

# NBC CELEBRATE

**N**BC's six-month celebration of its 25th anniversary was launched on June 1. Between then and November 15, the date on which the first NBC network went into operation in 1926, the anniversary will be brought to the attention of radio and television set owners by special broadcasts, presentations and public events. Throughout the six months, emphasis is to be placed on the slogan, "It's the Silver Jubilee on NBC!" Two anniversary songs written for the occasion by Meredith Willson and Harry Sosnik, respective music directors of "The Big Show" and "The Jack Carter Show", will be used as musical themes.

The network will honor its 25-year affiliated stations with plaques. Original employees of the network still on their jobs will be inducted as charter members of the NBC 25-Year Club at the Company's annual outing on August 18.



Performers in this early radio adaptation of "Rip Van Winkle" worked hard to create their own sound effects.



NBC's first radio program was put on the air November 15, 1926, from this main control room in the A. T. & T. Building, New York City. O. B. Hanson, then NBC Chief Engineer, now Vice President and Chief Engineer, stands in the rear.

Affiliated stations are planning local celebrations tying-in with the NBC Silver Jubilee, and the British Broadcasting Company and Canadian Broadcasting Corporation will salute NBC with special broadcasts.

The original NBC network — America's first — was launched over a 25-station hook-up (21 charter affiliates and four specially-added outlets) with a special four-and-a-half hour broadcast from the old Waldorf-Astoria Hotel, New York. NBC stations from the Atlantic seaboard to Kansas City carried the array of talent that included Will Rogers, Weber and Fields, Mary Garden, Dr. Walter Damrosch and the New York Philharmonic, the dance bands of Ben Bernie, Vincent Lopez and George Olsen, and many other choice offerings. Some of the stars were picked-up "by remote control" — a newly-coined phrase of the day — from other cities.

Today, the NBC radio network totals 180 stations and the NBC-TV network has 63 outlets.

William F. Brooks, NBC Vice President in Charge of Public Relations, is Chairman of the NBC 25th Anniversary Committee named to plan and administrate the anniversary campaign. Members include Jacob A. Evans, NBC Manager of Radio Advertising and Promotion; James Nelson, Manager of TV Advertising and Promotion; Victor Schiff, of Carl Byoir and Associates; Ezra McIntosh, of the J. Walter Thompson Company, and Sydney H. Eiges, NBC Vice President in Charge of Press.

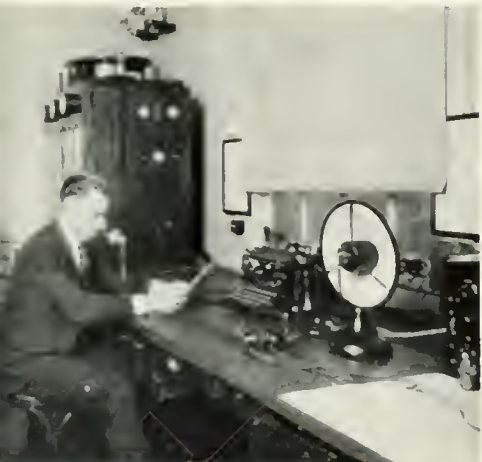
# SILVER JUBILEE



In the early Thirties, live audiences witnessed the antics of Ed Wynn, the "Texaco Chief", in NBC's Times Square Studio.



Dual antennas for stations WJZ-WJY were erected on the roof of Aelion Hall in New York City.



Original transmitter for station WJZ was housed in a small room in a New York, New Jersey, factory.



Joseph H. McConnell, President, National Broadcasting Company.



NBC's first mobile broadcast unit, which went into operation in 1929, was considered one of the engineering marvels of the age.



First back-pack transmitter was used in 1931 to broadcast a golf tournament.



Early-model portable field equipment, including horn-type loudspeaker.



NBC newsmen tuned to world events at this short-wave listening post.



Short-wave transmitters, such as this, were used to broadcast news from remote points.