

MARCH, 1939

LISTEN

THE SYMBOL OF



THE RADIO AGE

No. 20

A 5-Page Advertisement of the Radio Corporation of America

RADIO'S PLACE IN EDUCATION

In the past ten years knowledge of good music has grown a thousandfold. An informed electorate has been created by the thorough airing of public issues. New citizens, and old, have learned more about their country, and about how to exercise their rights. Drama, literature, the arts and sciences are vastly better understood. Students, from kindergarten to university postgraduates, have found new interest in their studies. Millions of adults have discovered facts, have enjoyed pleasurable experiences once known only to thousands.

Radio has been largely responsible for all this.

The educational achievement represented has not been carried out by seeking to replace educators, or supplant schools or colleges. Rather it has resulted from supplementing formal education, and through the informal activities that are usually referred to as adult education.

Recognizing to the full its duty to listeners, National Broadcasting Company, the broadcasting service of Radio Corporation of America, has given long and careful thought to the building of programs of an educational nature. NBC now offers each week many "public service programs" planned to fit into the scheme of education in the United States. These programs cover nearly every principal division of study, will soon include all. But they do not seek to replace formalized education. Rather they are planned to help the work of teachers by inspiring greater interest in learning.

The family of RCA serves the cause of education in other ways than through broadcasting. Radio principles, constantly studied by RCA Laboratories, are the basis of RCA Victor Sound Service for schools and colleges. Special Victor Records for classrooms are used in schools and colleges. Much of this equipment is essential to modern teaching methods, and in addition contributes to orderly operation of schools.

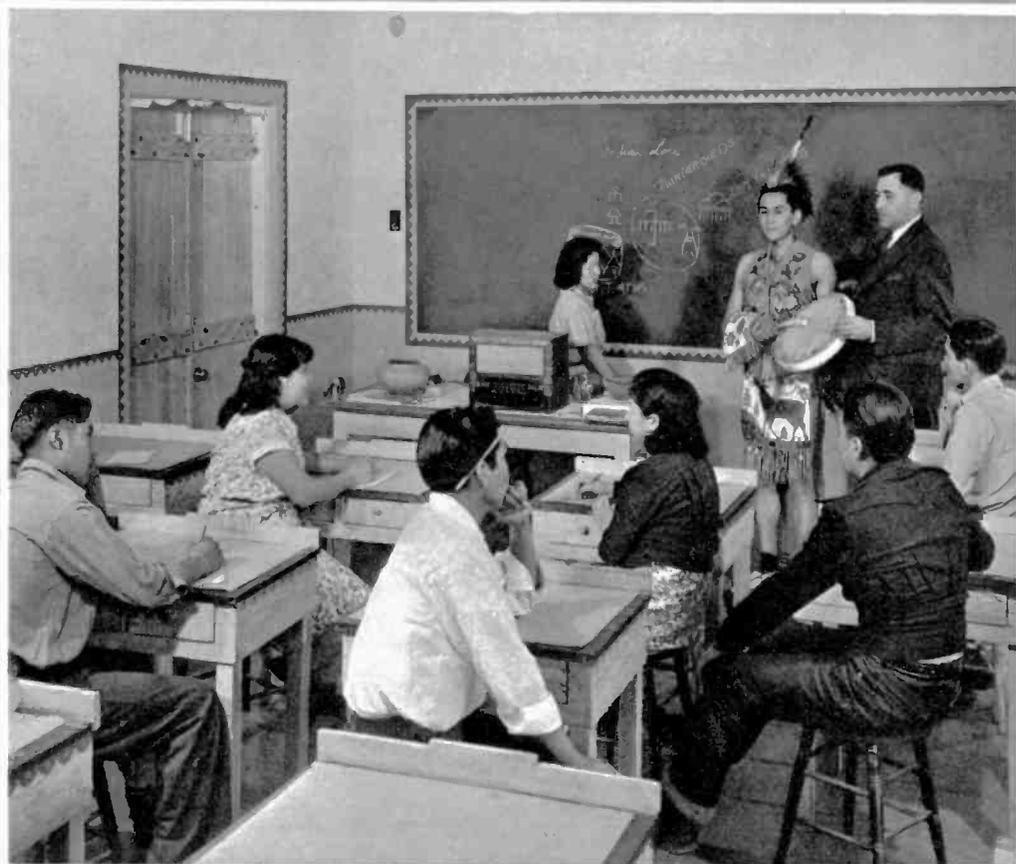
RCA is itself engaged in education through RCA Institutes, Inc., America's only school giving courses of college standard, devoted exclusively to instruction in the science of electrical communication.

Their's is a great heritage, and today through the magic of radio, whether it be the first generation in this country, or the tenth, they and all people of the United States understand their country better, and are more widely informed on more subjects than ever before.

RADIO'S SERVICE TO EDUCATION

SEE PAGES 2, 3, and 4

RADIO...GOOD NEIGHBOR...BROADCASTER OF CULTURE



ONE LITTLE, TWO LITTLE, THREE LITTLE INDIANS... AND MANY, MANY MORE UNDERSTAND MODERN LIFE BETTER THROUGH THE HELP OF RADIO

(Above) Scene at the Sherman Institute Vocational School for Indians, Riverside, California, where the descendants of the real native Americans find aid in appreciation of the white man's culture through an NBC program. Class is contrasting Indian tomtom with drum effects just heard during an orchestral broadcast. Radio helps thousands of teachers to make courses more interesting and stimulating to students.

Hear radio wherever you are. Indian students pause in tribal dance to listen to radio. They are using RCA Victor Pick-Up set. Independent of wire connections, this model is ready to play anywhere because of built-in batteries.



THROUGH RADIO, THE CROSSROADS SCHOOL FINDS ITSELF AT THE CROSSROADS OF THE WORLD

Generations of pupils in this country school in New Castle Township (N.Y.) were completely isolated from cultural opportunities of the big cities. Today the building and the location remain the same but radio brings to teachers and

pupils the help of great leaders in many fields. This story has been repeated all across the land in thousands of rural schools to which radio brings instantly the story of world events, and makes available the inspiration of the world's culture.

"I LIKE SCHOOL NOW WE'VE GOT A RADIO!"

...LEND'S NEW VITALITY TO TEACHING



MILLIONS WERE THRILLED

When Helen Henry sang on the NBC Music Appreciation Hour she symbolized the results of the most outstanding of radio's educational features. So highly esteemed is this program conducted by Dr. Walter Damrosch, that it is part of the regular study in more than 70,000 schools, where some 6,000,000 pupils hear it each week during the school year. Once herself one of these pupils, Miss Henry received her earliest inspiration to a musical career from Dr. Damrosch's famous program.

HE TEACHES IN MORE THAN 70,000 SCHOOLS

Never before the days of radio did any musician extend his influence to an audience remotely approaching that reached weekly by Dr. Walter Damrosch.

His "Music Appreciation Hour" broadcast each Friday during the school year by NBC is a regular part of the course of study in more than 70,000 schools. Dr.

Damrosch combines his understanding of children and of music, to hold his listeners' interest. Here is a notable example of radio as a potent aid to education.

In addition to its service for students, NBC broadcasts each week various programs planned to help adults

BETTER UNDERSTANDING

Tears then smiles as Barbara and her father clear up a misunderstanding such as might happen in any family. The NBC program "Wings for the Martins" dramatizes everyday happenings in the life of a normal American family with a home full of growing children. Thousands of parents are finding this story an education to themselves in their own relations with their children. In producing this program NBC has the cooperation of the National Congress of Parents and Teachers and the Department of the Interior Office of Education.





Federal Music Project group studies NBC programs—So great is interest in NBC Symphony Concerts that throughout the season numerous groups meet to study and discuss in advance the works selected by Maestro Toscanini, and the orchestra's guest conductors. Above is such a discussion group, photographed in one of its meetings at Federal Music Project Center, 99 Park Ave., New York.



Success and happiness in future years depend to a great degree on a child "knowing how to talk." The only means for accurate check on progress in voice training is the making of recordings of the pupil's voice. The RCA Victor Portable Recorder applies radio principles to the recording of sound. Records made on it make it easy for teachers to explain, and for pupils to understand errors. Photo shows Antoinette Pangallo, a pupil in the Holy Rosary School at Indianapolis making voice test record on RCA Victor Portable Recorder.



Today, through radio, the nation knows what its leaders are doing, is able to keep in touch with progress. A notable example is the annual Navy Day on RCA's Magic Key Program. Through announcers who are often thousands of miles apart listeners hear a vivid portrayal of the brilliant achievements of the U. S. Navy on the sea, in the air, and—as in the photo at left—under the sea.

—AND THE EDUCATION OF THE FUTURE



How soon the work of RCA Laboratories will result in general establishment of Television, none can say. Some day, however, Television will bring on-the-spot news scenes and various educational features to the homes of millions, who would other-



wise not be able to enjoy such advantages. Pictures show recent Television experiments in Washington. At left—NBC mobile Television camera near the Washington monument. At right—announcer and daughter as seen on the receiving set screen.



An Advertisement of

RADIO CORPORATION OF AMERICA

Radio City, New York

RCA Manufacturing Co., Inc.

Radiomarine Corporation of America

R.C.A. Communications, Inc.

National Broadcasting Co.

RCA Institutes, Inc.

Lessons that Live are easy to Learn!



RCA Victor Sound Service for Schools Helps Teachers make Modern Lessons Vibrantly Alive!

Over 100,000 schools are currently making use of one or more RCA Victor products for the education of students. Pupils learn more — faster — this modern, effective way — and they *remember* what they learn!

MODERN EDUCATORS have discovered that subjects formerly presented in what seemed to many students to be dull, dry, uninteresting text books, are today studied in a way that makes lessons stimulating and alive — through the use of RCA Victor Sound Service for Schools. This *modern* teaching makes *interested, eager* pupils of today's boys and girls, who are getting far more scientific instruction than did the pupils of yesteryear.

A few of the RCA Victor products used in modern schools are illustrated on this page. Besides these, there are scores of others — all designed to make study an exciting adventure . . . to make lessons *live!* They will create a new, greater learn-

ing effectiveness in the school in your neighborhood.

Not only does an RCA Victor Sound System help in teaching, but it also contributes greatly to both operation and safety. Such a system permits quick, orderly transmission of messages or announcements to any or all rooms. In the event of fire it permits instant notice to every part of the building.

In addition to sound equipment of various types RCA Victor service for schools also includes a large number of Victor Records made especially for some definite educational purpose. These provide stimulating aid in teaching, particularly in the case of small children. In addition, thousands of schools also make continuous use of Victor Records selected from the general Victor catalog because of their cultural or educational value.

You can help give your local students the advantages of these products. Just send the coupon. No obligation.



Here's an RCA Victrola Value That's Unbeatable

This Victrola, Good Times Model U-123 . . . a bonus of \$17.50 worth of your choice of Victor or Bluebird Records . . . membership in the Victor Record Society — all for \$129.95*.

This outstanding value is offered in order to keep men at work during what is usually the slow season in the RCA Victor factory. Its price is the lowest in RCA Victor history for an automatic record changing instrument. Automatically changes 10" and 12" records and is also a fine Electric **\$129.95*** Tuning Radio.

*All prices f. o. b. Camden, New Jersey, subject to change without notice.



Modern Educators Teach Speech with this RCA Victor Recorder

This new RCA Victor Recorder enables teachers to detect and correct faults in speech more effectively than ever before — by making records while students speak in the classroom.

This instrument is also extremely valuable for measuring pupils' progress in speech and music instruction . . . for the study and pronunciation of foreign languages . . . recording talks by prominent speakers for use in the schoolroom . . . recording of plays, dramas, debates, and other uses.

Illustrated is the console type Recorder which has many typically fine RCA Victor features. An RCA Victor Portable Recorder is also available. Both offer four prime essentials:

1. They record and reproduce with amazing accuracy.
2. They are sturdily built — withstand hard knocks.
3. They provide utmost dependability
4. They are extremely simple to operate.

RCA Victor School Sound System Serves Many Educational and Administrative Uses

This system serves a dual purpose. With it the principal may direct to any or all classrooms educational radio programs . . . up-to-the-minute news . . . or recorded lessons. It may also be used for fire signals, an-

ouncements, music, lectures, and in other ways. For details send the coupon below for free booklet.

Picture shows system in use by Edward C. Seitz, Principal, Westminster High School, Westminster, Md.



EDUCATIONAL DEPARTMENT
RCA Manufacturing Co., Inc., Camden, N. J.

I am interested in getting more details about modern audio-visual education. Also, please send me your free catalog "RCA Victor Sound Service for Schools."

Name

Address

School

City State



RCA Victor

A Service of the Radio Corporation of America



JOCKEY MEADE WORKS OUT A FAST 5-YEAR-OLD AS DAWN BREAKS OVER THE HIALEAH TRACK



STEAM BATH SWEATS OFF MEADE'S EXTRA WEIGHT

FLORIDA GIVES DISBARRED JOCKEY A SECOND CHANCE

Most familiar figure at Miami's Hialeah Park this winter has been a little 23-year-old jockey named Don Meade. In race after race, as the horses hit the top of the stretch, this square-shouldered, stubby-legged kid, driving his horse like mad, has shot out from the field, flashed across the finish line a winner. In the first 38 days of the Hialeah meeting, he won the astonishing total of 62 races, became the outstanding jockey on U.S. winter tracks.

But there is more to the case of Don Meade than the winning streak of a great jockey. It is a case of dishonesty, suspension and reinstatement unparalleled in racing history. Back in 1936, as now, Meade was the leading rider on the winter circuit. Somehow that year, rumors began to spread that four or five of the jockeys were throwing races, and Meade received subtle hints to be careful. Finally his phone was tapped by track officials, and his conversations with a mysterious bookmaker named Ernie were overheard. Next day Meade rode a favorite named Red Badge and brought her in last. Red Badge's trainer complained to the stewards, who instructed the trainer to put Meade back on the horse for another race and see what happened. Meade then was heard to bet \$200 on Red Badge, and that afternoon he brought the horse in first. A few days later he was riding a favorite named Race Craft. Through "Ernie" he bet \$400 on a long shot called Move Faster. That afternoon, aboard Race Craft, he swerved and bumped all over the track, pulled up last. Move Faster won the race.

On March 4, 1936, Meade was suspended indefinitely from all U.S. tracks. For three years he stayed out of sight, saw his income dwindle from \$50,000 to almost nothing. Last fall, however, wealthy stable owners, anxious to have Meade ride their horses, went to work to have his suspension lifted. They felt he had learned his lesson, would henceforth go straight. In Florida this season Meade was reinstated.

During April of this year Meade will officially apply for reinstatement in New York, New England and California. Because he is a truly great rider and has influential friends, he may win his case. Should he succeed, many people feel that other jockeys might try to get away with race-fixing stunts. Most fans, however, are more sympathetic, believe that Meade deserves a chance to clear his name.



Talking with track loungers Jockey Meade never says what horse he thinks will win.



A card game for low stakes at home is one of Jockey Meade's hobbies.



Meade dresses carefully. For street clothes he prefers loud coats, ties.



Playing pool is something to do while waiting for the races.



A chocolate drink at the milk bar is all Meade generally eats for luncheon.



Resting before the racing starts. Don Meade usually rides at least four horses an afternoon.



Meade grips reins firmly in his hands. Aboard a horse, he uses short stirrups, rides high over the mount's shoulders.



After the races, Meade visits his wife at the hospital. Recently she underwent a minor operation, is rapidly recovering.