

In every sense of the word

NBC *is*

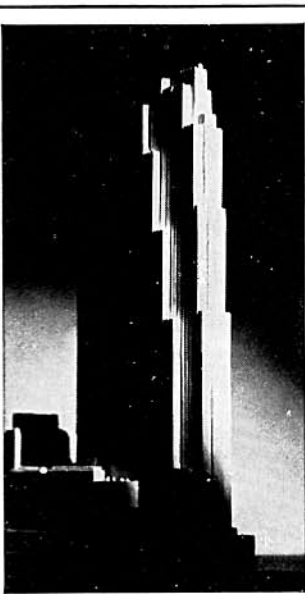
"Broadcasting Headquarters"

Take PROGRAMS . . . NBC's Red and Blue Networks sent out over 54,000 programs during 1937. 35 hours a day of the world's most popular programs, available to 24,500,000 radio families.

Take STATIONS . . . Completing its eleventh year, there are 142 affiliated stations broadcasting Blue and Red Network programs. Ten NBC associated short-wave stations make NBC the leader in international broadcasts.

Take PROGRAM BUILDING . . . For every one of these eleven years, NBC has set the style in programs. These styles, numbering many "Famous Firsts" in radio, have since become radio patterns.

Take TRANSCRIPTIONS . . . The NBC Recorded Program Service offers complete facilities for the creation, casting, production and recording of programs for National Spot and Local Advertising. NBC Thesaurus is used by no less than 220 station subscribers!



Whether you Write it...Wire it
...Phone it...Cable or Radio it

**"RADIO CITY
NEW YORK"**
is the World's
best known
Radio Address

Take SPOT and LOCAL ADVERTISING . . . NBC's Managed Stations are, everywhere, "Tops in Spot!" Super-power transmitters on clear channels cover major markets, making an economical lineup for spot advertisers who want to cover broad territories with a few stations. *Fifteen fine stations in ten key markets.*

Take ARTISTS SERVICE . . . NBC Artists Service is the largest talent sales organization in the world. It offers both personal management and valuable guidance to artists. To radio advertisers and their agencies, it offers not only specific talent to answer advertisers' sales problems, but sound program ideas as well, and complete casts.

...These advantages, plus NBC's known primary concern that "the listener be served", first, have caused NBC to be known, wherever radio is mentioned, as "BROADCASTING HEADQUARTERS"

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE