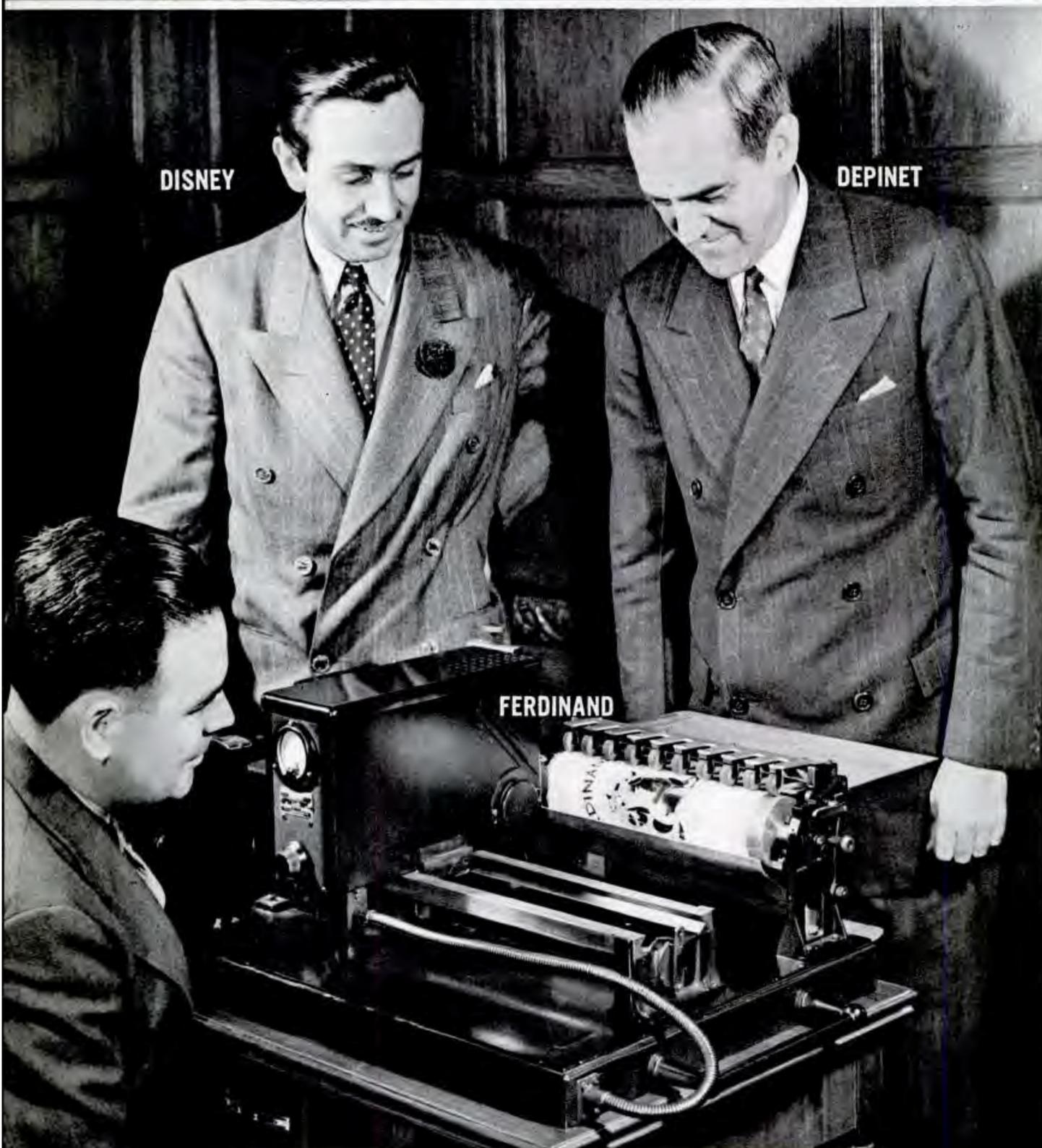


# LISTEN



A 5-Page Advertisement of the Radio Corporation of America

No. 14



DISNEY

DEPINET

FERDINAND

**Walt Disney sees "Ferdinand" take off for London**—In this photograph are Walt Disney and his good friend, Ned E. Depinet, Vice-President of RKO Radio Pictures, and one of the world's best known film distributors. They are watching as operator of RCA Communications' facsimile machine flashes overseas one of Mr. Disney's sketches of Ferdinand. This amusing animal is the hero of Walt Disney's special cartoon "Ferdinand the Bull" to be released Thanksgiving week by RKO Radio Pictures, Inc. Thanks to RCA facsimile service, London associates of Mr. Disney were able to have a quick advance look at the animal based on artist Robert Lawson's pictures from Munro Leaf's bovine nonsense story. Walt Disney has long been known as Hollywood's Cinemaster of Arts. In June, honorary degrees made this popular genius both a Yale and Harvard Master of Arts.

## FERDINAND



**Bull Jumps Over The Sea**—Above is the drawing which is being transmitted by radio at the left. By this RCA facsimile service, documents, signatures, photographs, drawings or anything else that can be put on paper, are daily sent by radio in either direction between New York and San Francisco, New York and London, Berlin and Buenos Aires.

Radio got its start as a message service. Broadcasting, and other present-day radio activities, derive much of their effectiveness from RCA research, instituted to improve the quality of communication services.

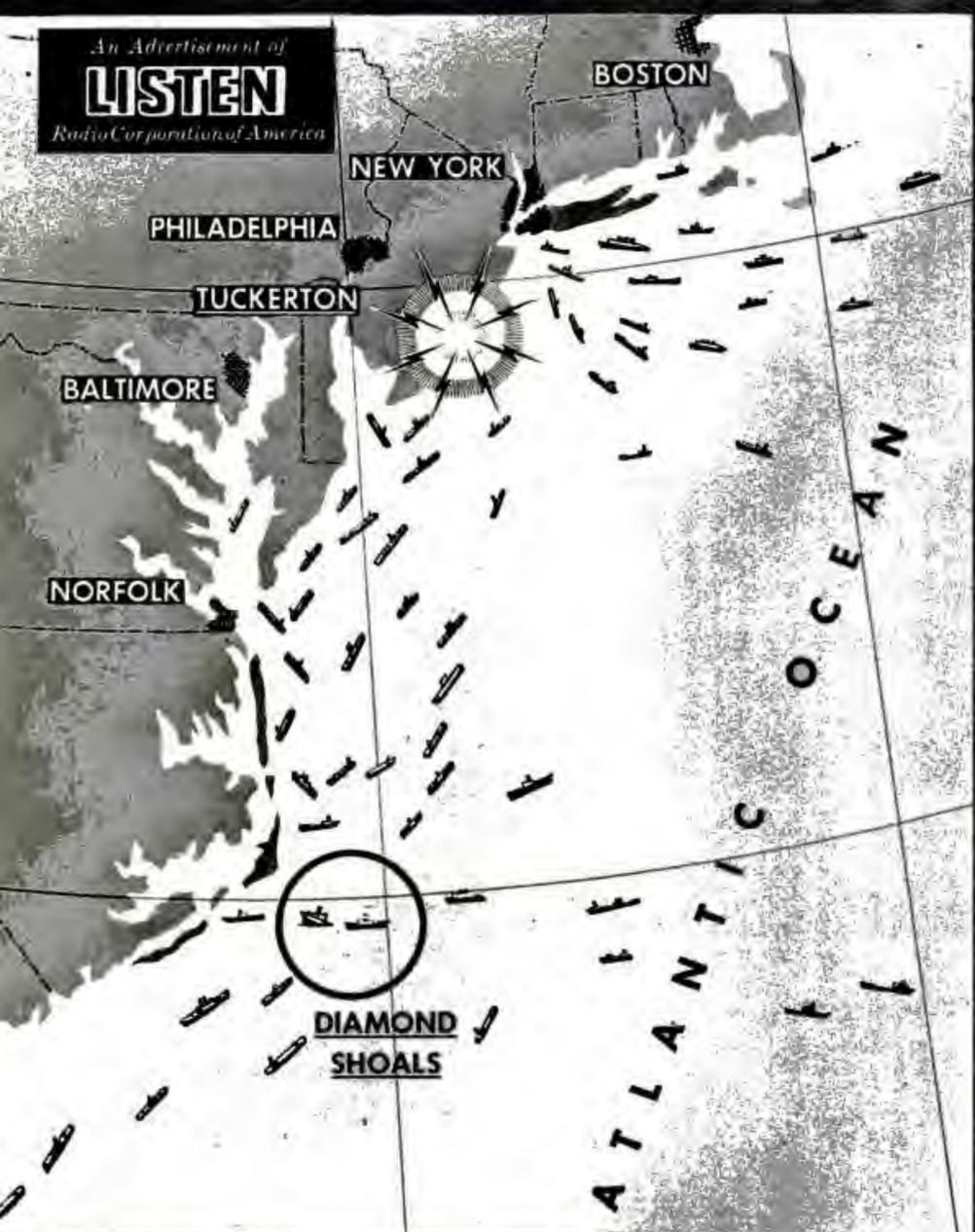
Thus the performance of today's Electric Tuning RCA Victor radios is to a large degree due to work done by men whose immediate concern was to add to the speed and certainty of RCA's world-wide communication. Association of RCA's tradition of radio research with Victor's vast experience in sound reproduction has led naturally to an exceedingly satisfactory accuracy of tone in RCA Victor radios for home reception. Other results—the extraordinary realism of the new Victor Higher Fidelity Records and RCA Victrolas, that are largely responsible for the renewed vogue for record music.

**Magic Voice of the Screen records Disney picture sound**—RCA Photophone, an extremely accurate ultra-violet light method of sound recording is used by leading motion picture producers, including the Disney Enterprises. "Snow White" was Photophone recorded. Photophone is also the reproducing sound equipment used in thousands of motion picture theatres. Photo below shows unit of RCA Photophone sound recording equipment.



## HOW RCA COMMUNICATION SERVICE SAVES LIVES—HELPS BUSINESS

SEE PAGES 2 and 3



# RCA'S MAGIC LOOKOUTS USED FOR SAFETY AT SEA

## Auto Alarm and Radio Direction Finder rob fog, storm and accident of their worst terrors

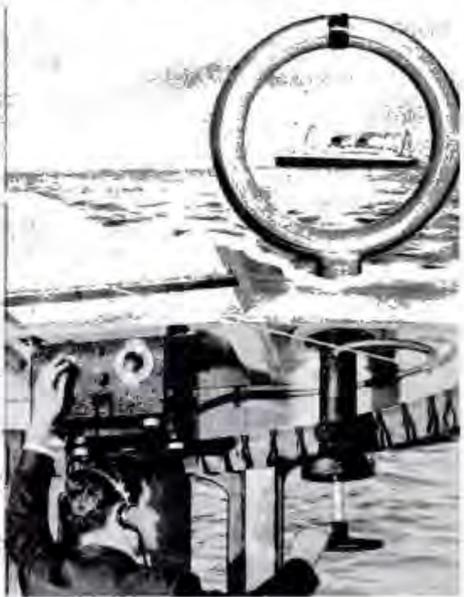
The first use of radio was to reduce the hazards of seafarers. As the years have passed, RCA research has enormously extended the safety applications of radio. Outstanding invention is the Radiomarine automatic alarm apparatus. Installed aboard ship this device keeps ceaseless watch for distress signals when the ship's radio operator is off duty. It will recognize the prescribed distress signal even through interference and static and responds by ringing bells, thus notifying the captain and the radio operator that a stricken ship is calling for aid.

When a captain of a vessel in a position to render assistance uses an RCA Radio Direction Finder, he can determine the exact direction of vessel in distress. By "triangulating" this with bearings radioed from shore station, or another ship, the disabled vessel can be located even if unable to give its own position. Thus the radio magic of RCA provides lookouts which never sleep and which "see" and "hear" through any kind of weather. These ingenious, modern RCA devices have repeatedly brought help and saved lives that would otherwise have been lost.

**SOS heard by 62 ships.** Vastly reduced is danger at sea due to the Radiomarine Auto Alarm. On February 12, 1938, two ships collided near Diamond Shoals off the Carolina Coast. As a result of the distress signal sent out, auto alarms on 62 vessels were set off. Map at left shows location of damaged ship, and the positions of ships which responded. Such wide-spread notice of a ship in distress permits help to come from vessels best able to give the assistance needed. Radiomarine Auto Alarm shown below is now in use on more than 1,000 American ships.



**No. 1 Radio Operator's License**—Above is facsimile of first radio operator's license ever issued by the U. S. Government. It is held by a pioneer in radio communication, Charles J. Pannill, President, Radiomarine Corporation of America.



**Weather no obstacle to RCA Direction Finder**—By turning the loop aerial (photo above right) of an RCA Radio Direction Finder, the operator can tell direction from which calls for aid are coming. In case of emergency, Direction Finder will show exact bearing of ship in distress. As an aid to navigation this instrument enables shipmasters to locate their position in regard to harbor entrances, lightships and the like, even through thick fog or heavy blizzard.



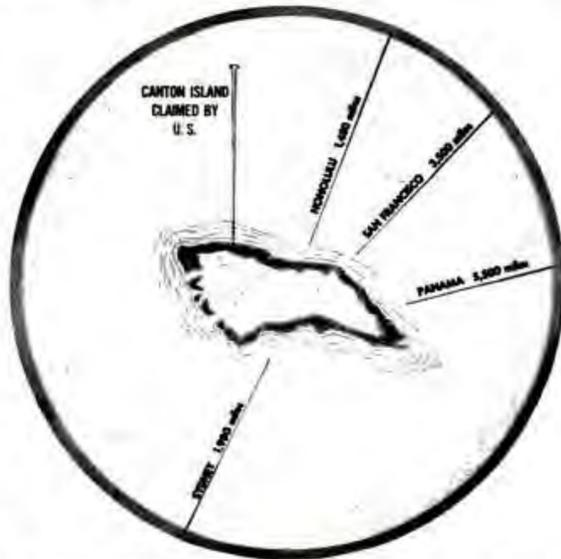
With an RCA Radiotelephone persons on yachts can talk directly with telephones on shore or other vessels. Photo shows Capt. C. B. Hurlbut on George L. Bourne's yacht "Onwego," using Radiomarine Radiotelephone. At right is control of RCA Radio Direction Finder.



**Seagoing fathers keep in touch with home**—Here is little Mary Lou who finds that with Radiomarine's Radiotelephone she can tell Daddy all about the news at home, although he is far out on the ocean.

# AGAIN RCA AND NBC HELP MAKE HISTORY

Canton Island, a lonely coral atoll in the South Pacific, which was used as a base for observing last year's total eclipse of the sun by the National Geographic-U. S. Navy expedition, may play an important role in transpacific air transport service. When a monument, symbolic of the claim of the United States to this tiny island, was dedicated, George Hicks, NBC announcer, described the ceremony over the NBC Blue Network.



**Pacific Ocean Way Station**—Map above shows location of tiny Canton Island in relation to important Pacific ports. While on the island, expedition members enjoyed entertainment by means of RCA Victor table model radio shown in photo at the right.



**"Radio City," South Pacific model**—RCA services joined hands to put historic broadcast from Canton Island on NBC network. The speakers' voices were carried by RCA ultra-high frequency transmitter from the Island to the navy vessel Avocet, lying off shore. From there a special RCA transmitter sent them to RCA

Communications station at Point Reyes, California. Thence the program went by wire to the stations of the NBC Blue Network, and so reached the American listeners. Photo above shows Marvyn Adams and W. R. Brown, NBC engineers, and NBC announcer, George Hicks, at Canton Island's "Radio City."

## AMAZING SPEED AND "SCRAMBLED" MESSAGES OF RCA SERVICE INSURE COMPLETE SECRECY



A single radio wave now speeds RCA service by carrying three separate messages. Pictures above show how this is done. (1) Three operators send messages as usual. (2) These messages pass to swiftly rotating device called a "multiplex." This turns so quickly that it picks up the code impulses from each operator in order, even

though the dots and dashes are separated only by fractions of seconds. (3) The result is an apparently meaningless scramble of telegraphic signals which pass to the RCA transmitter that flashes them to their destination. (4) At the receiving station is a "synchronizer" which rotates in exact unison with the "multiplex." "Syn-

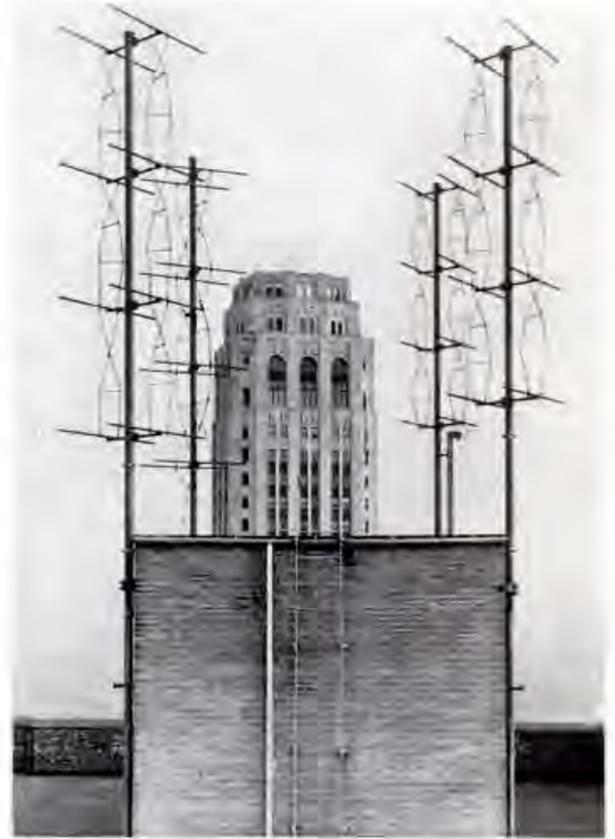
chronizer" picks off the signals in the same order that they are sent, sending them in proper succession to three telegraph printing machines. Each of these records the message sent by the corresponding operator. Secrecy is assured because it is impossible for anyone who might intercept the "scrambled" message to decode it.

## RCA OFFICIAL SENDS WORLD'S FAIR INVITATIONS



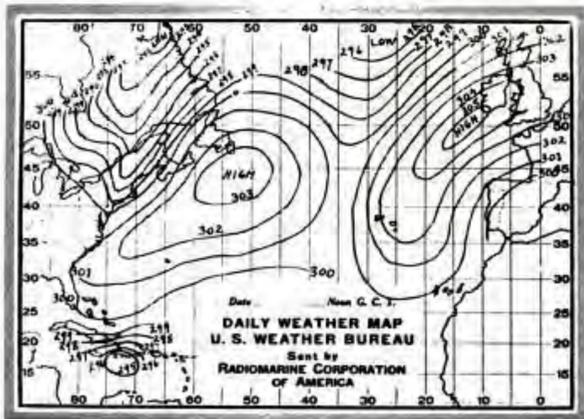
RCA gets ready for the New York World's Fair—When ground was broken for RCA Building at New York World's Fair, William A. Winterbottom, Vice-President and General Manager of RCA Communications, Inc., sent out Fair President Grover A. Whalen's invitation to Fair's opening ceremonies. Message, addressed to heads of world's principal nations, covered the globe in less than ten minutes. At left of photo is

Mr. Whalen. At right, Mr. Winterbottom and RCA messenger. Standing, A. Guy Mayger of Skidmore and Owings, architects, and NBC engineer, Joseph D'Agostino. In background, framework of Trylon and Perisphere at Fair's Theme Center. RCA World's Fair exhibit will give visitors an idea of the numerous activities of RCA—the only organization that makes and does everything in radio.



Modernistic "Trees" bear crop of words for Europe—Central office of RCA Communications is in downtown New York. Its transmitters in the open country were formerly connected with New York only by wire. Now RCA engineers send ultra-high frequency waves from these odd-looking antennas. The waves automatically operate RCA's transatlantic transmitters at New Brunswick, N. J. Result is improved service.

## RCA Radios Market and Weather Reports to Ships at Sea



Radiomarine begins new stock market service for ships—New York Stock Exchange prices are flashed to ships by RCA's Radiomarine. This newly inaugurated service promptly supplies opening, noon and closing prices. Photo shows Holland-America Line flagship Nieuw Amsterdam, the first ship to install this new service.

RCA radio weather maps aid mariners—United States ships are to receive aid to navigation through marine weather maps. These maps prepared by the New York office of the U. S. Weather Bureau, are to be transmitted to various ships by an RCA facsimile service. Picture at left shows a typical weather map as received at sea.



## Crime Marches On— To Jail—Via RCA

Daily the war against crime is made more effective by another type of RCA radio service, the RCA police radio. Recently, Patrolmen Peter Dempsey and Harry Knowles of the Montclair, N. J., police captured four men, alleged counterfeiters, who attempted to pass fake \$5 bill in a Little Falls grocery store. The alert clerk refused the bill and phoned license number of the men's car to police. Within a few minutes the two officers, who heard the alarm over their RCA police radio, spotted the car, forced it to the curb and arrested the occupants.

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

... ANOTHER GREAT RCA RADIO MESSAGE.



*RCA Victor*  
**ELECTRIC TUNING**  
*for All*  
**MEANS EXTRA ENJOYMENT**  
**AT NO EXTRA COST**

**PUSH A BUTTON**  
*there's your Station!*

At right is RCA Victor Model 97KG in the striking new Console Grand Cabinet. It is an Electric Tuning radio with an Electric Tuning Dial, Victrola Straight-Line Dial, Victrola Push-Button Switch and "Plug-In" for Victrola Attachment. This big console in its new type of cabinet is a striking example of values offered by the only company that does everything in radio. Price **\$85.00\***

*The one organization that does everything in radio now offers the only modern kind of radio instrument at prices to fit every purse*



Here is an RCA Victor Electric Tuning radio in a compact little cabinet less than a foot long. It is Model 95T5. Styled like its companions in the Continental manner, it is as modern in appearance as in performance—but its price is only \$24.95\*.

Everywhere it is seen and heard, this Electric Tuning RCA Victor Table Model 96T2 wins applause. Its Continental cabinet is unusually styled. Its warmth of tone and ample volume are remarkable in an instrument of its size. Yet it is priced at only \$39.95\*.



**Only RCA Victor offers you RCA Victor Metal Tubes**

Finest touch in producing a radio with complete harmony are RCA Victor Metal Tubes. Used exclusively in RCA Victor radios. They also improve the performance of any make of radio set.

This Electric Tuning RCA Victor Table Model 96T—in its Continental style cabinet—is pleasantly simple in design and extremely satisfactory in performance both as to tone and volume. It is an outstanding example of RCA Victor values at its modest price of \$29.95\*.

**YOU** want your new radio to be completely modern, to bring you the enjoyment made possible by the latest progress in radio engineering. There is a way you can be sure of getting what you want. Choose an RCA Victor, made by the only organization that makes and does everything in radio. Naturally, you benefit when your radio is designed and built by the men who create most of the new ideas in this great science. The engineers who carry out the services described in this, and other issues of LISTEN, have an experience that is unmatched anywhere in the world. To enjoy the results of all this skill costs you nothing extra. The fact is that it

costs you less now than ever before. The new RCA Victor 1939 models offer you a choice of 32 radios and Victrolas, every one of which—regardless of price—has Electric Tuning. Visit your RCA Victor dealer. Let him show you the many improvements, the striking features, the magnificent cabinets that make these 1939 models the greatest values ever offered. Ask about the generous trade-in allowances and the terms that make it easy for you to own the RCA Victor of your choice. 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.



Only RCA Victor has the Victrola Button. The Victrola Button on your new 1939 RCA Victor instantly turns on the Victrola Attachment with which when you wish you can play Victor Records with the full tone of your radio.

Victrola Attachment (list price \$14.95)—also \$9.00 worth of Victor Records, \$2.00 subscription to Victor Record Review, and membership in Victor Record Society, \$25.95 value, all yours for \$14.95. Ask your dealer for details.

**RCA Victor**

RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J.  
 A SERVICE OF THE RADIO CORPORATION OF AMERICA