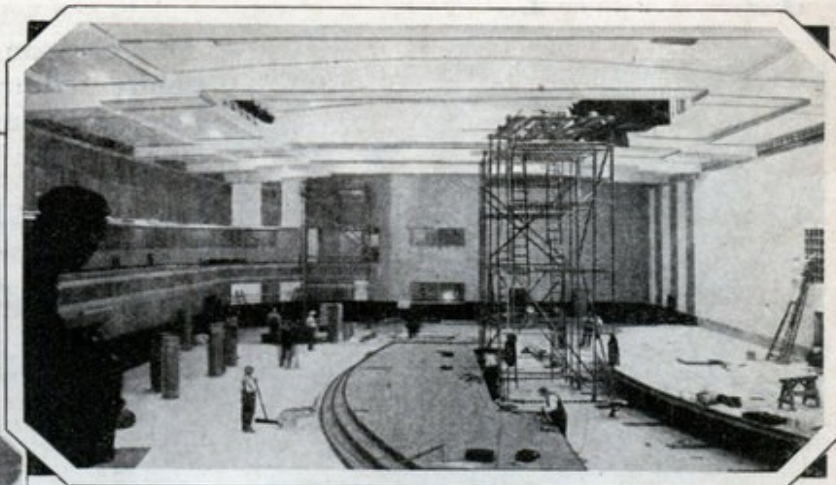
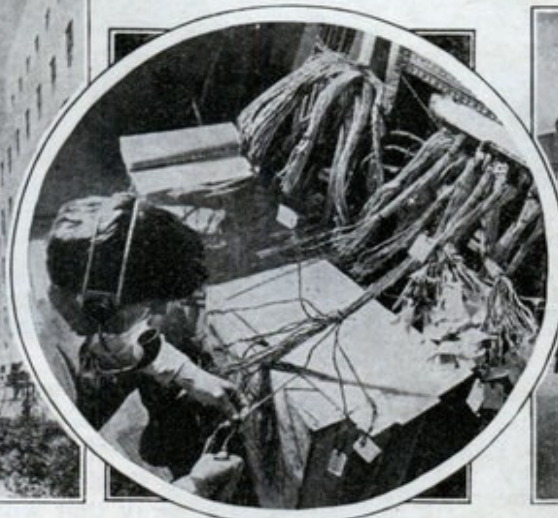


The MAGIC Palace of RADIO CITY



This auditorium is 72 feet wide, 132 feet long and is nearly 60 feet high. It is the largest studio in the world. The stage is not only reversible from end to end of the studio, but can be adjusted to accommodate exactly the right number of artists. Walls were covered with fabrics specially woven for the service.



The central tower, or RCA building, is 70 stories high, rising 836 feet above the street. The view shown is taken from the garden on the roof of one of the skyscrapers adjoining the group. Center shows a maze of wires, the hooking of which was a major feat in itself. Right shows air control boards which supply changed air to the studio floors, which have no windows.

JUST a few weeks ago in a building covering three New York City blocks from Forty Eighth to Fifty First street, tycoons of the electrical, radio, motion picture, entertainment and art world sat down in company with 1200 select guests to dedicate the completion of the Rockefeller financed monument to the 13 year old industry of broadcasting—Radio City.

Built to accommodate and anticipate rapidly outgrown and outgrowing needs of the broadcasting industry, this modern engineering wonder tops all superlatives. The industry it represents has grown the fastest toward national import, in the shortest space of any industry of our time. The first national broadcast occurred but 13 years ago when Dr. Frank Conrad, of the

Westinghouse Electric and Manufacturing Company put on the air the events of the Harding election from station KDKA, set up informally in his garage in Pittsburgh. The building is our biggest, has the most "mosts."

So gigantic has the radio broadcasting industry become that the need for housing the nationally important broadcasting companies, with their attendant production and executive offices, has called for the building of this skyscraper group in the heart of midtown Manhattan. Over 22,000 people is the potential tenancy of the "City." As they go about their daily work in connection with the business of broadcasting—these people equal the population

(Continued on page 133)

Byrd Broadcasting From South Pole

(Continued from page 129)

By means of radio the 60 scientists and adventurers at Little America will be able to hear from and communicate with relatives during the great adventure in the South Polar regions. Radio, too, will carry to the Antarctic encampment of huts advice of medical experts of the United States, if necessary.

The purpose of the second expedition is to map and claim any areas of ice recession about the Pole, to determine natural resources that might be utilized by man, to gather data on weather conditions and radio disturbances, and to discover if the ice barrier represents a waning Ice Age or the beginning of a new one.

Byrd will also attempt to fly to the South Magnetic Pole, 1,000 miles from Little America, for photographs and other scientific data. With tractors and snowmobiles, as well as sledge dogs, he will establish bases in the territory explored.

To feed his dogs alone Byrd is carrying 50 tons of food to Little America. Fifty sleds and 150 sets of harness are also part of the equipment.

Dr. Guy O. Shirey, chief medical officer of the expedition, superintended the selection of food for the men. It includes dehydrated vegetables, Pemman, a concentrated fat and meat food, Erbswurst, consisting of pea meal and bacon, Bovril, a concentrated beef beverage, and two ounces of Vitamin C fluid to replace the hundreds of bushels of fruit that would be required for the entire expedition.

Even philately is among the varied interests of the expedition. The first South Pole United States postoffice was established when John Oliver Lagorce, vice-president of the National Geographic society, was sworn in as postmaster.

Lagorce described his office as 9,810 miles south of Washington and of an "underground igloo nature." Approximately 50,000 pieces of mail were carried to Little America, President Roosevelt himself asking Admiral Byrd to send a letter for his famous stamp collection.

The expedition supported by 1,400 backers has 14,000 separate pieces of scientific equipment, valued at \$100,000.

From this great exploration expedition at the bottom of the earth will come the thrills of adventure as Little America takes the air.

The Magic Palace of Radio City

(Continued from page 41)

of Freeport, Ill., Vicksburg, Miss., Jackson, Tenn., or Boise, Idaho. All buildings connected with the enterprise are biggest. All studios are biggest. There is the greatest number of biggest things one can possibly imagine.

The central auditorium or broadcasting studio, where the dedicating tycoons and guests met, is 75 by 132 feet, and has stages which are reversible.

Any brief description of Radio City must of necessity be a statistical parade. This "City" is the western part of the Rockefeller center which occupies three square city blocks, so valuable that the yearly rental is \$3,000,000 for land alone.

The central tower, or RCA building in which is housed NBC's new headquarters, dominates the whole community. It is 70 stories high, rising 836 feet in the air.

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This course is specially planned to build every muscle in your arm. It has been scientifically worked out for that purpose. Many of my pupils have developed a pair of triceps shaped like a horseshoe, and just as strong, and a pair of biceps that show their double head formation. The sinewy cables between the biceps and elbow are deep and thick with wire cable-like ligaments. The forearm bellies with bulk, the great supinator lifting muscles become a column of power, and their wrists are alive and writhe with cordy sinew.

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- All 6 Books for \$1.00.

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