

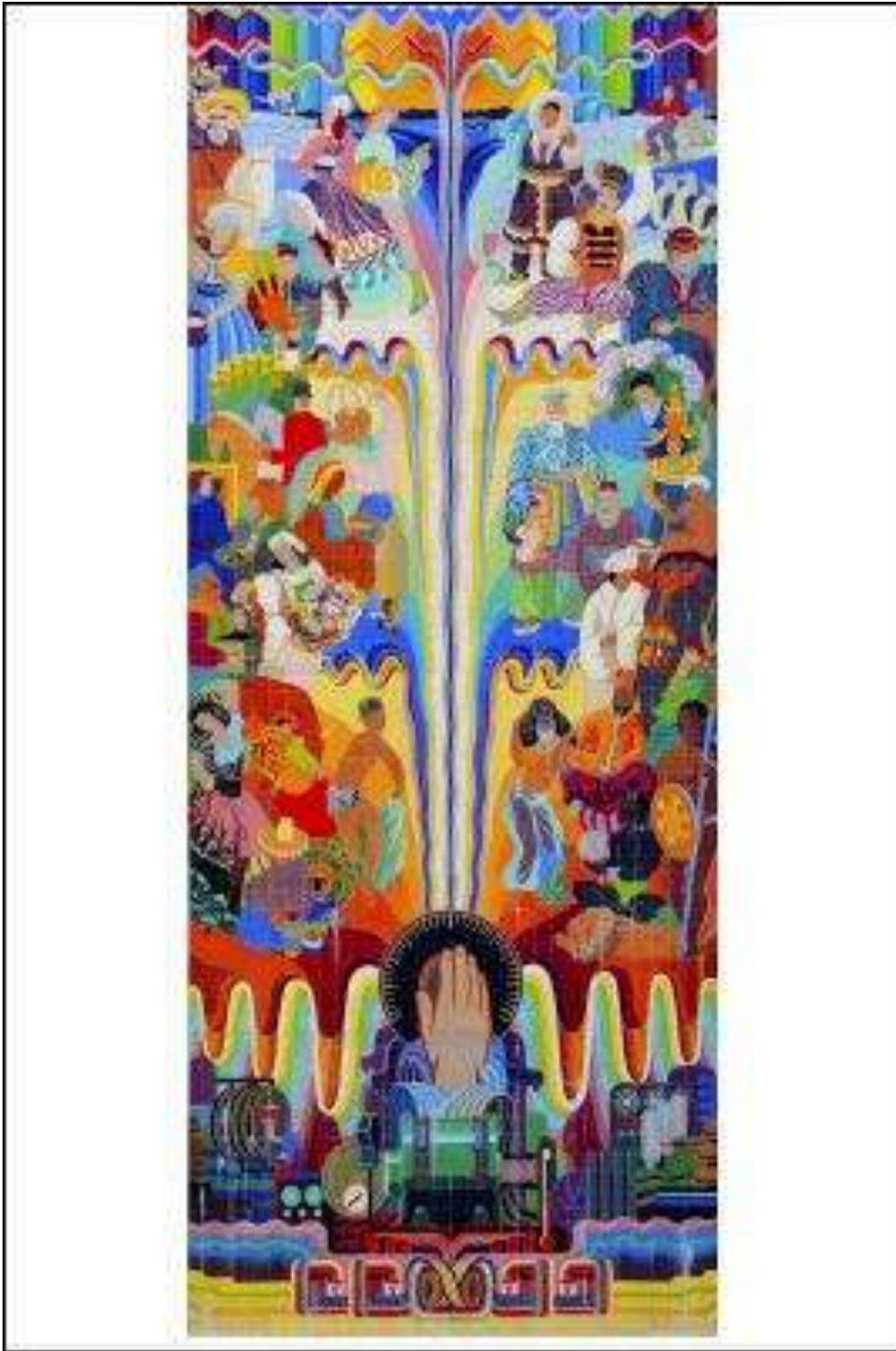
NBC San Francisco Radio City Opening, 1942

By Bart Lee, K6VK, CHRS Fellow in History

The Archives has just acquired a near-mint copy of NBC's opening brochure for the then-new studio building on Taylor Street.

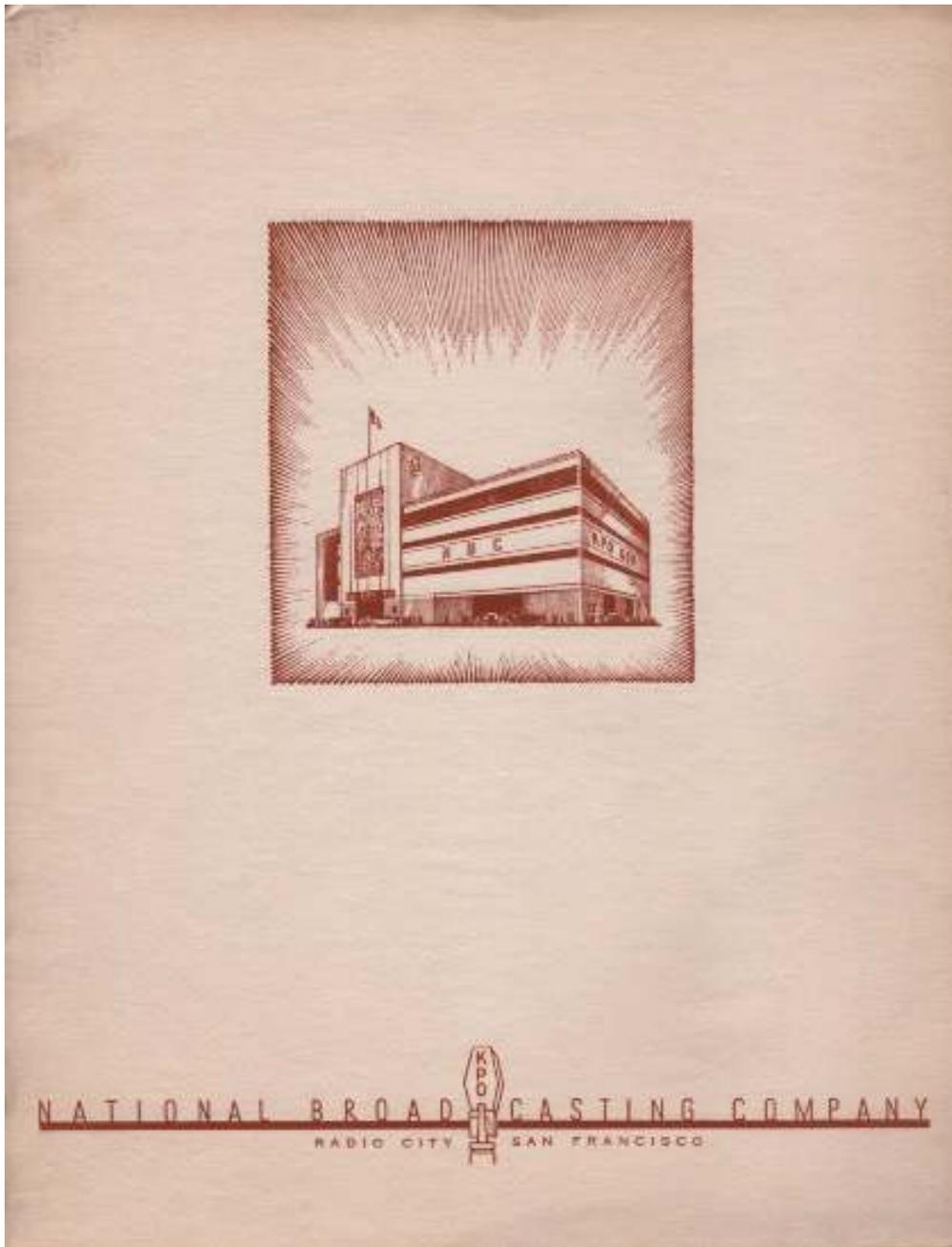


The great mosaic mural of radio adorns the Taylor Street side, forty feet high, and newly restored --see photo.



Anders Widell, AWA, visiting from Sweden, took this photo; John Stuart, CHRS, processed it for reproduction.

This brochure maybe a unique surviving copy, with only one listed elsewhere. CHRS bought it from a reliable vendor under authority from Chairman Mike Adams.



NBC wrote of this building in 1942:

. “NEW BUILDING [--] Work on the new NBC Building in San Francisco is progressing on schedule and March 14 is set for the dedication.

. “Most spectacular architectural feature is the huge mural panel, 14 by 40 feet, rising above the main entrance. This symbolic montage, containing scores of pictures in 114 colors, will tell the story of the unlimited reach of radio from the tropics to the poles. It is done in special tile, the only creation of its kind in the world.

. “Completion of the mural was celebrated with a special broadcast at the building January 17. A dramatization of the story in the great panel was a feature of the program.”

(NBC TRANSMITTER, JANUARY 1942 [p 15] — [https://archive\(dot\)org/stream/nbctransmitter_8194_nati/nbctransmitter_8194nati_djvu.txt](https://archive(dot)org/stream/nbctransmitter_8194_nati/nbctransmitter_8194nati_djvu.txt))

The Archives would like to get a copy of that program or its script.

The brochure’s introduction focuses on the war:

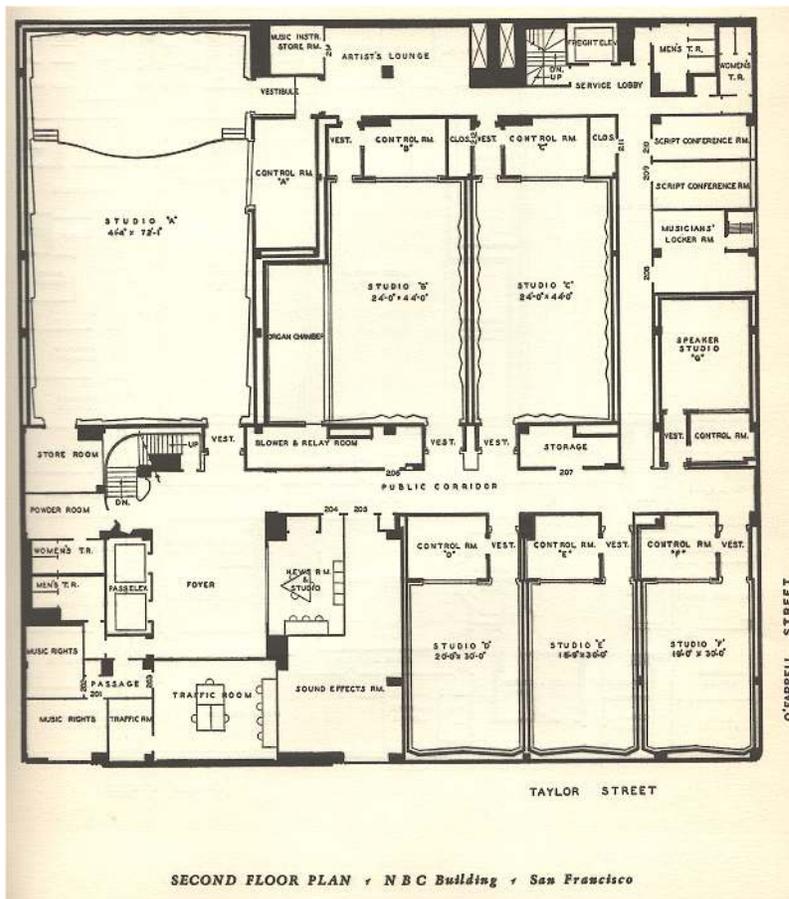
. “RADIO IN 1942 [--] Radio, so intimately a part of practically every life during normal times, is infinitely more vital during a period of national crisis. Always the friendly purveyor of news and entertainment and education, broadcasting today sublimates all these functions to the supreme task of helping fit a whole people to win a great war and a great peace.

. “San Francisco Radio City was conceived in peace. Its object was to bring the Golden Gate on a par with New York, Chicago, and Hollywood as one of the four major network producing centers in America. That it is brought forth in war in no way means that the original objective has not been achieved. Rather does it signify that this million-dollar monument, literally the most perfect broadcasting

plant devised by the ever-improving hands of our industry's miracle engineers, takes its place in the surge of our nation's war effort as definitely as does the latest plane factory and the newest shipyard.

“Morale, as well as munitions, will win this war. Radio will do more than any other agency to enhance morale ... and San Francisco Radio City, making possible more programs and better production and quicker news dissemination from the great war theaters of the Pacific, is going to be a powerful contributory factor.”

This last from the NBC 1942 Brochure, p 1, introduction signed by Sidney K. Strotz, VP, Western Division, NBC. The brochure is ten pages letterpress on quality cream paper, including for pages of photographs and five pages of floor-plans, with text on the inside front and back covers, and an engraving of a KPO microphone on the back cover.



(de K6VK) ##