

JUNE, 1938

# LISTEN

*A 4-Page Advertisement of the Radio Corporation of America*



No. 11



Summertime is sports time. Through the activities of NBC the thrills of sports events are yours every day. Above is famed sports announcer Clem McCarthy telling radio listeners about an exciting moment in a famous horse race. NBC's many able sports commentators bring you on-the-spot accounts of the leading sporting events, summer and winter!



## THE GOOD NEW SUMMERTIME—RCA STYLE

## RCA RESEARCH AND NBC PROGRAMS Change the Listening Habits of the Nation

Many are the victories which RCA research men have scored over the vagaries of nature. Outstanding among these, from the viewpoint of most people, has been the conquest of summer interference with radio enjoyment. Time was, and not long ago, when radio listening was difficult during the summer. Now this has been changed by RCA research.

The problems raised by summer static, and by long hours of sunlight, were first tackled by RCA men before the dawn of broadcasting. Then the search was for means of getting radio messages through in spite of "atmospherics." With the advent of broadcasting the problem became still more pressing. It was attacked from three directions. RCA research was applied to all of the questions involved, both as to methods and apparatus. NBC men went at the job primarily from the angle of sending out radio programs regardless of weather. RCA

Victor engineers found ways to build home receiving sets which would function under adverse conditions. Inspired by the engineering success attained, NBC went further. Its program department adopted a policy of maintaining the highest possible standard of entertainment right through the summer.

The sum total of these RCA activities has banished former bugbears, has made the warm season "the good new summertime." That this has been appreciated by the public would seem self-evident, and is actually proved by studies of listening habits. Such checks have shown that a vast increase in summertime listening has taken place. Indications are that the summer of 1938 will see virtually as many people listening to NBC radio programs as in the winter, and for a good reason—never before has such great radio entertainment been offered to all listeners in summer.



This summer plowing under makes for harmony—Around the base of such a radio broadcast mast as that of NBC's famous WJZ, outside New York, or WRC at Washington, there are buried many miles of wire. This wire is laid chiefly in form of lines radiating from the base of the tower. Although underground, the purpose of these wires is to increase strength of sky wave. To put these ground wires uniformly six inches below the surface is the job of the curious plow which is shown in action in photo at left.



Capital's Radiator—Whether it be heated political debate, cold facts or fine music, is all the same to this new 400-foot vertical radiator through which all programs from NBC's Washington station, WRC, go on the air. Radio waves from this newest type of antenna, designed by RCA engineers, go out in spherical shape. Between sunset and sunrise the waves that travel skyward are reflected back to earth from the mysterious Kennelly-Heaviside layer in the stratosphere. These are called sky waves. Proportions of WRC radiator to its wave length create sky waves that provide maximum area of good reception. From experience gained in designing antennas for broadcasting stations, RCA research men have perfected antennas for the home.



Music wherever she goes—Once radio sets were fragile, had to be handled like eggs. But now RCA Victor's research men in Camden have found ways to make instruments that will stand any reasonable amount of knocking about. So everywhere you see scenes like the above. Riding in the family car, along with other vacation essentials, is the RCA Victor radio. For the beach and camp there is the portable RCA Victrola.

Request programs any time—Particularly suited to summer needs is the Victrola Attachment which converts any modern AC radio into an Electric Phonograph. Impromptu dances, or concerts, are always possible in homes that have this convenient means of playing Victor Records. Newest idea in this direction is the Victrola Record Society. All who join it get a Victrola Attachment without extra cost. (See second following page.) Photo at right shows Victrola Attachment, Victrola Record Albums and RCA Victor Radio HF1.



# THIS IS HOW AN AUTOMOBILE RADIO WORKS

Perhaps like many others, you have wondered why motion of your car does not interfere with your automobile radio. Answer: Radio waves travel at speed of light, about 186,000 miles per second. Car speeds are insignificant in comparison, do not affect reception. Antenna on car picks up wave from broadcasting station just as that of receiving set in your home. Thousands are selecting an auto radio from 5 new RCA Victor models. Important fact. No matter what the age of your car, you can have latest model RCA Victor auto radio, can enjoy entertainment as you drive. Photo at right shows village folks enjoying a summertime sporting event by auto radio.

In daytime auto radio hears ground wave of nearby station. At night, in addition, it picks up stations as much as 1000 miles distant, especially far out in the open country. This distant reception is from the sky wave, that part of the station's wave that is reflected from the stratosphere after dark (see diagram below). Sky waves travel far beyond limits of ground waves. This sky wave reception is practicable only from clear channel stations, which are those having dominant use of their dial position. Most are powered at 50,000 watts.

At outer edge of ground wave area there is a fading band caused by ground and sky waves being "in and out of phase." While traveling through fading area set can be tuned to other clear channel station carrying same network show.

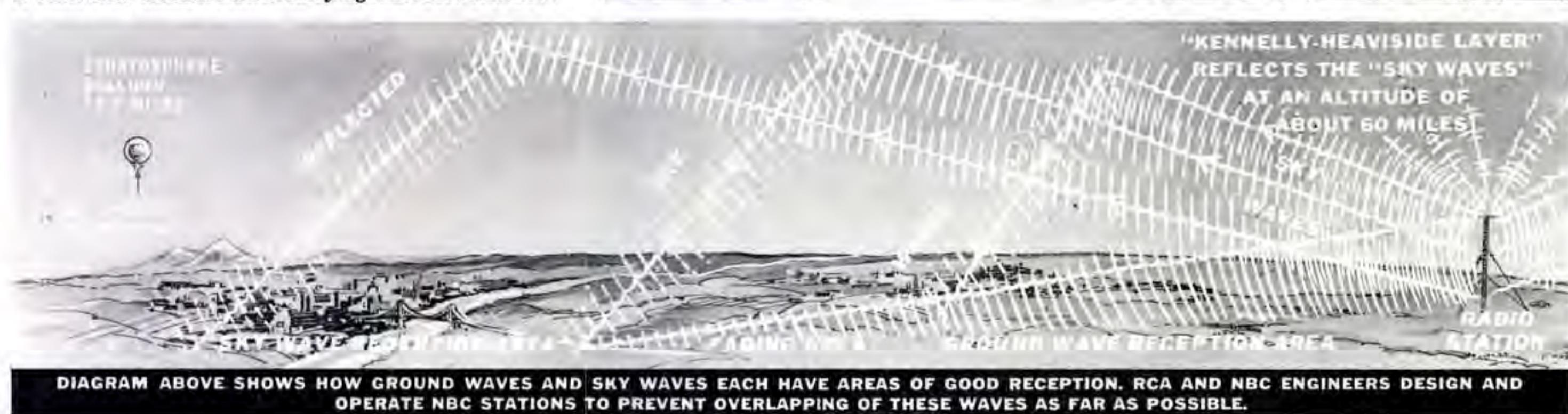


DIAGRAM ABOVE SHOWS HOW GROUND WAVES AND SKY WAVES EACH HAVE AREAS OF GOOD RECEPTION. RCA AND NBC ENGINEERS DESIGN AND OPERATE NBC STATIONS TO PREVENT OVERLAPPING OF THESE WAVES AS FAR AS POSSIBLE.

"Is your radio turned on?"—The young woman at the right is asking this question. In order to check listeners' interest in radio shows thousands of telephone calls are made asking what program is being heard at the moment. You may have received such a call. By pooling the replies it is possible to measure the interest which a given program has for the radio audience. One outstanding fact derived from such checking is that for several years there has been a steady increase in summertime listening.

Dean of American Conductors is beloved Walter Damrosch whose famed Music Appreciation Hour has been an NBC feature for years. Recently Dr. Damrosch conducted the Magic Key Orchestra on RCA's Magic Key program. Well aware of big summertime radio audiences, NBC advocates year-round programs for sponsors who want year-round business. RCA follows this advice, keeps the Magic Key on air as a big time show every Sunday at 2 P.M., E.D.S.T. Photo at left shows Dr. Damrosch at NBC studios with mural painting of himself as a background.



Advertisement  
**RADIO CORPORATION OF AMERICA**, Radio City, New York  
RCA Manufacturing Co., Inc. • Radiomarine Corp. of America  
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# For the Good New Summertime

## THESE NEW RCA VICTOR VALUES ARE JUST THE THING!

Splendid new instruments...for your car...for your cabin at the shore or in the mountains...for week-end jaunts—will bring new joy to summer days and nights—at amazingly low cost.

### Vacation Trips, Summer Homes—a new personal radio adds new joy to both!

These RCA Victor instruments are ideal for summer homes, vacation trips. All are easily portable, bring you many splendid features at very low cost. Get one now—and get even more fun out of summer.



**MODEL 95T1 . . .** Here's a real radio value! Has RCA Victor Metal Tubes, clock-type dial, dynamic speaker, plus many other big set features. A fine performer.

**MODEL 95T5 . . .** It's not only a beauty—but a performance ace as well. Has Electric Tuning for 5 stations. Illuminated, easy-reading, horizontal dial. Magnetite frequency-locking transformers, and many other features. \$24.95\*



### The zest of the open road...plus the joy of an RCA Victor Auto Radio!

This summer—radio as you ride! Add a new pleasure to the thrill of the open road. The new RCA Victor auto radios are standout values. Get one for your car—today.

**MODEL 9M1 . . .** As you ride along, just push a button—and there's your station. 5 tubes, superheterodyne circuit, wide tuning range. Excellent volume and tone. For all cars. Only \$24.95\*



**MODEL 8M . . .** Never in all RCA Victor history has an auto radio been offered at so low a price. Single unit. Superheterodyne circuit. Improved, easy-reading dial. . . . \$19.95\*



**RCA VICTROLA MODEL O-11 (Phonograph Only).** For the record lover, this portable instrument is ideal. Offers unusually fine reproduction, plays 10" or 12" records. Comes in attractive carrying case. Only \$16.50\*



**RCA VICTROLA MODEL U-111 . . .** If you want both recorded music and radio programs, here's your answer! Radio covers standard broadcast bands and one band of police calls. Phonograph has many new features. . . \$39.95\*

Join the Victor Record Society and get this \$14.95\* Victrola Attachment without extra cost



Attaches to any modern AC radio. Plays records through your radio with the full tone of your set. Ask your dealer for full details. (\*List price)

For finer radio performance—RCA Victor Radio Tubes.

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

\*Prices f.o.b. Camden, New Jersey, subject to change without notice.



# RCA Victor

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