

The Magazine Within a Magazine

LISTEN



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Shown above is painting of "His Master's Voice"—probably the most familiar trade mark in the world.

"HIS MASTER'S VOICE"—1937 STYLE

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PHONOGRAPH RECORDS STAGE BIG COMEBACK



The surprise of the music world today is the startling comeback of Victor Records. Once more they are smart, are selling by millions from New York to Hollywood. They are popular because they satisfy, as never before, "the wish to have the music you want when you want it"—and all the encores you please.

Music lovers who recall the early days are amazed to discover what RCA electronic wizards have done both with records and the famous old Victrola. Listeners now hear the formerly elusive bass notes and overtones. They find thinness and twang replaced by warmth, life and color. They agree that Victor recorded music has attained true fidelity, that it outstrips the sound reproduction of the famous Victrola as surely as the RCA Photophone for motion pictures surpasses the early "squawkies."

Curious and interesting has been the result of the phonograph's marriage to radio. As radio made its swift conquest of the world, phonographs and records seemed forgotten for a time. Forgotten by many of the public, but not by RCA sound engineers. These pioneers were quick to see in their own astounding discoveries in electronics and radio the basis of a re-birth for records and phonographs.

Drawing on the vast resources of RCA for research, encouraged by RCA deep-rooted passion for improving every kind of sound reproduction, RCA Victor laboratories developed a completely new art of phonography. Mica diaphragms gave way to electrical pick-ups. Horns were replaced by tubes in electric circuits and dynamic speakers which create "Higher Fidelity" through seemingly miraculous radio principles. A vital factor in this progress was the work of RCA Photophone. This Magic Voice of the Screen, now used by great film companies and in thousands of theatres, embodies the basic principles that create today's Victor Records.

So radio—exciting, mysterious, promising new gratification of the universal desire for music, did not sound the death-knell of records. Instead, radio has been used by RCA to give recorded music new impetus, to start it toward a future more glorious than the past. Small wonder that ten combination phonograph-radios are now bought, where one was bought in the past . . . that the interest in records equals that of the fabled Victrola days.



How a record was made back in the old Victrola days

Before the days of electrical recording, phonograph record making called for weird use of horns and odd seating arrangements. This was because sounds were recorded mechanically, and the recording diaphragm was more sensitive

to some instruments than to others. Picture shows old-time recording scene in Victor studios, at Camden, before modern electrical methods made it possible for records to reproduce the artist's performance exactly.



Nelson Eddy making a record the modern way—Today's recording methods have scored vast advance over the old Victrola days. Artists sing into an RCA microphone. By means of electrical circuits a stylus engraves in a wax disc an exact "image" of the sound. A master metal record is made from this wax disc. Picture shows Nelson Eddy recording a

selection for his Victor Album of 12 Beloved American Songs. There are other widely popular Eddy records, including duets with lovely Jeanette MacDonald. Mr. Eddy and Miss MacDonald will soon be seen together again in the forthcoming Metro-Goldwyn-Mayer picture "The Girl of the Golden West."



Storehouse of the Immortals—In this—the world's most important music room—are the master records of the musically great of the last three generations, and of today. Thus stars are kept eternally bright by Victor. These imperishable metal discs, permanently preserving the works of the world's greatest artists, are worth millions of dollars.



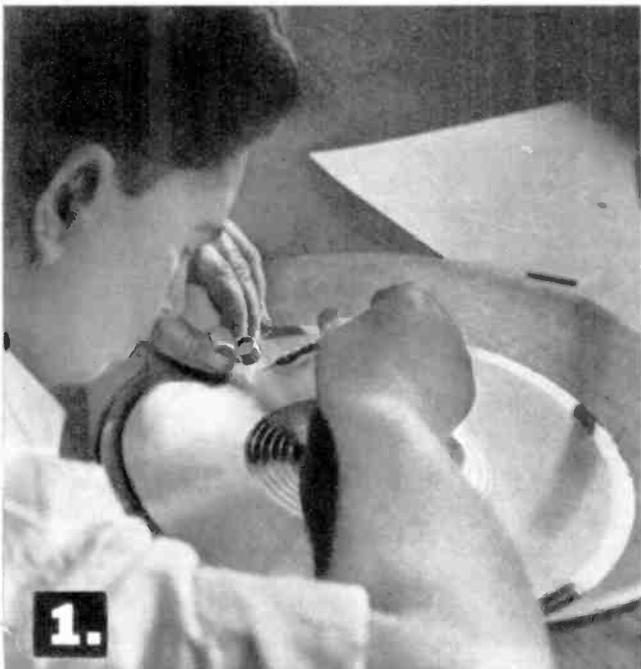
Tommy Dorsey on "busman's holiday"—Band leaders and members of orchestras are ardent record fans. Tommy Dorsey has a big record library. He is constantly seen buying new numbers for amusement, and for information about musical trends. Radio first popularized Dorsey swing music. But millions now enjoy his records, hear his music when they please. Popular Dorsey numbers are in Victor Symposium of Swing, a record album which also contains swing hits by Benny Goodman, "Fats" Waller and "Bunny" Berigan. The world's greatest artists are on Victor Records.



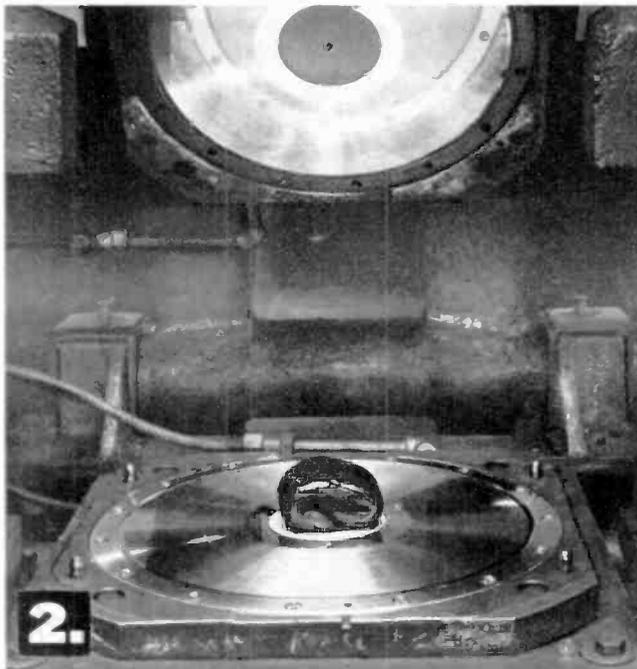
Gladys Swarthout in all her beauty—Typical of the great advance in recording attained by Victor Higher Fidelity is the entire accuracy with which the lovely voice of Gladys Swarthout may be heard by music lovers in their own homes. Miss Swarthout, beautiful star of radio, Metropolitan Opera and motion pictures, is shown above.

Those who wonder at faithful reproduction of the voices and instruments of the world's greatest artists may not know the immense care taken by Victor recording studios. Final check is that each artist must O.K. master disc before any records are made for sale. Recently Rachmaninoff, after approving master record of piano solo, was distressed when he discovered an entire chord missing while playing record in his apartment. He rushed to Victor studio in New York, asked to hear record. "You've put the chord back!" he cried. "How did you do it?" Explanation: Mr. Rachmaninoff owned an old-time phonograph. The chord was on the record, but his machine could not reproduce it.

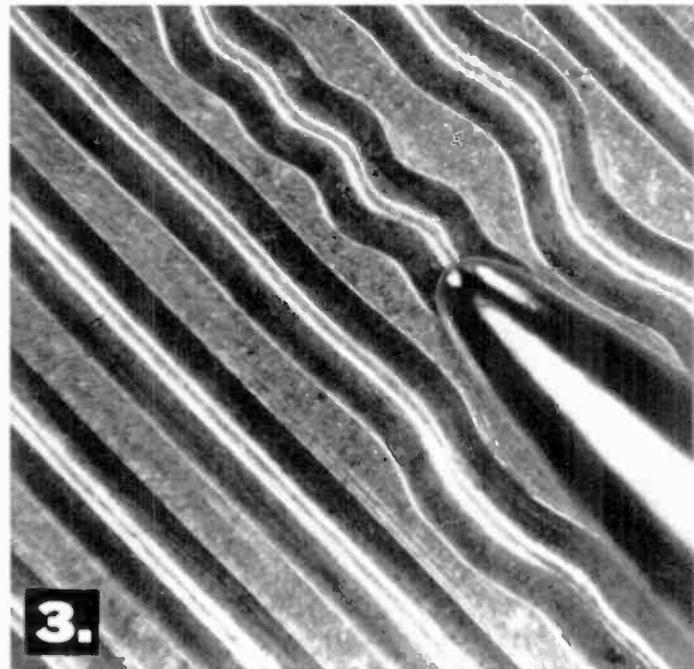
Moral: Phonographs, too, have been improved greatly. Modern Victor Records have all the notes. Modern RCA Victor instruments reproduce them all. Amazing realism of Victor recording methods is indicated by critics' comments. Of Victor Records they formerly said, "Perfect—for a record" . . . They now say "PERFECT!"



1. Somebody coughed—Funny things sometimes happen when records are made. In this case somebody coughed, but so foreign a sound does not baffle Victor Record expert who is shown at delicate operation of erasing an untimely cough



2. Musical biscuit—Picture shows biscuit of "dough" more carefully compounded than any housewife's about to be moulded against master disc to form a finished record. Combined pressure and heat forge long-lasting hardness into the grooves of every Victor Record.

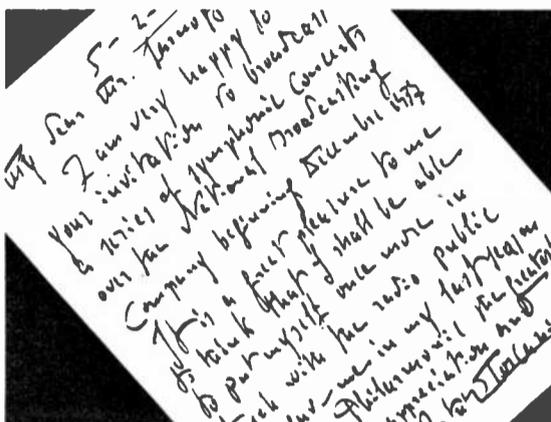


3. 110 men through the point of a needle—Micro-photograph of needle in groove (8/1000" wide) of Victor Record. Men with life-long experience still marvel that needle can fill room with glorious music, still consider it miraculous.

NBC SUGGESTS, MAESTRO TOSCANINI ACCEPTS



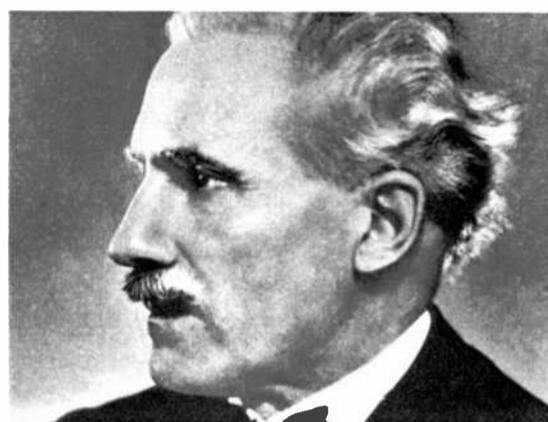
Toscanini bids farewell—To hear Toscanini's farewell concert in 1936, many waited all night at Carnegie Hall. But the Maestro heeded NBC Board Chairman's plea against retirement. Result: millions now look forward to Toscanini's NBC concerts this winter. Next pictures show Toscanini's acceptance and the Maestro himself.



"My dear Mr. Sarnoff:

I am very happy to accept your invitation to broadcast a series of symphonic concerts over the National Broadcasting Company networks. It is a great pleasure for me

Milan, February 5, 1937



to think that I shall be able to put myself once more in touch with the radio public which gave me in my last season with the Philharmonic the greatest proof of its appreciation and sympathy.

ARTURO TOSCANINI"

BUT MANY TOSCANINI FANS WON'T WAIT FOR DECEMBER



Libraries of enjoyment—Toscanini admirers find cheer in the fact that the Maestro is a Victor recording artist. His superb music can be enjoyed at any time by record owners. Many music lovers build record libraries to suit their tastes. Others buy complete libraries assembled by RCA Victor. Above is a typical Victor record library.



Most famous "title page" in music—The Victor label in one of its two colors, black or red, has appeared on more than six hundred million phonograph records. It is familiar and welcomed by races that cannot read a word it bears. Both because of repertoire and world-wide distribution, it is the most famous "title page" in music.



Toscanini plays for all time—and for you. Here you see the celebrated Maestro discussing a score with Yehudi Menuhin, young violin virtuoso. Toscanini's New York Philharmonic Orchestra recordings provide endless entertainment for music lovers. They also preserve Toscanini's virtuosity for future generations.

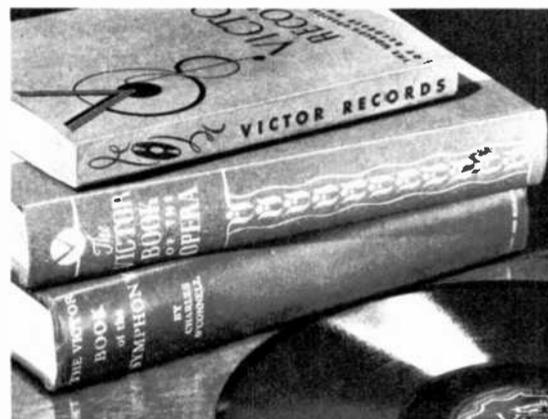
OPERA AND SYMPHONY SEASONS NOW 52 WEEKS LONG



Wagner would know HEAVEN—Were he alive today, the renowned German composer, Richard Wagner, would feel he knew Heaven if he could hear his own stirring music as sung by Kirsten Flagstad and Lauritz Melchior, pictured above in a scene from "Siegfried." Nearly every famous opera star makes records for RCA Victor.

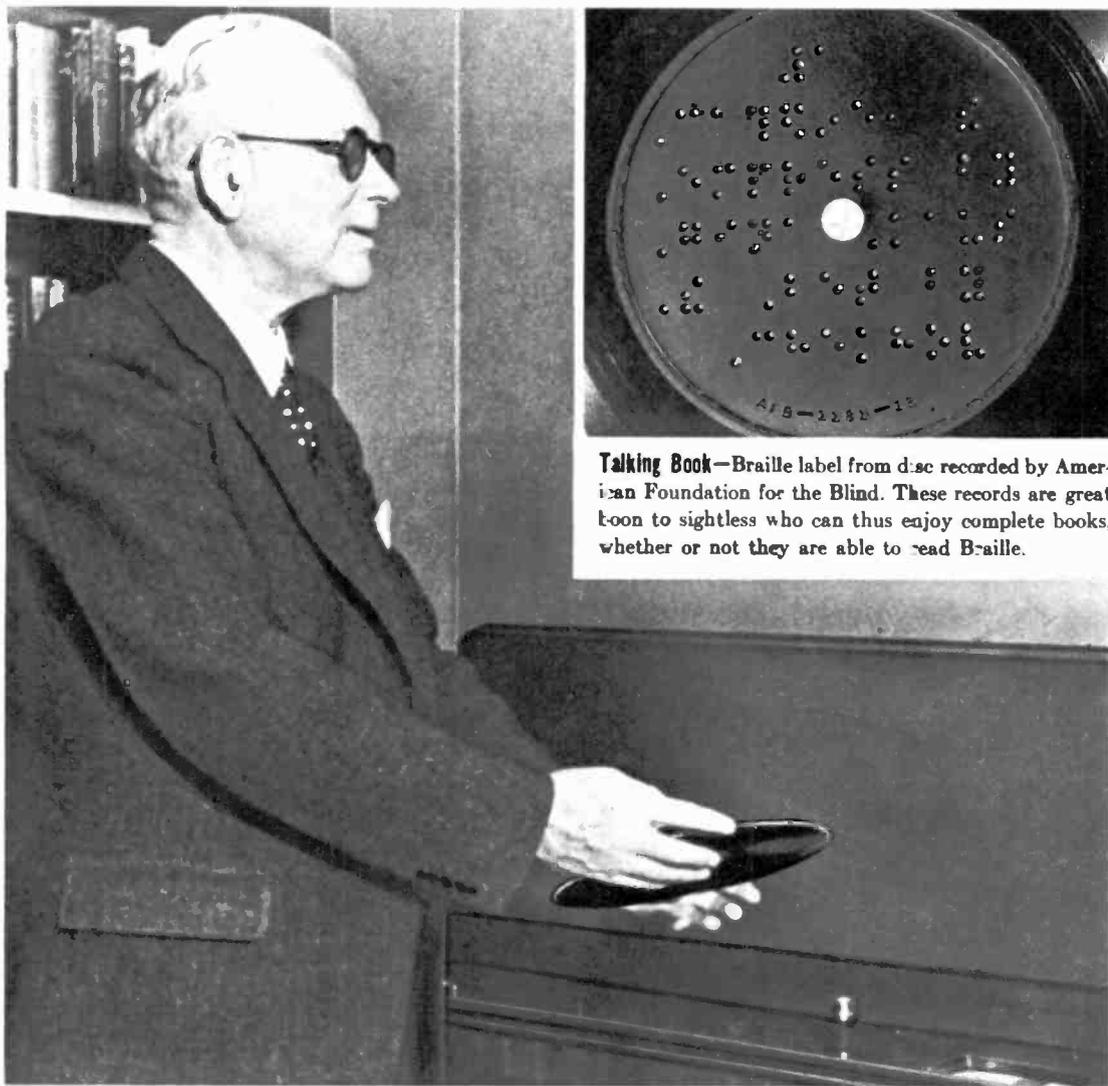


Opera for two—Records now enable millions to enjoy a 52-week opera and symphony season. Scenes like the one above are re-enacted in homes all over the land. RCA Victor Higher Fidelity Process of recording gives music such life and color, reproduces such true tone, that record enthusiasts say it's just like attending an actual performance.



Best sellers in music—Invaluable as a guide to the world's great operas and symphonies are the Victor Book of the Opera, the Victor Book of the Symphony and the Victor Record Catalog. Their pages furnish simple, easily understood stories of musical masterpieces. More than 500,000 copies of the Book of the Opera have been sold.

HOW THE BLIND "READ" WITH THEIR EARS



Talking Book—Braille label from disc recorded by American Foundation for the Blind. These records are great boon to sightless who can thus enjoy complete books, whether or not they are able to read Braille.

"Rubber books" now let blind read—This man, stone-blind, now knows the thrill of books so long denied the sightless. He reads the latest novels, biographies and other literature he only heard about before, because now books come in record form. There are 130,000 blind persons in this country. Some read through their fingers by using Braille printing. But less than one fourth of the blind can read Braille. With records giving them "eyes" with which to read, they now enjoy good books. Often the author of the book makes the recordings. But usually, dramatic actors do the reading. Made of durable and flexible "Victrolac," these records can be bent and treated roughly without fear of breakage.



She revolutionized music teaching—When Dr. Frances E. Clark became Victor's Director of Educational Activities in 1911 few schools or colleges owned phonographs. Dr. Clark (Temple University made her honorary Doctor of Music in 1929) saw immense educational possibilities of records, fostered collegiate and school courses in musical appreciation, literature and history. Today U. S. schools own more than 150,000 phonographs, have over a million Victor Records.



Star sings for Magic Key—Few singers have so swiftly gained so loyal a following as has lovely Helen Jepson. Her clear soprano voice first heard over radio, now delights opera, record and movie lovers. Miss Jepson has appeared frequently on RCA's famous Magic Key, brilliant Sunday program broadcast on an NBC network of 97 stations, 2 to 3 P.M., E.S.T. Through RCA Communications and RCA's Radiomarine, performers are often heard while in various foreign countries.



TEN BEST SELLERS OF TODAY'S VICTOR RECORDS

Rising sales of Victor symphonic records prove America likes good music. Listed below are the five best sellers in Victor classic recordings.

- Nutcracker Suite (Tchaikowsky)
Leopold Stokowski—Philadelphia Orchestra
Album M-265
- Symphony No. 8, in B Minor ("Unfinished") (Schubert)
Serge Koussevitzky—Boston Symphony Orchestra
Album M-319
- Symphony No. 5, in C Minor (Beethoven)
Serge Koussevitzky—London Philharmonic Orchestra
Album M-245
- Symphony in D Minor (César Franck)
Leopold Stokowski—Philadelphia Orchestra
Album M-300
- Tristan und Isolde—Isolde's Liebestod (Wagner)
Kirsten Flagstad—8859

Below are the five best sellers in popular recordings in 1936-37. Note public demands both sweet and swing.

- 25627—Afraid to Dream
Roll 'em
Benny Goodman
- 25598—Whispers in the Dark
Stop! You're Breaking My Heart
Hal Kemp
- 25592—On the Sunny Side of the Street
I Know that You Know
Lionel Hampton
- 25523—Song of India
Marie
Tommy Dorsey
- 25522—Boo-Hoo
I Can't Lose that Longing for You
Guy Lombardo

Watch for next issue of LISTEN, Nov. 8—"What RCA ALL THE WAY means to you!"

RCA RADIO CORPORATION OF AMERICA
RADIO CITY, U.S.A.
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Please send me free copy of "The Music America Loves Best."

Name

Address

City & State

Listen to the beauty of Victor Records on the instruments built to play them!



This and your Radio play Victor Records

RCA Victor Record Player can be attached to any modern AC radio. It plays Victor Records with the same tone quality that your radio has. Can be operated conveniently from your armchair. Plays 10" and 12" Victor Records. Handsomely finished in walnut. **only \$19.95***



RCA Victor Phonograph-Radio U-103...The lowest priced console model automatic electric phonograph-radio ever put out by RCA Victor. Phonograph has automatic record changer for 10" records. Automatically repeats 12" records. Radio brings in domestic and foreign broadcasts. Can be bought for less than \$150.*



RCA Victor Phonograph-Radio U-102E... A smart end table model designed for comfort in listening—you need not move from your chair to get the music you want when you want it.



RCA Victor Electric Phonograph R-97... Good-looking, compact. A table model of high acoustic attainments. Automatically changes 10" records, repeats 12" records.

Magnificent new RCA Victor Phonograph-Radios, beginning under \$80, make it easy to join in America's Victor Record vogue!

Undreamed-of thrills in musical reality! When an RCA Victor Phonograph-Radio plays a Victor Higher Fidelity Record you hear every tone, color and inflection, exactly as recorded. No other instrument can play Victor Records as brilliantly. Reason is that only RCA Victor Phonograph-Radios are specifically designed to take full advantage of the wonderful improvements in Victor Higher Fidelity recording.

Not a luxury to be enjoyed by a comparative few is a fine RCA Victor Phonograph-Radio. RCA Victor Phonograph-Radios, with such features as automatic record changers, top-loading needle sockets, and crystal pick-ups are now available at extremely reasonable prices.

Good-looking, compact, RCA Victor table model phonograph-radios and

electric phonographs cost so little that anybody can own one! There is an end table model, the last word in convenience and smartness. A handsome console phonograph-radio, with many improvements, is the lowest priced automatic electric combination of this type ever offered by RCA Victor.

Among these RCA Victor Phonograph-Radios you'll find one that just suits your purse and taste. Hear them at your RCA Victor dealer's today! Let him tell you about generous trade-in allowances and modest terms.

For radio tubes, it pays to go "RCA ALL THE WAY!" First in metal—foremost in glass—finest in tone.



RCA presents the "Magic Key" every Sunday, 2 to 3 p. m., E. S. T., on NBC Blue Network.

*Prices F.O.B. Camden, New Jersey, subject to change without notice.

RCA Victor

PHONOGRAPH-RADIOS

LISTEN... to these outstanding Victor Records

- César Franck Symphony in D Minor
Leopold Stokowski, Philadelphia Orch.
Album M-300 **Price \$12.00**
- Brahms Symphony No. 1 in C Minor
Leopold Stokowski, Philadelphia Orch.
Album M-301 **Price \$10.00**
- Sentimental Ballads of Stephen Foster
Richard Crooks and the Balladeers
Album M-354 **Price \$7.50**
- Twelve Beloved American Songs
Nelson Eddy Album C-27 **Price \$6.50**
- A Symposium of Swing
*Benny Goodman, "Fats" Waller,
Tommy Dorsey, Bunny Berigan,
and their orchestras*
Album C-28 **Price \$5.50**
- Isolde Liebestod (Isolde's Love-Death)
Kirsten Flagstad 8859 **Price \$2.00**
- Barbiere di Siviglia—Largo al Factotum
Lawrence Tibbett (Rossini)
7353 **Price \$2.00**
- Variations on a Theme by Haydn (Brahms,
Op. 56a) *Arturo Toscanini and the Phil-
harmonic Symphony Orchestra of N. Y.*
Album M-355 **Price \$4.50**



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