

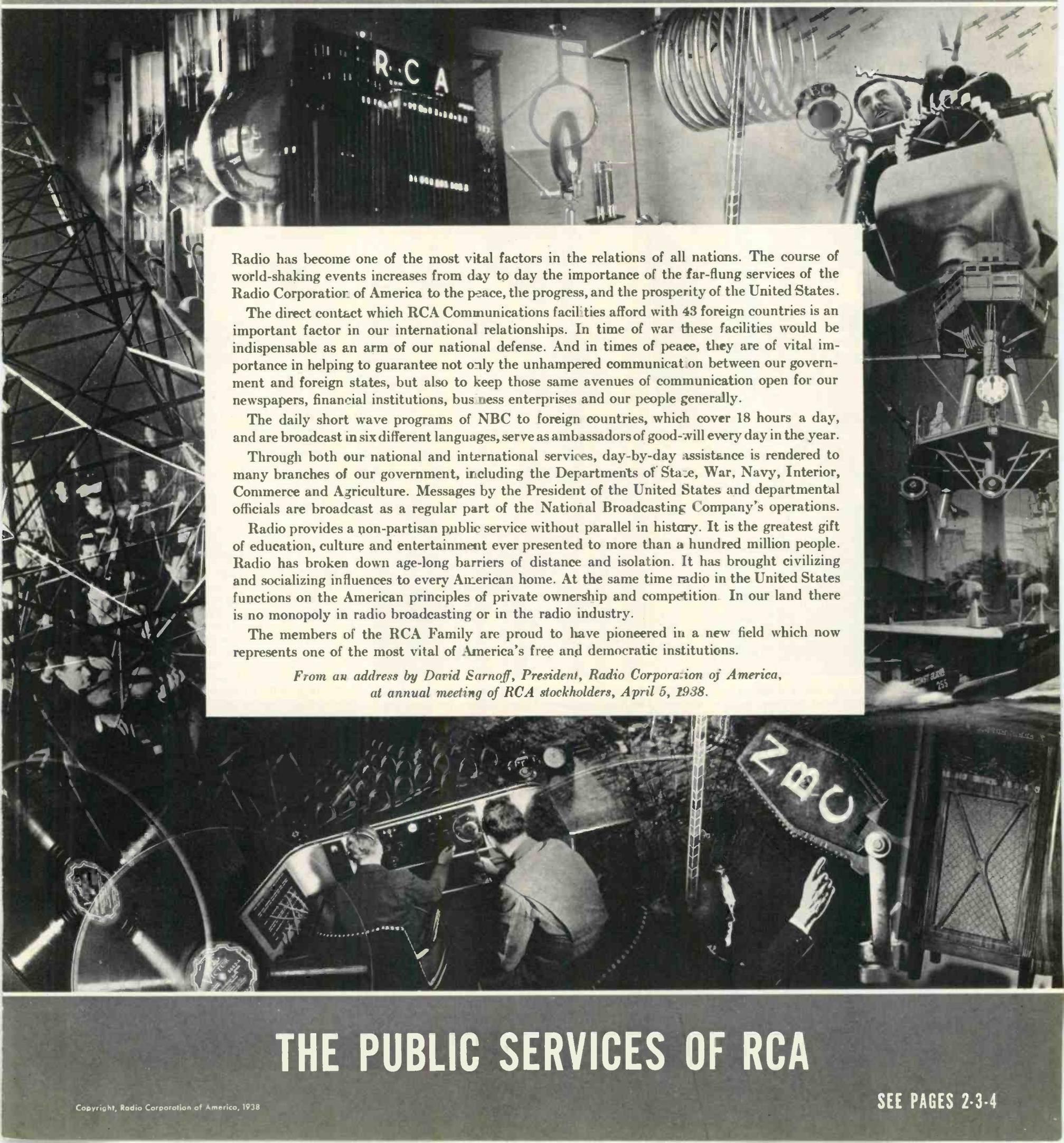
MAY, 1938

LISTEN



A 5-Page Advertisement of the Radio Corporation of America

No. 10

A large black and white photograph of a radio station control room. In the foreground, a man is seen from the side, looking at a large microphone. In the background, there are various pieces of equipment, including a large speaker and a control panel with the RCA logo. The room is filled with cables and technical equipment.

Radio has become one of the most vital factors in the relations of all nations. The course of world-shaking events increases from day to day the importance of the far-flung services of the Radio Corporation of America to the peace, the progress, and the prosperity of the United States.

The direct contact which RCA Communications facilities afford with 43 foreign countries is an important factor in our international relationships. In time of war these facilities would be indispensable as an arm of our national defense. And in times of peace, they are of vital importance in helping to guarantee not only the unhampered communication between our government and foreign states, but also to keep those same avenues of communication open for our newspapers, financial institutions, business enterprises and our people generally.

The daily short wave programs of NBC to foreign countries, which cover 18 hours a day, and are broadcast in six different languages, serve as ambassadors of good-will every day in the year.

Through both our national and international services, day-by-day assistance is rendered to many branches of our government, including the Departments of State, War, Navy, Interior, Commerce and Agriculture. Messages by the President of the United States and departmental officials are broadcast as a regular part of the National Broadcasting Company's operations.

Radio provides a non-partisan public service without parallel in history. It is the greatest gift of education, culture and entertainment ever presented to more than a hundred million people. Radio has broken down age-long barriers of distance and isolation. It has brought civilizing and socializing influences to every American home. At the same time radio in the United States functions on the American principles of private ownership and competition. In our land there is no monopoly in radio broadcasting or in the radio industry.

The members of the RCA Family are proud to have pioneered in a new field which now represents one of the most vital of America's free and democratic institutions.

From an address by David Sarnoff, President, Radio Corporation of America, at annual meeting of RCA stockholders, April 5, 1938.

THE PUBLIC SERVICES OF RCA



By lantern light Robert Taylor, master of ceremonies of the MGM-Maxwell House Good News of 1938 program, read his script, as lighting facilities failed but power for mike continued. Jean Chathurn, Metro-Goldwyn-Mayer feature player held the lantern . . . listeners heard the show as usual over the NBC Red Network.

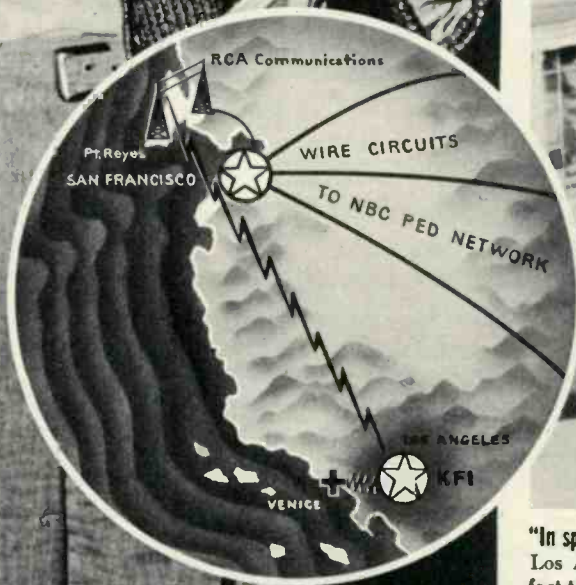
THE SHOW MUST GO ON!

Members of the RCA family outwitted the elements during Los Angeles flood

When streets became rivers the swirling waters raised ructions with electrical apparatus and power supply. NBC was confronted by the seemingly impossible task of getting various programs of Hollywood origin onto the networks. But when Los Angeles saw such scenes as this at Sixth and Los Angeles Street, RCA Communications came to the aid of NBC, and the show went on. (See story and map below.)



"In spite of hell and high water"—When flood waters cut off Los Angeles, some world records for quick action and fast thinking were made by engineers of KFI, Los Angeles NBC station, and RCA. To get a broadcast through from Venice, California, these men sent program from "beer mug mikes" to a portable transmitter, thence by short wave to KFI. Then long wave took the broadcast to RCA Communications station at Point Reyes, California. From there it went by wire to San Francisco headquarters of RCA Communications. Then the regular lines went into service, and fans heard the performance. Diagram map shows the devious course that did the trick.

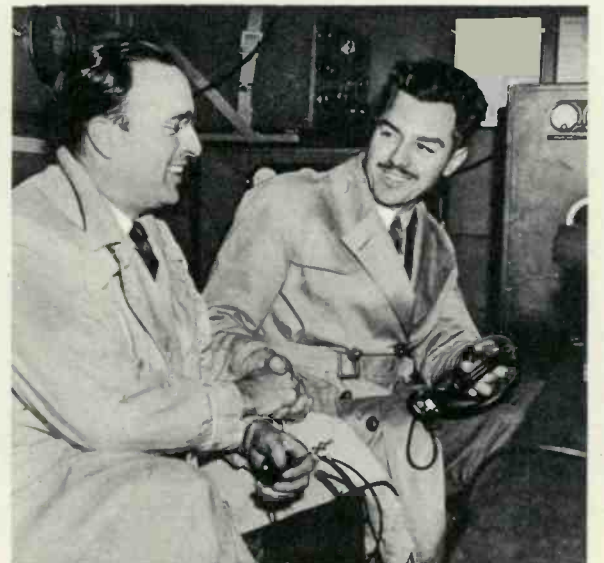


Radio Telephone Saves Lives

RCA equipment that puts ships at sea on the telephone lines, leads to rescue of marooned fishermen

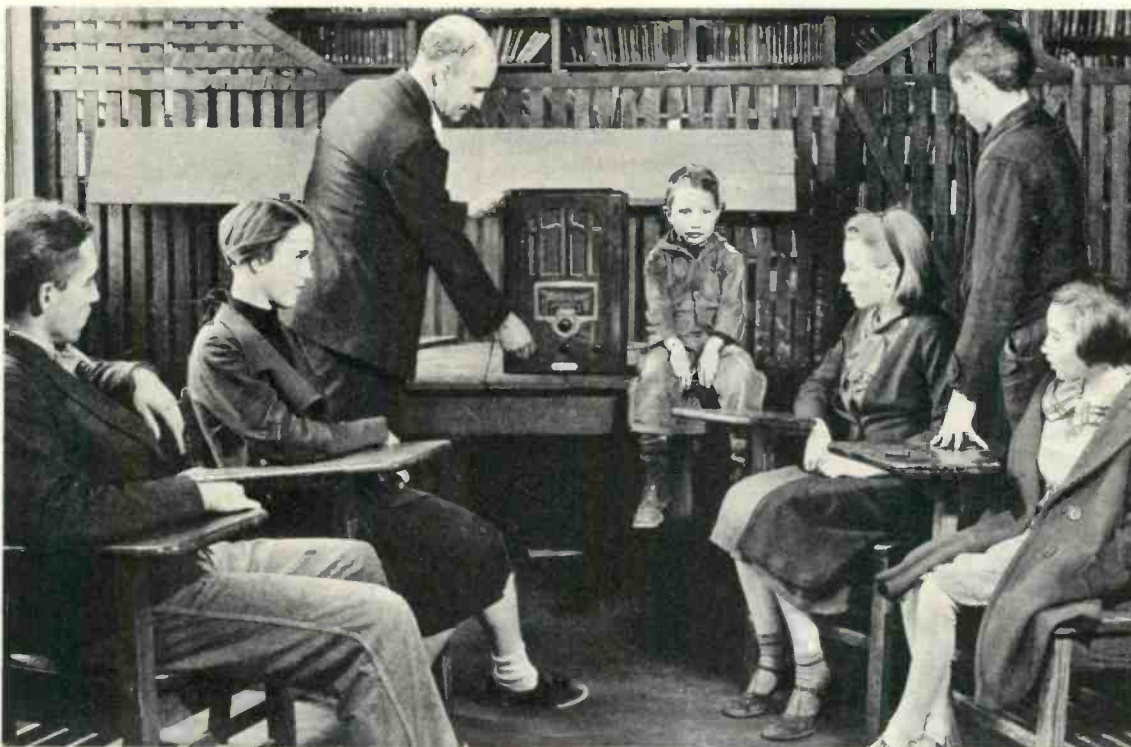
Well known is use of radio telegraphy and Radiomarine's automatic SOS in disasters at sea. Less known is RCA radio telephone by which ships can talk directly with shore telephones. Recently Captain Tom Mullen, well-known steel company executive, while on his yacht Seagoin II, sighted fishermen marooned on Rockaway Breakwater, near New York. Unable to approach, he used his RCA radio telephone to call Coast Guard, which sent rescue boat. Photo at left shows Captain Mullen and RCA radio telephone control, also loop of Radio Direction Finder, another RCA safety device.

A job well done—At right, KFI engineers George Curran and Seymour Johnson who got the show through. (See pictures above.)



LISTEN SALUTES KENTUCKY FOR ITS LISTENING POSTS

For generations the Kentucky mountaineers have typified the forgotten man. Isolated by their environment, these people were shut off from the world. Radio, the great annihilator of distance and isolation, gave promise of a new day for the mountain folks. But few could afford even the simplest of radio sets. To meet this situation far-sighted, public-spirited University of Kentucky has established 24 "Listening Posts." At these places the families of the community gather to hear special educational programs from the University of Kentucky, symphony concerts, popular dance bands, news of the world and all that radio has to offer. In such remote localities the dependable performance, and mechanical excellence of RCA Victor radios is of prime importance.



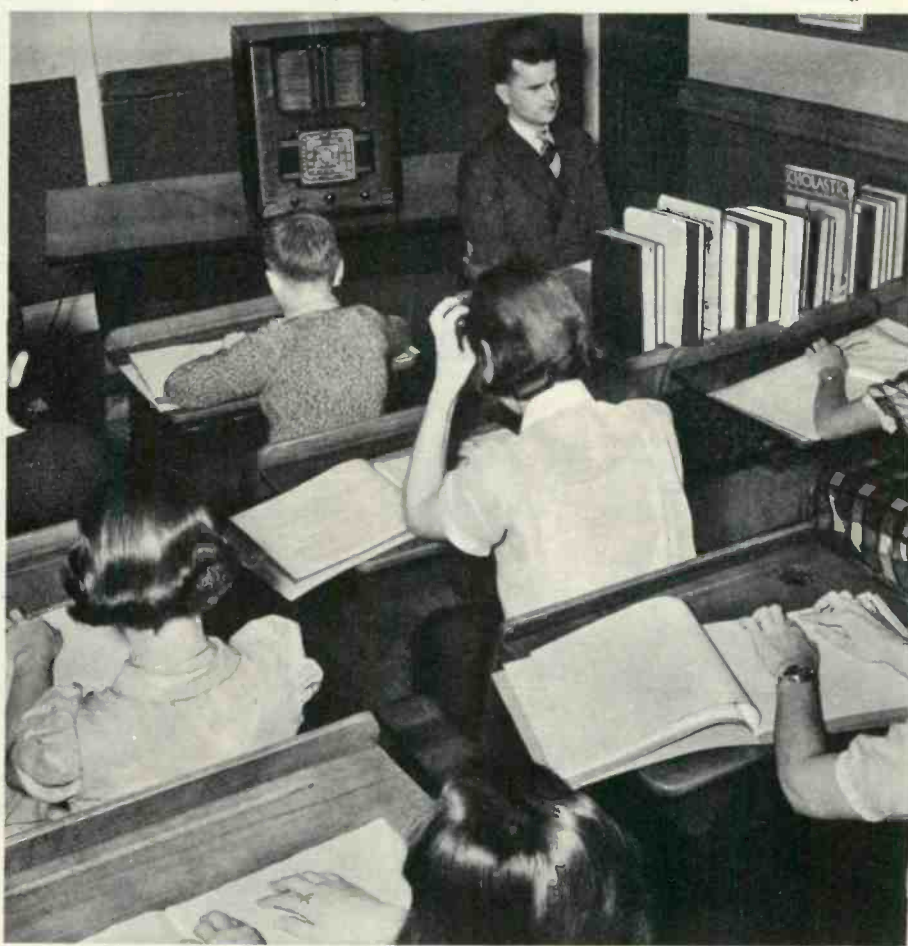
The NBC Chimes ring in millions of places, but in few is their promise of good programs more appreciated than in this Listening Post maintained by the University of Kentucky in the village of Gander, Ky. Note the RCA Victor radio. Through the use of Victor Records and phonographs millions hear the mountaineers' own songs.



THESE HANDS ARE READING MUSIC IN BRAILLE

How Blind Children Follow NBC Concert

Dr. Walter Damrosch's Music Appreciation Hour, a weekly NBC feature, is nowhere more enjoyed than by the blind pupils shown at right. This group, led by a blind teacher, follows the texts of Dr. Damrosch's booklets. Such study has been made possible by printing these booklets in Braille—the system of raised symbols by which the blind can read with their fingers. An RCA Victor radio brings in the actual concerts. Music, as well as words, can be printed in Braille. In photo above the girl is using her fingers to read the music of "Hark, Hark, The Lark"



A MUSIC CLASS IN THE NEW YORK INSTITUTE FOR THE EDUCATION OF THE BLIND



RCA Goodwill Tour of Latin America

Linton Wells to report trip on Magic Key Program

Photograph at left shows Frank E. Mason, NBC Vice President in charge of Short Wave Broadcasting, as Linton Wells, "Magic Key of RCA" roving reporter points out his route. Mr. Wells recently left the United States to begin a four-month tour of 12 Central and South American countries. He will travel by airplane, native canoe and mule train. Each week on the Magic Key program (Sundays, 2 to 3 P.M., E.D.S.T. over NBC Blue Network), Mr. Wells will talk directly to listeners. RCA Communications short wave facilities will bring his voice to the NBC Blue Network. First of these talks is scheduled for May 8 from Managua, capital of Nicaragua. Other reports of interesting and little known facts about these countries will be heard each week for 12 more weeks.



RCA ALL THE WAY... Radio "Side Shows" that are headliners to millions

All are familiar with radio's "big show"—broadcasting, few are aware of radio's array of "side shows." Yet these activities are big, colossal, stupendous, breathtaking and death-defying to vast numbers of people. Because in Radio it's RCA All the Way, RCA men are active in every branch of radio, are regularly engaged in services that at first blush seem far removed from this science. Some of these activities have to do with saving lives and protecting property. Others are concerned with entertainment in the home, with motion pictures or with aviation.

Often a useful application grows out of something else. For instance RCA Public Address Systems were first used by applying principles of radio amplification of sound for the purpose of making the voice of a speaker audible to a large audience. Now fire departments have found RCA Public Address Systems a tremendous aid in fire fighting. Fire officials using this equipment can give directions in a voice that carries above the roar of flames, can control their men, can warn them of walls about to fall.

RCA police radio systems are an outgrowth of broadcasting. In effect, such systems are miniature broadcasting networks, with the difference that the stations (i.e. the squad cars) can talk back to the broadcaster.

Play records through your radio—The new vogue for Victor Records is receiving great impetus from the fact that you can now play records through your radio. This is accomplished by an RCA Victor Record Player, which can be attached to any modern AC radio, and will play Victor Records with the full tone of the radio itself. Such record players are now being given to all who join the new Victor Record Society. (See story on facing page.)

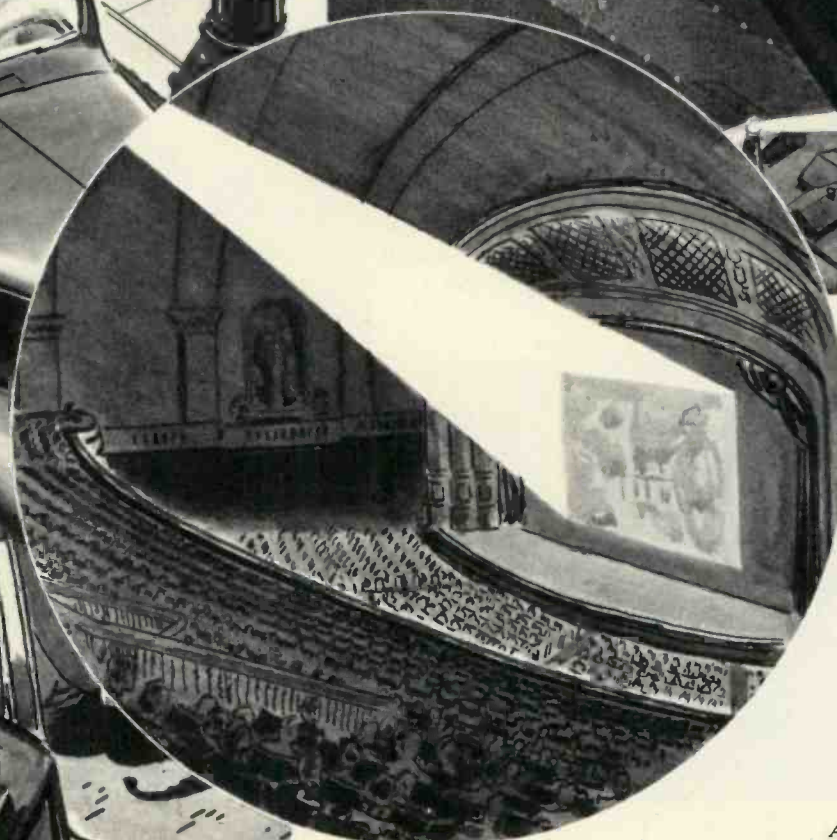
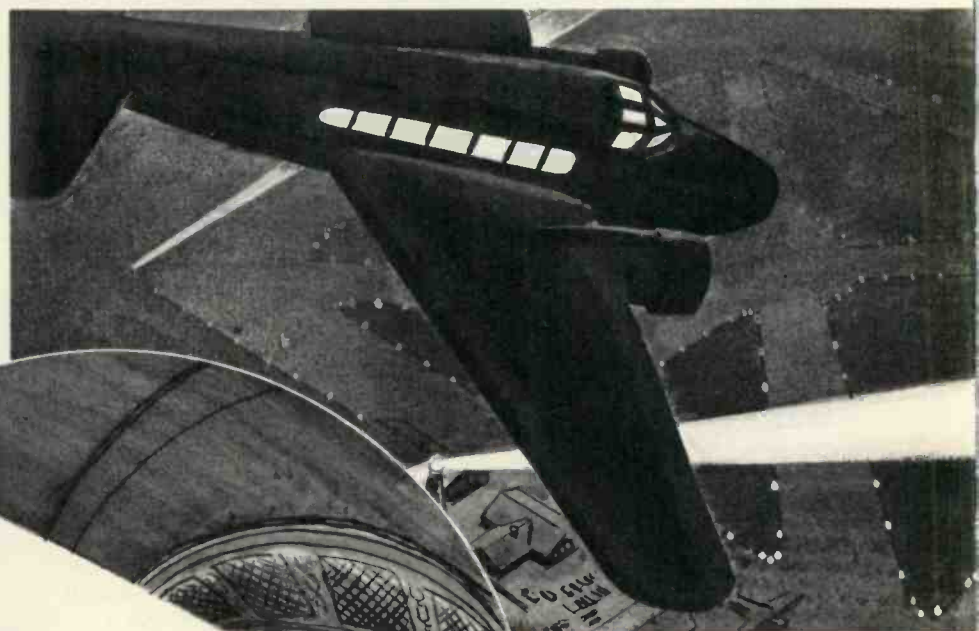


GORDON C. ROSS

THE MIGHTY VOICE OF STENTOR, MYTHICAL HERALD, WAS BUT A WHISPER COMPARED TO SUPER-STENTORIAN SHOUT OF FIRE CHIEFS WHO USE AN RCA LOUDSPEAKER

Radio leads to "happy landings"—When visible landmarks are obscured, airplanes hold to their courses by means of radio beams, through the aid of information supplied by radio telephone and by the use of various other applications of radio principles. Each day hundreds of "happy landings" are assured by the use of RCA aviation equipment. →

Crime marches on—to jail. One of the greatest single factors in the control of crime is radio. Criminals using automobiles, and other means of swift travel, bid fair to have an enormous advantage over law enforcing units. Now RCA Police Radio guides officers to speedy captures of thugs. The drawing below shows officers with an RCA equipped Police Radio car arresting bandits who tried to escape in a fast automobile.



It's all done with invisible light. From the early days of talking motion pictures RCA has been active in perfecting sound recording for producers and sound reproduction for theatres. Many experiments showed finest results were obtained by use of a sound track traced by light. RCA men further refined this by using ultra-violet light. Although invisible to the human eye this light due to its unique qualities traces the most clear cut and accurate sound track. Now RCA Photophone is used by most of Hollywood's leading motion picture producers. It brings you the voices and instruments of your favorites in thousands of motion picture theatres.

Advertisement



RADIO CORPORATION OF AMERICA, Radio City, New York
 RCA Manufacturing Co., Inc. • Radiomarine Corp. of America
 National Broadcasting Company • RCA Institutes, Inc.
 RCA Communications, Inc.

NOW PLAY RECORDS THROUGH YOUR RADIO

with new RCA Victor Record Player

Your Record Player is ready... see your RCA Victor dealer... find out how easy it is to use your radio as an electric phonograph... start now to enjoy both radio and the superb new Higher Fidelity Victor Records

The new Victor Record Player operates electrically. It has a new crystal pick-up for extra tone quality. It can be attached to any modern AC radio, and when so connected plays Victor Records with the full tone of the radio itself. This instrument is given without cost to you when you join the Victor Record Society. It is shown connected to the new RCA Victor Symphony Radio.

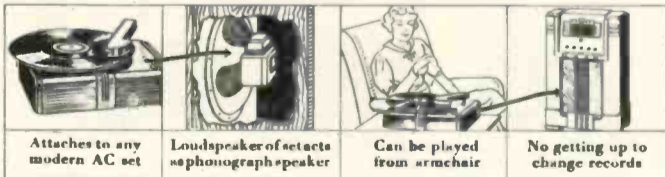
HERE'S WHAT MEMBERS GET!

- 1 RCA Victor Record Player Model R-93B (list price \$14.95) without cost.
- 2 A year's subscription to the monthly "Victor Record Society Review."
- 3 Free copy of booklet, "The Music America Loves Best" plus free advice from the RCA Victor Musical Director on how to build and enjoy your own Victor Record Library.
- 4 Victor Record Dividends. Membership in the Victor Record Society entitles you to Victor Record dividends up to the amount of your membership fee, \$6.00. You buy \$1.00 worth of Victor Records a week for 60 weeks. As you complete each \$15.00 worth of Victor Record purchases, you receive \$1.50 in Victor Records as dividends.

HERE'S HOW TO JOIN THE VICTOR RECORD SOCIETY

- 1 Pay \$6.00 membership fee.
- 2 Buy \$9.00 worth of any Victor Records you wish—dance, classical, symphonic, etc.

HERE'S HOW RECORD PLAYER WORKS!



New \$14⁹⁵* instrument yours—without cost when you join Victor Record Society

HERE is the most important offer ever made to music lovers. Now you can double your enjoyment of fine entertainment. You can have the music you want when you want it. Membership in the new Victor Record Society will make your living room a concert room. You can hear the world's greatest musicians whenever you please. This means all music. You can choose symphony orchestras, swing bands, great vocalists, or anything else you like.

You can have this great gift of music by using the amazing new RCA Victor Record Player that plays records right through your radio—without in any way

interfering with its performance or use as a radio instrument.

Every day thousands more are being captivated by the great new vogue for records and recorded music. Of course, they are! It is an economical, easy way to double your enjoyment of music.

The new Victor Record Society makes this the best time there ever was to bring to your home the whole world of music. You don't have to pay a cent for the RCA Victor Record Player if you join the Victor Record Society. Get the facts immediately. Mail the coupon below, or see your RCA Victor dealer today.

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

*List price, subject to change without notice.

MAIL THIS COUPON NOW!

RCA VICTOR, Camden, N. J.

Without obligation to me, send folder on Victor Record Society.

Name _____

Address _____

City _____ State _____



RCA Victor

RADIO'S GREATEST VALUE • A SERVICE OF THE RADIO CORP. OF AMERICA

Buying a 2nd-Hand Car or a 1st-Class Whiskey, look for

Good Workmanship



YOU'LL never Go Wrong—if you go for Good Workmanship, for it stands the test of time. That's why you Go Wisely when you go for G & W. It has stood the test of 106 years! It's good to begin with because it begins with good ingredients. It's good all the way through because it's controlled at every step. Insist that your whiskey bear these two letters of recommendation. Get Wise . . . get G & W. Every time, it Goes Well!

PARTY GAME FREE!

For the correct answers to the 3 historical questions below, plus best comments about G & W whiskeys or gins, G & W will award a brand new party card game called *Gang Way**. You can play altogether 17 different games with it! You'll find it fascinating! Send your entry to G & W, P. O. Box 887, Detroit, Michigan, before June 30, 1938!

- 1 The "father of his country" was G _____ W _____
- 2 Secretary of the Navy under Lincoln was G _____ W _____
- 3 First steamboat to cross the Atlantic was the G _____ W _____



G & W Star Blends

GET WISE . . . GET G & W 7 STAR * 5 STAR * 2 STAR . . . THEY'RE GOOD WHISKIES

G & W 7-STAR BLENDED WHISKEY—The straight whiskey in this product is 4 years old; 35% straight whiskey, 65% grain neutral spirits. 90 proof.

G & W 5-STAR BLENDED WHISKEY—The straight whiskey in this product is 4 years old; 23% straight whiskey, 77% grain neutral spirits. 90 proof.

G & W 2-STAR BLENDED WHISKEY—The straight whiskeys in this product are 2 or more years old; 25% straight whiskeys, 75% grain neutral spirits; 20% straight whiskey 2 years old, 5% straight whiskey 4 years old. 86 proof.

*This offer good for adults other than Liquor Industry Employees, in States where such offers are permitted.