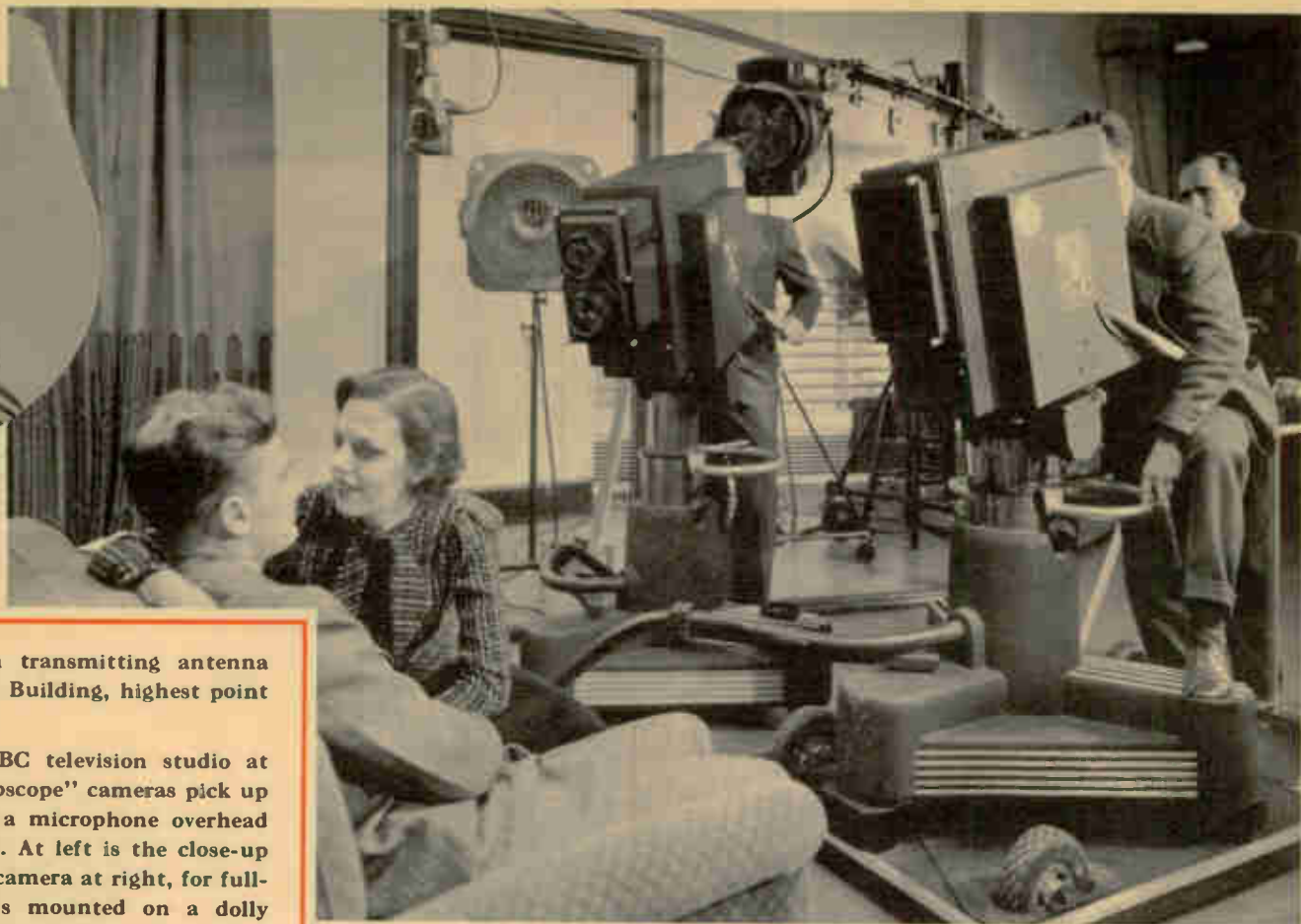
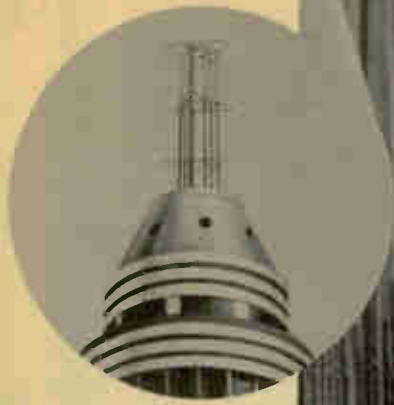


WHILE new records were being made in the world of sports, NBC was making new records for complete coverage of sporting events. NBC sports broadcasts set an all-time high in 1936, rising 33.6% over 1935. Highlight was NBC's coverage of the Olympics. After covering all the major track and field elimination meets, American listeners were kept posted on events from the time the first American contingent sailed. More than 75 international broadcasts—a new high for a single series of international radio programs—kept this country informed of every Olympics result.

# meet... there's NBC

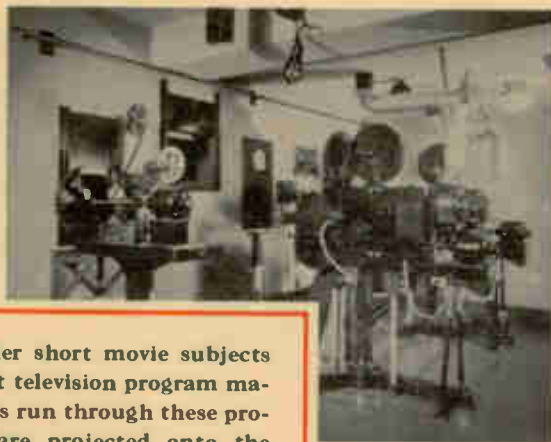


From the umpire's "Batter up!" of the first game till the last pop bottle was drained, NBC brought a complete play-by-play description of the 1936 World's Series between New York's two major league leaders, the Giants and the Yankees. Sponsored by Ford Motor Company.

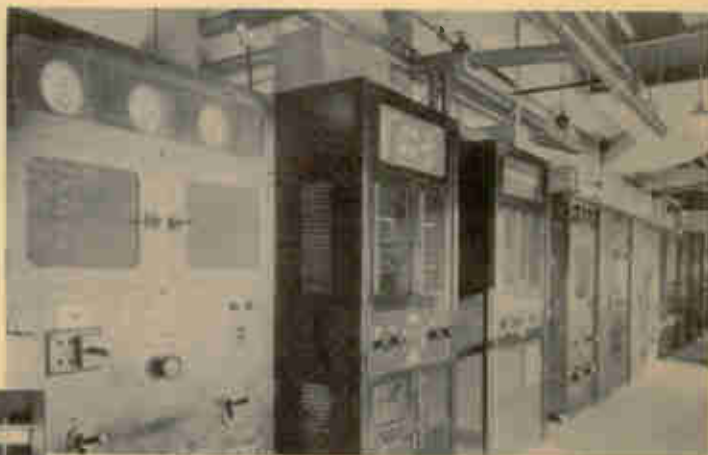


*(Circle)* Television transmitting antenna atop Empire State Building, highest point in New York City.  
*(Right)* In the NBC television studio at Radio City, "Iconoscope" cameras pick up the images while a microphone overhead catches the sound. At left is the close-up camera while the camera at right, for full-length pictures, is mounted on a dolly to facilitate moving operator and camera together.

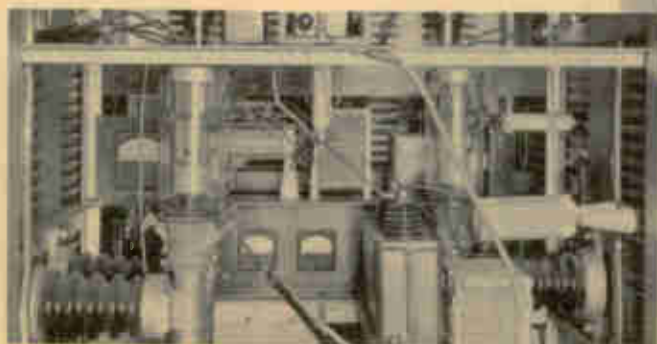
# Television



Newsreels and other short movie subjects also make excellent television program material. Sound film is run through these projectors. Pictures are projected onto the "Iconoscope" of the cameras in the next room for transmission.



*(Above)* Video (picture) and audio (sound) transmitters at the Empire State Building. From this point, both visual and sound signals are sent out after having been received from the Radio City studios by radio relay or coaxial cable. *(Left)* Inside one of the transmitter cabinets, showing the huge water-cooled transmitting tubes.







(Left) The 33-tube television receiver designed by RCA brings this group "talking pictures by air." The television image appears on the "Kinescope" mounted vertically in the cabinet and is reflected in the chromium steel mirror mounted inside the cabinet cover, shown here in tilted position for viewing. (Below) Betty Goodwin, first NBC television announcer, as she would appear by television in your home. (Actual photograph of a received picture.)



(Below) In the studio control room, the engineer in the foreground monitors sound; the one in rear monitors the picture. Between them sits the program director.



**J**UNE 29, 1936, marked the beginning in this country of organized television experiments between a regular transmitting station and a number of experimental receivers in homes. These field tests, conducted by NBC, brought television out of the RCA laboratory into the sphere of practical use. While television is still not ready for regular service, NBC's part has been to consider all the requirements of a schedule, i.e., to experiment with operating and program technique and production, the development of which must precede organized television service.

"Let's Talk It Over," a woman's forum of the air, featuring Anne Hard, NBC news commentator, and guest speakers, with Alma Kitchell as mistress-of-ceremonies, has won unusual feminine applause.



# To the Ladies!

FROM the time when "the cat, the fire and the wife must never go out" to woman's present emancipation seems generations; so, to confine women's interest to programs dedicated strictly "To the Ladies!" is archaic. How American women rank NBC broadcasts is shown by recent awards of the Women's National Radio Committee representing 20,000,000 clubwomen. *Three out of four* first places and *nine out of fourteen* runner-up mentions went to programs on NBC Networks.

(Left) The ever popular "Breakfast Club" gets the nation off to work to a smiling, happy start, after the members of the strategy board have their coffee.

(Right) The Mystery Chef's delicious, practical recipes have made many a mouth water in anticipation.

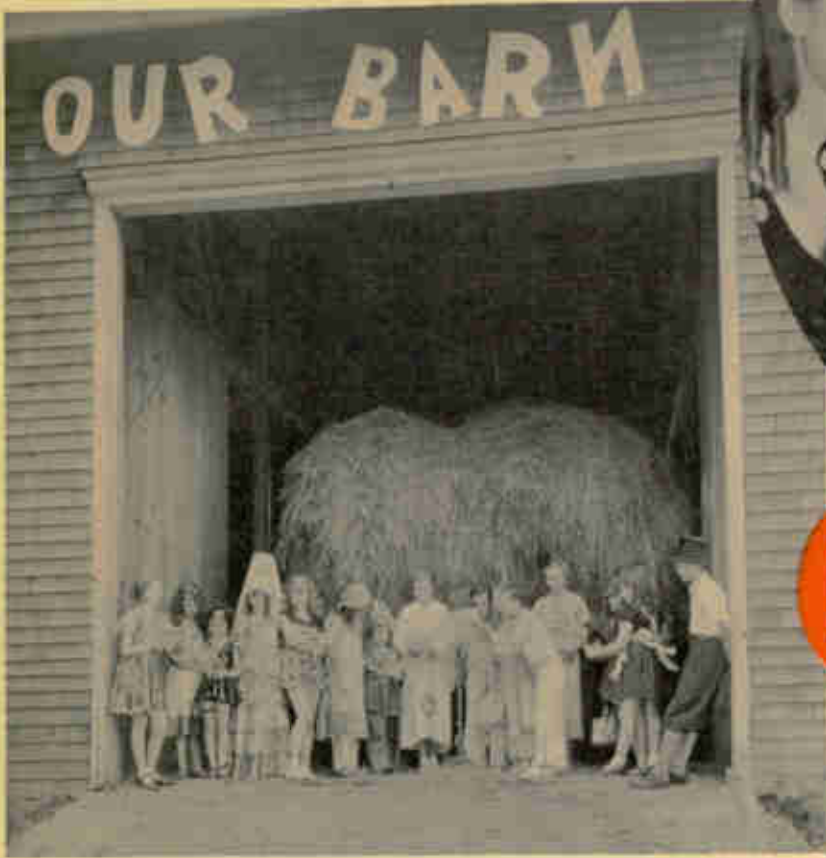
(Below) Cheerio—still incognito—and his delightful programs of music and philosophy hold audiences year after year.



Allen Prescott, the "Wife-Saver," lightens home-making with light-hearted but pointed household hints.



(Right) Madge Tucker, NBC's talented impresario of childhood, rehearses one of her gay programs with several of her enthusiastic players. (Below) No wonder these kids have fun broadcasting about a real barn.



# Children's Hour

"COMES a pause in the day's occupation, that is known as the Children's Hour." Strictly speaking, there are few NBC radio hours that are not Children's Hours, for the youth of America has banded itself together into legions of self-appointed program specialists. It's always "Junior" or "Smart Sister" who can tell you "who's-on-what-station-when." They listen to—and participate in—the programs illustrated here and other NBC children's programs.



(Left) Judges of NBC's Children's Program Contest scanned hundreds of entries and awarded top honors to six fine scripts which NBC will produce in 1937. (Right) Childhood's Sweetheart! Lovely Irene Wicker, the "Singing Lady," has captivated the hearts of younger boys and girls for the past five years.





NBC's Chief Engineer, O. B. Hanson, demonstrates the first model of the micro-wave transmitter, the midget radio station. Concealed in a top-hat, the transmitter has its power supply in batteries worn in a belt. A later model (*left*) built in a box with a handle, was widely used during NBC broadcasts from 1936 political conventions.



# Top Hat *Transmitter*

**A** GAIN leading the way in improving broadcasting technique, NBC engineers added to their long list of achievements the development of the new micro-wave transmitter. This self-contained broadcasting unit permits radio pick-ups to be made from locations where power lines are not available. It does away with trailing wires and allows the announcer to stroll about at will. When it is used, the programs are picked up by more powerful equipment and relayed to the networks. The entire equipment weighs but seven pounds.

NBC's self-contained broadcasting unit was first used during the Easter parade on April 12, 1936. NBC announcer, George Hicks, became a walking radio station as he described Easter finery with the help of Lucius Beebe, newspaper columnist and man-about-town (*left*) and Miss Gloria Braggiotti, socialite and fashion writer (*right*).



Bing Crosby



Jack Benny



One Man's Family



Rudy Vallee



## Listener's Choice

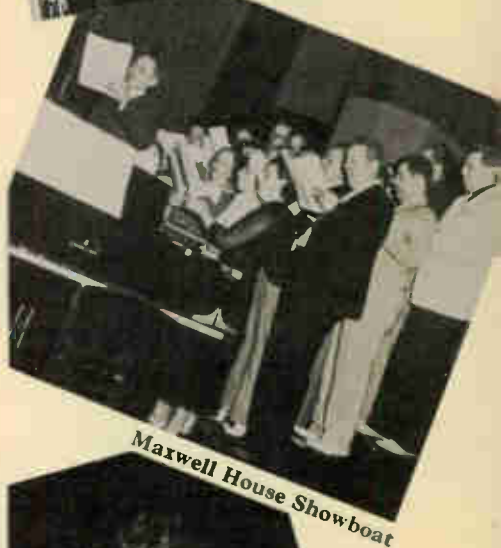
**T**HE greatest number of the most popular programs" is more than just a catch-phrase. For years, the leaders in popularity polls have been predominantly NBC artists and programs. Newspapers, radio magazines, trade papers, and special radio committees representing millions of listeners have all joined in this acclaim. In news, drama, comedy, variety, music, education—NBC programs and artists are truly first choice of the greatest number of listeners. Shown here are some of the NBC artists who beckon the ears of the nation—who have become the greatest sales force in the world because they are invited guests in millions of homes—listener's choice.



Lowell Thomas



Lulu Belle, 1936 Radio Queen  
National Barn Dance



Maxwell House Showboat



Don Wilson



Cities Service Concert



Irene Wicker, The Singing Lady

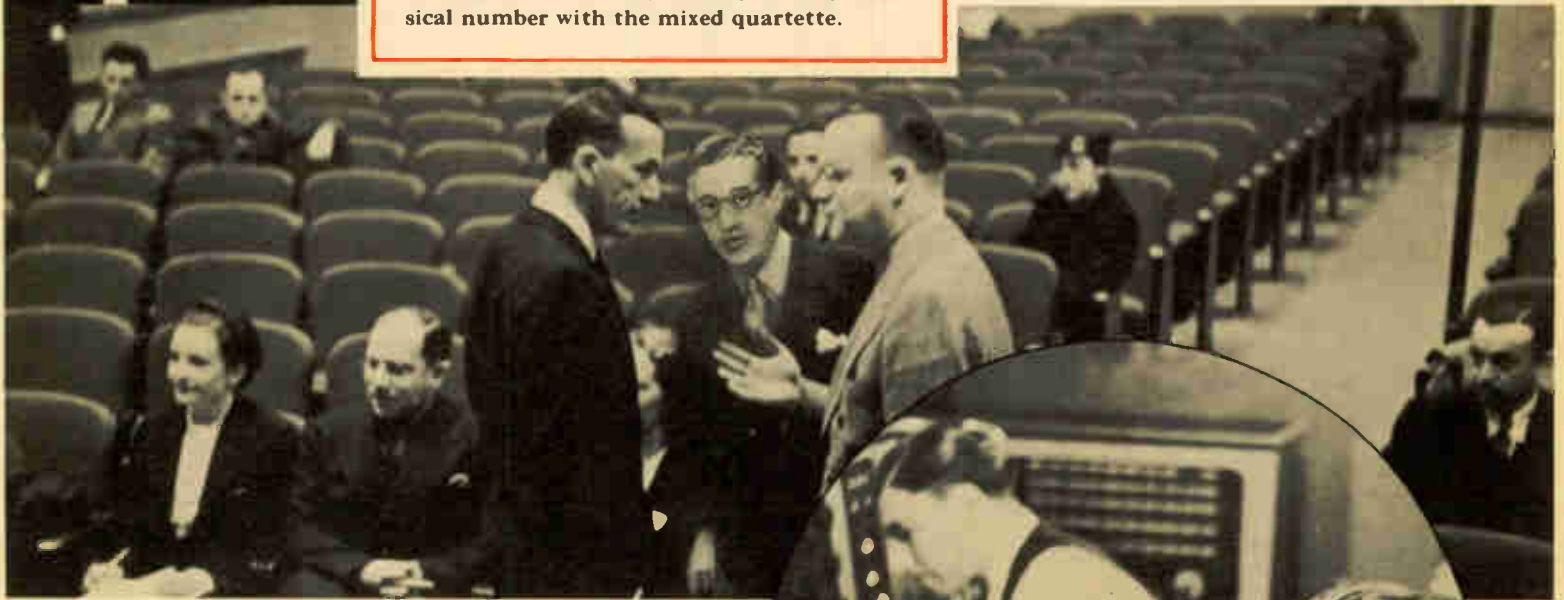


Fred Allen

# Behind the

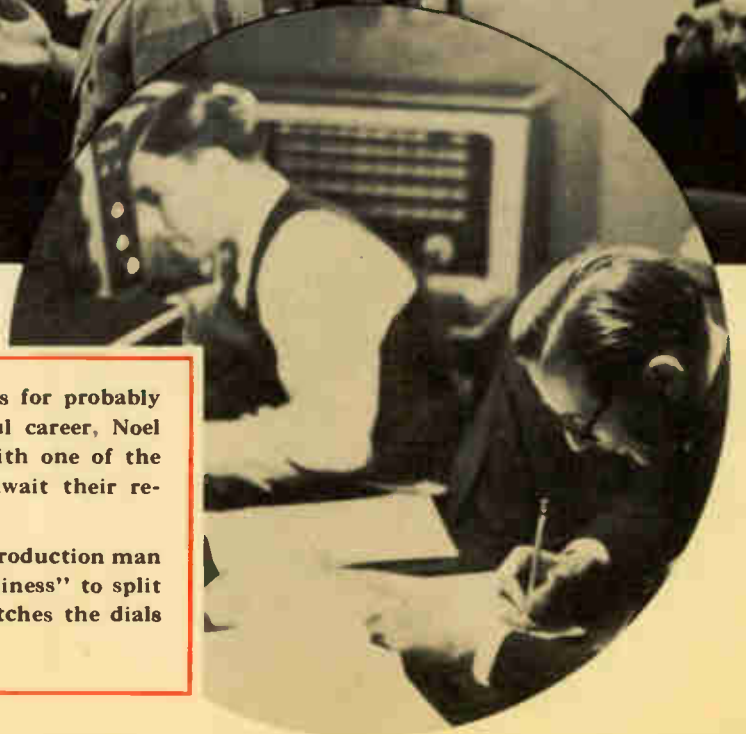


During rehearsal, Rudy Vallee points up a musical number with the mixed quartette.



(Above) Playing to empty seats for probably the first time in his successful career, Noel Coward discusses the script with one of the directors while other artists await their rehearsal cues.

(Right) In the control room, a production man times the script and cuts "business" to split seconds while the engineer watches the dials for sound control.



# “Mike”

**E**VERY minute on the air requires sixty minutes preparation” is a formula not literally true of every program, but the most experienced radio directors know that “the harder the planning, the easier the listening,” and consequently exercise the greatest care over every detail. Playing to an audience of millions requires the highest proficiency. Nothing is left to chance . . . or inspiration. Everything must move with clocklike precision and yet none of the tactics of a “drill sergeant” must show, for “the greatest art disguises the means of art.” Here are a few “off-stage” glimpses of the variety program directed by Rudy Vallee.



(Above) Rudy directs the orchestra in rehearsal as a production man phones the control room to check on the transmission.

(Left) “Is this mike open?” signals the production man to the engineer in the control room off-stage.



(Right) It looks like a family reunion when Ed Wynn is “guesting” on the Vallee show. Graham McNamee chuckles as Ed cracks a “nifty” and Rudy follows the script.

(Below) Musical scores are “subject to change without notice,” so the musician marks a correction on the spot.



# 5,500,000 letters tell us

**W**HAT does America think about radio? What do listeners think about NBC programs? Our "best friends and severest critics" from coast to coast and across the seas take their pens in hand and tell us.

In 1936, five and a half million letters—2,000,000 more than in 1935—brought comments, questions about artists, requests for selections, response to offers, and many queries about subjects bearing little relation to radio. Millions of other letters went direct to sponsors of NBC commercial programs.

Nowhere will you find more substantial evidence that radio has become firmly established as the friend, counselor and teacher to America's millions.



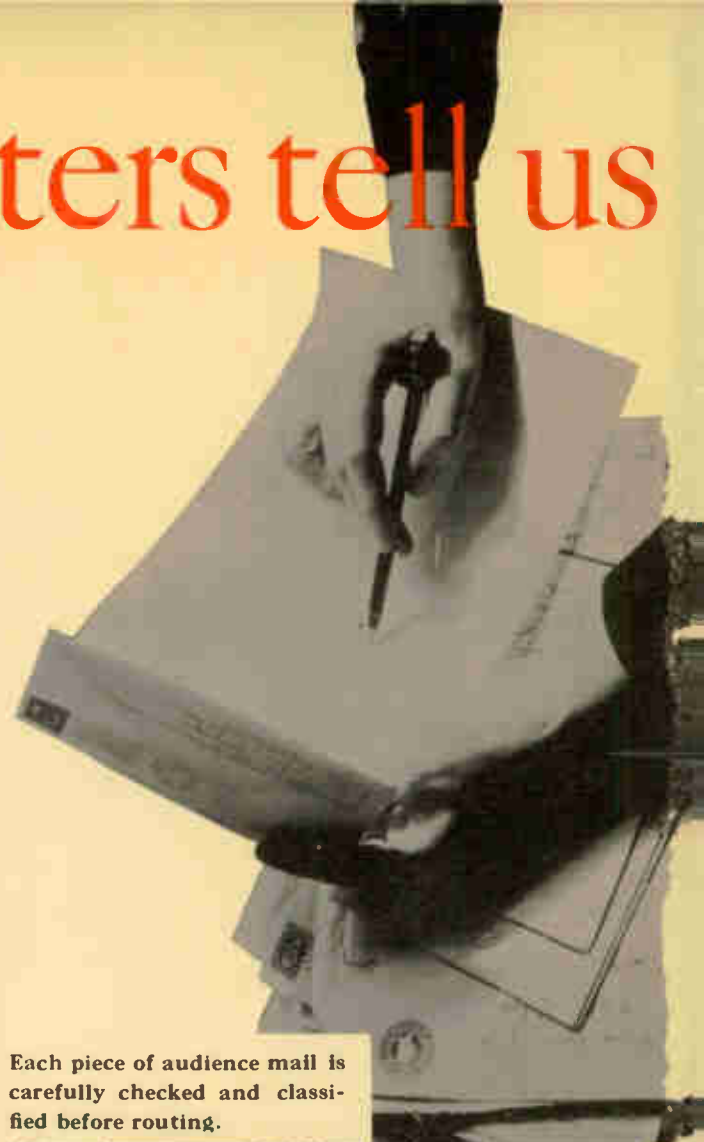
NBC Mail Room, more complete than many postoffices, sorts bags of mail each day.



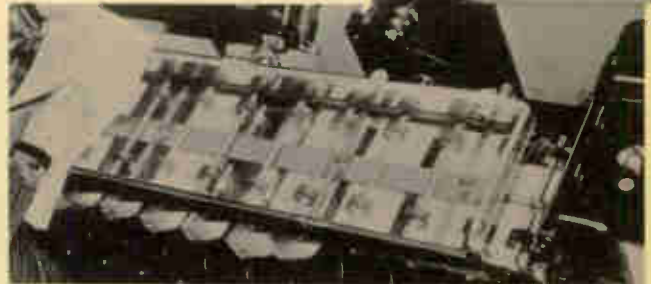
This "rowing machine" aids in sorting mail sent to individual artists and programs.



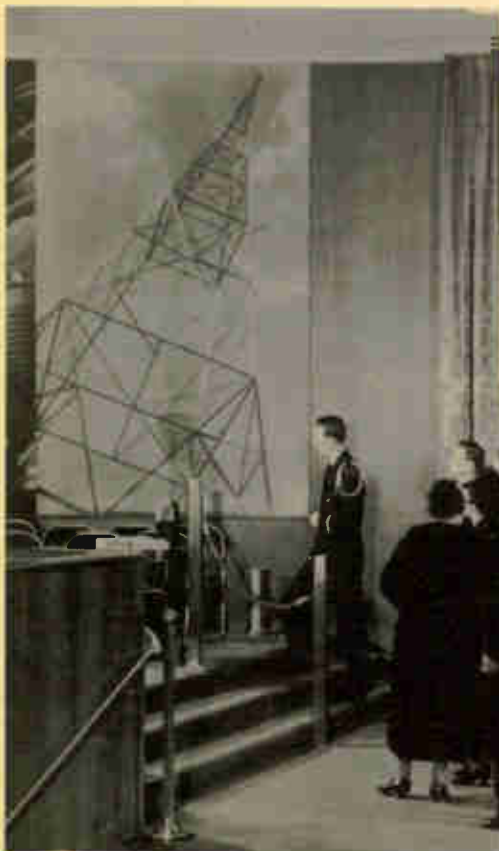
For each letter, a record card is punched, giving facts about its source for statistical use.



Each piece of audience mail is carefully checked and classified before routing.



This device sorts and counts record cards for tabulating data on NBC circulation.



*... and a half million more call personally*

**I**N 1936, 560,000 persons—80% of them from other cities—visited the Radio City headquarters of NBC, making it New York City's most popular point of interest among paying sightseers. They had heard NBC programs; they came to see "what makes the wheels go round." After the studio tour, these "neighbors" from every state had a greater appreciation of the meaning of those words familiar to more than 24,000,000 radio families: "This—is the National Broadcasting Company!"