

MARCH, 1938

# LISTEN



A 5 Page Advertisement of the Radio Corporation of America

No. 8



Arturo Toscanini, whose appearance as conductor of 11 broadcast concerts of the NBC Symphony Orchestra marked one of the high points in the annals of American musical achievements. This drawing by Bettina Steinke is the frontispiece of the NBC Symphony Souvenir Book. See page 4.

## IN RADIO AND TELEVISION— “IT’S RCA ALL THE WAY”

Although NBC provides the RCA services best known to the public, broadcasting is but a part of RCA radio service.

RCA men also design and build RCA Victor radio instruments and phonograph-radios. They make Victor Records.

They devise and manufacture nearly 300 kinds of radio tubes.

RCA engineers build broadcasting stations and equipment.

RCA Communications and RCA’s Radiomarine provide RCA message service with 42 countries, and to and from ships at sea.

RCA Institutes courses develop future man-power for radio.

Back of all RCA services is unceasing RCA research in radio and television.

How well RCA experience has developed good judgment in radio is indicated by a prediction made by RCA men 12 years ago. There were then 5,000,000 radio-equipped homes in the United States. When announcing in 1926 the organization of NBC, it was predicted by RCA that 26,000,000 homes would have radio. This estimate was correct to within less than 2%, for the total of home radios is now estimated as 26,428,797.

RCA seeks always to apply good judgment to all of its radio services. The law is that broadcasting stations must “serve the public interest, convenience and necessity.” That NBC well meets this obligation is a matter of record.

In 1937 NBC networks were on the air for 19,842 hours. Of this total 70% was “sustaining time,” used by NBC to provide its listeners with music, literature, news, sporting events, talks, drama, women’s programs, children’s programs and religious services. These NBC sustaining programs totalled approximately 13,689 hours in 1937.

How thoroughly RCA serves the public is well summarized by the words which open its Magic Key program each Sunday afternoon . . . “in Radio and Television—it’s RCA All the Way.”

Correct answers in RCA-LISTEN Contest, together with name of prize winner will appear in April 4th issue of LISTEN.

“... IN THE PUBLIC INTEREST, CONVENIENCE AND NECESSITY”



## IN ONE YEAR 13,689 HOURS OF PROGRAMS LIKE THESE

make good the pledge of NBC "to serve the public interest, convenience and necessity."



**Pulitzer Prize Winner writes "experimental" play for NBC.** Many are those who say that Maxwell Anderson (shown at right in candid picture taken in his study) is America's No. 1 playwright. Hence, particularly interesting was the NBC Red Network production on January 29th of "Second Overture", a scene from which is shown above. This play was written by Mr. Anderson specifically for radio. In its construction he took into account the factors peculiar to broadcasting. Without sound effects it held listeners by the interest and brilliance of its lines, and by its situations. The cast memorized the parts. Working without scripts they were able to move about the stage and achieve fine characterizations. Dramatic works of writers past and present are heard regularly over NBC Networks. Latest NBC plans call for another play by Mr. Anderson. Also announced is a series of 10 adaptations of great stage plays from the early Greek to the present.



**"Cheerio" inspired him to a new life.** This is Jimmy Darou, smiling owner of a busy gas station in Montreal. Jimmy was once a jockey. A fall cost him the use of his legs. Deep despondency followed. But then Jimmy began to listen each morning to "Cheerio", famous NBC inspirational feature. He learned of others who had surmounted tremendous difficulties. He was encouraged—as many others have been—to carry on. NBC is proud that Jimmy attributes his success to the inspiration found in one of its programs.



**And so on far into the night.** Probably no radio program has stimulated more discussion of public problems than NBC's famed Town Meeting of the Air, on NBC Blue Network, Thursdays at 9:30 P.M. (E.T.). An increasingly

general practice is for groups to listen, and then continue the debate after the broadcast. The photo above was snapped during the heat of such an argument at the Bronx Union Branch of the YMCA in New York.



**Lily Pons and John Charles Thomas see themselves as puppets**—Far reaching are the results of NBC Grand Opera broadcasts. This season hospitalized children are following the Opera's action by watching puppets. The puppets belong to Helen Lewis, daughter of Metropolitan Opera's assistant general manager and treasurer. At left Miss Lewis is showing Lily Pons and John Charles Thomas the puppets which take their parts in "The Barber of Seville". Looking on with wide-eyed delight are some of the little patients in St. Vincent's Hospital. In addition to their enjoyment of opera via NBC Blue Network, music lovers hear the voices of Miss Pons, Mr. Thomas and other great singers whenever they please through Victor Records.

**Buffalo Bill would have been amazed.** Here is part of a group of music lovers who meet twice each week at the Park County Library at Cody, Wyoming. They gather to listen Wednesdays to the NBC broadcasts of the Opera Guild's Operalogue, Saturdays to the NBC broadcasts of the Metropolitan Opera. In center is Billy Garlow, grandson of Buffalo Bill. All over the United States similar groups assemble to enjoy these NBC broadcasts. Throughout the world listeners also hear the Opera broadcasts sent out via short wave.



**A part of a ten-thousand-piece orchestra.** Thousands of amateur musicians trained in school and college orchestras, have longed for an opportunity to continue their musical experience. The NBC Home Symphony provides this opportunity. Its programs are published 10 weeks in advance. Cooperating publishers provide duplicate parts for each instrument at nominal cost. Result—Sunday noons find amateurs from coast to coast, singly or in groups, who play while they listen, feel themselves members of the orchestra. Above is a Home Symphony Group in a suburban home at Tuckahoe, N. Y.



**The first "must" of radio...** is that the President can always have the air. But in addition to presidential messages, NBC networks constantly carry views and news of other statesmen and public leaders. So important is this service that NBC has recently opened in Washington a fine studio used largely for unsponsored programs, chiefly concerned with affairs of government.



**Where events or names make news.** From all over the world NBC brings you first-hand accounts of what is going on. Often elaborate preparations are necessary. Special microphones and wires, or short wave portable equipment must be put in place. Typical example is shown in photo above

of one of the NBC observation posts during the American Legion Parade in New York last October. Note the RCA Parabolic Microphone used to pick up the music of passing bands. Many broadcasts of news events are included in NBC's contribution to the public interest.

## 4,703,321 LETTERS



**"One of the finest things any man ever learned"**  
 Among the 4,703,321 letters received by NBC in 1937, few expressed their feelings more interestingly than Glen Allen, train dispatcher at Oxbow, a village on the western prairies. Says Mr. Allen—whose picture is above—  
 "You have taught me one of the finest things any man ever learned, namely that good music is also nice to listen to. When we bought our radio I thought 'My Wild Irish Rose' was about the last word in music. By catching me

unawares till I got so I'd stand without being tied, you showed me that there was a whole world of unexplored melodies that I knew nothing about. Thanks to you I know a little about 'em now. I'd walk to the next town to hear some of 'em, and also walk back, and think I'd spent a very profitable evening."  
 Among the causes that prompt NBC to continue to increase its offerings of symphonies, opera, and all other types of fine music is the increasing public approval of such entertainment.

## CHAMPION FARMER



**Pillar of the nation . . .** is the American farmer of today. Here is one of the fine, upstanding young men who make up the new generation of agriculturists. He is Robert Lee Bristow, of Saluda, Virginia. This 21-year old youth using an old automobile as tractor, farmed 203 run-down acres so well that he earned a cash profit of \$735 last year, expects to do better in 1938. The Future Farmers of America rewarded him with a prize of \$500. For 10 years the NBC Farm and Home Hour has played an important part in advancing the welfare of farmers. To such men as Robert Bristow this program brings up-to-the-minute information about the activities on their behalf of governmental, and other organizations. It also supplies valuable news about crops and markets, furnishes much-appreciated entertainment.

## THE CHURCH ON THE AIR



(A)—Dr. Harry Emerson Fosdick, who has conducted National Vespers over NBC networks for 10 years.

(B)—Rabbi Jonah B. Wise, who conducts the regular Saturday evening service entitled, "The Message of Israel"—over NBC networks.

(C)—For 8 years the Catholic Hour has been an NBC feature. At left is Cardinal Hayes speaking on the birthday of His Holiness, Pope Pius XI.



**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

Just off the press! This is the book you've heard about on the air. It is a fine 120 page, cloth bound book with 98 charcoal drawings, many candid camera shots, biographies of Toscanini, Rodzinski, Monteux and all the members of NBC Symphony Orchestra.



NBC—Radio City, New York  
 I enclose \$1.00 for which please send me copy of NBC Symphony Souvenir Book.

Name .....

Address .....

City.....State.....

# Interesting new ELECTRIC TUNING RCA Victors

...to serve your  
*Convenience!*

RCA Victor presents five amazing values — outstandingly low priced instruments that offer superb radio entertainment for every member of your family.

**N**OW you can enjoy a genuine, high quality RCA Victor Radio—even if you're looking for a price way down among the lowest. In this group of outstanding new models, you'll find the perfect "second" set. A truly *personal* radio for your wife, your children—for every member of your family.

Three of the sets shown on this page are unusually low priced Electric Tuning models. They offer you an entirely new kind of tuning convenience. "Push a button—there's your station!" The two other striking new Table Radios, illustrated, are ideal "extra" sets, and offer performance such as you've always wanted—at exceptionally low prices.

Ready now at RCA Victor dealers is a complete selection of new RCA Victor console and table models. Inspired by the wave of public acceptance for Electric Tuning, RCA Victor engineers have now developed instruments that permit prices which seemed impossible just a few months ago.

Think of it! A fine RCA Victor Electric Tuning radio, at less than \$20!

A big, full-sized console at \$89.95!\*

Hear these instruments at your RCA Victor dealer's store. Check their points. Try Electric Tuning. Examine their superb cabinets. You'll soon see that each of them is the outstanding buy, the big value, at its price. And you'll find that their low prices, together with generous trade-in allowances for your present radio, mean that your family need wait no longer to enjoy the great NBC shows, and all else that radio has to offer, with one of these really modern instruments.

RCA presents the "Magic Key" every Sunday, 2 to 3 p.m., E.S.T., on NBC Blue Network

When buying Radio Tubes, say "RCA"! First in Metal—Foremost in Glass—Finest in Tone

You can buy RCA Victor Radios on C.I.T. easy payment plan. Any radio instrument is better with an RCA Antenna System. \*All prices f.o.b. Camden, New Jersey, subject to change without notice.



**AMAZING  
LOW PRICE!**

**Genuine RCA Victor  
Electric Tuning Radio  
SEE YOUR  
DEALER**

Here is a little gem that is a big performer. It's the new RCA Victor 94X1. No dial—your six favorite stations electrically tuned at the touch of a button. Built-in antenna. RCA Metal Tubes. Operates on either AC or DC current. Amazingly compact, being only about eight inches square and less than six inches deep.



← This RCA Victor Model 95T, is a new chest style instrument that requires little space, but delivers splendid performance with good volume. It has an illuminated clock-type dial, RCA Metal Tubes. An unusually interesting, attractive cabinet.



↑ This smart, compact Model 94X offers exceptional tone at an unusually low price. Has RCA Metal Tubes, Dynamic Speaker. Gets standard broadcasts and one band of Police Calls. Also, Beauty-Tone Cabinet. For AC or DC operation.

A big, new Electric Tuning, 7-tube, 3-band superheterodyne table model 87T2, at a price made possible by the great acceptance of RCA Victor Electric Tuning. Has Magic Eye, Straight-Line Dial, RCA Metal Tubes and many other fine features. Electric Tuning on six stations.



→ An outstanding example of RCA Victor value is found in this big console Electric Tuning Model 87K2. It is a 7-tube, 3-band superheterodyne at a price made possible only by the great public acceptance of RCA Victor Electric Tuning. Straight-Line Dial, Magic Eye, RCA Metal Tubes, 12-inch Dynamic Speaker and a wealth of other fine features. Electric Tuning on six stations.



# RCA Victor

A SERVICE OF THE RADIO CORPORATION OF AMERICA