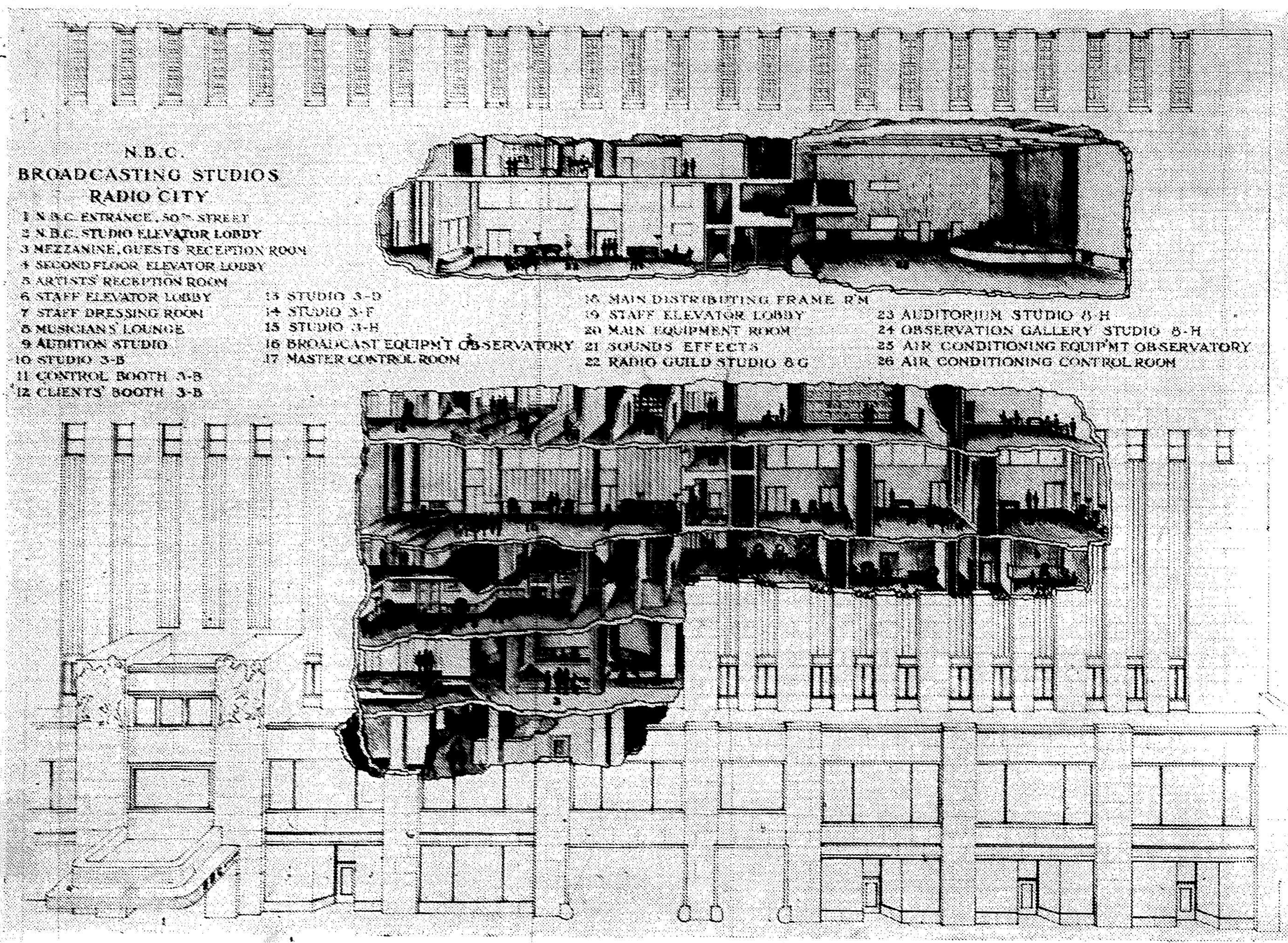
NBC Occupies New Quarters in Radio City: A Doll's House View



By GILBERT CANT

WITH the letters "RCA" tapped out in code by David Sarnoff in London, the new Radio City headquarters of the National Broadcasting Company were formally opened Saturday, Nov. 11. The trans-Atlantic electrical impulse operated relays which turned on a battery of floodlights around the 70-story RCA Building to signalize the exact moment of official opening.

The president of RCA was in London, but the managing director of the British Broadcasting Corp., Sir John Reith, sat on the platform in the Auditorium Studio in Radio City. With him were General James G. Harbord, chairman of the RCA, and Owen D. Young, chairman of General Electric Co. Three rows back, on the center aisle, sat William S. Paley, president of the Columbia Broadcasting System, who was greeted as "Bill" by Merlin H. Aylesworth, president of NBC.

In addition to the chief executive officers of the three largest networks in the world, an audience of 1,200 looked on as the dedicatory exercises progressed.

Studio H, on the eighth floor, 78 feet by 132 feet and three stories high, was the scene of the dedication. At the back of the stage were the 200 members of the Schola Cantorum. At the front was the 90-piece symphony orchestra, and in the audience distributed between the floor of the studio and the gallery above were representatives of the broadcasting business, the Federal Radio Commission, advertising agencies, sponsors, the press and other interested groups. Conspicuous among those present were Col. Louis McHenry Howe, secretary to President Roosevelt; Roy Howard and W. W. Hawkins, chairman and president of Scripps-Howard; Karl Bickel, president of United Press; Joseph V. Connolly, president of International News Service; Radio Commissioner Harold A. Lafount, and S. L. ("Roxy") Rothafel.

At 8 p.m. a fanfare of trumpets from the top of the building opened the program. After the "Star Spangled Banner" had been played Mr. Aylesworth spoke to the radio audience, comprising the listeners to both Red and Blue networks, the Canadian affiliated stations, and those tuned in to the short-wave transmitters.

Mr. Aylesworth carried his appeal direct to the people—to the listeners who patronize the sponsors of radio programs. "To the extent that the public has manifested again and again its patronage of those companies which advertise on the air," he said, "you have given a striking indication of the responsiveness of radio broadcasting. I convey, therefore, on behalf of the clients of the National Broadcasting Company, the various businesses that you are helping to make successful, a deep

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President Roosevelt's Felicitations

THE WHITE HOUSE

November 11, 1933.

My dear Mr. Aylesworth:

It is with no little pleasure that I extend to you sincere greetings and felicitations upon the formal opening of the new National Broadcasting Company's red and blue networks from Radio City to the nation.

Radio is an invaluable instrumentality for public service. Its values to the country are manifold—educational, recreational, entertaining, and serving also the common needs of the people and the Government.

Despite the splendid advancement made in recent years in the science of radio, I do not concede that it has yet been developed to the point where it approaches a full utilization of opportunities that it has in store for service to mankind.

It is my judgment that nothing since the creation of the newspaper has had so profound an effect on our civilization as radio.

To you who are associated in this development, I extend congratulations and hope that your initiative and enterprise will be as successful in future applications as they have been in the past.

My best wishes.

Very sincerely yours,
FRANKLIN D. ROOSEVELT.

NBC in New Home

(*Continued from page 10*)

appreciation of your patronage. I hope you will always feel that the sponsors who use the air are partners in the great enterprise of broadcasting—partners without whose recognition of the value of radio broadcasting we could not have built up this great art in the last seven years." Mr. Aylesworth also read the letter of congratulation from President Roosevelt.

Included in the continuity of John B. Kennedy, who announced the program, was a tribute to the 250,000 stockholders of RCA, and the close relationship between the parent company and the subsidiary was emphasized in many instances —in marked contrast with the previous policy in regard to this. It is noteworthy also that after the multiple two-way telephone conversation across the Atlantic between General Harbord, Mr. Young and Sir John Reith, and David Sarnoff, it was Mr. Sarnoff who formally opened the studios, with the letters "RCA."

The talent appearing on the program comprised the Schola Cantorum, under Hugh Ross; the NBC Symphony Orchestra under Frank Black, Walter Damrosch and Nat Shilkret; Jane Cowl; Jessica Dragonette; Frank Munn; the Revelers and Virginia Rea; John McCormack; Amos 'n' Andy; Maria Jeritza; Will Rogers; Rudy Vallee, with Paul Whiteman conducting.

After the program, the guests inspected the 28 new studios and the various mechanical wonders associated with them, such as the air-cooling and conditioning plant and the master control room.