

SEPTEMBER, 1937

LISTEN



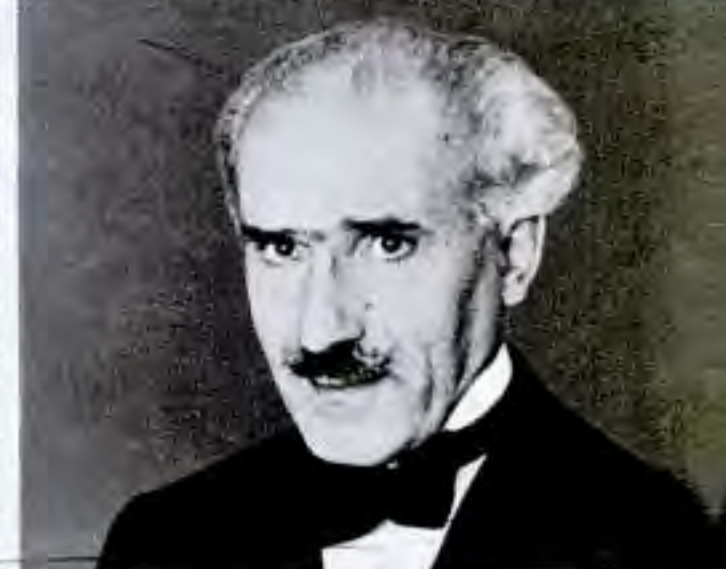
VOL. 1, No. 2

An 8 Page Advertisement of the Radio Corporation of America



"THIS IS THE NATIONAL BROADCASTING COMPANY"

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WHAT IS AMERICA'S No. 1 ATTRACTION?

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NEXT
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What is America's No. 1 Attraction?
MT. VERNON, HOME OF WASHINGTON—Second to it is...

RADIO CITY, U.S.A. CAPITAL OF RADIO WORLD HOME OF RCA AND NBC

Loftiest sign in U. S. identifies RCA Building in giant, blazing Neon letters. Soaring 850 ft. above Fifth Avenue, Radio City houses 22 of NBC's soundproof studios, from which the nation's favorite programs are broadcast. Here, too, is the scene of famed NBC Studio Tour—visited last year by over 560,000 people. Another 730,000 see radio's Big-Time Shows as guests of sponsors. Below are shown 35 of the many artists of the NBC networks—how many can you recognize? (Answers on page 7.)

From the 71st floor observation decks, New York's skyscrapers stretch out beneath you... a glittering golden world of light. Here, too, is the Radio City Music Hall, World's Largest Motion Picture Theatre. NBC's home includes the 3rd to the 6th floors, parts of the 2nd, 8th, 9th, 10th, and the 22 studios, control rooms, offices, etc. RCA executive offices are on the 52nd and 53rd floors.



NBC TOUR REVEALS BROADCASTING MYSTERIES



RCA's NBC takes you back stage—Enormous has been the growth of public interest in broadcasting, its personalities, its methods. So many are the visitors to NBC headquarters in New York that Radio City bids fair to replace hallowed Mount Vernon as America's No. 1 attraction. Escorted by smartly-uniformed guides, more than 560,000 visitors took the NBC Studio Tour in 1936, and the number grows yearly.

When you take this fascinating tour, you learn how 100,000 miles of wire, 3 million electrical connections, intricate—almost human—devices are woven together to create the smooth-running nerve center of two great radio networks. You will understand, too, through this spectacular exhibit of scientific marvels, the vast scope of NBC's service to the progress of the nation.

RCA, originally concerned with radio telegraphy, early foresaw the far-reaching importance of radio as means for providing entertainment and information, and selling radio instruments of the RCA Manufacturing Company. From WJZ and WEA, first RCA ventures in high-powered transmitters, grew NBC and two great networks of 187 stations. Listeners from Portland, Me., to Honolulu hear many times daily, "This is the National Broadcasting Company."

Today, the products and services of the Radio Corporation of America have made the entire world a close-knit country... and the country, a community.



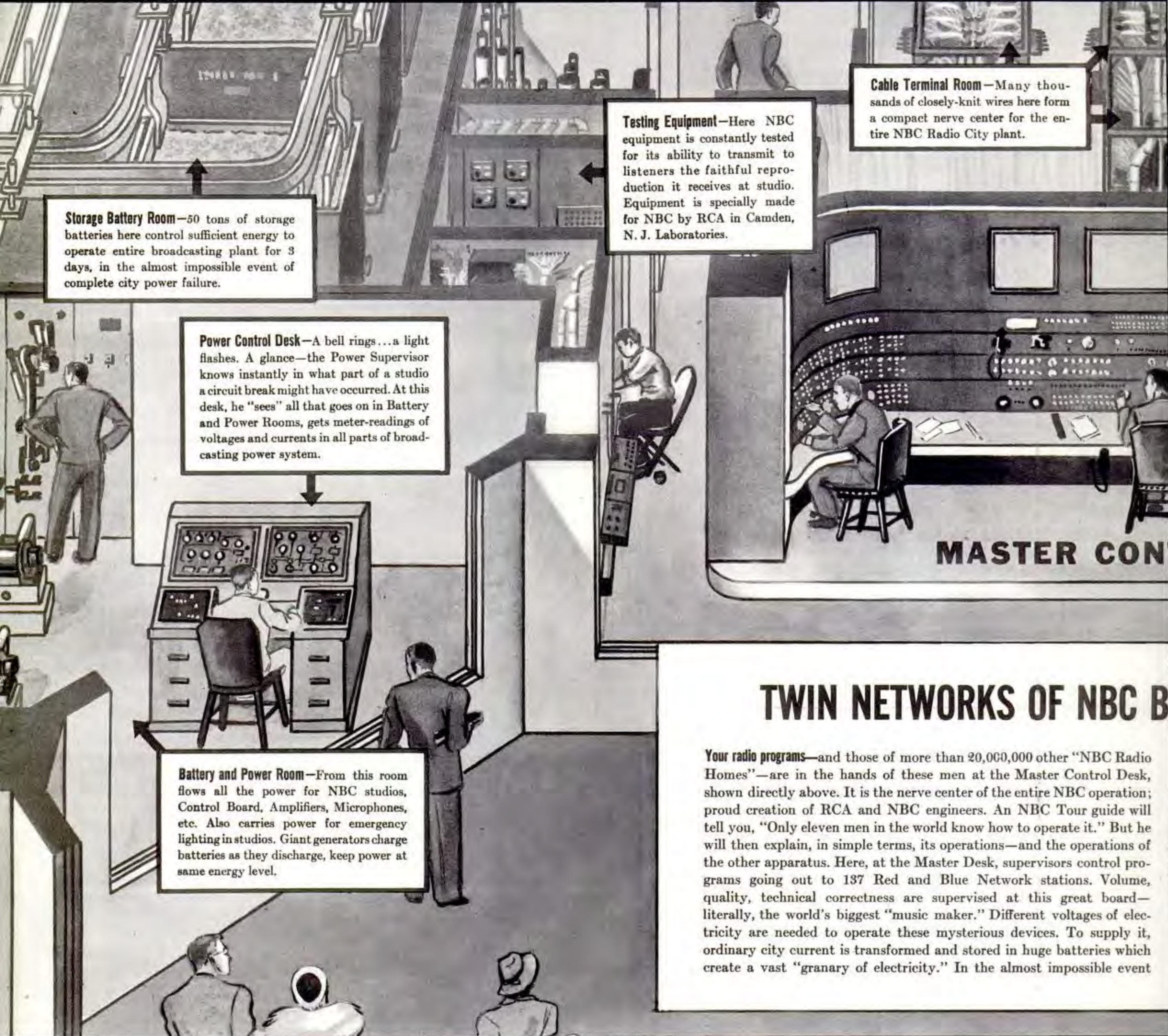
"Frying eggs"—Hear that crisp burbling? It's crinkling cellophane. Visitors who take NBC studio tour love radio Sound Effects, explained by a guide. Interest in radio personalities extends even to NBC's smartly triggered-out guides, many of whom receive fan mail from persons who have seen radio marvels under their guidance.



Hit-Show in the Making—Playing to the vast NBC audience in more than 20,000,000 homes demands perfection—nothing is left to chance. Rehearsals for an hour's actual showing sometimes run to 44 or more hours before Director is satisfied. Radio's immense opportu-

nities bring 56,000 hopefuls a year to NBC's 37 studios in 29 cities for auditions. Not all can be stars—but some will be in 1940. For that's how many of 1937's big names got their start—doing "bits" in an NBC show. Watching rehearsals is a feature of NBC Studio Tour.

THE GREATEST SHOW ON



Storage Battery Room—50 tons of storage batteries here control sufficient energy to operate entire broadcasting plant for 3 days, in the almost impossible event of complete city power failure.

Testing Equipment—Here NBC equipment is constantly tested for its ability to transmit to listeners the faithful reproduction it receives at studio. Equipment is specially made for NBC by RCA in Camden, N. J. Laboratories.

Cable Terminal Room—Many thousands of closely-knit wires here form a compact nerve center for the entire NBC Radio City plant.

Power Control Desk—A bell rings... a light flashes. A glance—the Power Supervisor knows instantly in what part of a studio a circuit break might have occurred. At this desk, he "sees" all that goes on in Battery and Power Rooms, gets meter-readings of voltages and currents in all parts of broadcasting power system.

MASTER CONTROL

Battery and Power Room—From this room flows all the power for NBC studios, Control Board, Amplifiers, Microphones, etc. Also carries power for emergency lighting in studios. Giant generators charge batteries as they discharge, keep power at same energy level.

TWIN NETWORKS OF NBC B

Your radio programs—and those of more than 20,000,000 other "NBC Radio Homes"—are in the hands of these men at the Master Control Desk, shown directly above. It is the nerve center of the entire NBC operation; proud creation of RCA and NBC engineers. An NBC Tour guide will tell you, "Only eleven men in the world know how to operate it." But he will then explain, in simple terms, its operations—and the operations of the other apparatus. Here, at the Master Desk, supervisors control programs going out to 137 Red and Blue Network stations. Volume, quality, technical correctness are supervised at this great board—literally, the world's biggest "music maker." Different voltages of electricity are needed to operate these mysterious devices. To supply it, ordinary city current is transformed and stored in huge batteries which create a vast "granary of electricity." In the almost impossible event

ON THE NBC NEWSFRONT.



1. TRAGEDY



2. FLOOD



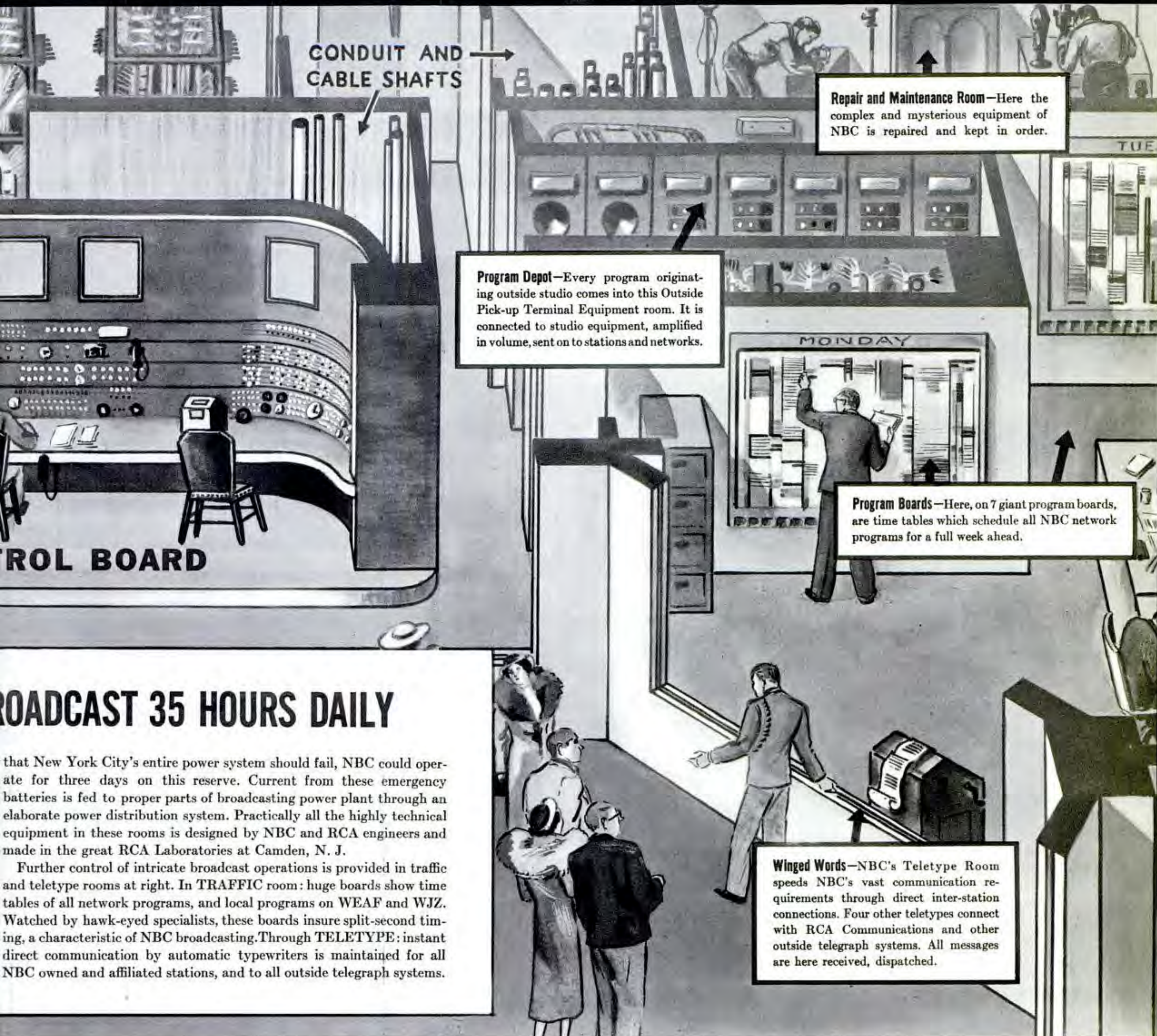
3. ECLIPSE

1. FLAMING DEATH—World's greatest airship crashes, a blazing furnace, at journey's end. Few minutes later, NBC flashed tragic news, with eyewitness stories, preserved them for posterity on RCA Victor record. Radio outspeeds all means of spreading news.

2. FIELD OPERATIONS—When Ohio floods periled thousands NBC sent a staff of engineers to bring you vital details of disaster. Many radio amateurs also aided maintaining communications in stricken areas.

3. "BIGGEST BLACKOUT" in 1200 years saw moon's shadow travel 8,000 miles over Pacific Ocean in total eclipse of sun lasting 7 min., 4 sec. NBC sent announcer Hicks with official U. S. Navy—National Geographic Society Expedition to broadcast it first-hand using RCA's marine and transoceanic system.

EARTH GOES ON THE AIR



CONDUIT AND CABLE SHAFTS

Repair and Maintenance Room—Here the complex and mysterious equipment of NBC is repaired and kept in order.

Program Depot—Every program originating outside studio comes into this Outside Pick-up Terminal Equipment room. It is connected to studio equipment, amplified in volume, sent on to stations and networks.

Program Boards—Here, on 7 giant program boards, are time tables which schedule all NBC network programs for a full week ahead.

Winged Words—NBC's Teletype Room speeds NBC's vast communication requirements through direct inter-station connections. Four other teletypes connect with RCA Communications and other outside telegraph systems. All messages are here received, dispatched.

BROADCAST 35 HOURS DAILY

that New York City's entire power system should fail, NBC could operate for three days on this reserve. Current from these emergency batteries is fed to proper parts of broadcasting power plant through an elaborate power distribution system. Practically all the highly technical equipment in these rooms is designed by NBC and RCA engineers and made in the great RCA Laboratories at Camden, N. J.

Further control of intricate broadcast operations is provided in traffic and teletype rooms at right. In **TRAFFIC** room: huge boards show time tables of all network programs, and local programs on WEAJ and WJZ. Watched by hawk-eyed specialists, these boards insure split-second timing, a characteristic of NBC broadcasting. Through **TELETYPE**: instant direct communication by automatic typewriters is maintained for all NBC owned and affiliated stations, and to all outside telegraph systems.

.YOU LISTEN AS IT HAPPENS

4. STILL THE CHAMP—Recent heavy-weight title bout, Louis vs. Farr, went over NBC's Red and Blue Networks—*exclusively*. 1936 set all-time high for outstanding NBC sporting event broadcasts . . . 350 hours . . . a 34% increase over year before.

5. AIR BUBBLE ALOFT—Specially built RCA Victor short wave equipment enabled NBC listeners to hear talks between fliers and ground crew on stratosphere flight. Transmitter smashed in gondola impact with earth. But an RCA tube was found intact!

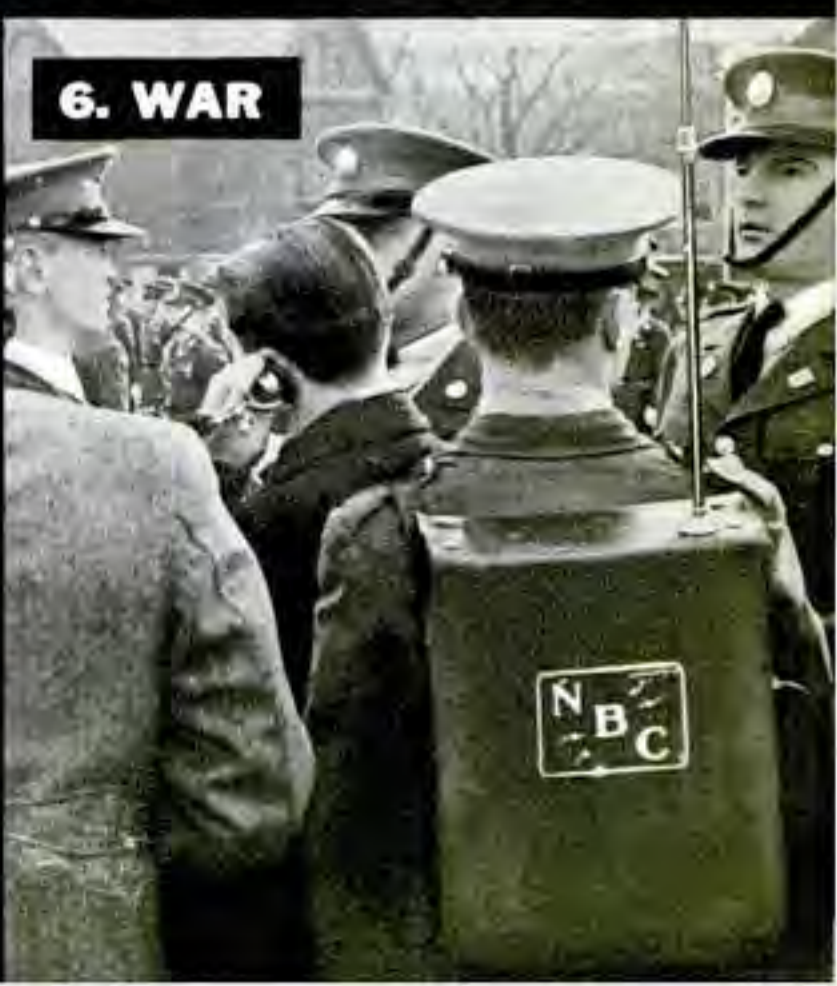
6. NBC IN KHAKI—Mere manoeuvres, or against a backdrop of bursting shells, sees NBC in national service of our government. Packet set transmitters are at home on all fronts . . . move with troops . . . lift words from History's pages before ink is dry.



4. FIGHT



5. STRATOSPHERE



6. WAR

HOW YOU HEAR A RADIO PROGRAM FROM EUROPE



Of growing interest and importance are radio's international hook-ups, in which companies and services of the Radio Corporation of America play the leads. In the course of a year, scores of such hook-ups are featured on RCA's weekly Magic Key program. During 1936, NBC handled 698 foreign broadcasts. Symphonies . . . operas . . . special events—from 51 countries. Regular NBC program service to Latin America

is now a fact . . . at least two daily programs are exchanged with leading European stations. Here are steps by which a foreign program—the great Salzburg Festival, for instance—is brought to more than 20,000,000 American radio homes through NBC's cooperation with the great communication organizations of Europe. Radio has made the whole world a neighborhood.



SALZBURG—High up in the Austrian Alps, Toscanini is conducting in Salzburg's famed Festspielhaus. Music lovers, the world over, are listening. NBC sponsors Conductor Toscanini in many special concert broadcasts, and only NBC brings the Salzburg Festival to America.



GENEVA—Program goes direct by wire from Salzburg to International Transmitter like this at "Radio Nations," Swiss Government transmitting station located at Geneva. Here it is put on what engineers call "short wave" to RCA Communications receiver in U. S.



RIVERHEAD—Program is received on these great antenna towers at RCA's Station at Riverhead, L.I. This important link in chain covers 1½ square miles. From its transmitting station, at nearby Rocky Point, RCA sends Radiograms, 200 words per minute, all over world.



RADIO CITY—From Riverhead, program is relayed by wire to RCA Communications, 66 Broad St., N.Y.C. It is amplified there, and despatched over another wire to the NBC Master Control Board at RCA's Radio City, explained in detail on two preceding pages.



BOUND BROOK—From Radio City, operators send program out by wire to broadcasting transmitters of NBC's 137 stations on Red and Blue Networks. Typical is WJZ, at Bound Brook, N. J., showing 640-ft. antenna designed by RCA Victor engineers at Camden, N. J.



YOUR HOME—Arrival! Signor Toscanini's genius is available at the turn of a dial to the American radio audience. RCA Victor sets are found in millions of households. Latest examples are 1938 Electric Tuning Models—"Push a Button and There's Your Station."

NBC NEWSNAMES

Every day in the year, each of NBC's coast-to-coast Networks—Red and Blue—fill 17½ hours with world's finest schedule of Entertainment... News... Information... Education. Each NBC program-day is made up of the things that interest people most. Names of men and women who help make NBC the "Greatest Show On Air" are household words.



MUSIC—America knows Arturo Toscanini chiefly through radio and Victor Records. World's greatest conductor, his concerts will be heard exclusively over NBC stations. Signor Toscanini returns in December for new series of NBC concerts, will conduct a specially selected symphonic orchestra of 110 pieces.



TELEVISION—Hand in hand with RCA, NBC is conducting a regular and intensive program of experiments in television. Here is latest photo of Miss Betty Goodwin, NBC television announcer, exactly as it appears on the television screen. Progress is being made, but television for every-day home use is still far in the future.



AMBASSADOR of Music—Director... Composer... Teacher... Dr. Walter Damrosch lends his genius to every field of music. His "Music Appreciation Hour," exclusive NBC weekly feature, is required listening for some 7,000,000 school children—selected listening for countless grown-ups. Weekly "lessons" are guided by manuals supplied to schools by NBC's Music Education Department.



EDUCATION—Devoting large part of its broadcasting time to educational programs—NBC is proud to announce a notable addition to its staff. Dr. James Rowland Angell, former President of Yale University, now heads "NBC University of the Air"... will give its cultural programs an even greater importance.



DRAMA—Miss Peggy Wood, outstanding stage star. Miss Wood brings same magic gifts to her dramatic roles on NBC.

KEY TO PICTURES ON PAGE TWO—1—Meredith Willson; 2—Rudy Vallee; 3—Fred Allen; 4—Portland Hoffa; 5—Shep Fields; 6—Lowell Thomas; 7—Jack Benny and Mary Livingstone; 8—Stoopnagle & Budd; 9—Dorothy Thompson; 10—Maxine; 11—Lucille Manners; 12—Jane Froman; 13—Lanny Ross; 14—Cornelia Otis Skinner; 15—Easy Aces—Mr. & Mrs. Goodman Ace and Mary Hunter; 16—Clem McCarthy; 17—Amos 'n' Andy; 18—Paul Whiteman; 19—Walter Winchell; 20—Edwin C. Hill; 21—Carol Deis; 22—Jean Sablon; 23—Graham McNamee; 24—George Burns and Gracie Allen; 25—Irene Wicker; 26—Kenny Baker; 27—Milton J. Cross; 28—Fibber McGee and Molly.

"MAGIC KEY" WINS!



DR. FRANK BLACK—NBC'S DIRECTOR OF MUSIC

Stage Magazine recently awarded the palm to RCA's famous Sunday radio program, with this citation: "... to Frank Black and the impresarios of *The Magic Key*, for keeping high the quality of a program that shows off radio's greatest potentialities and manages to be intensely exciting at the same time."

Sponsored by the Family of Radio Corporation of America, The Magic Key is an NBC production. Tune it in Sunday afternoon, on any Blue Network station, 2 to 3 p. m., E. D. T. It is one of many things that makes the RCA trademark a sign of friendliness to millions, in all parts of the world.

THE RADIO CORPORATION OF AMERICA RADIO CITY, U.S.A.

RCA MANUFACTURING CO., INC.
RCA COMMUNICATIONS, INC.
NATIONAL BROADCASTING CO. • RCA INSTITUTES, INC.
RADIOMARINE CORP. OF AMERICA



STOP and look at the October 11 issue of LIFE for the next issue of LISTEN—"The magazine within a magazine." Read about the record-breaking phonograph record revival that is humming across the country. Watch the Victor dog hear "His Master's Voice." See how Caruso's voice "looks." Learn how the blind "read" with their ears. Ten cents for LIFE. LISTEN free.

Listen to W. C. Fields and Charlie McCarthy on the Chase & Sanborn Hour every Sunday night at 8 P. M., E. D. T., on NBC Red Network.

"IT MUST BE MIGHTY SIMPLE, CHARLES, MY 2 BY 4 QUARTERBACK, IF YOU'VE MASTERED IT."

"LOOKIT, BILL, EVEN YOU COULD DO IT!"

Get your favorite NBC programs at the *push of a button* with—

RCA Victor

ELECTRIC TUNING

THOUSANDS are already enjoying the thrill of RCA Victor Electric Tuning—the kind that is truly automatic. With this great improvement you can tune in your pet programs quickly, surely and without effort. Any one of your eight favorite stations waits the touch

of your finger. Push a button—there's your station . . . that's how simple it is. No wonder everyone who sees an RCA Victor Electric Tuning model wants to trade in his old set.

Your family can have this new radio convenience, this device that makes radio completely enjoyable to every member of the family—always. Reasonable prices, generous trade-in allowances and modest monthly payments mean that practically everyone can afford one of these great RCA Victor sets. *Every RCA Victor is backed by the Engineering Resources of NBC.*



THIS AND YOUR RADIO give you phonograph-radio on which you can play records. It's RCA Victor Record Player R-93A which quickly and easily attaches to any modern electrically operated radio. It can be conveniently placed anywhere in any room. Costs as little as \$19.95.*

PICTURED ABOVE with Fields and McCarthy, is RCA VICTOR MODEL 811K with Electric Tuning . . . Sonic-Arc Magic Voice . . . Magic Brain . . . Magic Eye and RCA Metal Tubes. Available for as little as \$15 down. *All prices F.O.B. Camden, N. J., subject to change without notice. RCA presents the "Magic Key" every Sunday, 2 to 3 P.M., E.D.T., on the NBC Blue Network



ARMCHAIR CONTROL

The small, handsome bakelite box contains the mechanism for RCA Victor Armchair Control. With it you can switch about from station to station as you please without once getting up from your chair. (Available at slight extra cost.)



RCA Victor

For renewal use, specify RCA Radio Tubes—world's most widely used brand.

A SERVICE OF THE RADIO CORPORATION OF AMERICA