

**NATIONAL BROADCASTING COMPANY, INC.**



A RADIO CORPORATION OF AMERICA SERVICE

ECA BUILDING · RADIO CITY

NEW YORK, N. Y.



Digital Image, 2009. The Ida M. Tarbell Collection, 1890-1944, Allegheny College Pelletier Library

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March 28 1938

Dear Miss Tarbell:

It may be of interest to you to know that only 30 percent of NBC broadcasts are commercial programs. Good music plays an increasingly important part in the remaining 70 percent devoted to so-called "sustaining" programs presented by NBC.

In this connection the enclosed booklet discusses what NBC has accomplished in raising musical standards during the past eleven years.

As you probably know the NBC Symphony broadcasts continue on Saturday nights under the direction of various guest conductors including: Dr Howard Hanson, Artur Rodzinski, Pierre Monteux, Sir Adrian Boult, and Bernardino Molinari. If you would like tickets to these concerts, please let me know.

Sincerely yours,

*Julian Street Jr*  
Julian Street Jr

*Is your tune still as fully taken  
up as when I last saw you?  
I still live in hope.*