

NBC

AROUND THE WORLD



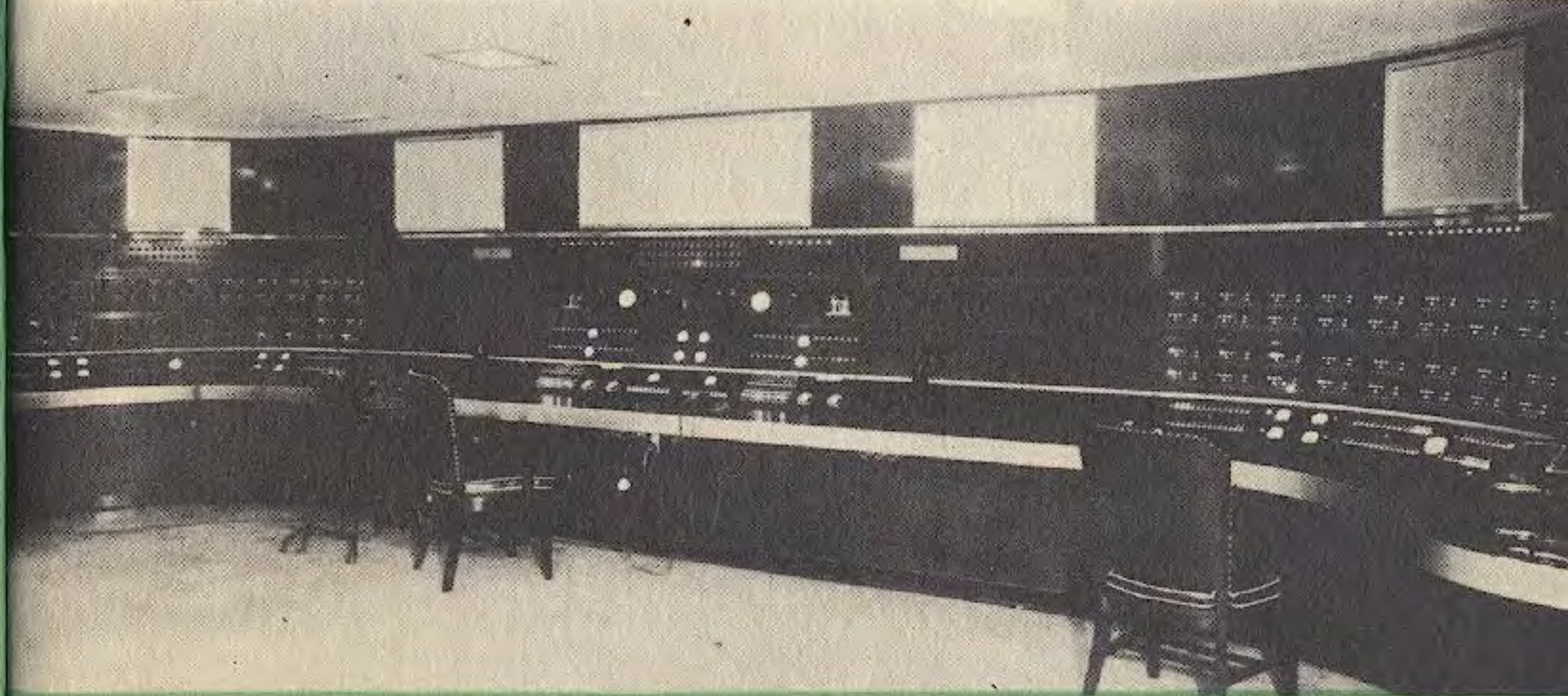
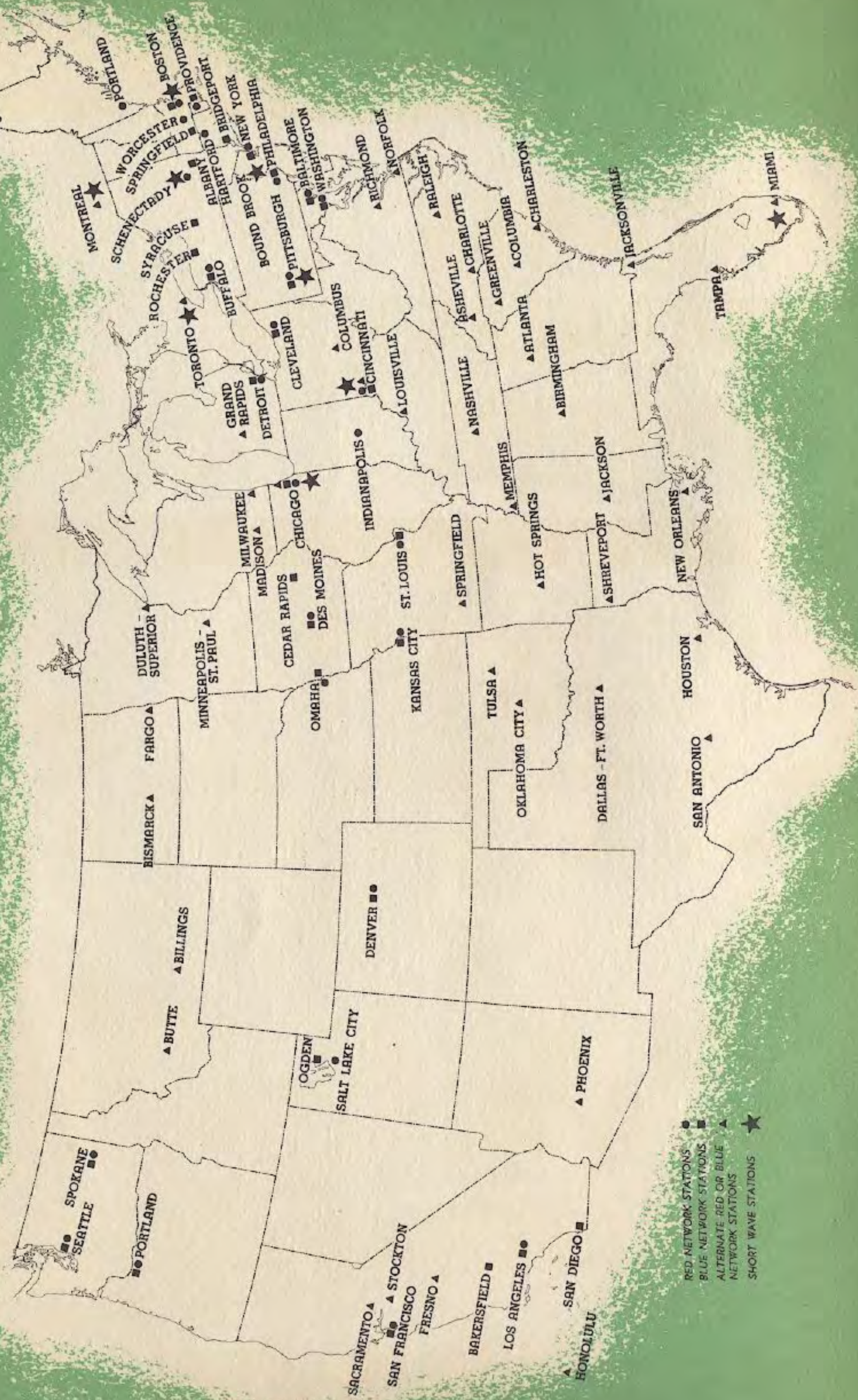
RCA Building, Radio City, New York N. Y.

NATIONAL BROADCASTING COMPANY, INC. • A RADIO CORPORATION OF AMERICA SERVICE

NATIONAL BROADCASTING COMPANY

SUPPLIES RADIO PROGRAMS TO
118 STATIONS*
 IN THE UNITED STATES, CANADA
 AND HAWAII

★ 106 Regular Network Stations and 12 Short Wave Transmitters



MASTER CONTROL DESK—the "nerve center" of broadcast activities in NBC headquarters, Radio City, New York

2 NBC NETWORKS

THE RED AND THE BLUE
BROADCAST DAILY
FROM 7:30 A.M. TO 1:30 A.M.

The National Broadcasting Company maintains *two* coast-to-coast networks which are designated "the Red" and "the Blue," each of which begins its eighteen-hour broadcasting day at 7:30 each morning, every day in the year. These two networks supply regular program service to 83 cities throughout the United States, Canada and Hawaii. The stations are linked together by almost 22,000 miles of special wire lines so that a program originating in one city may be simultaneously broadcast in all eighty-three.

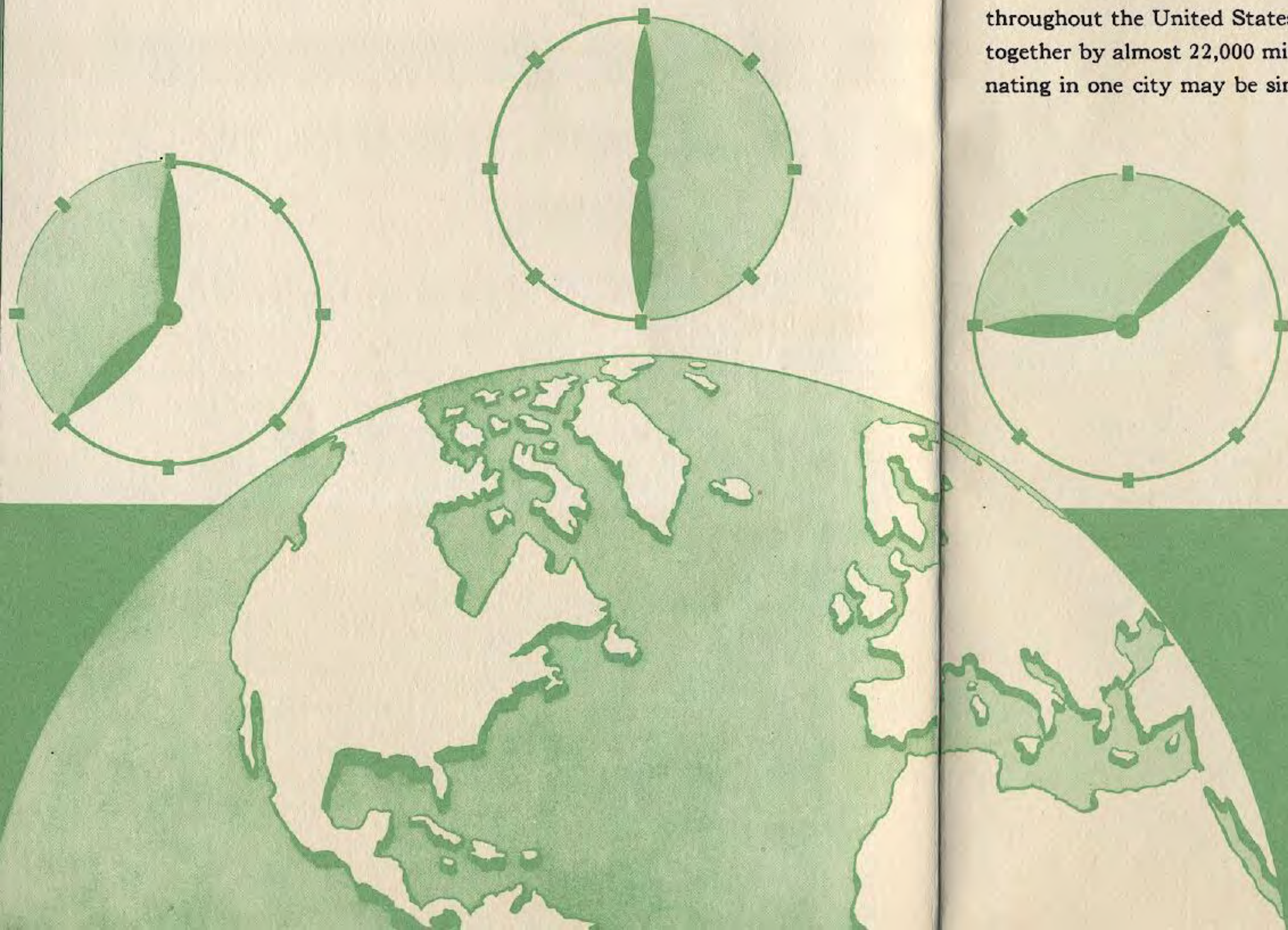
NBC stations are so located that their broadcast programs may be heard in more than 22,500,000 homes owning radio receiving sets in the United States, Canada and Hawaii—homes with some 70,000,000 potential listeners.

Numerous NBC programs are also broadcast by twelve high-powered shortwave stations to every part of the globe.

REGULAR SERVICE TO 83 CITIES
22,000 MILES OF SPECIAL
WIRE LINES

22,500,000 HOMES IN U. S. A.,
CANADA AND HAWAII CAN HEAR
NBC PROGRAMS

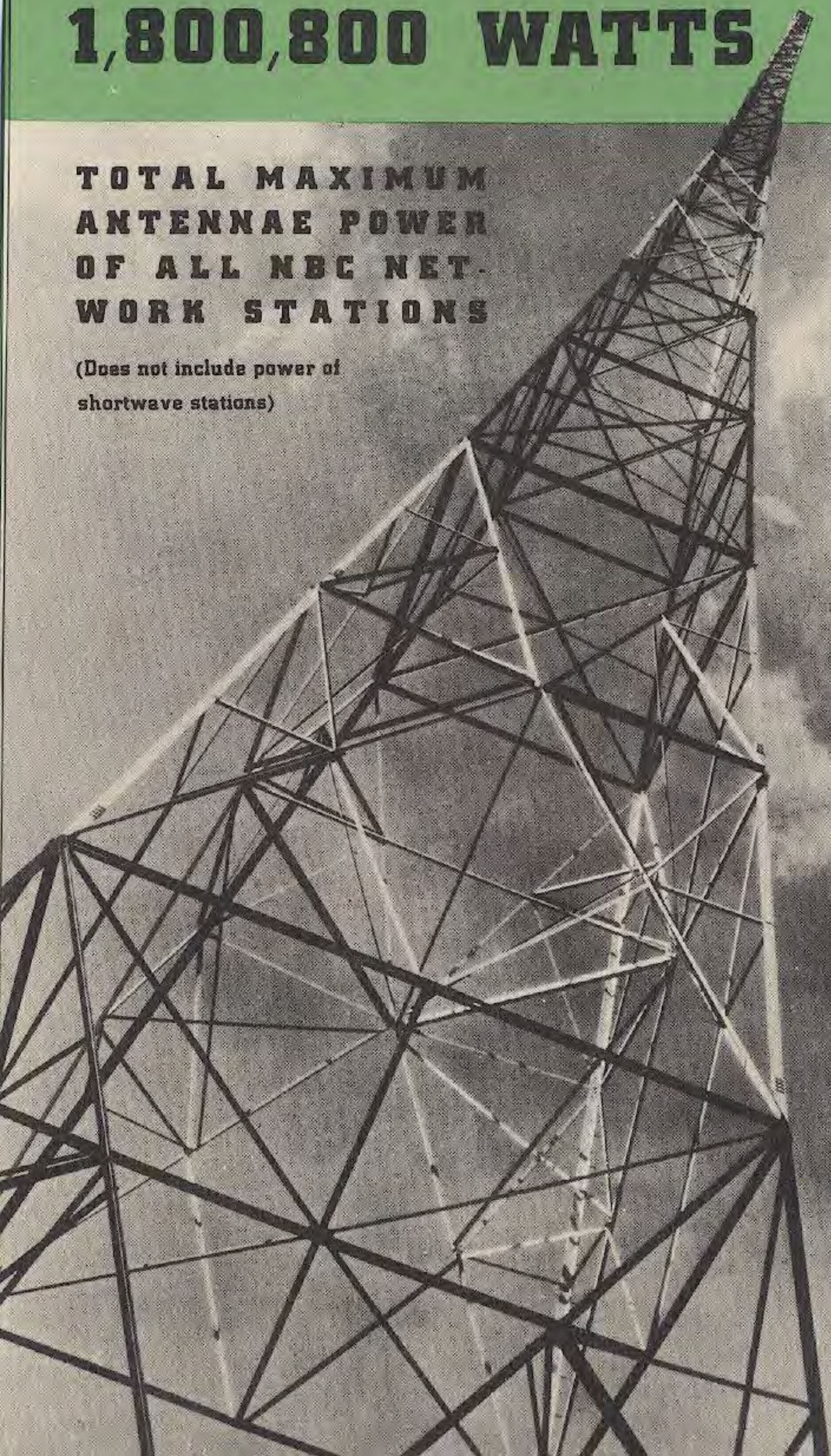
PROGRAMS AVAILABLE TO
70,000,000 LISTENERS
TO EVERY PART OF THE GLOBE
BY SHORTWAVE



1,800,800 WATTS

TOTAL MAXIMUM ANTENNAE POWER OF ALL NBC NETWORK STATIONS

(Does not include power of shortwave stations)



NBC SERVICES

SUPPLYING STATIONS AND ADVERTISERS WITH FINER ENTERTAINMENT

NBC ARTISTS SERVICE

Representing hundreds of artists and orchestras, NBC Artists Service is the largest talent agency and concert bureau in the U. S. A. It offers radio advertisers a wide range of representative "stars" for every type of program—and for public appearances of all kinds.

NBC THESAURUS

"A Treasure House of Recorded Programs," supplies musical material in wide variety on electrically transcribed records to radio stations and advertisers the world over, featuring many of the famous stars who appear on NBC programs. The NBC Thesaurus supplies not only the recorded music but a continuity service which provides the announcements and arranges the music and other features in a well-balanced program.



NBC PROGRAMS

ORIGINATE IN THESE NBC STUDIOS IN FIVE CITIES FROM COAST TO COAST

To provide facilities for broadcasting its national programs, National Broadcasting Company maintains complete studio and technical facilities in five key cities — New York, Washington, Chicago, San Francisco and Hollywood.

2000 men and women,
excepting artists and musicians, are
included in *NBC's national staff.*

**5000 artists and
musicians,**
to supply entertainment, informa-
tion and education for the benefit
of listeners, create each year more
than *47,000 network programs*

**560,000 individual
appearances**

before NBC microphones in one
year are involved in staging these
programs, originating in the various
buildings shown here and in the
studios of NBC's affiliated stations.



RCA BUILDING, RADIO CITY



NBC STUDIOS, HOLLYWOOD, CAL.



NATIONAL PRESS BUILDING,
WASHINGTON, D. C.



111 SUTTER STREET,
SAN FRANCISCO, CAL.



MERCHANDISE MART, CHICAGO, ILL.

A FEW OF NBC'S 49 STUDIOS

— IN RADIO CITY, NEW YORK, AND THROUGHOUT THE COUNTRY



ABOVE ■ Of the 21 studios at Radio City, this is the most spacious. Largest in the world, its stage can accommodate a 400-piece orchestra . . . seating capacity, 1250.



LEFT ■ One of a number of small, intimate studios for speakers—as homey as one's own living room.

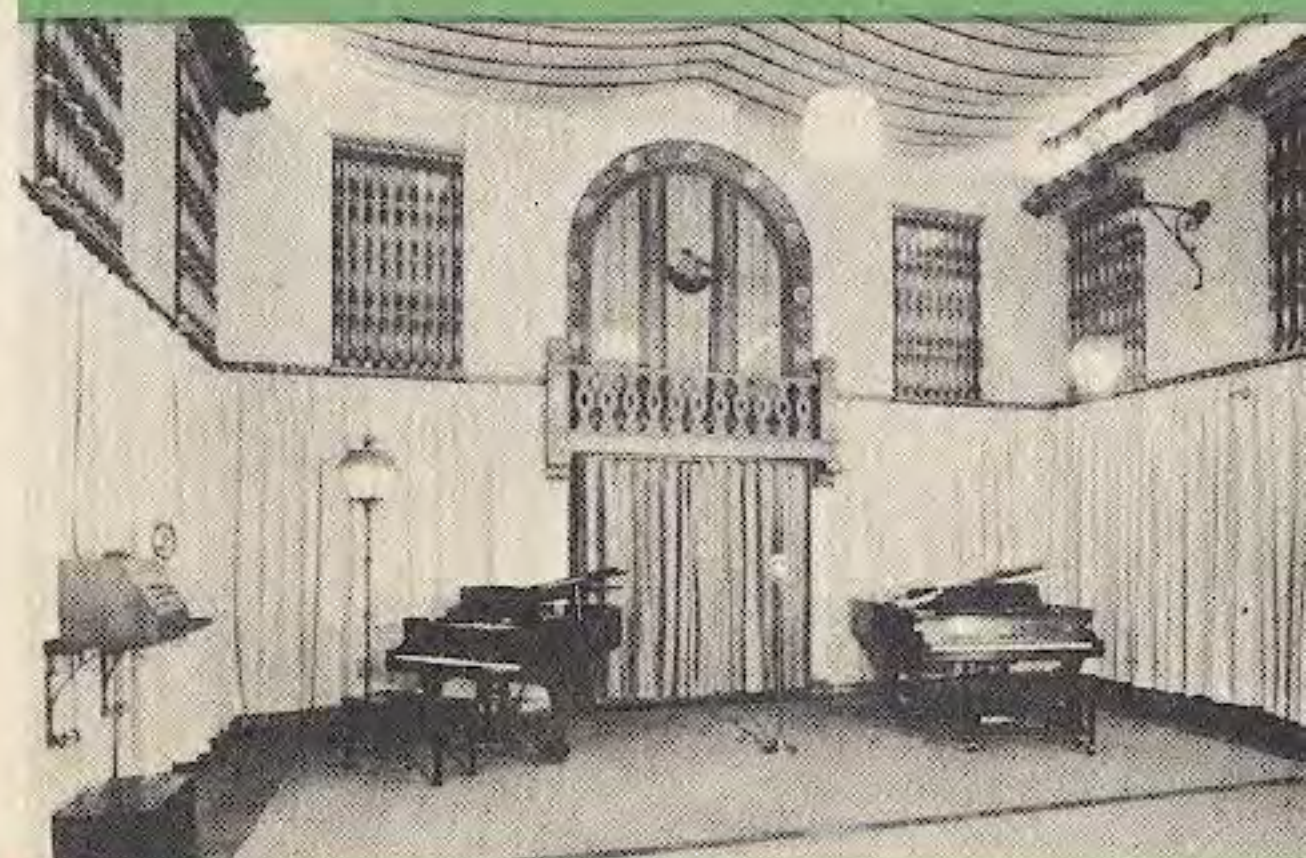
BELOW ■ Studios like this one, with complete stage equipment and lighting are used for dramatic presentations.



ABOVE ■ One of the 9 studios in the Chicago headquarters where many of the NBC network programs originate.

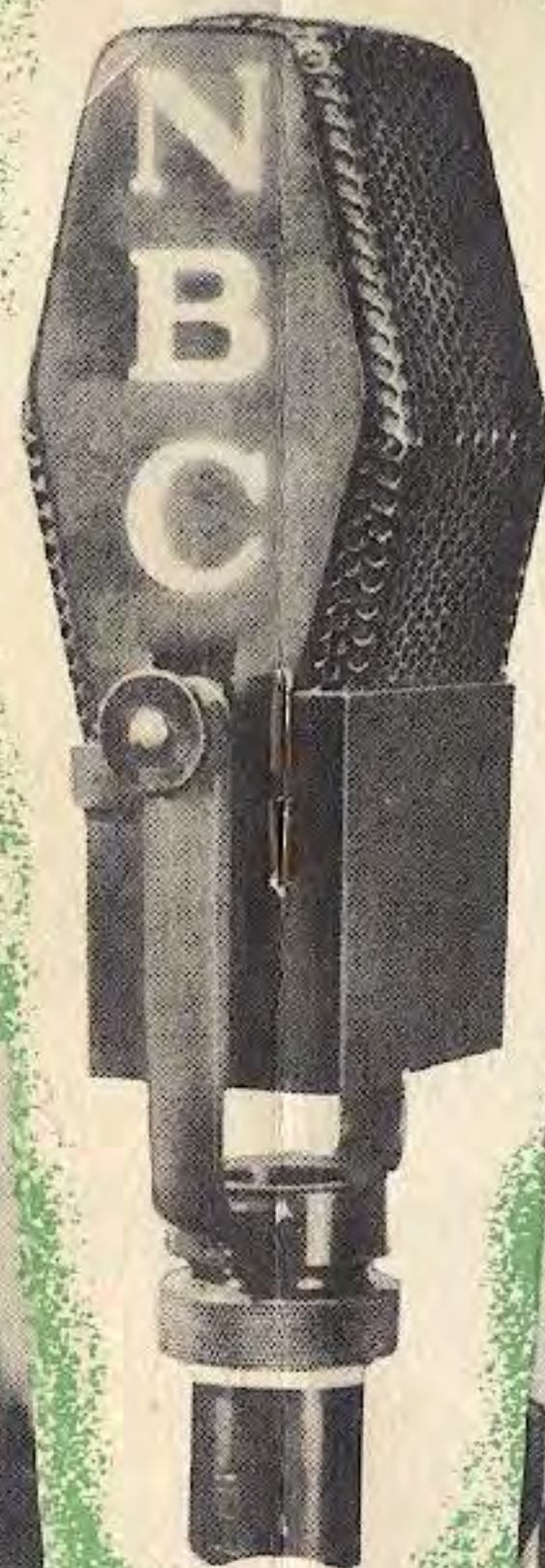
RIGHT ■ San Francisco also has complete studio equipment. This is one of the 9 at NBC's Pacific Coast headquarters.

BELOW ■ Opened in 1935, NBC's Hollywood Studios provide the most advanced studio and technical equipment for broadcasting from the Motion Picture Capital.



AMONG THE **NBC** ARTISTS—

FAVORITES THE WORLD OVER



Pickens Sisters

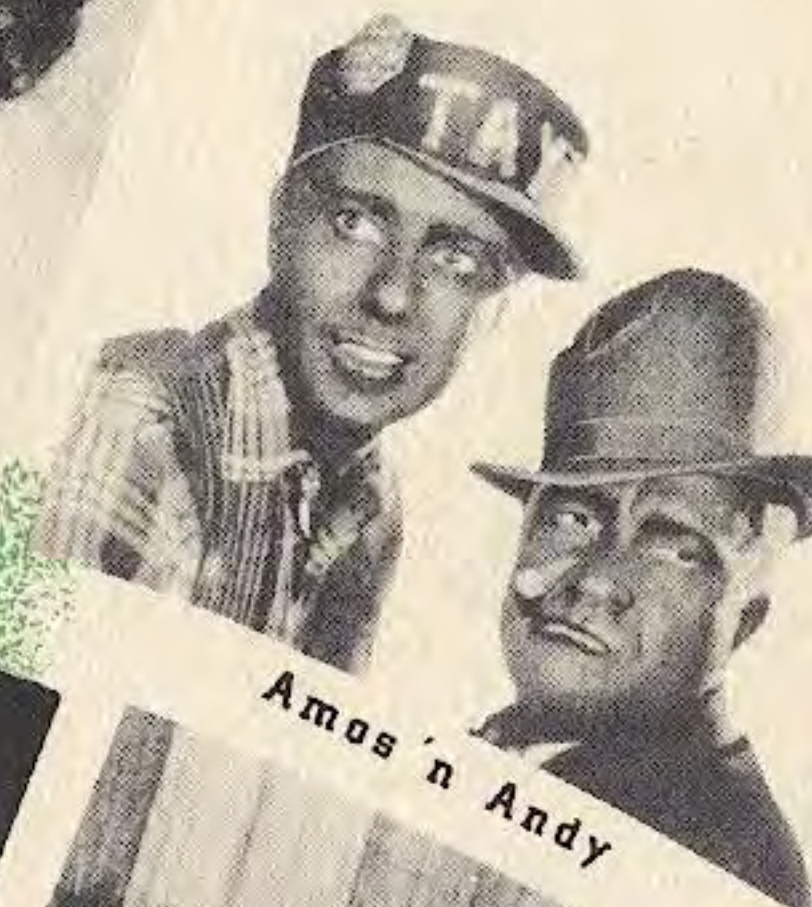
Kirsten Flagstad

Jack Benny



Rudy Vallee

Gladys Swarthout



Amos 'n' Andy



The Revellers



Frank Black



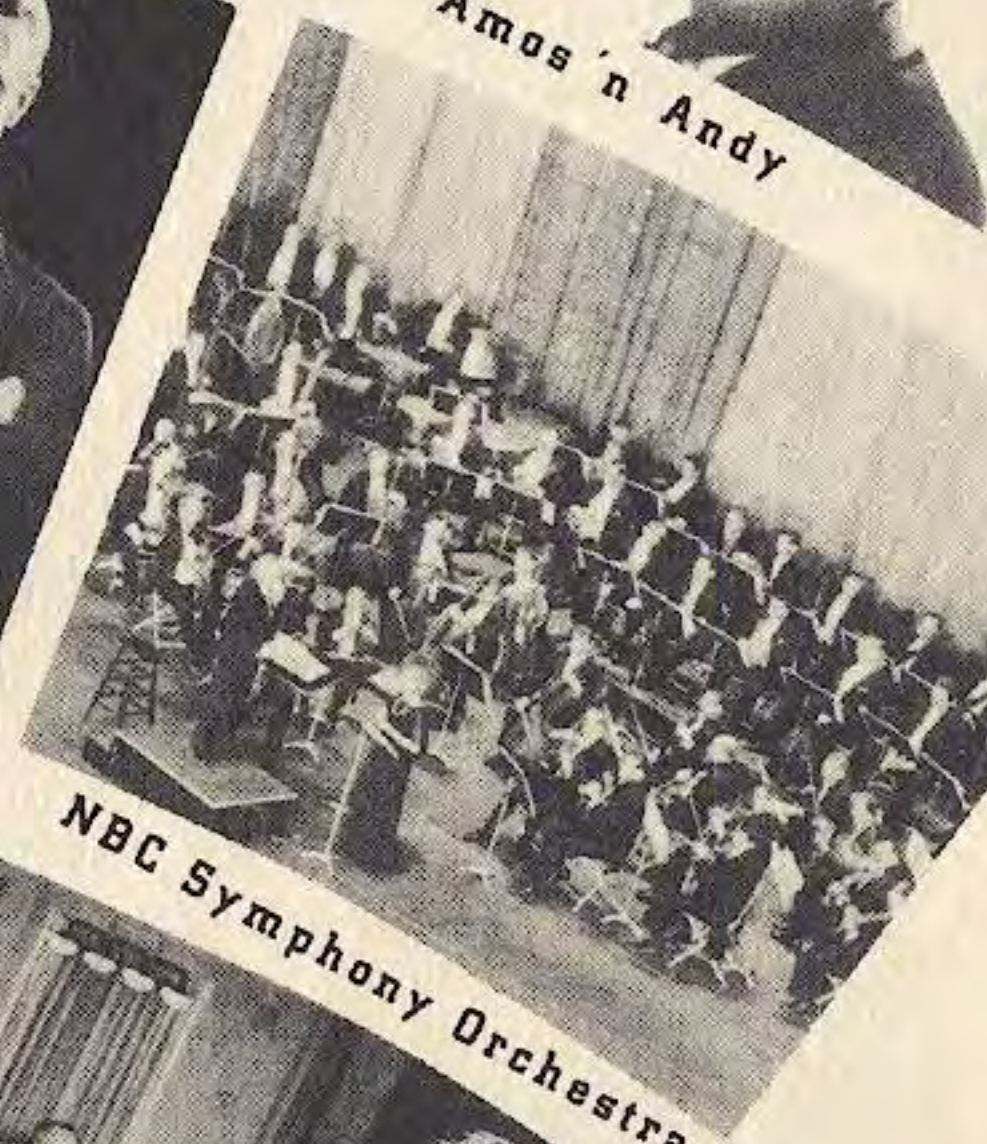
Lauritz Melchior



Lowell Thomas



Jolly Coburn



NBC Symphony Orchestra



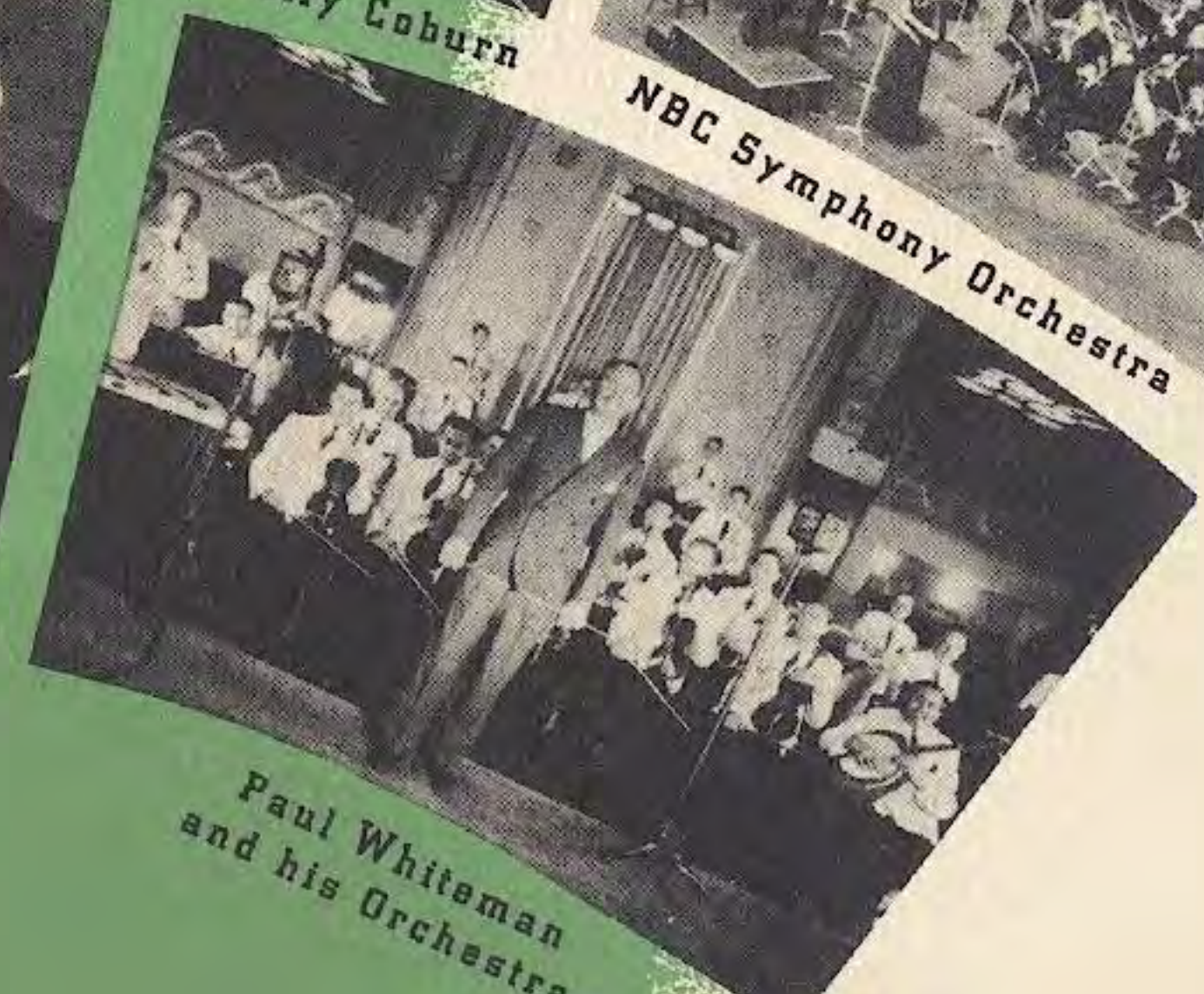
Westminster Choir



Werner Janssen



Ray Noble



Paul Whiteman and his Orchestra

NBC COVERS THE GLOBE



HOLLAND



SALZBURG



ST PETERS



MOSCOW



BUENOS AIRES



COLISEUM ROME



PARIS OPERA



EGYPT



MT VESUVIUS



TOKYO



NBC has girdled the globe in bringing to its American listeners during the past year symphonies, operas, light music, addresses, and reports of special events from 47 countries outside of the continental United States.

The dots on the maps above indicate points



at which some of these outstanding international broadcasts have originated. All of the great broadcasting organizations of Europe and other continents have cooperated with NBC to bring world events into the homes of American listeners.

ZEPPELIN FLIGHTS



STRATOSPHERE BALLOON



CHINA CLIPPER



MAIDEN VOYAGES





WORLD-WIDE

NBC PROGRAMS



In 1935, 317 programs were picked up abroad for broadcasting in the United States—a total of 96 hours 53 minutes. In one month, March, 1936, three times as many programs were picked up as during same month the preceding year, using more than twice as many hours. The scope of NBC's world-wide programs continues to increase. Here are a few examples of important world-wide NBC programs:

- AMSTERDAM**
Holland
The Throne address of Her Majesty Queen Wilhelmina of Holland.
- ADDIS ABABA**
Ethiopia
Various talks by news correspondents as well as addresses by Emperor Haile Selassie and the Empress Menen.
- BERGEN**
Norway
Account of the trans-Atlantic yacht race winners.
- BERLIN**
Germany
Celebration of 71st anniversary of the birth of Richard Strauss; and many other musical programs. 63 broadcasts of the Olympic Games.
- BRUSSELS**
Belgium
Funeral Mass for the late King Albert of Belgium, from the Church of St. Gudule.
- BUENOS AIRES**
Argentina
Conference of the Americas.
- CAPETOWN**
South Africa
Program celebrating the 25th anniversary of the founding of the Union of South Africa.
- COPENHAGEN**
Denmark
Program from Rebild Park on the occasion of the American National Holiday (July 4th) with addresses by His Majesty King Christian and Prime Minister Stauning.
- FIJI ISLANDS**
The first broadcast from the Fiji Islands, consisting of native music.
- GENEVA**
Switzerland
Program from the Hospice of St. Bernard on the St. Bernard Pass in the Swiss Alps.
- HAMBURG**
Germany
Max Schmeling—Steve Hamas Prize Fight.
- HELSINGFORS**
Finland
Sibelius Festival.
- HONOLULU**
Hawaii
Celebration of Kamehameha Day, the 199th anniversary of the birth of the Hawaiian King, known as the greatest of the Island monarchs.

- LEIPZIG**
Germany
Celebration of the 250th anniversary of the birth of Johann Sebastian Bach.
- LONDON**
England
Jubilee Celebration in honor of the 25th anniversary of King George V's Accession to the English throne.
- LONDON**
England
Funeral services for King George V and later, King Edward VIII's first radio address as King of England.
- MOSCOW**
Soviet Russia
Broadcast from the Moscow Opera House.
- NAPLES**
Italy
First broadcast from the crater of Mt. Vesuvius.
- OSLO**
Norway
Program in celebration of Leif Ericsson Day.
- PARIS**
France
Garde Republicaine and Toulon Marine Bands; operas; important events; fashions by Carmel Snow, of Harper's Bazaar.
- PRAGUE**
Czechoslovakia
Program on the occasion of the 85th birthday of the then President of Czechoslovakia, the late Thomas G. Masaryk.
- REYKJAVIK**
Iceland
Hermann Jonasson, Prime Minister of Iceland sent English greetings.
- ROME**
Italy
Special Easter program of choral organizations from the Coliseum, the first broadcast from that famous structure.
- SALZBURG**
Austria
Comprehensive series of broadcasts from the Salzburg Music Festivals.
- SEVILLE**
Spain
Good Friday Procession.
- TOKYO**
Japan
Fourth of July program of native Japanese music with Geisha girl soloists.
- VATICAN CITY**
Address by Pope Pius XI to Spanish Refugees.
- VIENNA**
Austria
Chancellor Kurt von Schuschnigg's address on "Austria's Foreign Policy"; also numerous musical celebrations and concerts.
- WARSAW**
Poland
Celebration of 50th anniversary of Ignace Jan Paderewski's debut.
- TRANSATLANTIC VOYAGES**
Airship flights of the "Hindenburg." Maiden voyages of the S.S. "Normandie" and the S.S. "Queen Mary."

ALL NATIONS . . .

LISTEN TO NBC

Through its shortwave stations, NBC and its affiliated stations regularly broadcast network programs for the benefit of listeners abroad. In addition, special programs are arranged for rebroadcast in specific countries; during 1935, 112 such special programs were shortwaved by NBC. Following are a few of the many recently rebroadcast abroad:

All Europe

Addresses by the President of the United States, *shortwaved to all European countries.*

Argentina

A series of musical programs in Spanish with a complete change of talent weekly, *shortwaved to Buenos Aires.* Metropolitan Opera also broadcast regularly to Buenos Aires.

Czechoslovakia

Czechoslovakian Independence Day celebration *shortwaved to Prague.*

Denmark

A special observance of See-Copenhagen Day, a national holiday in Denmark, *shortwaved to Copenhagen.*

England

Special broadcast of Stratosphere Flight shortwaved to London . . . "Five Hours Back," outstanding American musical performances, *shortwaved to London.*

Finland

The NBC Symphony Orchestra conducted by Werner Janssen in a Sibelius program, *shortwaved to Helsingfors.*

France

Program celebrating the 75th birthday anniversary of General John J. Pershing *shortwaved to Paris.*

Germany

Accounts of the epochal flights of the airships "Graf Zeppelin" and "Hindenburg" *shortwaved to Berlin.*

Hungary

An hour program of important chamber music *shortwaved to Budapest.*

Italy

Special broadcast on the 61st anniversary of the birth of Guglielmo Marconi *shortwaved to Rome.*

Japan

The NBC Symphony Orchestra in a special observance of Independence Day *shortwaved to Tokyo.*

Norway

Special Norwegian Easter program, featuring prominent Norwegian artists and officials in America, *shortwaved to Oslo.*

Soviet Russia

Various popular musical programs, including Pedro Via Orchestra and Chandler Goldthwaite Ensemble, *shortwaved to Moscow.*

Sweden

Svithold Singing Club of Chicago a capella choir program *shortwaved to Stockholm.*



THE AMERICAN SYSTEM OF BROADCASTING

Radio broadcasting in the United States had its beginning in November, 1920, when the pioneer station, **KDKA**, in Pittsburgh—now one of **NBC**'s network stations—first went on the air. From this small beginning, broadcasting has grown so that there are 623 stations in America today.

In the development of these broadcasting stations, there emerged one of the characteristics of the American system of broadcasting which distinguishes it from systems prevailing elsewhere—private ownership.

Early broadcasters supplied programs as a service to listeners with the idea of building good-will for the organizations which owned them or to increase the sale of receiving sets. It was not long, however, before some merchants realized that they could build good-will by using stations not owned by them for their programs—if the stations would grant them the necessary time at a fee. Thus began Broadcast Advertising, which has become such a potent force in the development 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. This is a second distinguishing characteristic of the American system. Today, 90% of the broadcasting stations of the United States sell time to advertisers, including many stations maintained by religious and educational institutions.

Sponsored and Sustaining Programs

As a result of this method of operation, two types of programs have grown up, designated as "sustaining" and "sponsored."

The *sustaining* (non-advertising) programs—furnished by the stations, but made possible largely by the sale of time to advertisers—truly render a public service. Many of them are educational, offering such subjects as religion, music, drama, literature, history, government, current events, geography, and other educational subjects. For instance, the **NBC Music Guild** and **Dr. Damrosch's Music Appreciation Hour** are "required listening" for some 10,000,000 students in 65,000 radio-equipped schools; textbooks and manuals are supplied students and teachers by **NBC** for use in this connection. Such sustaining programs are adapted to all types of listeners.

men, women and children. 71% of all **NBC** program hours consist of these sustaining programs.

The *sponsored* programs—for which, as Broadcast Advertising, the advertiser pays—lean more toward the entertainment features of music, drama and news. Yet many of them contribute important educational and informative features, such as style and fashions news, food talks, household helps—and in the musical field, symphony orchestras, opera, concert artists, and many other forms of musical education.

FCC— The Federal Communications Commission

With the speedy increase in the number of radio stations in U. S. A., regulation by the Federal Government became necessary to ensure the effective use of the limited broadcasting facilities available.

In February, 1927, Congress established the Federal Radio Commission (now the broadcasting division of the Federal Communications Commission) as an independent establishment of the National Government. It consists of five members appointed by the President with the advice and approval of the Senate. The Commission was formed to "deal with licenses of radio stations of every character, the licensing including the assignment of frequencies, the fixing of power to be used in transmission and the determination of hours of operation." Prior to this act of Congress, these duties were under the Secretary of Commerce.

Licenses are issued to stations only if the operation of a station shows it will serve or has served "the public interest, convenience and necessity." Licenses are issued for a period of six months and renewals are periodically made unless the operation of the station "in the public interest" is questioned. Should such a question arise, it results in a hearing before the Commission and suitable action.

Because of the competition for advertising and attempts of stations to justify their applications for greater power or better frequencies before the **FCC**, every effort is made to improve technical service and programs. These efforts have resulted in a system of broadcasting which seems particularly well adapted to the temperament and preferences of the American people.

NBC NETWORK STATIONS

City	Station	Power in Watts	Frequency in Kilocycles
Albany, N. Y.	WABY	100	1,370
Asheville, N. Car.	WWNC	1,000	570
Atlanta, Ga.	WSB	50,000	740
Bakersfield, Calif.	KERN	100	1,370
Baltimore, Md.	WFBR	500 (1000 D)	1,270
	WBAL	10,000	1,060
Billings, Mont.	KGHL	1,000 (2500 D)	780
Birmingham, Ala.	WAPI	5,000	1,140
Bismarck, N. Dak.	KFYR	1,000 (5000 D)	550
Boston, Mass.	WNAC	1,000 (5000 D)	1,230
	WBZ	50,000	990
Bridgeport, Conn.	WICC	500 (1000 D)	600
Buffalo, N. Y.	WBEN	1,000	900
	WEBR	100 (250 D)	1,310
Butte, Mont.	KGIR	1,000 (2500 D)	1,340
Cedar Rapids, Iowa	WMT	1,000 (5000 D)	600
Charleston, S. Car.	WCSC	500 (1000 D)	1,360
Charlotte, N. Car.	WSOC	100 (250 D)	1,210
Chicago, Ill.	WMAQ	50,000	670
	WENR-WLS	50,000	870
	WCFL	5,000	970
Cincinnati, Ohio	WLW	500,000	700
	WSAI	1,000 (2500 D)	1,330
	WCKY	5,000	1,490
Cleveland, Ohio	WTAM	50,000	1,070
	WGAR	500 (1000 D)	1,450
Columbia, S. Car.	WIS	1,000 (5000 D)	560
Columbus, Ohio	WCOL	100	1,210
Dallas-Ft. Worth, Tex.	WFAA-WBAP	50,000	800
Denver, Colo.	KOA	50,000	830
	KVOD	500	920
Des Moines, Iowa	WHO	50,000	1,000
	KSO	500 (1000 D)	1,430
Detroit, Mich.	WWJ	1,000 (5000 D)	920
	WXYZ	1,000	1,240
Duluth-Superior, Minn.-Wis.	WEBC	1,000 (5000 D)	1,290
Fargo, N. Dak.	WDAY	1,000 (5000 D)	940
Fort Wayne, Ind.	WGL	100	1,370
Fresno, Calif.	KMJ	500 (1000 D)	580
Grand Rapids, Mich.	WOOD	500	1,270
Greenville, S. Car.	WFBC	1,000 (5000 D)	1,300
Hartford, Conn.	WTIC	50,000	1,040
Honolulu, Hawaii	KGU	2,500	750
Hot Springs, Ark.	KTHS	10,000	1,060
Houston, Tex.	KPRC	1,000 (5000 D)	920
Indianapolis, Ind.	WIRE	500 (1000 D)	1,400
Jackson, Miss.	WJDX	1,000 (2500 D)	1,270
Jacksonville, Fla.	WJAX	1,000 (5000 D)	900
Kansas City, Mo.	WDAF	1,000 (5000 D)	610
	WREN	1,000 (5000 D)	1,220
Los Angeles, Calif.	KFI	50,000	640
	KECA	1,000 (5000 D)	1,430
Louisville, Ky.	WAVE	1,000	940
Madison, Wis.	WIBA	1,000 (5000 D)	1,280
Manchester, N. H.	WFEA	500 (1000 D)	1,340
Memphis, Tenn.	WMC	1,000 (5000 D)	780
Minneapolis-St. Paul, Minn.	KSTP	10,000 (25000 D)	1,460
Miami, Fla.	WIOD	1,000	1,300
Milwaukee, Wis.	WTMJ	1,000 (5000 D)	620
Montreal, Que., Canada	CFCF	400	600
Nashville, Tenn.	WSM	50,000	650
New Orleans, La.	WSMB	500	1,320
New York, N. Y.	WEAF	50,000	660
	WJZ	50,000	760

City	Station	Power in Watts	Frequency in Kilocycles
Norfolk, Va.	WTAR	500 (1000 D)	780
Ogden, Utah	KLO	500	1,400
Oklahoma City, Okla.	WKY	1,000	900
Omaha, Neb.	WOW	5,000	590
Omaha-Council Bluffs, Neb.-Ia.	KOIL	1,000 (2500 D)	1,260
Philadelphia, Pa.	KYW	10,000	1,020
	WFIL	1,000	560
Phoenix, Ariz.	KTAR	1,000	620
Pittsburgh, Pa.	WCAE	1,000 (5000 D)	1,220
	KDKA	50,000	980
Portland, Me.	WCSH	1,000 (2500 D)	940
Portland, Ore.	KGW	1,000 (5000 D)	620
	KEX	5,000	1,180
Providence, R. I.	WJAR	1,000	890
	WEAN	1,000	780
Raleigh, N. Car.	WPTF	1,000 (5000 D)	680
Richmond, Va.	WRVA	5,000	1,110
Rochester, N. Y.	WHAM	50,000	1,150
Sacramento, Calif.	KFBK	5,000	1,490
Salt Lake City, Utah	KDYL	1,000	1,290
San Antonio, Tex.	WOAI	50,000	1,190
San Diego, Calif.	KFSD	1,000	600
San Francisco, Calif.	KPO	50,000	680
	KGO	7,500	790
St. Louis, Mo.	KSD	1,000 (5000 D)	550
	KWK	1,000 (5000 D)	1,350
Schenectady, N. Y.	WGY	50,000	790
Seattle, Wash.	KOMO	1,000 (5000 D)	920
	KJR	5,000	970
Shreveport, La.	KTBS	1,000	1,450
Spokane, Wash.	KHO	1,000 (2000 D)	590
	KGA	5,000	1,470
Springfield, Mass.	WBZA	1,000	990
Springfield, Mo.	KGBX	500	1,230
Stockton, Calif.	KWG	100	1,200
Syracuse, N. Y.	WSYR	1,000	570
Tampa, Fla.	WFLA-WSUN	1,000 (5000 D)	620
Toronto, Ont., Canada	CRCT	5,000	840
Tulsa, Okla.	KVOD	25,000	1,140
Washington, D. C.	WRC	500 (1000 D)	950
	WMAL	250 (500 D)	630
Worcester, Mass.	WTAG	500	580

D—Daytime.

Shortwave Stations Broadcasting NBC Programs

Boston, Mass.	W1XK	10,000	9,570
	W1XKA	50	55,500
Bound Brook, N. J.	W3XAL	35,000	6,100-17,780
Chicago, Ill.	W9XAA	500	6,080-17,780
	W9XF	10,000	6,100
Cincinnati, Ohio	W8XAL	10,000	6,060
Memphis, Tenn.	W4XCA	500	31,600
Miami, Fla.	W4XB	2,500	6,040
Montreal, Que., Canada	CFCX	75	6,005
Pittsburgh, Pa.	W8XK	40,000	6,140-21,540
	W8XKA	40,000	55,500
Schenectady, N. Y.	W2XAD	20,000	15,330
	W2XAF	40,000	9,530
Toronto, Ont., Canada	CRCX	500	6,090-24,380

0820



TENTH ANNIVERSARY

NATIONAL BROADCASTING CO., INC.

A RADIO CORPORATION OF AMERICA SERVICE

RCA BUILDING, RADIO CITY, NEW YORK, N. Y.



WASHINGTON

CHICAGO

SAN FRANCISCO

European Offices

LONDON, ENGLAND

BASEL, SWITZERLAND