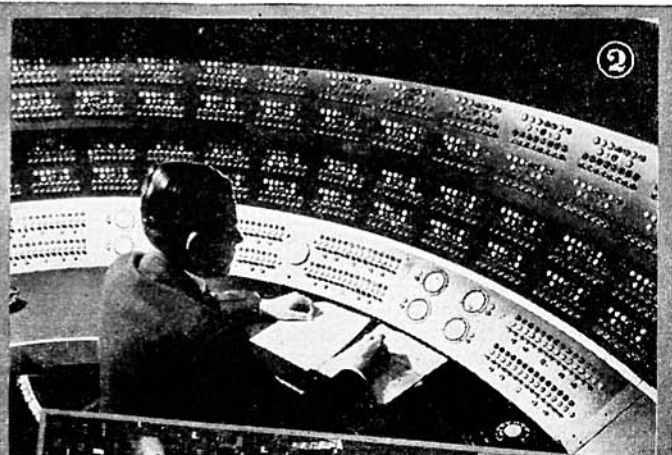
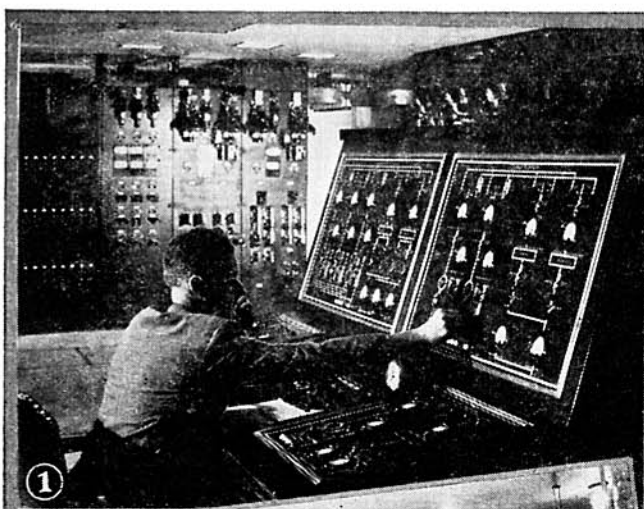


RECENT RADIO DEVELOPMENTS

— ILLUSTRATED



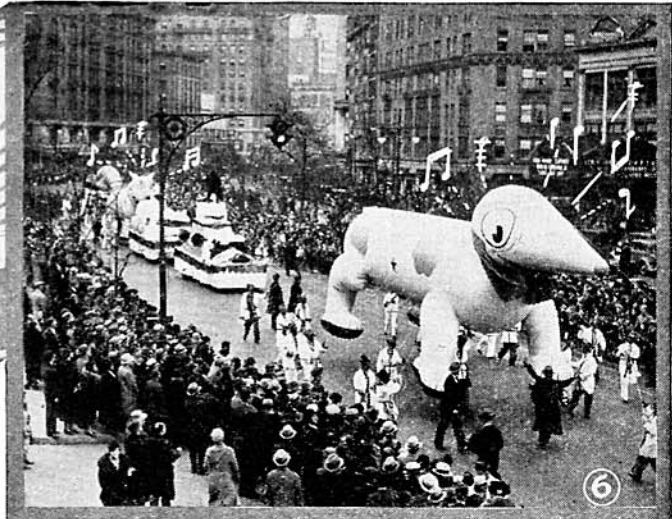
In the four photos above are shown details of the colossal installation at Radio City.

IN THE development of equipment installed at the Radio City home of NBC, many innovations have been incorporated to facilitate handling the 85 stations in the chain and the 35 studios at the headquarters. The four views above show some of the details of the installation. At 1 is a section of the control board from which the large dynamos supplying the power for the coast-to-coast networks, are controlled. The photo at 2 shows the "nerve-center" of the entire system. At this console, any desired studio, or station associated with NBC can be connected into the network. To prevent any possible failure of the power supply system, the emergency installation shown in 3 has been installed.

John McCormick (center) famous Irish tenor is shown at 4 looking over the power plant at Radio City, through which flows the current that carries his voice to many thousands of listeners each Wednesday evening.

Below (5) is shown the interior view of a new fixed-frequency transmitter designed for police broadcasting, on frequencies between 1,500 and 3,000 kc. The transmitter is rated at 250 W. and is designed to cover cities up to one million population.

At 6 is shown a photo of Macy's famous Thanksgiving Day parade. This year, the fantastic helium-filled animals were "sound animated" by the use of disguised sound trucks.



Left: — Police transmitter; right — Tony Sarg's "talking animals."