

LISTEN

THE SYMBOL OF



THE RADIO AGE

A 4-Page Advertisement of the Radio Corporation of America

No. 22



NATIONAL BROADCASTING COMPANY, INC., NETWORK FACILITIES AS OF APRIL 17, 1939
 ——— Red Network - - - - - Blue Network ——— Supplementary Groups
 WEA and WJZ New York • WRC and WMAL Washington • Westinghouse stations WBZ and WBZA Boston
 and Springfield, KYW Philadelphia, KDKA Pittsburgh • General Electric station WGY Schenectady
 WTAM Cleveland • WENR and WMAQ Chicago • KOA Denver • KPO and KGO San Francisco

INSURING GOOD RADIO FOR ALL

In the United States there are about forty-one million radio sets in use, many of them products of RCA Victor. All who have access to these are able to enjoy entertainment of higher quality, more variety and greater quantity than the richest of men, or the most autocratic of rulers, could command.

Radio is able to provide so richly for its listeners because of the American system of network broadcasting. Obviously many stations combining their efforts can afford talent that would be impossible for any single station. But the nation-wide excellence of NBC programs depends also on the man-power and equipment of its two groups of stations. These are the 15 that are the basis of the NBC networks (shown in large letters on map above), and the 157 independent affiliated stations of the Red and Blue Networks. Vital in the activities of their local communities are the managers and staffs of these stations. They contribute

mightily to the enjoyment and welfare of millions. All network stations perform a dual function. They carry network programs, but in addition they serve their local communities in many and notable ways.

The swift progress of radio has been due in large part to the work of RCA Laboratories. Station owners have shown their willingness to be of service by quickly adopting improvements. For unless the station from which you hear a program is operated in keeping with modern practice, it matters little how well the show is put on at the point of origin. With the development of their technical facilities, many NBC stations have become more than fine examples of engineering. Beauty of design has become increasingly in evidence. In the following two pages you will see something of the activities of some key NBC stations. These scenes are typical of what goes on in the 172 stations through which the two NBC networks serve the listeners of the United States.

RADIO'S SERVICE TO THE UNITED STATES

SEE PAGES 2 and 3



The day begins—Famous as the signal for fine radio is sound of the NBC chimes. Electrically operated chimes are now most often used.



Food facts hot off the griddle—NBC insists on facts. Case in point is information about cooking and other women's interests. Photo shows announcer giving "play-by-play" account of recipe which the home economics expert is preparing in the kitchen studio.



"There he goes"—The interests of baseball fans are widely served by broadcasting of local games and in reports of the World Series. What can be mentioned is also ably reported by the skilled announcer.

TYPICAL ACTIVITIES IN THE

Providing radio service for the American public is an intricate business. Every division of the Radio Corporation of America performs multiple roles in carrying out this work. RCA Laboratories are constantly engaged in fundamental research in electronics. From such studies have come hundreds of the ideas used in every branch of radio. RCA Victor not only builds radio sets and phonographs, but also designs and makes equipment used in broadcasting stations and in every other phase of radio.

In a similar manner, NBC stations carry on services which are dual in their scope. Each NBC station is first an important member of its local community. Every day sees each of these stations engaged in promoting the welfare of its neighborhood. In addition, NBC stations are the means through which the network programs gain the nationwide audiences which make such fine entertainment possible.

But the leading NBC stations are far more in the network picture than mere outlets for programs. Each of them is a point of origin from which various network material starts. Without them there could be no complete national service. For example, WRC and WMAL in Washington are stations from which originate an immense amount of news and special programs, which are of great importance to the nation.

Similarly, program material is picked up from Boston, Springfield, Schenectady, Philadelphia, New York, Pittsburgh, Cleveland, Chicago, Denver and San Francisco. The stations in these cities were pioneers in their neighborhoods. Together with the 157 independent affiliated stations they offer the greatest broadcasting service in the world.

The American system of network broadcasting makes it possible for millions to enjoy without charge, the greatest show on earth—the programs of the National Broadcasting Company.



Busy staffs with aid of ticker services see to it that NBC listeners get the vital local and national news quickly.

High, high up she rises—Radio antennae are of various styles and construction. Many such transmission masts—known to engineers as "radiators"—rise to dizzy heights. Photo shows bold riggers climbing the world's tallest radio tower. This 718-foot radiator is located not far from Pittsburgh.



First aid for speakers—NBC stations present speakers of interest locally, and those who use networks for talks on nationally important subjects. Comfortable speakers' studio shown above puts at their ease those addressing the radio audience. Announcer is at left, speaker at right.

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



by NBC stations, both in the
rtually every other sport that
ers of various NBC stations.



Ex-President Benes of Czecho-Slovakia joins the roster of distinguished
men who discuss international problems on University of Chicago
Round Table—famous NBC program. Actually, this "round" table
is not round, but provides for a triangular seating of the speakers.



Children—All NBC stations devote time to the interest of youngsters.
Shown here is Irene Wicker, children's favorite, and some youthful
actors. Background is mural portrait of Dr. Walter Damrosch, whose
NBC Music Appreciation Hour is heard by more than six million pupils.

LIFE OF AN NBC STATION

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Serial shows are favorites. Above is scene from NBC's
new public-spirited serial, "Mr. District Attorney."



Special events are covered for the networks. Photo shows Max
Jordan, NBC Continental European representative, watching
Vatican for word of election of the new Pope. The Papal cor-
onation was the first such ceremony to be broadcast to the world.



Soaring over Treasure Island NBC announcer
speaking from airplane gave listening audi-
ence on the NBC networks a graphic de-
scription of the San Francisco World's Fair.



Variety—Prime favorites among radio listeners are the brilliant variety shows which can
be heard any evening on NBC networks. These bring gaiety and humor to millions of
homes. Photo shows a famous program of this type going on in Radio City's big studio 8-H.



Hollywood! This airplane picture presents view of spectacular new NBC studio
building at Hollywood. From this point the networks receive many of the
most popular radio shows. Widely praised by architects and performers, this
building is fully in keeping with the NBC tradition of fine radio service.

RCA Victor

offers you
brilliant, new ideas
for home entertainment



See these low-priced RCA Victor Radios and RCA Victrolas created by the same organization which designs and operates great NBC broadcasting stations

YOU HAVE SEEN on the preceding pages something of the engineering skill back of National Broadcasting Company stations. Only RCA Victor radios give you the benefit of this unmatched skill. You pay nothing extra for this assurance of extra values.

Constant research in RCA Laboratories leads to continuous new developments. RCA Victor passes these developments on to you at once. Shown on this page are instruments which put at your service the latest ideas in fine radio reception and superb cabinet design. Because public demand allows large production of RCA Victor radios these new models are offered at sensationally low prices.

Read the descriptions with the pictures. See how each set serves some special purpose. Then see these and other new models at your RCA Victor dealer's store.

You will quickly discover how definitely RCA engineering puts more into every set . . . gives you something extra for your money . . . assures you superb performance, greater convenience, unmatched values.

Trade-marks RCA Victor, Victrola, Victor, Bluebird, Little Nipper, Reg. U. S. Pat. Off. by RCA Manufacturing Co., Inc.

Any radio instrument is better with an RCA Victor master antenna. All prices f.o.b. Camden, N. J., subject to change without notice. You can buy RCA Victor Radios on C.I.T. easy payment plan. For finer radio performance—RCA Victor Tubes.



Here is a completely automatic *RCA Victrola* at \$70 less than comparable sets of last year and you get a \$17.50 bonus in records with it. Changes records automatically . . . tunes radio electrically

This RCA Victrola, Model U-123, is the sensation of the season among phonograph-radios. With it you can enjoy ALL music at your ease. Although priced \$70 lower than comparable instruments of last year, you are given with this model a bonus of Victor or Bluebird Records of your own choice to the value of \$17.50.

You also receive membership in the Victor Record Society, and a 12 months' subscription to the Victor Record Review, value \$2. See this superb instrument now. Your RCA Victor dealer, besides the special bonus, will make you a liberal allowance on your old set. Price with record bonus **\$129.95***

With This Portable RCA Victrola You Take Your Favorite Artists Wherever You Please—IN THESE DAYS NO PARTY IS COMPLETE WITHOUT PHONOGRAPH MUSIC

This RCA Victrola Model O-12 (phonograph only) gives you the music you want when you want it. It is perfect for vacation trips, picnics, camps—any place you want music, but have no electricity. Has crystal pick-up for clear, faithful reproduction. With this Victrola and Victor and Bluebird Records you will be doubly welcome anywhere. The price is only **\$12.50***



Now RCA Victor Little Nipper with Victrola Plug-in—USE IT FOR RADIO—OR WITH RECORD PLAYER

The RCA Victor Little Nipper radios have already scored a big hit by their crisp, brilliant reception, their modern, smart, colorful cabinets, and their extraordinarily low prices. Now, to the other features of the famous Little Nippers has been added a Victrola Plug-in. By simply plugging in an RCA Victor Record Player (described at left) you can use this Little Nipper Model 9TX31 as an electric phonograph whenever you please. It, of course, continues to be a fine radio. Has full Fire Underwriters' approval. Price of this model **\$9.95*** in tan walnut finish plastic cabinet, only

All the music of the World at your Command

PLAY VICTOR AND BLUEBIRD RECORDS THRU YOUR RADIO

Get \$24.45 value, in Victor or Bluebird Records and RCA Victor Record Player, for \$14.95!

Save \$9.50 . . . Get \$14.95 (list price) RCA Victor Record Player . . . \$7.50 in any Victor or Bluebird Records you

choose . . . \$2.00 subscription to Victor Record Review . . . Victor Record Society membership . . . for \$14.95. RCA Victor Record Player can be connected to any modern AC set at little or no expense; plays Victor or Bluebird Records with full tone of set. Plugs into Little Nipper set shown at right. A \$24.45 value for **\$14.95** only



RCA Victor

A SERVICE OF THE RADIO CORPORATION OF AMERICA