

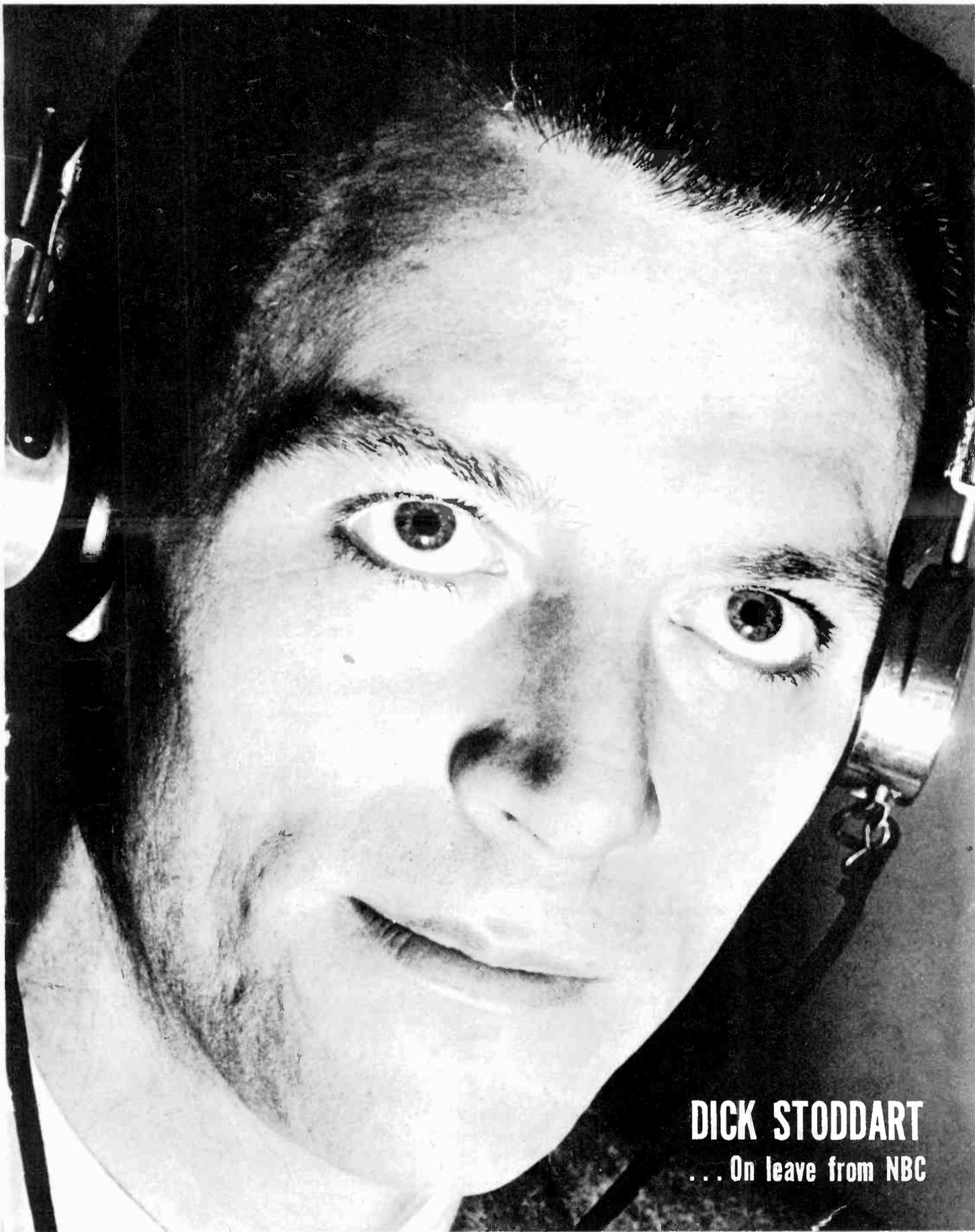
AUGUST, 1938

LISTEN



A 4-Page Advertisement of the Radio Corporation of America

No. 13



DICK STODDART

... On leave from NBC

"WELL DONE, HOWARD HUGHES!"

**RCA Salutes You and
Your Heroic Crew**

In these congratulations, Mr. Hughes, we echo the acclamation of the entire world. From the moment the wheels of your great plane began to roll the runway at Bennett Field until those wheels came to rest again at your home port, the world was closely with you in mind and spirit, following with breathless admiration every step of your progress.

We salute your great achievement. Your skill and your will as flier and director. The accurate efficiency of your courageous navigators, Harry Connor and Thomas Thurlow. The deft hands and mind of your flight engineer, Edward Lund. The genius of your radio engineer, Richard Stoddart. And the tireless generalship of your personal ground representative, Albert I. Lodwick.

Let us quote from a message radioed during the course of the flight to Mr. Stoddart from NBC's President Lohr—"May I congratulate you as a member of the National Broadcasting family on your remarkable achievement for radio... We congratulate you and extend our heartiest congratulations to Mr. Hughes and your associate members of the crew."

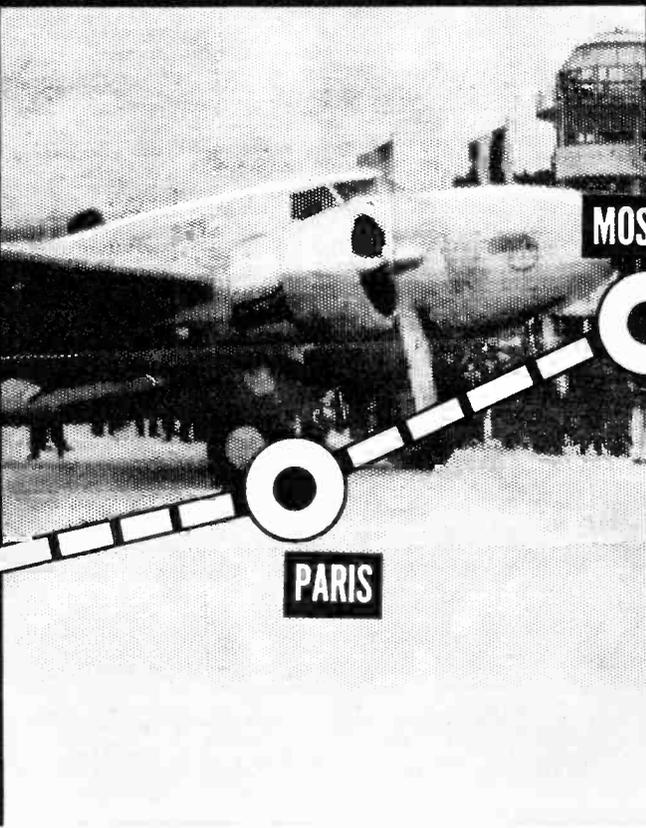
And our admiration goes far beyond the history-making days of the actual flight. For you and your crew's years of preparation—the skilful planning and building and checking which made this climactic success possible—we say, "Well done, Howard Hughes!"

... AND RADIO ALSO PLAYED ITS PART

An Advertisement of
LISTEN

Radio Corporation of America

ROUND THE WORLD IN SEVEN HOPS... R



The world-wide facilities of RCA Communications and the Radiomarine Corporation played an important part in maintaining communication between the plane and the flight headquarters at the New York World's Fair. Thanks to radio, the heroic crew of the plane was provided with all of the information necessary to the progress of the flight.

One hour, twenty minutes before the take-off from Paris, this photo, snapped at Le Bourget, was available in New York. Flown by fast plane to London, it was transmitted across the Atlantic by radio, through RCA facsimile service. This modern RCA service flashes pictures, signatures and documents in either direction between New York and San Francisco, London, Berlin and Buenos Aires.

Through RCA's stations at Riverhead and Rocky Point, Long Island, passed many a vital message from and for the intrepid world-girdlers in flight. Many times after the plane left the ground at Floyd Bennett Field, New York, until it landed at Le Bourget, Paris, Richard Stoddart, radio engineer aboard the plane, was in touch with Riverhead, where operators were on duty 24 hours a day.



↑ NBC's George Hicks broadcast the triumphal landing at Floyd Bennett Field. He and fellow NBC announcers covered various parts of the field, broadcasting a word picture far more complete than any one pair of eyes could see.

From NBC Field Control Headquarters on roof of Administration Building, at Floyd Bennett Field, NBC supervisors using RCA equipment, coordinated pickups from the numerous announcers stationed on the field, providing an account of the historic event. ↓

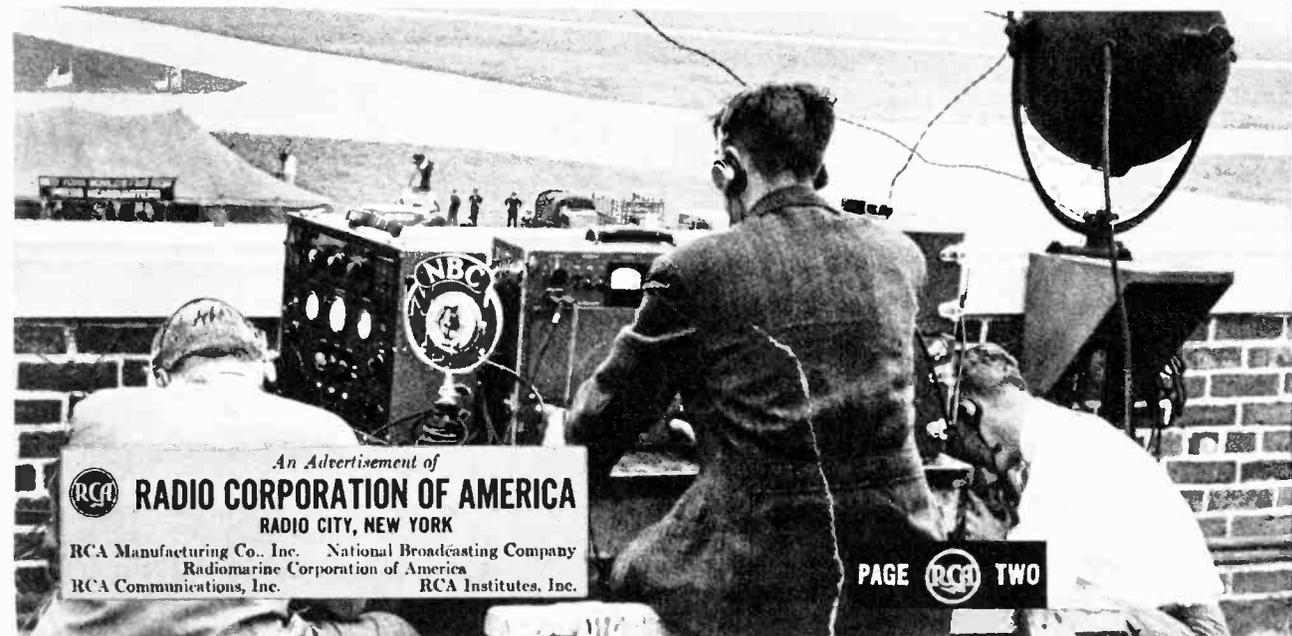
RADIO KEEPS WORLD ... NBC INFORMS

Thousands of feet in the air, over vast expanses of sea and land, yet the crew of the New York World's Fair Plane talked and listened to the world below them at frequent intervals. During many an odd hour millions heard their voices, learned of their history-making progress.

Richard R. Stoddart, a field engineer of NBC on leave of absence, developed and perfected the plane's radio equipment. As the plane's radio engineer he was, except for short intervals, in conversational or telegraphic contact with various sources of necessary information.

From the time the plane took off at New York until it landed at Paris, he was in constant touch with RCA's station at Riverhead, L.I., and the Radiomarine Station

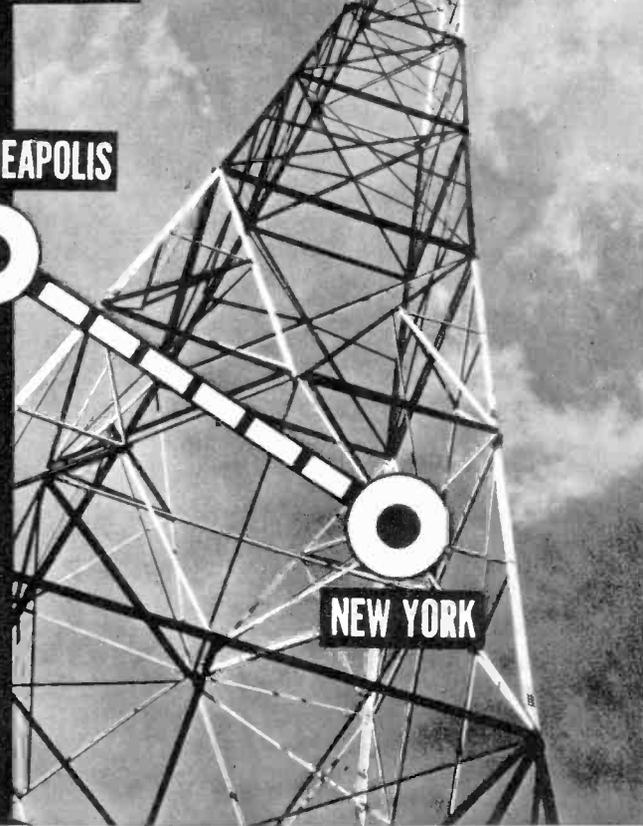
The end of the long flight. Down at Floyd Bennett Field after the 14,824-mile jaunt—a brilliant conclusion to a magnificently conceived, organized and executed circuit of the hemisphere. Radio kept the fliers informed about the world, and informed the world



An Advertisement of
RADIO CORPORATION OF AMERICA
RADIO CITY, NEW YORK
RCA Manufacturing Co., Inc. National Broadcasting Company
Radiomarine Corporation of America
RCA Communications, Inc. RCA Institutes, Inc.

RADIO IS AVIATION'S GOOD RIGHT HAND

An Advertisement of
LISTEN
Radio Corporation of America



"All's well—landed at Paris" comes word direct from Dick Stoddart aboard the plane to President Grover Whalen of New York World's Fair and Hughes representative Albert I. Lodwick, Senior Vice-President, Aviation Mfg. Corporation, at flight headquarters as NBC and RCA engineers maintain contact. Another example of care with which all details of flight were handled.

When the "New York World's Fair" plane was winging its way eastward from Fairbanks, Alaska, NBC chartered a plane of its own for broadcasting purposes and stood by. Practically every form of radio transmission was used in enabling the entire world to hear a running account of the flight's progress on its thrilling adventure, as well as the voices of the men aboard the plane at intervals.

"Encompassing" the world. The day before the take-off, there was a special broadcast from WEAJ at 2:00 to 3:00 A.M. to permit swinging of the compasses of the plane. Testimony to the accuracy of the checkup is the fact that there were only twenty wasted miles in the 14,824 miles flown. Antenna of NBC station WEAJ is shown above.

FLIERS INFORMED THE WORLD

at Chatham, Mass. Between Paris and Moscow he again conversed at regular intervals, with the Chatham station of Radiomarine. Later contact was picked up frequently by stations in Alaska and West Coast stations, and finally directly by New York.

The fliers made frequent broadcasts over the nationwide networks of NBC. Their starting broadcast from New York was followed by broadcasts from mid-ocean, from Paris, from the air over Berlin and Danzig, from Moscow and Fairbanks, and then again from New York.

The round-the-world flight is a climactic triumph for American aviation. In a not far lesser degree it proved that aviation's good right hand is Radio.

about the fliers as well. From many of the plane's landing points—from Paris, Moscow, Fairbanks, and from Floyd Bennett Field, at the completion of the flight—listeners throughout the United States heard broadcasts over the nationwide networks of NBC.



↑ Richard R. Stoddart telling the world, through NBC networks, how radio played its part in the epochal flight, during the broadcast by the plane crew from their hotel, the Hampshire House, Friday evening, July 15th—the evening following the completion of the flight.

Mr. Stoddart, one of the group who broadcast the No. 1 radio event of three and a half days directly from the plane, changes from announcer to listener, as he relaxes with Mrs. Stoddart to accompaniment of an NBC program. ↓



Choose a 1939 RCA Victor from 32 models that offer ELECTRIC TUNING *for All*

These are the
only radios
that give you
the benefit of
RCA
ALL THE WAY

Be sure of more for your money...
select an instrument built by the only
company that does everything in radio

You have seen in the preceding three pages a glimpse of how RCA serves the world through its communication divisions. It has taken years of patient research to perfect RCA's many services. It requires the most skilful available engineering talent to keep these operations moving smoothly.

This all means definite advantages to you when you buy an RCA Victor radio, or an RCA Victrola. You get more for your money in these instruments because of RCA's vast research experience and its great radio engineers.

Only RCA does everything in radio. Only when you choose an RCA Victor do you have an instrument into which is built the ideas, inventions and skill of men who do and make everything in radio.

engineers were inspired by the public desire for Electric Tuning. By patient work, based on their complete familiarity with all of radio, they found out how to make this great feature available in instruments at all prices. Result: Electric Tuning for All, radio sets in sizes, styles and at prices to suit every family.

Visit your RCA Victor dealer. Let him tell you about the 32 different Electric Tuning models from which you can make your choice. Ask him for proof that each one represents extra value at its price. Look into the reasonable terms, the generous trade-in allowances and the low prices. Then you will see the advantages to you of RCA's unmatched experience.

Electric Tuning for All

The popularity of RCA Victor Electric Tuning, when it was introduced last year, was enormous, even though it was offered only in models at \$150 or more. RCA Victor

Another sensational RCA Victor idea—the Console Grand. At right is Model 97KG, an Electric Tuning instrument in an ingenious modern type of cabinet—the Console Grand—that fits perfectly into virtually any decorative scheme. Outstanding proof of RCA Victor values is the fact that **\$8500*** this model is priced at only

You can buy RCA Victor Radios on C.I.T. easy payment plan. Any radio instrument is better with an RCA Victor Master Antenna. *All prices f.o.b. Camden, N. J., subject to change without notice.

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



Get \$25.95 value—in Victor Records and RCA Victrola Attachment—for \$14.95

Victrola Button on your 1939 RCA Victor instantly turns on the Victrola Attachment, and brings you a whole world of extra music. Victrola Attachment (list price \$14.95)—also

\$9.00 worth of Victor Records, \$2.00 subscription to Victor Record Society Review and membership in Victor Record Society, all yours for \$14.95. Ask your dealer for details.



Model 911K

Only RCA Victor
offers the
Overseas Dial

Here is the finest feature ever devised for short wave tuning, the Overseas Dial. It spreads the world's stations out so that you can find foreign stations as easily as locals. Model 911K (shown above)

has Overseas Dial, Electric Tuning, Victrola Button, and other features that make truly amazing its price (including RCA Victor Master Antenna) **\$14500*** of only



Only RCA Victor
has the
Victrola Button

The Victrola Button on your new 1939 RCA Victor instantly turns on the Victrola Attachment which plays Victor Records with the full tone of your radio.



Only RCA Victor
offers you RCA
Victor Metal Tubes

Final touch in producing a radio with complete harmony are RCA Victor Metal Tubes which are made for and used exclusively in RCA Victor Radios.



RCA Victor