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LISTEN



An 8 Page Advertisement of the Radio Corporation of America

No. 5



VIOLIN CHOIR OF NBC SYMPHONY ORCHESTRA
Misha Mischakoff, Concertmeister in foreground

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RADIO'S GREAT GIFT TO MANKIND

TOSCANINI CONCERT TO BE CHRISTMAS DAY GIFT—

Young, but one of the greatest—This is the new NBC Symphony Orchestra. Although organized only during the past few months this assemblage of musicians automatically takes its place as one of the world's foremost musical organizations. It gains this rank because of the brilliant group of artists who compose its personnel, and because of the famous and able conductors who will guide its performances. An hour on the air means many hours of rehearsals, even for so distinguished a group as the NBC Symphony Orchestra.



A pleasant conspiracy—Arturo Toscanini and Artur Rodzinski talk shop as they loaf on a terrace in the Italian Alps, and plan readings of the symphonic masterpieces with which the new NBC Symphony Orchestra under their batons will delight millions of music lovers. Of late there has been a sudden and large increase in public interest in symphonic music. One proof is seen in huge sales of Victor recordings of orchestral works.



Other member of musical triumvirate—At left are two of the three world-renowned musicians who will conduct the NBC Symphony Orchestra. Picture above shows the great French conductor Pierre Monteux just after his recent arrival in New York. Maestro Toscanini, who first conducts on Christmas Day, will arrive about December 14.

Crowning achievement in radio's service to America is the new NBC Symphony Orchestra. Conducted by Arturo Toscanini, by Artur Rodzinski, by Pierre Monteux—composed of an unparalleled group of individual performers—this new orchestra takes rank as one of the foremost musical organizations of all time. The creation of this orchestra is an important and brilliant accomplishment. Yet it represents only one phase of radio's great gift to mankind.

So smooth and continuous has been the widening of radio's activities that few realize their almost complete coverage of human interests. Today you can scarcely name a subject that is not represented regularly by programs of NBC, broadcasting member of the RCA family. Entertainment, instruction and information of every type, and endless variety, wait the flick of a switch. Isolated, indeed, is the home without a radio.

And such has been recent progress in faithful transmission of sound, and its equally faithful reception, that a considerable isolation exists for families whose sets are too old. Particularly is this true when they have been allowed to get into poor condition.

Never before in all history has man had at his fingertips the gift of so many priceless treasures of music, education, drama, comedy, sports and news. It is impossible to estimate the daily value of what can be heard. No individual on earth has the wealth to buy, or the power to command, what radio gives to the humblest set-owner. And in America radio is independent of self-seeking propagandists, serves no special causes, serves instead the public interest.

Now as the Christmas season approaches, it seems timely to look briefly at some of radio's gifts, and at what lies behind them.



Conductor to the engineers—Herbert Liversidge, following the score during an opera broadcast. Liversidge's job is to follow the performance and to collaborate with the control room engineer in bringing out all the stirring musical beauty of the great operas. Similar control methods are used for symphony broadcasts.



OPERA—NBC again presents America with a season of the Metropolitan Opera Saturday matinees, over the NBC Blue Network. Shown above are beloved Kirsten Flagstad and famous Wagnerian tenor Lauritz Melchior in a scene from Siegfried. Millions of music lovers who cannot attend opera hear it through these broadcasts, or enjoy it any time through Victor Records.



WORLD PROBLEMS—World problems are discussed every Sunday at 12:30 E.S.T. on NBC Red Network at the famous University of Chicago Round Table. Above are shown T. V. Smith, professor of philosophy, writer and Illinois state senator; Arthur H. Compton, professor of physics and Nobel prize winner, and Anton J. Carlson, head of the department of physiology.

This NBC feature has been on the air for years, and has done much to keep listeners informed on current thought in connection with a great variety of subjects of interest to millions.



NBC at the Bang Board Championships—Each fall the Middle West is agog over the National Corn Husking Championship. Bang board is the back stop against which huskers toss the stripped ears. An "ear by ear" account of this contest is broadcast by NBC. National Farm and Home Hour program of news, advice and entertainment is eagerly looked forward to in millions of farm homes. It is broadcast five days a week from 12:30 to 1:30 P.M., E.S.T., on NBC Blue Network, has been on the air for 10 years.

SPORTS—The NBC sportsfront covers all the big events. The new year in sport will be opened with a nationwide broadcast on New Year's Day, of the Rose Bowl football game, over NBC Network.



35 HOURS A DAY RADIO REPORTS MANKIND'S ACTIVITIES

The Red and Blue Networks of NBC broadcast the greatest show on earth for a total of 35 hours a day. For this reason, many radio owners make sure they get full enjoyment of programs by having an RCA service man periodically check up their instruments and replace weak tubes.



DISASTER—From its first use in summoning help to stricken ships, RCA's radio service has constantly extended its scope in time of disaster. Notable service was performed by radio during the floods of last winter. Above is an NBC man with mobile broadcasting unit directing rescue work.



NEWS—Offering the only way to give the public instantaneous, on-the-spot news, radio is of constantly growing importance in keeping the nation informed. NBC maintains an elaborate news gathering system. Above is scene in the busy NBC news room at Radio City, New York.



CHILDREN—Charming performances on NBC's Children's Hour offer pleasant entertainment, and help to point the way to happy careers.



VARIETY—Millions find endless delight in radio variety shows. Newest... starting next Wednesday evening... is Lucky Strike's "Your Hollywood Parade," on NBC Red Network, Wednesdays, 10 to 11 P.M., E.S.T. Above is Dick Powell who "m.c.'s" the show, with John Barrymore.



TOWN MEETING—That fine old institution of New England, the Town Meeting, finds a modern counterpart in NBC's Town Meeting of the Air. It offers listeners able, enthusiastic and impromptu discussion of matters of importance to the American public. Broadcasts are enlivened by remarks from members of the audience who rise to express their views.



DANCE MUSIC—Radio creates the changing vogues in dance music. Swing swept the nation when listeners heard jam sessions from such artists as Benny Goodman, shown above. Besides their air programs Dorsey, Waller, Berigan, Goodman and other swing exponents are also Victor recording artists, make records to which millions dance.

RADIO TO LINK SCIENTISTS IN GREENLAND AND TROPICS

UNIQUE CONVERSATION
PLANNED FOR CHRISTMAS



Seeking weather where it is made—The MacGregor Expedition to Greenland is now studying weather at its source. Observations show that North America's weather largely originates in upper Greenland. MacGregor plans a permanent observation station in this weather factory. This, it is believed, will make long range weather forecasts possible, besides greatly improving accuracy of all weather prophecies. The members of the MacGregor Expedition will also be on the alert for traces of the ill-fated Russian flyers, who may have been forced down in Greenland.

In marked contrast to the bitter cold of the Greenland winter are the steaming jungles



of the Amazon valley in South America. In this tropic wilderness is the Holden Expedition. The Holden Expedition is hopeful of picking up clues that may solve mysterious disappearance of Paul Redfern, the aviator who was lost ten years ago, but has been constantly rumored alive. On Christmas Day there will be broadcast, exclusively over NBC networks, a conversation between these two expeditions. The talk will go out on each party's RCA short wave radio equipment, will be picked up by RCA station at Riverhead, Long Island, and then re-broadcast. The MacGregor Expedition is shown in the photo at left above. At right are two native members of the Holden Expedition.



A model performer—This is Miss Patience, an unmeltable dummy. She plays various roles at the RCA television studios, where she acts as a stand-in for singers while experiments are being made and lenses are focused. Television requires brilliant lighting. Note the battery of lamps above Miss Patience's head. Performers avoid long toasting under the heat of these lights by letting Miss Patience stand-in until their appearance is required.

"PETER PAN" MAKES DEBUT AS STAGE DIRECTOR

Drama has never had a finer or more loved interpreter than Maude Adams. Since her retirement from the stage, Miss Adams has devoted much thought to helping the new generation of theatrical talent. Miss Adams is now teaching dramatics at Stephens College, Columbia, Missouri. Her first appearance in the role of stage director was scheduled for November 20, with her pupils presenting Edmond Rostand's "Chantecler" over the NBC Red Network. Miss Adams, as part of her work in directing, has originated lighting and sound effects which she believes will revitalize the American theatre.



MORE "LISTEN" →→→



Happy the home where music lives—Particularly is this true when the gift of music is made available to children. In more and more homes wise parents are building a foundation for life-long pleasure for children, by starting musical education during early formative years. For this purpose nothing will take the place of phonograph records.

PHONOGRAPH RECORDS CONTINUE COMEBACK

"Yours for keeps" explains why music lovers add to radio thrills the satisfaction of having the music they want when they want it

To round out completely the possibilities of musical enjoyment, music lovers today go further than listening to radio. They create their own programs to fit the mood of the moment. That explains big comeback of records. When you own records the music is "yours for keeps." To choose records of supreme beauty is a simple matter. The greatest symphony orchestras, the greatest singers, the greatest instrumentalists, the greatest dance bands, all make records for Victor. Today, as in the old Victrola days, the world's greatest artists are on Victor Records. This is true whether your interest is in the most elaborate symphonic works or the latest in swing.



Beloved artist sings greatest Christmas song—Above, the late Mme. Schumann-Heink in one of her rare radio appearances sings "Stille Nacht," the song considered by millions the greatest Christmas music. Thanks to Victor Recording, the lovely voices of this great artist and of all music's immortals are made immortal.

World's greatest music library—Chosen by a jury of 12 distinguished authorities, the Victor Library of Recorded Music contains in one collection of 461 Victor Records the supreme music of the world, performed by the greatest artists. Hundreds of families are investing \$950 in this priceless library of enjoyment.



RECORDS THAT INTERPRET THE CHRISTMAS SPIRIT ALL AROUND THE WORLD

Hearts are gladdened by the traditional songs and music of Christmas. Below are listed Victor Records of the Christmas music the world loves best.

- 25479 It Came Upon the Midnight Clear
Oh Come, All Ye Faithful
Homer Hall Glee Club
- 25480 Oh! Little Town of Bethlehem
Silent Night—*Homer Hall Glee Club*
- 7316 Pastoral Symphony (from "The Messiah")—*Leopold Stokowski*
Philadelphia Orchestra
- 35787 While Shepherds Watched
It Came Upon the Midnight Clear
Trinity Choir
- 36188 Christmas Carols—Potpourri
Marek Weber's Orchestra
- 6607 Adeste Fideles
John McCormack—Trinity Choir
- 6723 Stille Nacht
Ernestine Schumann-Heink



Children's records add to Yuletide joys—Gay wrappings of special records for children offer a hint to the hours of delight which such discs bring to millions of little folks. By using radio sets as phonographs (see next page), families everywhere are vastly extending the enjoyment of music by young and old. Above are shown a few of the many Victor Records for children.



Gifts that keep on giving—Few Christmas gifts can vie with Victor Records in giving lasting enjoyment. Music lovers today buy not one record at a time, but complete symphonies, concertos, operas, in albums such as above. Specially designed wrappers add to the charm of many of these albums. Prices range from \$4.50 up.