

LISTEN



A 5-Page Advertisement of the Radio Corporation of America

No. 15

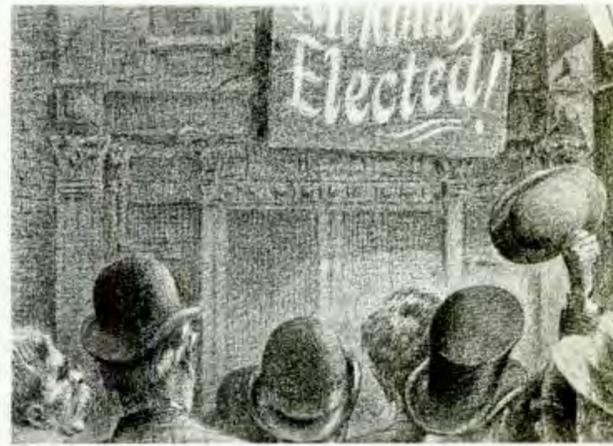
WORLD'S FIRST POLITICAL BROADCAST—NOV. 2, 1920

That broadcasting should have begun with a political event is particularly appropriate in view of the great role radio now plays in bringing political information to the public. Photo below shows scene during world's first pre-scheduled

radio broadcast, when Westinghouse station KDKA sent out the Harding Presidential vote. Second from right is announcer in front of microphone which resembles primitive telephone transmitter. KDKA is outstanding on NBC networks.



"Furious speed"—With secession and war threatening, Abraham Lincoln delivered his anxiously awaited inaugural address on March 4, 1861. San Franciscans were proud of the West's "furious speed" when copies of the speech reached them 7 days, 17 hours later. Telegraphed to St. Joseph, Missouri, it was carried from there to the Coast by riders of the famous Pony Express.



Poorly informed voters often determined election results in pre-radio days. Now radio constantly brings the complete arguments of both sides to attention of all voters in a manner which would permit serious consideration. Today NBC networks make every living-room a public forum, enable all voters to keep fully informed on all issues, whether national or local.



Juggler—Only a few years ago political, and all other broadcasts were heard over multiple dial instruments with headphones. To keep sets in tune, to listen and to tell the rest of the family the news called for the dexterity of a juggler. Yet even this earphone period marked a great stride forward in radio's important service of keeping the voters informed on all sides of public affairs.

RADIO'S SERVICE TO POLITICS

1920—BACK TO NORMALCY



"How'ya gonna keep 'em down on the farm?" loomed as post-war problem with thousands of youths confused by military service. Warren G. Harding's answer was "Back to Normalcy." He swept into office, the last president to be elected without benefit of radio, but the first to speak over a radio network. His address on the World Court delivered at St. Louis, June 21, 1923, was heard over KSD and several other stations, including WEA, now key station on NBC Red Network.

1924—"ALABAMA 24 VOTES FOR UNDERWOOD"



The deadlocked Democratic Convention of 1924 gave radio a great impetus—showed the public that a political convention is packed with interest. Although Mr. Coolidge and his rivals made some use of radio, there were during that summer only about 3 million homes equipped with sets. This new medium, therefore, was not of such service to the voters as it now is. Stimulated by the political campaign interest in radio swept the country, brought happiness to millions.

RADIO ... FROM MIRACLE TO ROUTINE ...

SUPREME COURT



SHALL WE HELP?



WHY YOU KNOW TWICE AS MUCH AS YOUR GRANDFATHER

Great issues of these days are thrashed out in the open through the use of radio. No longer need voters act without the information that is essential to intelligent decisions. Figures prove NBC plays a big part in this new and better order. In 1937 there were on NBC networks 821 microphone appearances of political personalities. Typical of the issues recently debated over the air are the Supreme Court Bill, Neutrality Act and the Wages and Hours Bill.

TIME FOR PLAY





1928—"I DO NOT CHOOSE TO RUN"

The Presidential campaign of 1928 was the first in which radio came into its own as a means of putting the issues before the public. Hotter even than political debate was the boiling Stock Market. But in spite of such distractions radio kept the voters better informed than ever before. Proof of the increased interest was seen in biggest popular vote ever cast in a Presidential campaign. Because of radio more than thirty million persons went to the polls better informed than in any previous election.



1936—"MY FRIENDS"

The election of 1936 saw radio advance to new importance. Network broadcasts were used, not only to present the issues, but also to inform the listeners of the way in which office holders were carrying out their tasks. "Radio personality" became a big factor. The quality of a speaker's voice, and his ability in using it, helped listening voters to form their opinions of speakers. Election day saw an all-time high in both total vote, and the percentage of eligible voters who exercised their rights.

WHILE FOUR PRESIDENTS HOLD OFFICE



RADIO IS USED THE WORLD OVER TO PRESENT IDEAS TO THE PEOPLES OF MANY NATIONS. THE AMERICAN SYSTEM OF FREE DISCUSSION, WITH NO CENSORSHIP OF IDEAS, PERMITS TRUE UNDERSTANDING OF ALL IMPORTANT ISSUES.

The American System of Radio keeps the public politically informed

A democracy's welfare depends largely on the extent to which its citizens are kept informed on national affairs. The American system of broadcasting and radio networks tolerates no one-sided presentation of political ideas. Public issues are thoroughly "aired" in a forum, which thanks to radio, is as large as the nation. Voters make up their minds on the basis of adequate information brought directly into their homes.

The greatest contribution of RCA to this public enlightenment is through NBC. But RCA serves in other ways. The facilities of RCA Communications constantly bring to the networks first hand accounts of foreign affairs. In many instances these have a direct relation to American issues. Almost universal access to radio programs is due to discoveries which have made radio sets so inexpensive that virtually every home can have one. These advances—largely made by RCA engineers—have been incorporated into RCA Victor radios. (See second following page.)



FOR YOUR HOME

**NBC
 Chimes!**

THE BEST KNOWN
 NOTES IN RADIO



These famous chimes, signal of the finest in radio entertainment, are now available for use in your own home. Call your family to dinner . . . signal your maid . . . with the three notes NBC uses to tell you the time on the air. The NBC Chimes will be mailed to you promptly on receipt of \$2.95. Address your remittance with name and address to NBC Chimes, Room 306, 30 Rockefeller Plaza, New York.



RADIO BRINGS OUT THE VOTES... BY BRINGING OUT THE FACTS

"Blind voting" gives way to intelligent choice as broadcasters present ALL the arguments of ALL the candidates to ALL the nation



In the Presidential election of 1908 only 17 persons in each hundred voted although about 60 in each hundred were eligible. In 1920, the first Presidential election after woman suffrage went into effect, new voters increased the proportion to 25 in each hundred of the population. Since then radio has enormously stimulated interest in public issues. In 1936, active voters jumped to 36 of each one hundred, equivalent to about 60 out of each hundred persons eligible to vote. The percentage of voters more than doubled while the population increased by less than one-half. Authorities agree that this gain was to a great degree due to the complete information which radio brings to the public.

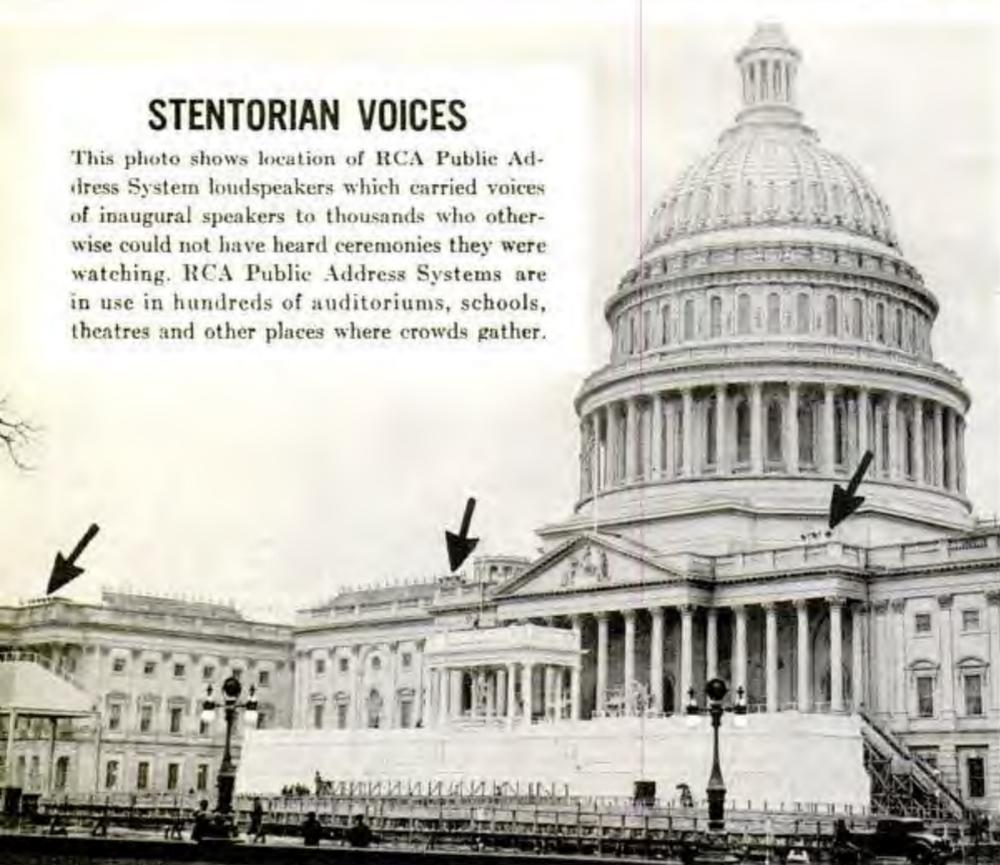
HOW RADIO HAS BOOSTED THE PRESIDENTIAL VOTE

- 1908 — 16.7% of the U. S. population voted.
- 1920 — Women raised percentage to 25.
- 1936 — 35.5% of population voted.

Radios shown above—RCA Victor Electric Tuning Models 96K and HF6

STENTORIAN VOICES

This photo shows location of RCA Public Address System loudspeakers which carried voices of inaugural speakers to thousands who otherwise could not have heard ceremonies they were watching. RCA Public Address Systems are in use in hundreds of auditoriums, schools, theatres and other places where crowds gather.



WHY NEARLY EVERY AMERICAN HOME NOW HAS THE GREAT BENEFIT OF RADIO

As radio sets have become more valuable their prices have dropped steadily. The true value of a radio instrument depends on its capacity for recreating tone accurately, its ability to bring in the stations wanted, its ease of operation and its appearance. Measured by any or all of these standards, RCA engineers have made radio sets better each year—yet have found ways to make them available at constantly lower prices. A glance at the facing page will give you some idea of the enormous gains made by RCA Victor engineers in designing fine radio instruments at prices within the reach of all.



The set at left sold for \$350 about 15 years ago. Today superb RCA Victor Electric Tuning Radio HF6 (right above) sells for about \$200.



Above is an early table radio. It cost about \$65 but had no speaker. You had to listen through ear-phones. Today Model 96K (left above) RCA Victor six tube console with Electric Tuning costs about \$15 less than this old one tube set.



An Advertisement of
RADIO CORPORATION OF AMERICA
Radio City, New York

RCA Manufacturing Company, Inc. Radiomarine Corporation of America
National Broadcasting Co. RCA Communications, Inc. RCA Institutes, Inc.

PUSH A BUTTON-
there's your station



Use the Victrola Button!
Play Records Through
Your Radio



With this button conveniently located right on the front of your 1939 RCA Victor Radio, you can instantly switch on the Victrola Attachment and play records. This means that you can double your enjoyment of music—that you can hear the music you want when you want it—that the great artists of the world are at your command. In order to make it easy for all music lovers to have this added pleasure your dealer will make you the following special offer

Get \$25.95 Value, in Victor Records and RCA Victrola Attachment, for \$14.95



SAVE \$11.00! This special offer gives you \$14.95 (list price) RCA Victrola Attachment, \$9.00 in Victor Records, \$2.00 subscription to Victor Record Review, and membership in the Victor Record Society—all for \$14.95—a saving of \$11.00.

Hear the voices of the nation's statesmen—listen to political debates as if they were going on in your own home, with this superb instrument, the RCA Victor Model 97KG. Note the smart lines of the new Console Grand cabinet. This model has Victrola Button, Magic Eye, RCA Victor Metal Tubes, and many other features.

\$85.00*



Get ringside seats for political battles with these new RCA Victor Radios that offer

ELECTRIC TUNING *for All*

5 GREAT EXTRA VALUES

1. You push a button—there's your station.
2. You hear with true RCA Victor tone.
3. You can choose a cabinet to suit your home.
4. You pay less, but get more for your money than ever before.
5. Victrola Button makes it easy to enjoy records as well as radio (see story at right above).

AFTER reading the preceding 4 pages, you will look for some new values from RCA Victor. You will find them.

First of all you can choose any model you please among 32 and get RCA Victor Electric Tuning. Yes—push a button, there's your station is a feature of them all.

Next, each of these radios offers you the true Victor tone produced by forty years experience in music.

New cabinet styling, including the Console Grand and the Continental table models, makes it easy to

select an RCA Victor Radio that will fit into any room in your home.

And here's more good news. With all the additional features, the prices run lower than last year. You can actually get an RCA Victor Electric Tuning Radio for about \$20, and there are many others at prices not much higher.

A feature that you will find on almost every one of these new radios is the Victrola Button. For more details about this fascinating new feature see the story above.

Be sure to look at the new RCA Victor Radios at your dealer's. You will see how much you gain from the experience of the only company that does everything in radio. You will find that generous trade-in allowances and terms mean that you can enjoy the satisfaction of radio as only the owner of an RCA Victor can have it.

You can buy RCA Victor Radios on C. I. T. easy payment plan. Any radio instrument is better with an RCA Victor Master Antenna.

*All prices f.o.b. Camden, New Jersey, subject to change without notice.

RCA presents "Magic Key" Sundays, 2 to 3 P.M., E.S.T., on NBC Blue Network

From this beautiful 6-tube Electric Tuning Table Model, styled in glowing hand-rubbed walnut, in the ultra-modern Continental manner, you'll hear reception of surprisingly rich quality. Ask for it by number.
RCA Victor Model 96T1. **\$34.95***



You'll be delighted with the exceptional beauty of tone offered by this smart, low priced Electric Tuning Table Model. 95T5. Five tubes, attractive Continental Style Cabinet, and many advanced features. only **\$24.95***

Only RCA Victor offers
RCA Victor Metal Tubes



Final touch in producing a radio with complete harmony—RCA Victor Metal Tubes. Made for RCA Victor Radios. They also improve the performance of any make of radio.



RCA Victor

A SERVICE OF THE
RADIO CORPORATION
OF AMERICA