

THE NBC

1937

YEAR BOOK

NATIONAL BROADCASTING COMPANY



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A REPORT OF THE NATIONAL BROADCASTING COMPANY'S  
SERVICE TO THE PUBLIC IN ITS ELEVENTH YEAR



Symbolic of an important phase of NBC's progress in 1937 is this photographic study of the Microphone and the Iconoscope, the "eye" of television.

# Beginning NBC'S SECOND DECADE

The year 1937 marked the beginning of NBC's second decade. Yet, of itself, time means little. Progress and achievement are far more important than age as measures of service to the public. That is why the National Broadcasting Company looks back on the year with satisfaction. Not only did the year bring growth in a physical sense, but a greater growth by comparison with previous years in the development of new vehicles of public service. . . . The organization of the NBC Symphony Orchestra and its broadcasts under Arturo Toscanini and other noted conductors—the increase in international broadcasts—the association of Dr. James Rowland Angell as educational counselor—a widened scope in dramatic programs—heightened progress in television experimentation—new records in news coverage—these are a few high spots of NBC's Eleventh Year. . . . Fully 70% of the 19,842 hours of network broadcasts in 1937 consisted of sustaining programs—NBC's own contribution to the maintenance of its first principle of radio broadcasting—*to serve the public well*. As a detailed record in word and picture of NBC's march along the airways to greater service in the national benefit during 1937, this Year Book is presented.



U. S. Supreme Court Justice Hugo Black, as he arrived at a friend's home to broadcast reply to Klan charges over both NBC networks on night of October 1, 1937.



First news of the Hindenburg disaster at Lakehurst, N. J., was flashed in a Press Radio bulletin over NBC Blue and Red Networks.



From tiny Canton Island in the South Seas, NBC announcer George Hicks described the longest eclipse of sun in 1200 years on June 8, 1937. Photo © Nat'l. Geog. Soc.



Eyewitness accounts from the war fronts in Shanghai and Spain were shortwaved to the NBC networks in frequent broadcasts.



Longest continuous broadcast in radio history was the complete picture of the ceremony of Coronation of King George VI.

The festivities and the year's longest parade at the National Convention of the American Legion in New York provided one of 1937's most interesting Special Events broadcasts.



NBC announcer Tom Manning broadcasts from rowboat in Portsmouth, Ohio, flooded street using shortwave pack transmitter.



About to take off on return leg of fast round-trip Atlantic flight, "Dick" Merrill and "Jack" Lambie predicted New York arrival next day in NBC broadcast.



As he again took the oath of office, President Roosevelt's words came to NBC listeners as high point in complete inaugural coverage.



# WHEREVER BIG NEWS BROKE *NBC was there*

Wherever and whenever the big news broke during the year 1937, the National Broadcasting Company was on the scene to relay, as speedily as possible, a description of what was happening, and first-hand stories of people involved. In the forefront of sustaining (non-sponsored) features presented at its own expense by NBC on behalf of its listeners, were these major news broadcasts:

1. **FLOODS** — When the devastating Ohio and Mississippi River floods occurred last January, NBC microphones were in the area by the time it became apparent that a major disaster was impending. NBC units were everywhere — on the water, in automobiles and airplanes, on the backs of operators and in isolated studios running on emergency generators. Dozens of stations throughout the stricken regions played a part in broadcasting warnings, advice, and in cooperating with authorities in forwarding information on flood conditions.

Radio provided a direct link between the public and the disaster. From NBC mobile units, 122 broadcasts were flashed during the periods from January 20 to January 28. More than 100 pickups from 20 cities in eleven states and the District of Columbia were made.

2. **HINDENBURG DISASTER** — When the Zeppelin Hindenburg crashed at Lakehurst, N. J. last May 6 on her initial 1937 voyage from Germany to the United States, first news of the disaster was given to radio listeners of America and Germany by the National Broadcasting Company. Only a few minutes after the tragedy, NBC flashed a Press Radio Bulletin over its Blue and Red Networks.

After the disaster, NBC broke its ten-year-old rule against the use of recorded programs. Herbert Morrison, Chicago announcer, and Charles Nehlsen, engineer, were at the scene making a recording of what was expected to be a routine arrival of the sky giant. Morrison's recorded account of the disaster as it happened was broadcast twice by NBC.

3. **ECLIPSE OF THE SUN** — From tiny, uninhabited Canton Island in the South Seas, George Hicks, NBC Special Events announcer, broadcast a complete description of the longest eclipse of the sun in 1,200 years on Tuesday, June 8.

To make the broadcast possible, NBC sent Hicks and two engineers to the South Seas for almost three months and transported almost four tons of broadcasting equipment to convert the lonely atoll into a broadcasting station.

4. **CORONATION OF KING GEORGE VI** — The longest continuous broadcast in the history of radio brought to American radio listeners a complete picture of the coronation of Britain's new King. For seven hours and one minute, the combined Blue and Red Networks of the National Broadcasting Company, in cooperation with the British Broadcasting Corporation, took Americans along the parade route with the golden coach of royalty, into Westminster Abbey for the consecration of the new ruler, and back to Buckingham Palace. More than two score programs explaining and leading up to the ritual were presented in America by NBC.

5. **THE KLAN AND JUSTICE BLACK** — After his appointment to the Supreme Court by President Roosevelt, Justice Hugo Black took a vacation abroad. In his absence, charges that he once held membership in the Ku Klux Klan were made. On October 1, his answer was broadcast over coast-to-coast NBC networks in one of the most attention-compelling broadcasts of the year.

6. **ROUND TRIP ATLANTIC OCEAN FLIGHT** — On May 10, four minutes after they landed at Croyden Airport, London, Henry T. (Dick) Merrill and John S. (Jack) Lambie, noted aviators, broadcast greetings to the United States. They had just flown to London from New York. Two days later, as they took off from Southport Airport, England, they predicted in an NBC broadcast they would be back in New York the next day. Twenty-four hours later to the minute at Floyd Bennett Field, Brooklyn, NBC gave them an opportunity to describe their exploits.

7. **NBC AT THE WAR FRONTS** — From Madrid and Barcelona, from Shanghai and Nanking, NBC brought exclusive, eyewitness accounts of war. From Spain, vivid reports by Martha Gellhorn, noted newspaper correspondent, were heard. From China, NBC brought the first broadcast report of the battle at Shanghai. Mrs. Theodore Roosevelt, Jr., was heard from Manila. Correspondents of the Associated

Press at war fronts throughout the world spoke in a globe-encircling program. From the Orient, leaders of government, newspapermen and prominent Americans were heard frequently.

8. SECOND ROOSEVELT INAUGURATION — From every possible vantage point on a day of drenching rain, NBC covered the second inaugural ceremonies of President Roosevelt.

9. MACGREGOR AND HOLDEN EXPEDITIONS—NBC microphones exclusively reported the activities of two important expeditions during 1937. From Reindeer Point, Greenland, near the Arctic Circle, NBC listeners heard frequent reports of the expedition headed by Clifford J. MacGregor. And, just as frequently, NBC's audience was kept informed of the progress of the Holden Expedition of the American Museum of Natural History in British Guiana. Dr. William Hall Holden, the expedition leader, and many of his lieutenants, were heard from their

camp base 600 miles up the Essequibo River from Georgetown, British Guiana.

10. SUPREME COURT PUBLIC OPINION POLL—One of the fastest broadcasts on record was the round-up of legislative opinion of President Roosevelt's Supreme Court proposals in February.

In addition to "on the spot" coverage of outstanding news breaks, NBC's special events of a feature nature were as numerous as they were varied, for example: a description of the mammoth American Legion parade and coverage of other important activities during the Legion's National Convention in New York; a microphone picture of *The New York Times* going to press; a description of how New York's millions get their food, during a radio tour of meat terminals, produce markets and upstate farms; Clyde Beatty, world-famous animal trainer, attempting to direct his beasts via radio; horse shows, automobile shows, trips to the zoo, social functions, fashion displays and art auctions.

## NBC INTERNATIONAL BROADCASTS *Set Record*

Continuing their steady upward trend, NBC's international broadcasts again broke all previous records during 1937 when the National Broadcasting Com-

pany brought the color and action of important events from more than forty countries direct to the loudspeakers in millions of American homes.



From picturesque Salzburg, Austria, NBC again brought to listeners music from the famous Salzburg Festival—an exclusive NBC musical feature each year since its inauguration.

Detailed accounts of the Coronation of King George VI included this scene in Westminster Abbey—members of the peerage paying homage to the newly crowned monarch.





With NBC's foreign representatives scrutinizing calendars of coming events, the company's microphones were everywhere an important event took place. Figures reveal that for the year, NBC networks carried 516 program pick-ups from every part of the world. At the same time, NBC's transmissions to foreign countries were leaping upward, with the number of programs each month during the latter part of the year exceeding the combined totals of several previous years.

Famous personages heard in the United States over NBC networks during the year included King George VI, Queen Wilhelmina, George Bernard Shaw, Sir Josiah Stamp, the late Guglielmo Marconi, the father of radio, Mme. Chiang Kai Shek, Viscount Kikujuro Ishii. In addition, scores of famous foreign musical groups were presented. The chart shows the number of broadcasts from the leading countries.

An arrangement has been made for the exchange of programs with the Canadian Broadcasting Corporation network. This has resulted in broadcasts to American listeners of a number of interesting programs originating in Canada, and in making available to CBC's network of 34 stations more than fourteen hours of NBC sustaining programs each week. NBC's four affiliated stations in Montreal and Toronto regularly broadcast many of the sustaining programs originating on this side of the border.

NBC greatly enlarged its International Division, installed directional antennas and began a daily sched-

ule of sixteen hours, eleven hours of the best NBC network features and five hours of specially built programs in any one of six languages. These programs were directed to Europe and various parts of Latin America.

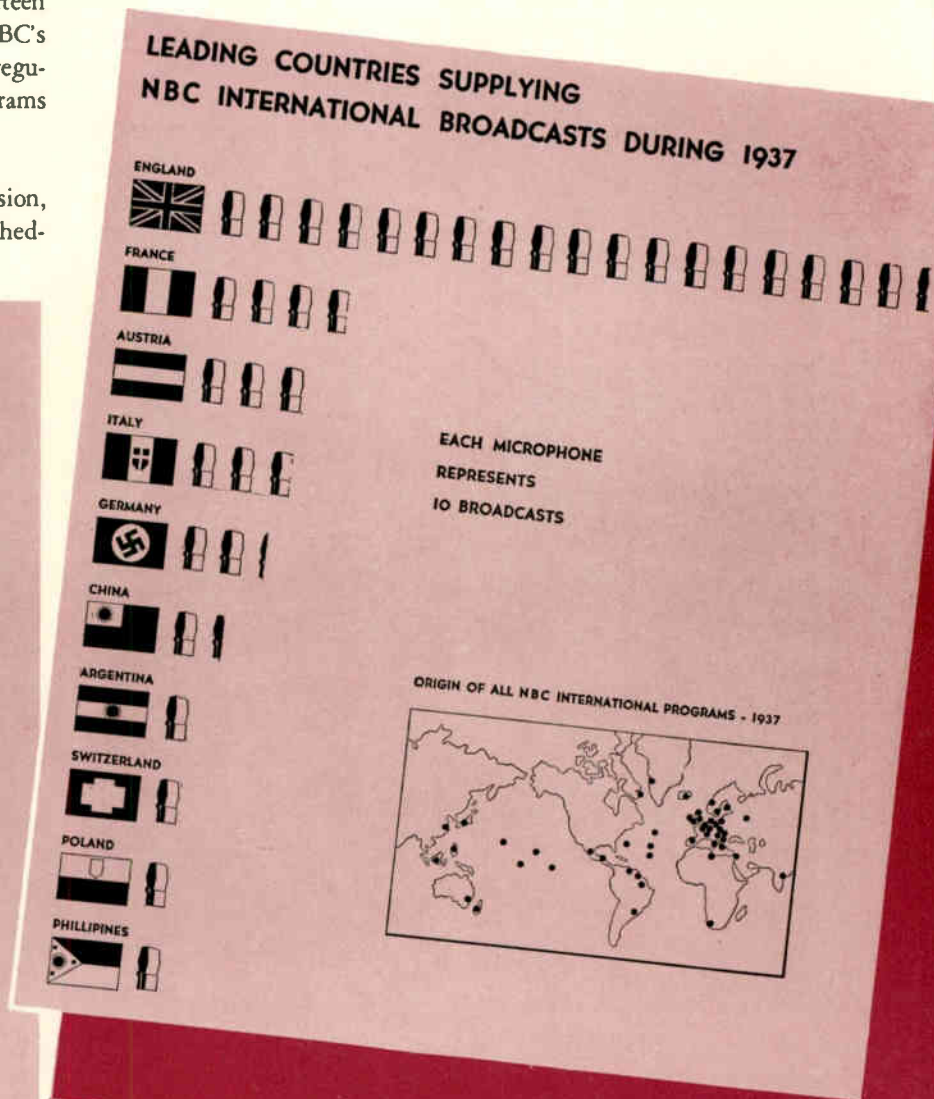
A total of 3,179 programs specially built for foreign audiences and transmitted over NBC short-wave station W3XAL at Bound Brook, N. J., were broadcast during the year. The total number of such programs transmitted in 1936 was only 184.

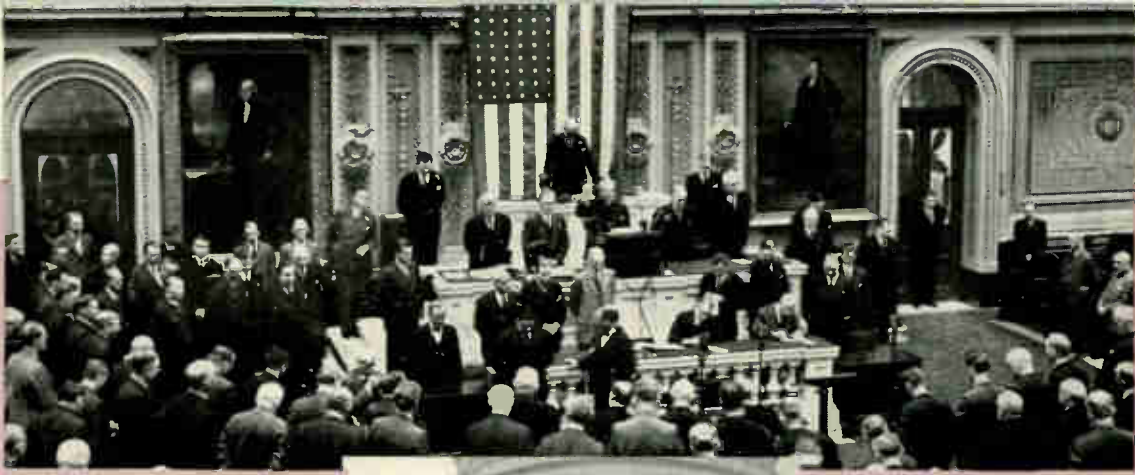
These international programs consist largely of news of various economic and cultural sectors of American life with special emphasis on interpreting trends in this country to foreign listeners. Because of the growing interest of Latin America in great sports events in this country, these were broadcast over W3XAL simultaneously with NBC's service to American listeners.

All of these international broadcasts, incoming and outgoing, represent a major contribution to the sustaining programs NBC provides for the public.



Leonardo Da Vinci's world famous mural, The Last Supper, was discussed by Dom John Rubba of the Dominican Order, from the monastery in Milan, Italy, where the painting is located.





Ceremonies attending the opening of the 75th Congress were broadcast in a two-hour program on January 5, 1937.

NBC announcers and engineers staged many rehearsals of their parts in the broadcast of President Roosevelt's second inaugural.



Willis Gregg, Chief of U. S. Weather Bureau at Washington, interviewed on inaugural weather forecast, made gloomy predictions.



Announcers in NBC booth in the rear of the inaugural stand were more fortunate than umbrella-ed crowds of spectators.



The President spoke over NBC networks twenty-two times during 1937.



Postmaster General James A. Farley spoke over NBC networks eighteen times during 1937 in his official capacity and as Democratic National Committee chairman.



Attending Washington Studio dedication were (seated) FCC Commissioner Eugene Sykes, U. S. Senator B. K. Wheeler, and (standing) Dist. Comm. Melvin C. Hazen and NBC President Lenox R. Lohr.

New headquarters of NBC and its two local stations, WRC and WMAL, in Washington were opened on July 22, 1937.



# NBC *and the* FEDERAL GOVERNMENT

During 1937, radio continued to operate as an important link between the Federal Government and the American people. President Roosevelt and other high officials utilized National Broadcasting Company networks as a national medium for keeping the public informed about national affairs.

As a means of elaborating the scope of its service as an open forum for friendly debate and free discussion of public matters, NBC opened elaborate new studios in the nation's capital. Located in the heart of Washington's business district, the ultra-modern NBC studios are easily accessible to officials, diplomats and lawmakers. President Roosevelt heralded the dedication of the new Washington studios as "a progressive step . . . symbolic of the onward march of radio."

The President was a speaker over the NBC networks 22 times during the year. His broadcasts in 1937 brought his total NBC microphone addresses to 125 for the five years since his inauguration in March 1933.

Secretary of Agriculture Henry A. Wallace, however, was the speaker who led the list of high Federal officials in NBC broadcasts during the year with a total of 29 speeches. The cabinet officer with the record second to Wallace, was Postmaster General James A. Farley, who spoke eighteen times.

The third leading cabinet officer in NBC network addresses in 1937 was Secretary of the Interior Harold L. Ickes with nine broadcasts. Secretary of State Cordell Hull spoke eight times and Attorney General Homer S. Cummings, seven.

The year's Federal government activities on NBC began with a two-hour broadcast of the opening of Congress on January 5. On the following day The President's address on "the state of the Union" was broadcast. Preceding this address, NBC took its microphones to one of the committee rooms for brief talks on legislative problems by various Senators and Representatives; then back to the House for an account of the first business of the session.

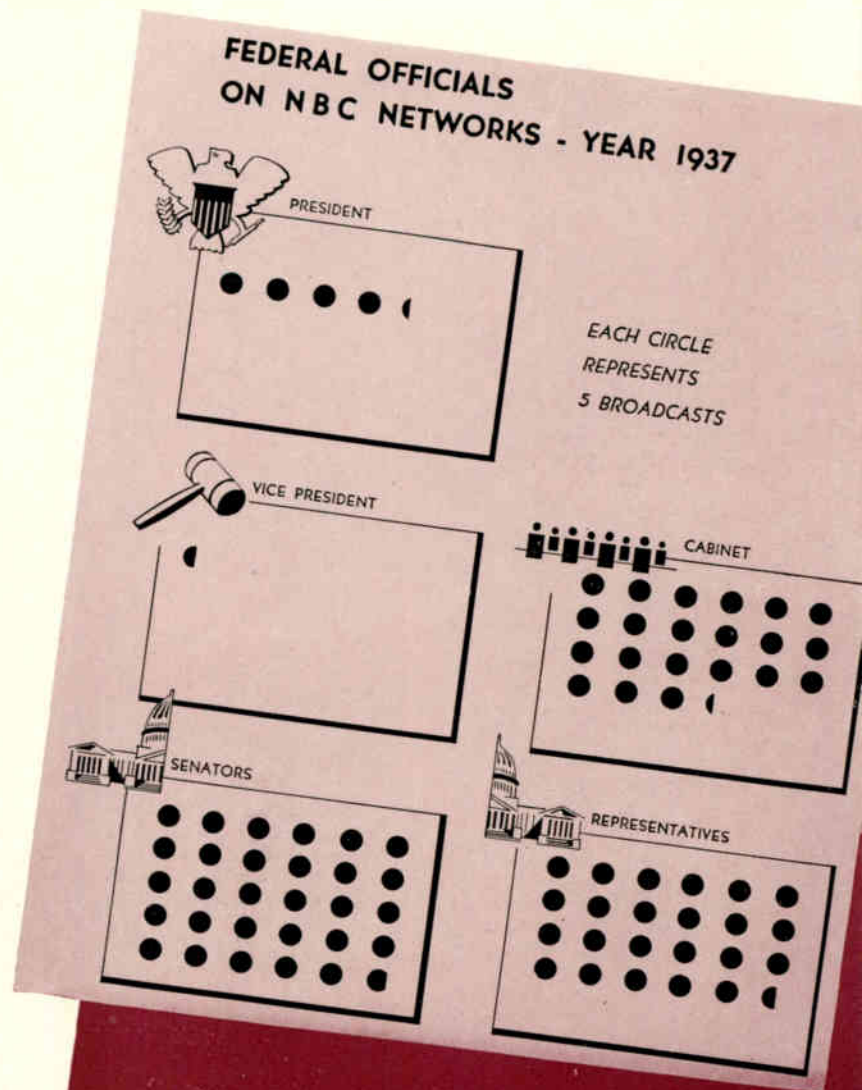
Among discussions of national topics relating to the Federal government, the most important from the standpoint of the number of broadcasts was the proposed change in the U. S. Supreme Court. More

than 70 broadcast periods were devoted to this subject on NBC networks. Participating in these programs were The President, cabinet officers, members of Congress, State officials, business and political leaders, college and university professors, and "the man in the street."

Celebrations and ceremonies of national holidays broadcast during the year included Army Day, Navy Day, Armistice Day, Flag Day, Independence Day, Memorial Day, Constitution Day.

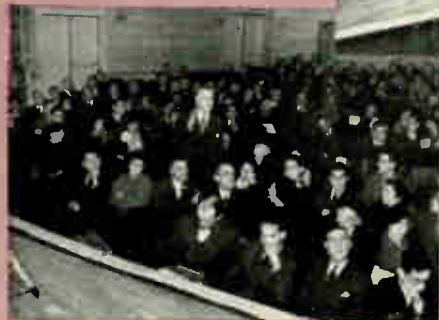
In addition to the broadcasts by Federal officials as shown on the chart, during the year 50 broadcasts by Army and Navy officials and 181 broadcasts by other Federal officers were heard over NBC.

Network broadcasts by government officials not represented in the Federal government classification included 58 by State Governors and 120 by other State and local government officers.





Voted by independent organizations an outstanding educational feature, America's Town Meeting of the Air brings together prominent authorities in weekly debates on important current topics. Following their presentations, members of the Town Hall audience quiz the speakers. George V. Denny, Jr., acts as Moderator.



The "Little Red Schoolhouse" comes to the air as Paul Wing, spelling master, gives a "jaw-breaker" to one of the contestants in the popular NBC Spelling Bee.



Informal discussions of the causes behind events of the day at the weekly sessions of the University of Chicago Round Table are participated in by professors and laymen.



Dr. James Rowland Angell, former president of Yale University, became NBC educational counselor in 1937.



In its tenth season, NBC's Music Appreciation Hour under the direction of Dr. Walter Damrosch is required listening in some 70,000 schools. Pupils listen while Dr. Damrosch in the studio explains the theme of the compositions played by the orchestra. Special Student's Notebooks and Teacher's Manuals are supplied for use in the schools. Broadcast each Friday during the school year over both NBC Blue and Red Networks.

# Educational ACTIVITIES EXTENDED

The appointment of Dr. James Rowland Angell, former president of Yale University, to the post of educational counselor to the National Broadcasting Company was one of the marked advances during 1937, in extending broadcasting activities along educational and cultural lines.

Dr. Angell, who retired as chief administrator of Yale University last June after sixteen years of distinguished service, undertook a study of educational broadcasting in European countries as a representative of NBC. His findings and the groundwork he has been laying in educational radio in this country form the basis of NBC's future work in the field.

In the division of educational programs, the National Broadcasting Company, during 1937, devoted almost 20% of network time to these features. Among the outstanding presentations were several new series, beside familiar programs which have established themselves in listening favor over a period of years.

Among the new programs were Fun In Music, Dr. Joseph E. Maddy's unique method of teaching instrumental music to participating listeners through the use of students right in the studio; As I See It, a series of international broadcasts from London of informal talks on the contemporary world, including among the contributors George Bernard Shaw and H. G. Wells; Women and the News, a morning resume of happenings of interest and help to the feminine audience; America's Schools, a weekly dramatization tracing the evolution of the American school system; a twice-monthly Student Forum; and two programs heard once monthly, Science Versus Crime and Student Science Clubs of America.

During the past year, NBC networks carried four different program series presented in cooperation with the United States Office of Education, two of which — The World Is Yours and Education in the News — are current. The others were Have You Heard? and Answer Me This. All of these features were designed to disseminate information in the form of dramatizations, games and round-table discussions.

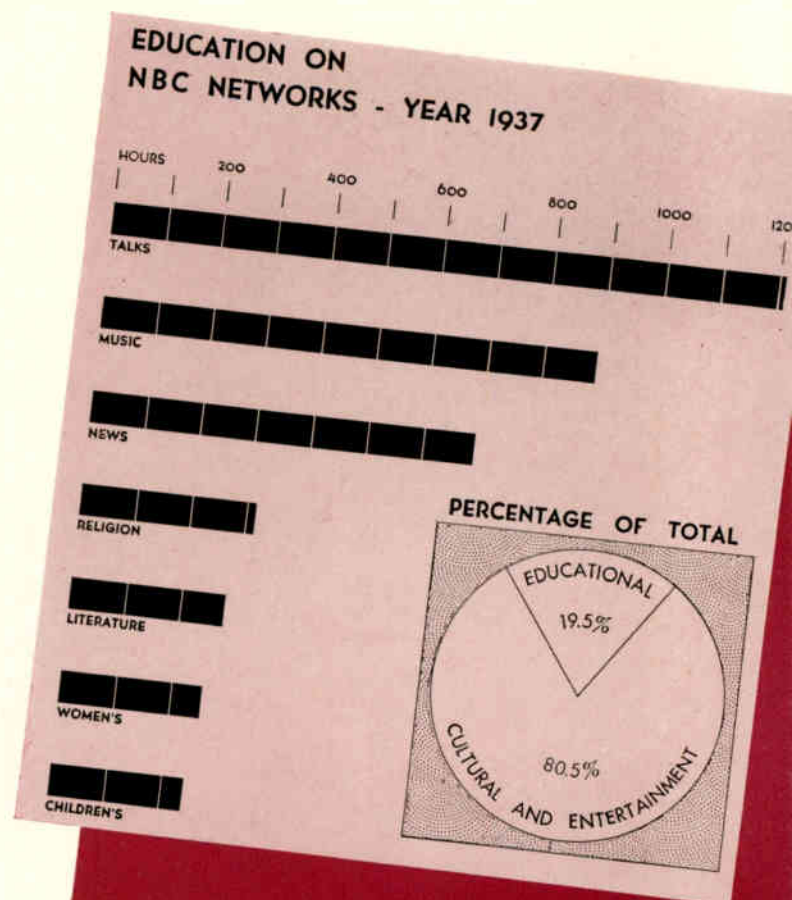
Among the educational programs of established popularity which returned to the air again during 1937 were the NBC Music Appreciation Hour, conducted by Dr. Walter Damrosch and now in its tenth consecutive season; America's Town Meeting of the Air,

presented in cooperation with the League for Political Education, under the direction of George V. Denny, Jr., for the third consecutive season; the University of Chicago Round Table discussions; and the National Radio Forum.

Emphasizing the educational and cultural side of women's interests, Let's Talk It Over, formerly a weekly half-hour broadcast, was given additional time. This program is now heard three times each week with June Hynd, Alma Kitchell and Lisa Sergio each taking a turn as director. Eminent psychologists, modern philosophers, artists, writers, critics, journalists and medical authorities have appeared for discussions of work in their fields.

The General Federation of Women's Clubs continued to present its weekly program, Education for Living, an evaluation of contemporary events and their beneficial place in an individual's life.

All of these educational broadcasts were presented as NBC sustaining programs to which fully 70% of all hours of network programs are devoted — NBC's own contribution to the American listener.





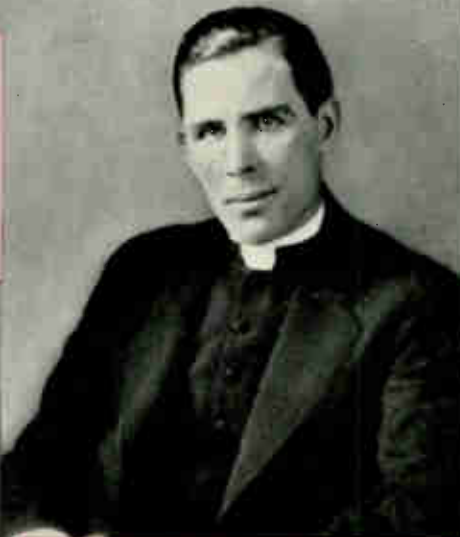
Dr. Harry Emerson Fosdick, who conducts National Vespers at four o'clock Sunday over the NBC Blue Network.



50,000 gathered before giant cross atop Mt. Davidson, highest point in San Francisco for Easter Sunrise Service, broadcast annually by NEC.



Dr. Ralph W. Sockman brings the Radio Pulpit to listeners over the NBC Red Network each Sunday morning at ten.

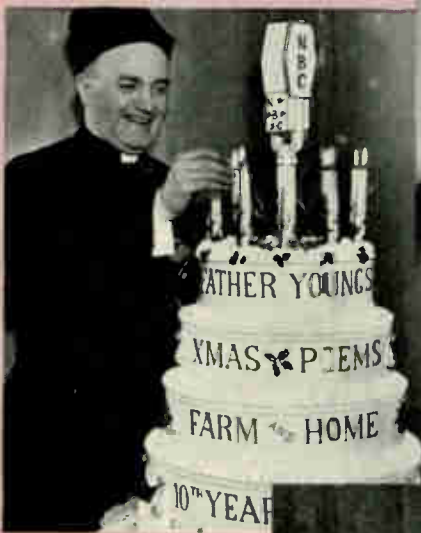


(Above) Rt. Rev. Msgr. Fulton J. Sheen who speaks of The Catholic Hour from Christmas to Easter. This program is broadcast every Sunday in the year at 6:00 P.M. over the NBC Red Network.

(Below) The famed Paulist Choristers, conducted by Father Finn, supply the vocal music of The Catholic Hour. They are shown rehearsing for their broadcast.



Rabbi Joash B. Wise who directs The Message of Israel at seven each Saturday evening on NBC Blue Network. Guest speakers are frequently heard.



Chicago's "Poet Priest", Rev. Francis C. Young, celebrated 10th anniversary as Christmas season guest on National Farm & Home Hour, reading original verses.



# RELIGIOUS BROADCASTS ON NBC Networks

Religious and inspirational thought, recognized as one of the most important program elements in broadcasting, found a place at least once each day on the National Broadcasting Company networks in 1937.

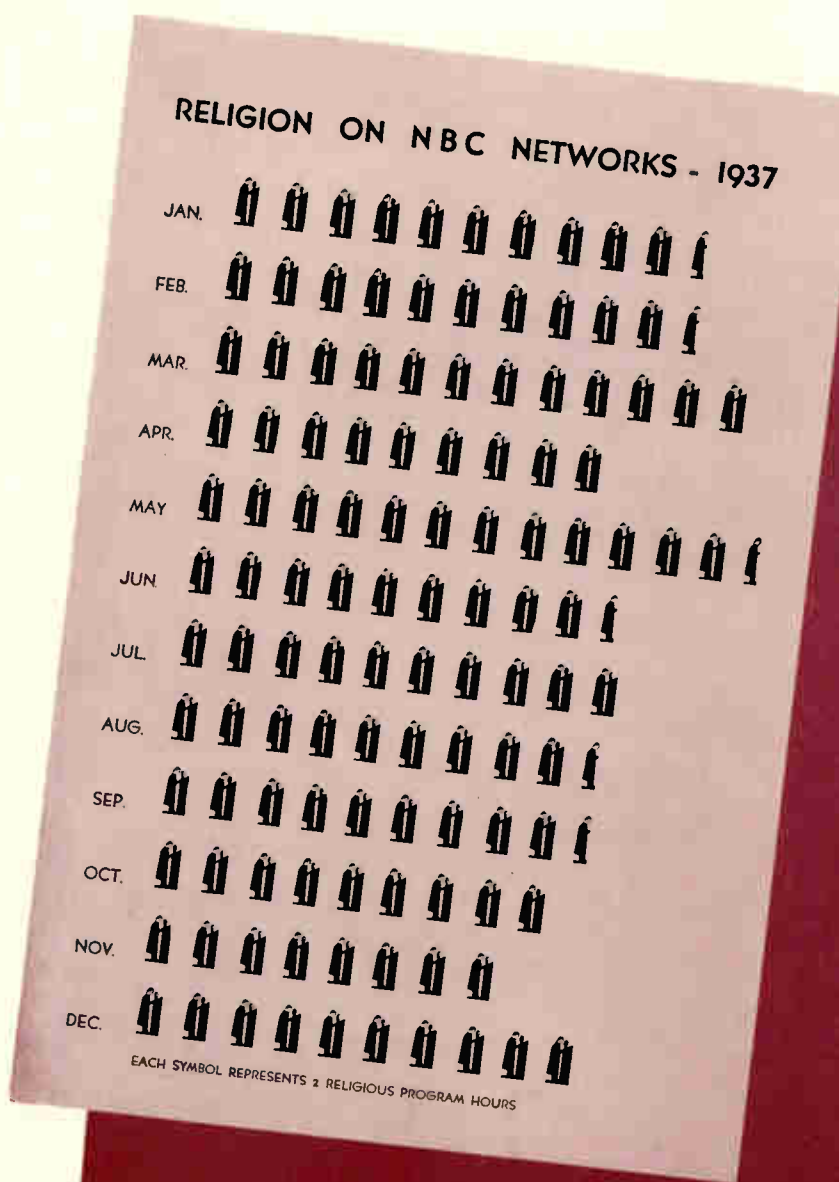
The religious schedule, averaging more than fourteen separate programs each week, was made up of a daily devotional period, weekly programs directed to followers of the major religious denominations, special broadcasts on holidays such as Easter and Christmas, and coverage of outstanding religious events.

A new inspirational feature, *Time For Thought*, was first presented by NBC during October as a daily feature — Monday through Friday — over the NBC Blue Network, replacing *Morning Devotions*. *Time For Thought* has been worked out as a time for reflection and mental relaxation. The distinguished speakers, one of whom is heard each day, included Dr. Leslie Bates Moss, Dr. Ralph Emerson Davis, Dr. John Sutherland Bonnell, Dr. William Hiram Foulkes and Dr. Alfred Grant Walton.

Among the religious broadcasts of a special events nature which were heard over NBC networks during 1937 were an address on Church Unity by John D. Rockefeller, Jr., and Dr. Stanley Jones; the Gregorian Choirs, a 1,000-voice children's group, singing the Pontifical High Mass in Newark, New Jersey; a group of four special programs by Dr. George Stewart, entitled "Words Men Live By"; Dr. Daniel Poling's address at the International Christian Endeavor Convention in July; an address by Dr. Robert M. Speer, internationally known layman, on the occasion of his retirement after 46 years of executive leadership in the world of Evangelism of the Presbyterian Church in the United States; and the all-inclusive Thanksgiving Day Interfaith program.

Events of world-wide importance, such as the 33rd Eucharistic Congress at Manila, P. I., brought to NBC listeners messages of religious import from across the seas. In addition to the Congress itself, two messages from His Holiness, Pope Pius XI, were heard from Rome. During the pageant surrounding the coronation of King George VI of Great Britain, addresses by the Archbishop of Canterbury and the Archbishop of York were brought from London.

Among the regular weekly programs which have maintained an appreciative NBC audience from season to season, can be listed *The Call to Youth*, conducted under Protestant, Catholic and Jewish auspices, alternating every four months; *The Message of Israel*, with Dr. David De Sola Pool among others; *National Vespers*, conducted by Dr. Harry Emerson Fosdick; *The Catholic Hour*, conducted by the National Council of Catholic Men, with music by the Paulist Choristers, directed by Father Finn; Dr. Ralph W. Sockman's *Radio Pulpit*; *Religion in the News*, edited and presented by Dr. Walter Van Kirk; *The Art of Living*, conducted by Dr. Norman Vincent Peale; and the alternates, *The Church in the World Today*, conducted by Dr. Alfred Grant Walton, and *Homespun*, with Dr. William H. Foulkes.





The NBC Symphony Orchestra gave its first concert of the season on November 4 under the direction of Pierre Monteux, distinguished French conductor (left).



Following Monteux, Arturo Rodzinski (right) director of the Cleveland Symphony, conducted three concerts. On Christmas night, Arturo Toscanini (left) began a series of radio concerts with NBC Symphony.



The Manhattan String Quartet in one of the NBC Music Guild's series of twice-weekly chamber music concerts.



Amateur musicians participate with the NBC Concert Orchestra in the NBC Home Symphony, directed by Ernest LaPrade.



Szilburg Music Festival again came to American listeners via shortwave as an exclusive NBC feature.



Milton Cross, NBC staff announcer, tells the story of each Saturday's Metropolitan opera and comments on music.

The audience at the Metropolitan Opera House is swelled by millions at home each Saturday when NBC broadcasts the matinee performance direct from the Metropolitan stage.



Herbert Liversidge, NBC production director, follows the opera score, signals engineer for change in volume.



# NBC *and* A MUSICAL AMERICA

A year of great musical events, climaxed by the first concerts of the newly organized NBC Symphony Orchestra under world-famous conductors, was presented for the nation during 1937 by the National Broadcasting Company.

Statistics compiled at Radio City by NBC showed the year definitely provided more single programs and series of the music of the masters than ever had been carried over an American network. Practically every American symphony orchestra of distinction, and many of Europe's famous instrumental and choral groups, appeared in the day-by-day NBC schedules.

The most significant event of many years in American radio was the introduction of the NBC Symphony Orchestra on November 4, when it gave the first of a weekly series of full-length symphony concerts to extend late into 1938, and brought back to America the world's greatest conductor, Arturo Toscanini. This orchestra, the first full-time major symphonic orchestra ever assembled and maintained by an American broadcasting organization, includes many of the finest musicians available in Europe and this country. Its initial performances excited the admiration of the nationwide audience of the National Broadcasting Company; more than that, it sent New York's critical corps, accustomed to the finest music in the world, back to their offices to write columns of praise. For the radio audience, it was a demonstration of broadcasting's ability to give all the fine colorations of the symphonic score when a great orchestra performed in a studio built for broadcasting purposes alone. Pierre Monteux and Artur Rodzinski conducted the first six concerts. Maestro Toscanini, returning to the United States for the express purpose, began a series of weekly broadcasts on Christmas night, December 25.

Another important musical feature was the continuation for the seventh season of the Saturday matinee series of performances of the Metropolitan Opera Association, broadcast direct from the stage of the world's most famous operatic institution. Twenty-six complete performances, sung by the most famous of contemporary opera singers, were broadcast from coast to coast. In addition, eighteen performances by other leading American opera companies and twenty by opera companies abroad were broadcast.

Among these were opera performances from the famous Salzburg Festival, Covent Garden in London, Bayreuth, La Scala, Rome, Amsterdam and Glyndebourne, San Francisco and Chicago.

Besides these major musical programs, NBC presented lesser known classics in several series. The NBC String Symphony, devoted exclusively to performances of compositions for strings alone, gave a longer series of broadcasts under Dr. Frank Black. The NBC Music Guild, offering two or more concerts weekly, presented many of the most prominent chamber music groups in the nation. Other string series were those of the Coolidge Foundation, Library of Congress, the Chamber Music Society of America and others.

Twenty-two American symphony orchestras (in addition to the NBC Symphony) were heard during the year, including those of Boston, Philadelphia, Cleveland, Cincinnati, Rochester, San Francisco, Los Angeles, Portland, Seattle, Pittsburgh and the National of Washington, D. C. Beside these were the notable organizations of the Radio City Music Hall, Chautauqua Institution, Saratoga Spa, and Eastman School. European orchestras heard included the London Symphony, Royal Philharmonic, BBC Symphony, Vienna Symphony, Vienna Philharmonic, the Prague and the Turin Symphonies.

Conductors at the heads of these orchestras constitute practically a "Who's Who" of the profession. Arturo Toscanini, Dr. Walter Damrosch, Felix Weingartner, Leopold Stokowsky, Fritz Busch, Eugene Ormandy, Dr. Artur Rodzinski, Pierre Monteux, Sir Basil Cameron, Serge Koussevitsky, Jose Iturbi, Howard Hanson, John Barbirolli, Fritz Reiner, Artur Bodanzky, Eugene Goossens and others appeared.

Of all musical programs broadcast by NBC in 1937, 0.9% of the total time was devoted to opera and operetta, 30.7% to classical and semi-classical music, 38.4% to light music, and 30.0% to dance music.

A review of the year's record of symphonic music provided by NBC showed a total of 281 concerts by orchestras in the United States and, from abroad, 27 concerts by foreign symphonic organizations. These broadcasts were a part of NBC's "editorial content" of sustaining programs, which represent 70% of all NBC's program hours.



William Farnum, Elaine Barrymore, John Barrymore, Henry Hunter and Mary Forbes in one of the Barrymore "streamlined" Shakespeare series. The fence was designed to keep the cast from "crowding" the microphone.



Henry Hull was one of the prominent actors to appear in NBC drama in 1937.



Helen Hayes was starred in the first cycle of Eugene O'Neill plays heard on the air.



Philip Merivale was starred in an original radio drama, Thorns in Omar's Garden.

Ina Claire appeared in a series of three important plays by Barbauld, Barrie and Lonsdale.



Maxwell Anderson, distinguished American dramatist, presented his first play written especially for radio, The Feast of Orthodoxy, on NBC in 1937.



Maude Adams, celebrated actress, rehearses some of her Stephens College students in Rostand's Chantecler, presented November 20.



NBC's Radio Guild presented classic and modern dramas in its regularly weekly daytime series over the NBC Blue Network.



# NBC DRAMATIC PROGRAMS *Increase*

While it is true that the one night stand has passed and the popular stock company has dwindled to weekly productions in a few metropolitan centers, radio drama on the National Broadcasting Company networks accomplished a new all-time high both in production quality and listener interest during 1937.

Drama, comedy drama and poetical readings comprised 17.4 percent of all hours during the past twelvemonth period. Broken down into time allotment, the total of 3,462 network program hours devoted to dramatic programs in 1937 represents the highest annual figure reached in NBC history.

This unprecedented schedule of productions brought with it a galaxy of the most brilliant names in the theatre of today and yesterday. Across the aerial stage of the National Broadcasting Company walked Ina Claire, Helen Hays, Maude Adams, John Barrymore, Peggy Wood, Francesca Bruning, Henry Hull, the late Osgood Perkins, Ian Keith, all breathing life into the inspired words of such playwrights as Shakespeare and Sir James M. Barrie, George Bernard Shaw, Eugene O'Neill, Sardou, Frederick Lonsdale, Philip Barry, and America's twentieth century bard, Maxwell Anderson.

NBC listeners heard Maxwell Anderson's first original radio play, a polemic drama entitled *The Feast of Ortolans*, in which the brilliant playwright experimented with the idea of having no single protagonist, but pitted the entire cast against a social theme.

During June and July, the National Broadcasting Company presented John Barrymore in a series of six Shakespearean plays, all adapted by the distinguished actor to fit the streamlined flight of radio broadcasting. These plays, among the best-known of Shakespeare's works, included *Hamlet*, *Richard III*, *Macbeth*, *The Tempest*, *Twelfth Night*, and *The Taming of the Shrew*.

Other "firsts" for the year were the NBC presentation of the very first cycle of Eugene O'Neill plays ever to be heard on the air, and the premiere radio performance of George Bernard Shaw's brilliant trilogy, *Back to Methuselah*, arranged for production by the author. The O'Neill cycle included *Beyond the Horizon*, in which Helen Hayes was starred, *The Fountain*, *Where the Cross Is Made*, and *The Straw*.

In September, the NBC networks offered Ina Claire, one of the theatre's most glowing stars, in a series of three plays, Sardou's *Madame Sans Gene*, Barrie's fantasy, *What Every Woman Knows*, and the sophisticated comedy, *The Last of Mrs. Cheyney*, by Lonsdale. Also in a lighter vein, John Barrymore returned to the air in two modern comedies, *The Animal Kingdom* by Philip Barry, and Samson Raphaelson's *Accent On Youth*.

In addition to celebrated plays, several original radio dramas, and adaptations of best-selling novels, prepared by members of the continuity staff, were presented over NBC networks. These included *From Victoria to George V*, taken from Philip Guedalla's book, *The Hundred Years*; *Women on the Warpath*; *Thorns in Omar's Garden*, in which Philip Merivale was starred; *Evangeline*, starring Eva La Gallienne; *Appointment at Westminster*, a pageant of coronations; *We Are Not Alone*, from James Hilton's latest novel; *They Came Like Swallows*, taken from the novel by William Maxwell; a dramatization of Rose Franken's novel, *Of Great Riches*; a dramatic adaptation of John Steinbeck's celebrated novel, *Of Mice and Men*; and two Barrie memorial presentations, *The Little Minister* and *Peter Pan*.

The Radio Guild, organized almost ten years ago to present plays primarily as correlative study for drama students in schools and colleges, continued its weekly performances of classic and modern dramas.





While NBC associated stations broadcast locally their home-town games, high point of 1937 baseball season was NBC networks' broadcast of play-by-play description of World Series games between New York's Giants and Yankees.



Outstanding among 1937 boat races broadcast were International Yacht Races off Newport between *Ranger*, United States entry, and Great Britain's *Endeavour* for America's Cup.



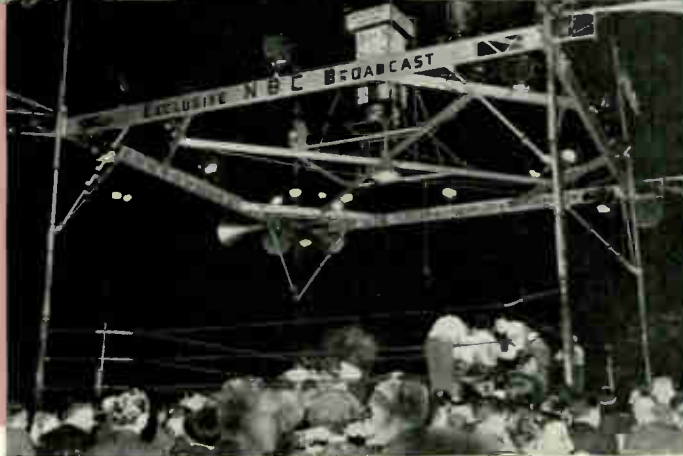
NBC's staff of announcers and engineers at opening game of World Series baseball.



Leading the 1937 sports schedule in total hours of broadcasts were football games from all sections of the country.



NBC horse racing broadcasts by Clem McCarthy, NBC veteran sports announcer, included even the hoof-beats at the finish line.



All heavyweight championship fights in 1937 were exclusive NBC broadcasts, including the Joe Louis-Tommy Farr battle where this ringside scene was snapped.

# The FIELD OF SPORT covered by NBC

For the millions of Americans who comprise the great sports-loving public, the National Broadcasting Company staged over two hundred network broadcasts during the year. Beginning with the year's football classic, the Rose Bowl game between the Universities of Washington and Pittsburgh at Pasadena on January first, every major sport was represented in the 1937 schedule. In addition, NBC included many unusual contests such as the Soap Box Derby in which boy contestants from 48 States in their home-built "autos" competed for the Championship, and the Canadian Dog Sled Derby.

Broadcasts of horse shows and racing led the list in number of broadcasts, while football games topped the schedule in total hours of broadcasts.

Among the horse races were such long time favorites as the Kentucky Derby; Arlington's outstanding race, the Futurity; the Preakness at Pimlico; the Foxcatcher National Cup Sweepstakes, U. S. counterpart of England's Grand National; the English Derby from Epsom Downs; and the year's premier trotting event, the Hambletonian Stakes at Goshen, N. Y.

Classic struggles and traditional rivalries on the grid-iron among colleges from coast to coast were broadcast each Saturday during the football season from September to November. The helmeted hosts of 24 colleges from all sections were represented.

In boxing, the high point was the Jim Braddock-Joe Louis professional heavyweight championship bout in June. When the gong signalled the opening round, NBC's veteran sports announcer, Clem McCarthy, was at the ringside to bring the exclusive blow-by-blow description to NBC listeners, with Edwin C. Hill describing the highlights between rounds. Later, when the new champion, Joe Louis, defended his crown against Tommy Farr, English heavyweight, NBC again brought an exclusive account of the fight to its listeners. Championship battles in all classes from featherweight to heavyweight were broadcast exclusively over NBC networks. In the amateur ranks, NBC carried ringside reports of the Golden Gloves Tournaments.

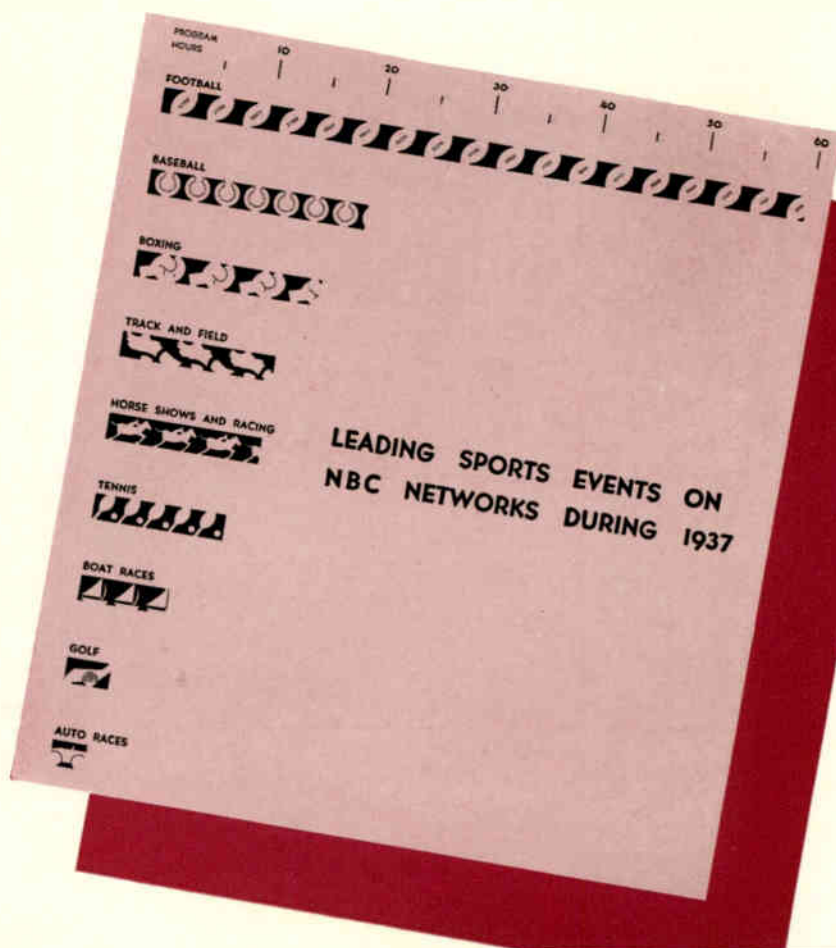
Outdoor and indoor track meets stood second in number of broadcasts on NBC's 1937 sports parade, with all A.A.U. and IC4A track and field meets exclusively reported for the NBC audience. The annual Anglo-American track and field meets in

which the Oxford-Cambridge team was pitted against Yale-Harvard at Cambridge, and Princeton-Cornell at Princeton were fully covered.

Play-by-play descriptions of the World Series baseball games between New York's two teams, the Giants and the Yankees, were again broadcast. The annual all-Stars game between picked teams representing the American and National Leagues was broadcast from Washington, D. C.

The International Yacht Races off Newport, R. I., in which the *Ranger* successfully defended the America's Cup against the British entry, *Endeavour*, were a feature of the 34 broadcasts of boat races.

Among other outstanding sports events broadcast by NBC during the year were National Air Races at Cleveland; International Polo Matches at Old Westbury, Long Island, N. Y.; automobile speed races at Indianapolis and at the Roosevelt Raceway; and many highlight matches on the tennis court and the golf links. These feature broadcasts were supplemented during the year by several series of sports review programs, including Thornton Fisher's Sports Parade, Clem McCarthy's Sports Shots, Bill Slater's Amateur Sports, and Bill Stern's Sport Scraps.





Administration Building, New Jersey State College of Agriculture at Rutgers University, scene of one of eleven broadcasts from nation's land grant colleges.



NBC "Broadcasting Headquarters" mounted atop a tractor for National Cornhusking Contest at Marshall, Mo.—annual feature on NBC agricultural programs



U. S. Secretary of Agriculture Henry A. Wallace, a frequent speaker on NBC networks in 1937.



William E. Drips, NBC Director of Agriculture, who supervises the National Farm and Home Hour.



Morse Salisbury, U. S. Dept. of Agriculture, radio service chief, heard regularly on Farm and Home Hour.

The Farm and Home Hour takes its audience to the National Dairy Show at Columbus, Ohio.

4-H Club winners of RCA Social Progress Contest visit New York as guests of Radio Corporation of America.



# *Agricultural* EVENTS *of* NATIONAL IMPORTANCE

The National Broadcasting Company established a new record during 1937 for coverage of events of national importance to agriculture with a total of 56 broadcasts, originating in 23 different States, one foreign country and the District of Columbia, on the National Farm and Home Hour now in its tenth year on the NBC Blue Network as a regular week-day feature at 12:30 P.M. EST.

This unprecedented coverage of important farm and home affairs, in addition to the regular studio features heard on the Farm and Home Hour, provided farmers with the most comprehensive radio service in history. During the year, farmers throughout the Nation were given the opportunity to hear first hand reports from live stock shows, farm organization meetings, agricultural festivals, 4-H Club gatherings, and land grant colleges, in addition to information direct from the United States Department of Agriculture in Washington, D. C.

Special agricultural broadcasts made by NBC during 1937 on the Farm and Home Hour follow:

**LIVE STOCK SHOWS**—Highlights of live stock shows from such distant points as Florida, California, Colorado and Illinois were heard over the NBC-Blue Network as the Farm and Home Hour microphones followed the pageant of competitive agriculture across the country. Broadcasts were made from the show rings of the International Live Stock Exposition, Chicago; American Royal Live Stock and Horse Show, Kansas City; National Dairy Show, Columbus, Ohio; Southeastern Fair, Atlanta, Ga.; Dairy Cattle Congress, Waterloo, Iowa; California State Fair, Sacramento, Calif.; Florida State Fair and Gasparilla Carnival, Tampa, Fla.; and the National Western Live Stock Show, Denver, Colo.

**LAND GRANT COLLEGE BROADCASTS**—NBC microphones visited the campuses of 11 State agricultural colleges during the year to relay a picture of the outstanding achievements for which each institution is noted. Broadcasts were made from Rutgers University, New Brunswick, New Jersey; Washington State College, Pullman; North Carolina State College, Raleigh; Iowa State College, Ames; Pennsylvania State College; Purdue University, Lafayette, Ind.; Alabama Polytechnic Institute, Auburn; University of California, Berkeley; Texas A. & M. College, College Station; Ohio State University, Columbus; and the University of Wisconsin, Madison.

**FARM ORGANIZATIONS**—NBC continued to cooperate with the major farm organizations in providing radio facilities to reach their far-flung memberships. The National Grange, American Farm Bureau Federation, Farmers' Union, National 4-H Club and the Future Farmers of America each presented one program a month during the Farm and Home Hour. Broadcasts also were made from the Grange convention, Harrisburg, Pa., the Future Farmers' convention, Kansas City, Mo., the 4-H Club Camp, Washington, D. C., and the convention of the Associated Women of the Farm Bureau, Chicago.

**MISCELLANEOUS AGRICULTURAL EVENTS**—In covering the farm front for radio listeners, the Farm and Home Hour also broadcast the following events: National Corn Husking Contest, Marshall, Mo.; Cotton States' Governors' Meeting, Little Rock, Ark.; American National Live Stock Association Meeting, Denver, Colo.; Dedication of Josh Higgins Park, Cedar Falls, Ia.; National Cherry Festival, Traverse City, Mich.; Centennial of the Founding of the Steel Plow Industry, Grand Detour, Ill.; American Institute of Cooperation, Ames, Ia.; Review of Western Agriculture, San Francisco, Calif.; Farm Chemurgic Council Meeting, Dearborn, Mich.; Izaak Walton League convention, Chicago; Round-Table of New England Commissioners of Agriculture, Boston; Tennessee Mule Day, Columbia, Tenn.; National Institute of Agriculture, Des Moines, Ia.; New York Cooperative Milk Producers' Federation, New York City; and a World Crop Report from Rome, Italy.

**REGULAR FEATURES**—Early in the year, Secretary of Agriculture Henry A. Wallace was heard weekly on the program in a series of informal, interpretative discussions on "The Agricultural Situation". Addresses by the Agriculture Secretary before mass meetings of farmers in Indianapolis, Ind., and in Wichita, Kan., also were broadcast on the Farm and Home Hour.

The United States Department of Agriculture contributed a 15-minute period of information five days each week throughout the year. Included were such vital subjects of farm interest as crop reports, market news, weather reports, farm business and science news, hints for gardeners and housewives, and similar topics of general interest to farming and country life.



Aviator "Dick" Merrill and the Mayor of Southport, England



Richard Hart, window washer, from Empire State Building, N. Y.



Interviewing worker in Sixth Avenue Subway, New York.



Newsboy in NBC Newshawking Contest shouts his wares



Interviewing "answer man" at Pennsylvania Station Information Bureau, New York



Commander Clifford J. MacGregor off on Arctic Expedition, broadcasts from deck of his ship



Mrs. Malcolm Douglas, President of American Legion Woman's Auxiliary



Comm. Charles E. Rosendahl, naval dirigible authority, speaks from Lakehurst, N. J., after Zeppelin crash.



Axtell J. Byles, president of American Petroleum Institute, speaks from NBC, New York



Elza Schallert interviews movie stars and previews the pictures for NBC



Will Hays, President of Motion Picture Prod. and Distr. of Amer.



Betty Goodwin, NBC fashion editor, covers National Horse Show, New York

Hon. Carl Altio, Finnish Consul General; Rear Admiral Harris Laning; and Commander John Konkola on Finnish training ship, exchange greetings in New York



Interviewing miners at burning Lost River Mine, New Straitsville, Ohio



Interviewing meat trucker at New York food market





# MEN AND WOMEN

# with Messages

On all matters of public question throughout the year, the National Broadcasting Company has carefully maintained a policy of presenting over the air, fairly and impartially, both sides of the issues, by making its services available without charge to all interested groups. Continuance of this policy has done much to make radio "the greatest forum in the world".

The increasing number of broadcasts by men and women with messages during 1937 reflects the greatly increased listener interest in the arguments pro and con on various issues — as well as the desire for information on educational and cultural subjects.

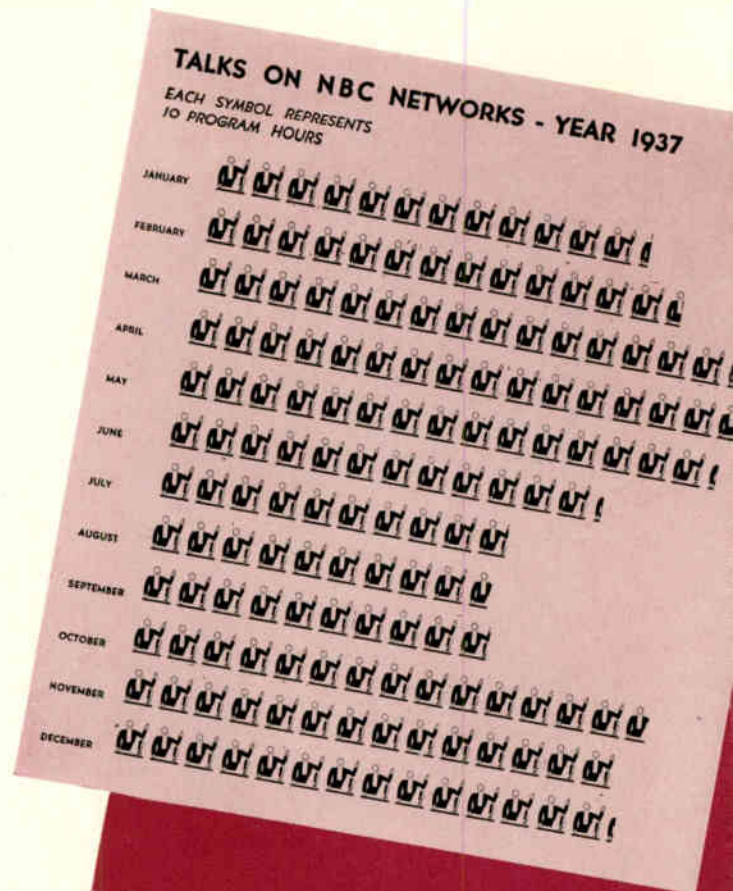
In addition to talks by officials of the Federal Government, speakers have covered an all-inclusive range of topics. Association meetings, conventions and national conferences; banquets, luncheons and dinners; trade and commemorative expositions have been the settings for some of the year's most informative addresses. Celebrations of anniversaries, national holidays, various "weeks", and memorial services have found places in frequently scheduled NBC broadcasts.

Interviews have taken the NBC microphone to odd corners of the world and have brought before it a pushcart peddler, aviators, a window-washer, movie stars, farmers, fashion authorities, businessmen, club-women — persons from every walk of life with interesting messages.

Among those speakers appearing in regularly scheduled series of NBC broadcasts were Hendrik Willem Van Loon, historian, artist and philosopher; Mrs. Edgar B. Merritt, Director of Radio of the General Federation of Women's Clubs; George R. Holmes, Chief of the Washington Bureau, International News Service; newspapermen and women, including such well-known commentators as John B. Kennedy, Linton Wells, Alistair Cooke, Anne Hard, Howard Marshall, Adela Rogers St. John; Elza Schallert in movie interviews and previews; and Edward Tomlinson, traveler and authority on South America.

The diversity of the talks heard on NBC networks in 1937 is emphasized by the following specially classified list of speakers:

<i>Classification</i>	<i>No. of Broadcasts</i>
Adventurers .....	26
Agricultural Leaders .....	56
Ambassadors and Ministers .....	6
Army and Navy Officers .....	50
Artists and Art Directors .....	25
Aviation Personalities .....	54
Businessmen and women .....	227
Charity, Public Health and Welfare Leaders ..	105
Civic, Patriotic, Peace and Fraternal Leaders ..	317
Distinguished Foreigners .....	201
Educators .....	520
Fashion Authorities .....	44
Lawyers .....	28
Literary and Newspaper Figures .....	529
Musicians and Musical Directors .....	175
Political Leaders .....	63
Public Officials	
Federal Executives and Legislators .....	399
Other Federal Officials .....	175
State Governors .....	58
State and Local Officials .....	120
Religious Leaders .....	162
Scientists .....	196
Sports Figures .....	316
Theatre and Motion Picture Personalities ...	249





The Norsemen, a favorite NBC male quartet.



Youthfa actors rehearsing for the Sunday children's program Coast-to-Coast on a Bus, conducted by Milton Cross (center rear) and directed by Madge Tucker (at Cross' right).



Malcolm Claire, featured daily in stories for children.



Florence Freeman, featured in the NBC dramatic serial, Sue Blake.



Betty Bennet, blues singer Jackie Heller, diminutive tenor; and Judith Allen, well known screen actress, at rehearsal for NBC Jamboree. Miss Allen was a guest star on this occasion.



Carol Weyman, popular songstress, heard regularly on NBC.



Jimmy Dorsey is featured clarinetist and saxophonist as well as conductor of his own orchestra.

Bub Crosby and his orchestra in one of their frequent appearances before NBC microphones.



Ruby Newman and his orchestra were featured regularly from the Rainbow Room, Radio City, N. Y.



## *-and* POPULAR ENTERTAINMENT *too!*

While many program hours each day are devoted to educational and cultural activities, the National Broadcasting Company always is mindful of the fact that listeners look to their radios as a prime source of songs and smiles, laughs and lilting tunes — popular entertainment. Among the 70% of NBC network program hours which represent sustaining programs presented by NBC at its own expense, a large proportion consists of strictly entertainment features. Variety programs of music and comedy, musical varieties, quartettes, vocalists, dramatic serials and dance orchestras balance the day's program fare.

Mixing popular songs, comedy patter, short dramatic skits and dance music, with a master-of-ceremonies to keep things rolling swiftly, were such long-time favorites as the eye-opening Breakfast Club hour heard each weekday morning, the Saturday evening hour NBC Jamboree, and the NBC Minstrels which returned to the air in April for a half-hour program each week. On April 13, a new daytime feature in this class was inaugurated, the Club Matinee, a full hour program heard each weekday afternoon. All of these were broadcast over NBC's Blue Network. On the NBC Red Network, were the Streamliners, early morning variety show broadcast daily, and the Sunday Drivers, a Sunday afternoon feature designed particularly for week-end motorists, combining fun and music with safe-driving advice. This program was recently awarded the C. I. T. Safety Foundation bronze plaque for "the most important radio contribution to the traffic safety nationwide," the outstanding Safety program of 1937.

Among the all-musical programs were Your Host is Buffalo, a half-hour of music Saturday afternoon from that upstate New York city; the Manhatters, Saturday morning half-hour; the Continentals, another Saturday musical half-hour; and the popular Five Hours Back, on Friday afternoon, regularly short-waved to Great Britain as an NBC-BBC exchange feature.

Popular vocalists and quartets in short programs of current song-hits and old favorites were interspersed throughout each day's schedule. Among those who appeared regularly were the Armchair Quartet; Breen and de Rose; the Cadets; Charioteers; Vaughan de Leath; the Escorts and Betty; Carol Weyman; Holly-

wood High Hatters; Judy and the Bunch; Landt Trio; Larry Larsen; Lucille and Lanny, a new songs-and-patter team; Three Marshalls; the Norsemen; Tony Russell; Charles Sears; the Tune Twisters; and the Vagabonds.

In addition to the various special drama series and the more ambitious full-hour programs, NBC presented two new dramatic serials which achieved notable popularity, each broadcast five times weekly, Sue Blake and Dan Harding's Wife.

For the entertainment of the children, Malcolm Claire continued his daily series of fascinating stories, and Lou Rogers conducted the regular Sunday morning meetings of the Animal News Club. A weekday late afternoon dramatic serial, Don Winslow of the Navy, was presented for older children. Special children's musical and variety programs included the half-hour Our Barn, conducted by Madge Tucker on Saturday, and Coast-to-Coast on a Bus, conducted by Milton Cross each Sunday morning for a full hour. The two latter were presented by all-child casts.

Well up on the list of entertainment features in popularity were the dance orchestras presented regularly each day and evening. From coast to coast, the best-known night clubs, hotels and restaurants in metropolitan centers were represented by their orchestras, among them the organizations of Eddie Duchin, Jimmy Grier, Henry Busse, Rudolph Friml, Jr., Jimmy Dorsey, Bob Crosby, Jolly Coburn, Ruby Newman, Dick Fidler, Roger Pryor, and Chick Webb.

From the Rainbow Room atop the RCA Building in Rockefeller Center, New York; from the Lotus Gardens, Cleveland; Chez Patee and Stevens Hotel, Chicago; the St. Francis, San Francisco; the famous Cocomanut Grove at the Ambassador, Los Angeles; and from the Trocadero in Hollywood have come broadcasts sweet and "hot" to tickle the toes of dance enthusiasts from coast to coast. And from NBC Studios in various cities, the music of Paul Martin, Norman Cloutier, Joe Green, Harry Kogen, Al Roth, Jerry Sears and Meredith Willson was added to that of outside pick-ups to round out a most complete and varied schedule of popular music.



These two large motor vans house America's first mobile television station, to be used by NBC in experimental pick-ups of outdoor news events.



(Top) NBC's television studio during the production of a comedy sketch for 1937's most elaborate NBC-RCA experimental television program.

(Above) "Miss Patience", NBC stand-in mannequin used in camera and lighting experiments, as her televised image appears in the television receiver, and (below) at work in the studio.



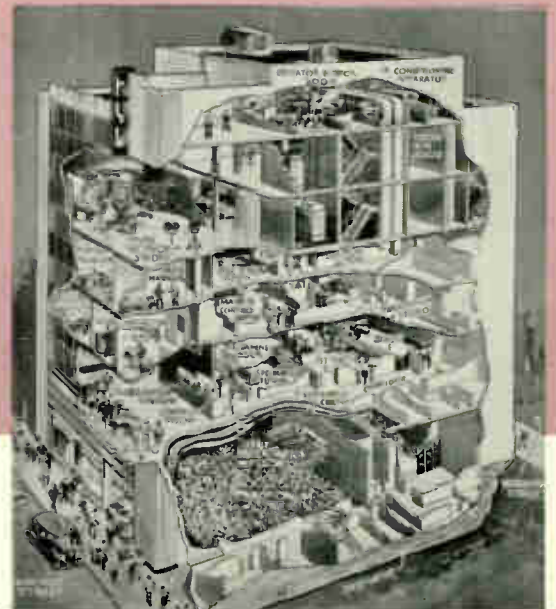
Pre-view of KDKA's new 718-foot antenna was occasion of celebration and special program at antenna-site in Saxonburg, Pa., on October 16.



Cross-section view of new KYW studio in Philadelphia, nearing completion.



Developed by NBC engineers, the "beer mug" transmitter (left) — radio's minute transmitter—becomes a "flower muff" when used at swanky Fashion Futures broadcast by Ben Grauer and Betty Goodwin.



# *Pioneering* in TECHNICAL ADVANCES

Behind the stories of the interesting and colorful broadcasts of 1937, lies the significant explanation of radio's coming of age.

In certain technical respects, radio has grown up after nearly two decades of astounding development. The research engineers of RCA and NBC are busy in the laboratory consolidating the knowledge gained during NBC's eleven years as an entity, into standardized equipment and engineering practices that will meet the most exacting tests for several years to come. At the same time, a large corps of RCA and NBC engineers has begun to unravel the mysteries of electronic television, radio's next public service.

Individual improvements during the year were led by the beginning of construction of four studio plants at key points in the NBC system: Washington, Philadelphia, Schenectady, and Cleveland. Plans were also completed for immediate construction at Hollywood, California, of one of the largest studio plants in the world.

Great importance is attached to the distribution throughout the National Broadcasting Company of a complete line of crystal-controlled relay transmitters for field broadcasts. This line of field equipment, developed in NBC laboratories, provided NBC field engineers with apparatus unmatched by that of any other American broadcasting company. Use of the new equipment made possible the broadcasting of a great number of programs never before attempted.

Following is a digest of reports on technical progress during 1937:

**TELEVISION**—Maintaining its sustained efforts to lift American television to the standards of home entertainment, NBC continued its schedule of transmissions from the only television station in New York City, W2XBS, atop the Empire State Tower. These field tests, begun in June, 1936, involved production of shows in NBC's Radio City studios, transmission from Station W2XBS, and reception on about one hundred RCA experimental receivers scattered throughout the Metropolitan Area.

The most significant development of the year in television was the broadened scope of NBC's experiments. Definition standards were increased from a scanned image of 343 lines to one of 441 lines, and the image reproduced in the receiver was enlarged from approximately 5 inches by 8 inches to 7½ inches by 10 inches, almost doubling the area. The color of the image was changed from green to black-and-white, by the use of a new experimental Kinescope developed by RCA.

Television facilities were advanced by the delivery early in December of a complete mobile television unit, soon to be used in outdoor pick-ups of sports and other news events. The motorized station, contained in two large motor vans, was designed by NBC engineers and built by the RCA Manufacturing Company at its Camden, N. J., plant. NBC announced that its purpose in beginning outdoor television was to train a group of engineers in the handling of special events. The "telemobile unit" is to be operated as a relay station in connection with NBC's Empire State transmitter.

Inside the television studios at Radio City, engineers and program directors made significant progress in the development of programs, studio lighting, make-up for performing artists, sound effects, scenic design and studio architecture. Improvements in equipment and in manipulating and co-ordinating Iconoscope cameras were responsible, during the year, for a marked improvement in the image transmitted.

At one of its numerous demonstrations of television to specialized groups, NBC gave the first radio demonstration of the newly developed RCA projection tube that throws an image 3 feet by 4 feet on a screen some distance away.

Although television still is an unfinished product, a full year of the closest cooperation between the engineers of the National Broadcasting Company and the Radio Corporation of America has brought it closer to the day of practical application.

**STUDIOS**—New studios at Washington, D. C., embodying all the latest developments in acoustics,

lighting, and studio architecture, were dedicated in July. The new plant serves NBC stations WRC and WMAL. Construction of other new NBC studios was well advanced before the year's end at Philadelphia, Schenectady and Cleveland and plans were completed for building elaborate studios at Hollywood, California. All of the new studios provide space for future expansion and television installation.

**FIELD EQUIPMENT**—An entirely new and complete line of field transmitters, and receivers, designed in NBC's own laboratories, was distributed to the key points of the National Broadcasting Company's system. All transmitters are crystal-controlled to meet the most exacting engineering standards. They range in size and output from the tiny "beer mug" transmitter, a complete radio broadcasting station of 1/10 watt output, through the 2-watt pack transmitter, to the intermediate frequency relay transmitter with a range up to 300 miles.

Another piece of apparatus distributed throughout the Company, the new ND-10 field amplifier, raised the technical quality of field broadcasts to those of

studio programs. Also designed by NBC engineers, these amplifiers are perfectly shielded from the common interferences that beset broadcasting in the field. Two hundred of the latest type microphones, replacing all obsolete equipment, were simultaneously distributed for field use.

**NEW ANTENNAS**—Several directional antenna arrays were built at Bound Brook, New Jersey, for the National Broadcasting Company's short-wave station W3XAL. The antennas are now in use in the station's transmissions toward Europe and South and Central America. Construction also was begun on a new vertical radiator for Station WRC, Washington. This antenna, designed by NBC engineers after extensive experimentation with all types, is contained in one tower, doing away with other types which consist of wires strung between two towers.

NBC's continuing technical improvements in studio and station equipment are directed toward improving the quality and strength of the broadcast signal, to provide better reception of NBC programs in the listener's home receiver.

# NBC NETWORKS *add* 41 STATIONS

Forty-one broadcasting stations in the United States and Canada, representing the greatest network expansion in the history of radio, were added to the networks of the National Broadcasting Company during the year 1937.

As a result, the service of the finest radio programs available over NBC's two great nation-wide networks, the Blue and the Red, was not only extended into fresh territories but also was intensified in regions already served by national programs. This is in keeping with the established policy of NBC to serve the public well.

The forty-one additions, located in all sections of the country, increased the total of NBC-associated stations to 143. There were 105 on December 31, 1936. Nine of the new stations were signed in 1936,

but did not take their places on the networks until 1937. Three were replacements. Two, signed in late 1937, became affiliates in January, 1938.

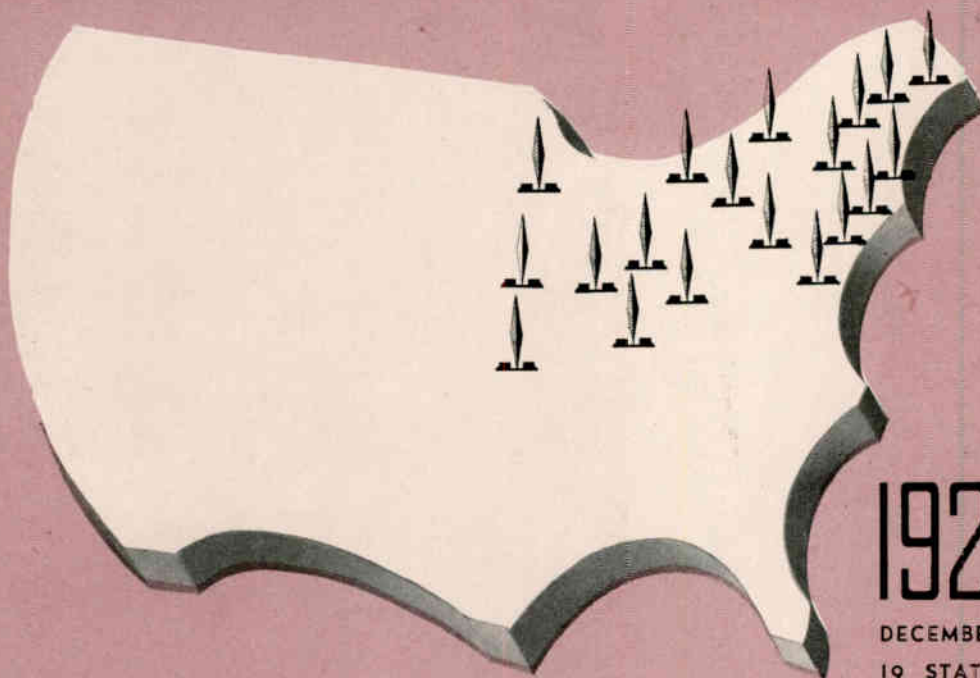
During the year, the net increase in power due to the addition of these stations totalled 107,150 watts daytime and 83,250 watts night-time. The totals for all of NBC's 143 stations, in power, at the end of the year (including the two stations which came on in January) were 1,992,300 watts daytime and 1,821,350 watts night-time.

The greatest single block of stations to be added during the year included the ten stations that became the new *Southern Group* on August 1. Stretching from the rich industrial section of Georgia, through the fertile Mississippi Valley, to the great oil fields of Texas, these stations are located in Atlanta, Ga.;

Birmingham, Ala.; Memphis, Tenn.; Knoxville, Tenn.; Baton Rouge, La.; New Orleans, La.; Beaumont, Texas; Houston, Texas; Corpus Christi, Texas; and Weslaco, Texas. Southern listeners were thus provided with a choice of two full-time NBC services over separate Blue and Red chains of stations.

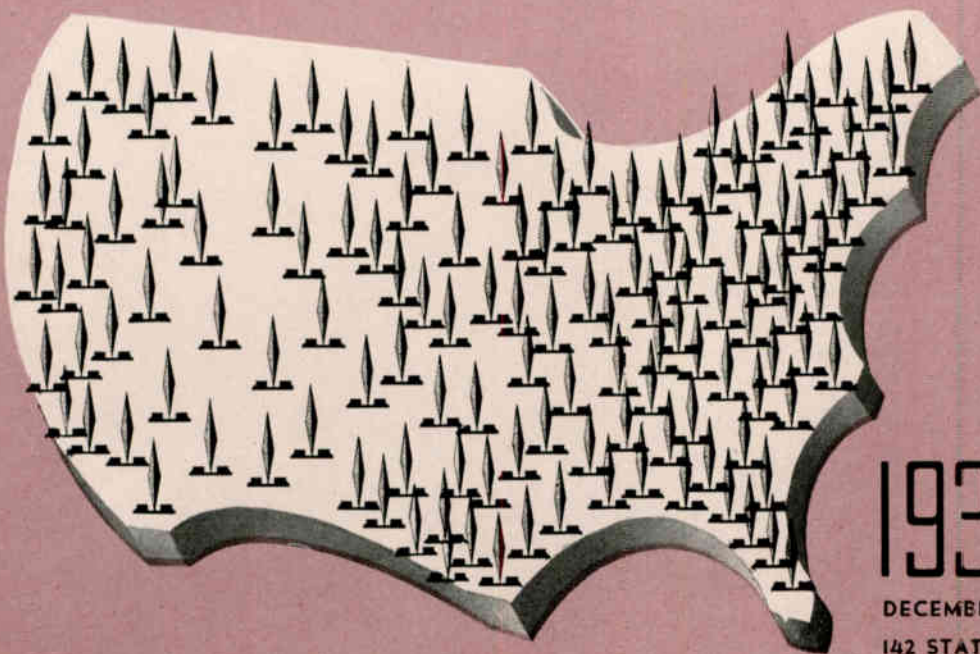
Another important step was taken by NBC in November, when it added two major Canadian radio stations to the networks in Montreal, Quebec, largest population center of the Dominion. With this arrangement, complete NBC service to both French and English speaking Canadians was made available.

## GROWTH OF N B C NETWORK STATIONS



1926

DECEMBER 31  
19 STATIONS



1937

DECEMBER 31  
142 STATIONS

Jack Benny (Jell-O)



Edgar Bergen and "Charlie McCarthy",  
outstanding new star of 1937. (Chase &  
Sanborn Coffee)

George Burns and Gracie Allen  
(Grape-Nuts)



Nelson Eddy (Chase &  
Sanborn Coffee)



Fred Allen (Ipana & Sal  
Hepatica)



Bing Crosby  
(Eraft Cheese)



Iron Wilson (Jell-O)



Don Ameche (Chase  
& Sanborn Coffee)



Walter Winchell  
(Jergens Lotion)



Irene Wicker, The Singing Lady  
(Kellogg's Cereal)



Bob Burns (Kraft  
Cheese)

The ladies of One  
Man's Family, voted  
best night-time serial.  
(Tender Leaf Tea)



Harry Von Zell (Ipa-  
na & Sal Hepatica)



The Revelers (Cities Service)



Rudy Vallee (Royal  
Desserts)



Sade, Rush and Vic  
of Vic and Sade, voted  
best daytime serial.  
(Crisco)

# THEY'RE *Tops!*

In five leading national radio popularity  
polls, these artists appearing on NBC spon-  
sored programs were voted "tops" by radio  
editors and listeners the country over.



# THE SPONSORS' PART IN NBC SERVICE *to the* PUBLIC

Broadcast Advertising is the foundation of American radio. The sale of time for Broadcast Advertising has made American radio stations self-supporting without taxes or payments of any kind on the part of the listener. By their sponsorship, the national advertisers who use NBC Networks render a public service, not only with their own programs but also by making possible the presentation to the public of

thousands of interesting sustaining broadcasts yearly.

Not only do these leading business organizations provide many of the most popular entertainments on the air. They make it possible for the National Broadcasting Company to furnish the sustaining programs — music, drama, news, special events and educational subjects — which make up 70% of all NBC network program hours.

## *These advertisers used NBC Networks in 1937:*

ACME WHITE LEAD & COLOR WORKS  
ADAM HAT STORES, INC.  
AFFILIATED PRODUCTS, INC.  
ALBERS BROS. MILLING CO.  
ALLEGHENY STEEL COMPANY  
AMERICAN CAN COMPANY  
AMERICAN CIGARETTE & CIGAR CO.  
AMERICAN OIL COMPANY  
AMERICAN RADIATOR COMPANY  
AMERICAN ROLLING MILL COMPANY  
AMERICAN TOBACCO COMPANY  
ANACIN COMPANY  
ELIZABETH ARDEN  
AXTON-FISHER TOBACCO COMPANY  
B. T. BABBITT INC.  
BANK OF AMERICA, NAT. T. & SAV. ASS'N.  
THE BAYER COMPANY, INC.  
BEST FOODS, INCORPORATED  
BETTER SPEECH INSTITUTE OF AMERICA  
THE BISODOL COMPANY  
BOWBY'S INCORPORATED  
THE A. S. BOYLE COMPANY  
BRISTOL-MYERS COMPANY  
BROWN & WILLIAMSON TOBACCO CORP.  
CALIFORNIA CHAIN STORE ASS'N.  
CALIFORNIA CONSERVING COMPANY  
CAMPANA SALES COMPANY  
CARDINET CANDY COMPANY  
CARNATION COMPANY  
GEORGE W. CASWELL & COMPANY  
CITIES SERVICE COMPANY  
CONSOLIDATED OIL CORP. (*Sinclair*)  
THOMAS COOK & SON-WAGON LITS, INC.  
CUMMER PRODUCTS CO. (*Molle & Energine*)  
CYCLE TRADES OF AMERICA, INC.  
DRACKETT COMPANY  
DUART SALES COMPANY, LTD.  
DUFF-NORTON MANUFACTURING CO.

EMERSON DRUG COMPANY  
FALSTAFF BREWING CORP.  
H. FENDRICH, INCORPORATED  
FERRY-MORSE SEED COMPANY  
FIRESTONE TIRE & RUBBER COMPANY  
F. W. FITCH COMPANY  
FORD MOTOR COMPANY  
GALLENKAMP STORES COMPANY  
GENERAL ELECTRIC COMPANY  
GENERAL FOODS CORP. (*Calumet Baking Powder, Diamond Crystal Salt, Grape Nuts, Huskies, Jell-O, Log Cabin Syrup, Maxwell House Coffee, Minute Tapioca, Sanka Coffee*)  
GENERAL MILLS, INC. (*Wheaties*)  
GENERAL MOTORS CORP. (*Buick, Institutional, La Salle, Oldsmobile, Pontiac*)  
GILMORE OIL COMPANY  
GLOBE GRAIN & MILLING CO.  
GRIFFIN MFG. COMPANY, INC.  
GRISWOLD MANUFACTURING COMPANY  
GROUP OF AMERICAN BANKS  
GROVE LABORATORIES, INC.  
GRUEN WATCH COMPANY  
HORLICK'S MALTED MILK CORP.  
HOUSEHOLD FINANCE CORP.  
HUDSON COAL COMPANY  
HUMPHREY'S HOMEOPATHIC MED. CO.  
INTERNATIONAL CELLUCOTTON PROD. CO.  
INTERNATIONAL SHOE CO. (*Peters Div.*)  
INTERNATIONAL SILVER COMPANY  
IODENT CHEMICAL COMPANY  
JEL-SERT COMPANY  
JERGENS-WOODBURY SALES CORP.  
(*Jergens Lotion, Woodbury Soaps & Cosmetics*)  
S. C. JOHNSON & SON, INC.  
KAY JEWELRY COMPANY  
KELLOGG COMPANY  
THE KOLYNOS COMPANY  
KOPPERS COKE COMPANY, INC.  
KRAFT-PHENIX CHEESE CORP.

G. KRUEGER BREWING COMPANY  
 LADY ESTHER, LTD.  
 THE LAMBERT COMPANY  
 LAMONT CORLISS & COMPANY  
 (*Danya Hand Lotion, Pond's Cosmetics*)  
 LANGENDORF UNITED BAKERIES, INC.  
 LEWIS-HOWE COMPANY  
 LOCAL LOAN COMPANY  
 LOOSE-WILES BISCUIT COMPANY  
 LUDEN'S, INCORPORATED  
 MACFADDEN PUBLICATIONS, INC.  
 MANHATTAN SOAP COMPANY  
 J. W. MARROW MFG. COMPANY  
 MAYBELLINE COMPANY  
 MILES LABORATORIES, INC.  
 MODERN FOOD PROCESS COMPANY  
 MODERN MAGAZINES, INC.  
 BENJAMIN MOORE & COMPANY  
 JOHN MORRELL & COMPANY, INC.  
 PHILIP MORRIS & COMPANY, LTD.  
 C. F. MUELLER COMPANY  
 NATIONAL BISCUIT COMPANY  
 NATIONAL ICE ADVERTISING, INC.  
 OCCIDENTAL LIFE INS. COMPANY  
 OWL DRUG COMPANY  
 OXO, LTD.  
 PACIFIC COAST BORAX COMPANY  
 PACIFIC GUANO COMPANY  
 PACKARD MOTOR CAR COMPANY  
 PACKERS TAR SOAP, INC.  
 PEPPERELL MFG. COMPANY  
 THE PEPSODENT COMPANY  
 THE CHAS. H. PHILLIPS CHEMICAL CO.  
 PILLSBURY FLOUR MILLS COMPANY  
 PRINCESS PAT, LTD.  
 PROCTER & GAMBLE COMPANY  
 (*Camay, Chipso, Crisco, Drest, Drene, Ivory Flakes, Ivory  
 Snow, Ivory Soap, Oxydol, White Naphtha Soap*)  
 PRO-KER LABORATORIES  
 QUAKER OATS COMPANY  
 (*Aunt Jemima Pancake Flour, Quaker Oats*)  
 RADIO CORPORATION OF AMERICA  
 RADIO GUIDE, INC.  
 RALSTON-PURINA COMPANY (*Cereal, Ry-Krisp*)  
 REAL SILK HOSIERY MILLS, INC.  
 REGIONAL ADVERTISERS, INC.  
 RICHFIELD OIL CO. OF CALIFORNIA  
 S. & W. FINE FOODS, INC.  
 SCOTT PAPER COMPANY  
 SEALTEST, INCORPORATED  
 SHELL UNION OIL COMPANY  
 SHERWIN WILLIAMS COMPANY  
 SIGNAL OIL & GAS COMPANY  
 DAVID A. SMART, PUBLISHER  
 SMITH BROTHERS  
 SPERRY FLOUR COMPANY  
 STANDARD BRANDS, INC.  
 (*Chase & Sanborn Coffee, Fleischmann's Yeast for Bread,  
 Fleischmann's Yeast for Health, Royal Desserts, Tender  
 Leaf Tea*)  
 STANDARD OIL CO. OF CALIFORNIA  
 STEWART-WARNER CORP.  
 (*Alemite, Radios, Refrigerators*)  
 STUDEBAKER CORPORATION  
 SUN OIL COMPANY  
 SWIFT & COMPANY (*Institutional, Sunbrite Cleanser*)  
 TASTYEAST, INC.  
 TIDEWATER-ASSOCIATED OIL CO.  
 TILLAMOOK COUNTY CREAMERY ASS'N.  
 TIME, INC.  
 UNION OIL CO. OF CALIFORNIA  
 VOCATIONAL SERVICE, INC.  
 THE WANDER COMPANY  
 WM. R. WARNER COMPANY  
 WASEY PRODUCTS COMPANY (*Barbasol, Bost, Various Drug  
 Products*)  
 G. WASHINGTON COFFEE REFINING CO.  
 THE R. L. WATKINS COMPANY  
 WELCH GRAPE JUICE COMPANY  
 WESSON OIL & SNOWDRIFT SALES CO. INC.  
 WYETH CHEMICAL COMPANY  
 ZENITH RADIO CORPORATION

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*If you are interested in any special subject covered in this  
 Year Book, you may obtain more detailed facts and figures  
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