

JULY, 1938

LISTEN



A 4-Page Advertisement of the Radio Corporation of America

No. 12



The RCA Family gather to hear the family of RCA go on the air. Here are a few of the 3,500 folks from the RCA Victor plant at Camden, N. J.—and their friends—who visited Atlantic City for the broadcast of the Magic Key of RCA on Sunday, May 22, in honor of RCA Victor distributors. On the stage the Philadelphia Symphony Orchestra—you can hear this great orchestra when you please through Victor Records. In front of stage are seen some of the new 1939 RCA Victor Electric Tuning radios.

HOW THE JOHN SMITHS GOT THE RADIO THEY WANTED



Electric Tuning... Captured John Smith's fancy in 1937, really started working for him in 1938.

About a year ago RCA Victor introduced a new idea that proved to be a great one. It was Electric Tuning. Its operation, tersely described in the six words, "push a button, there's your station," captured the public fancy. Demand for RCA Victor Electric Tuning instruments ran ahead of the supply for months, and this in spite of the fact that the lowest priced model cost \$150. It was instantly apparent that John Smith, typical American radio listener, wanted Electric Tuning.

But while thousands of John Smiths bought the new sets, there were other thousands whose budgets did not permit such a purchase. The strong desires of these John Smiths were felt by radio dealers, were reflected by them to RCA Victor. The situation amounted to a definite challenge to RCA ingenuity. RCA Victor research men readily accepted the challenge. How well they met it is told in these pages.



Going to work for the John Smiths—The news went back to Camden. "The John Smiths want Electric Tuning radios. What can you do about it?" The engineers answered "We'll do plenty." Photo shows Engineer W. P. Short, in charge of home receiver design, and associate, W. P. Maginnis, as they start back at the slide rule stage to solve the problem.

LISTEN GOES TO A 1939 COMING-OUT PARTY



Star of the party is difficult to select among such a galaxy, but consensus favored impressive Model 97KG. Housed in a brilliant new style of cabinet, named because of its lines—the Console Grand, this instrument baffled experienced radio men who tried to guess its retail price. Its superb appearance, Electric Tuning, tone quality, and numerous features led smart judges of merchandise to estimate price at about \$130. Great was the surprise when figure was revealed to be only \$85*.

PREVIEWING THE NEW 1939 RCA VICTORS

No movie preview ever was awaited with more interest than that felt by RCA Victor's scores of distributors, and thousands of dealers, about these new radios. They knew that what the John Smiths want now is Electric Tuning. Could they have it? Here are some photos taken at Atlantic City 6 weeks ago and at French Lick, Indiana, 4 weeks ago, when radio distributors gathered to see how latest RCA Victor creations would answer this question. That the answer was satisfactory is attested by fact that these men placed orders for millions of dollars worth of these new instruments.



Heifetz praised its principles—The tone which last Spring won praise of great violinist is combined with a short-wave radio in luxurious RCA Victor High Fidelity Model HF-6.



Masterly planning is seen in all the 32 new RCA Victor Electric Tuning instruments. Last year few would have thought this big Electric Tuning console 96K2 could be built to sell for \$69.95*.

Noble setting for noteworthy tone—The 18th Century cabinet of Model HF-4 (shown in full in photo hanging above it) expresses quality that fits well with its High Fidelity performance. Experts were amazed that this instrument costs only \$175*.

(right above) A break for music lovers agreed all as they got full effect of the beautiful design created by Victor's famed cabinet shop for star performer 97KG.



Advertisement

RADIO CORPORATION OF AMERICA
 Radio City, New York

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



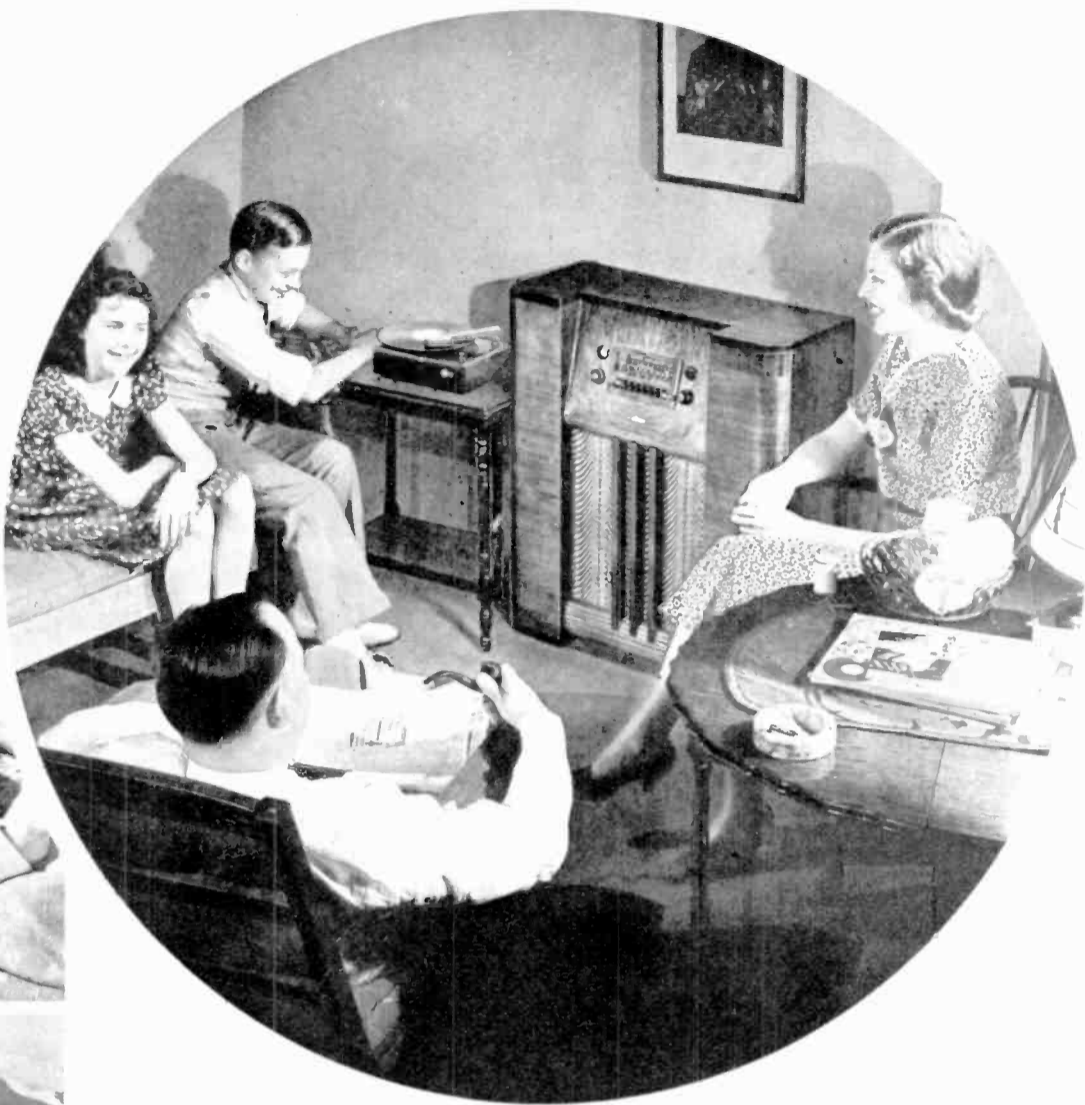
Most famous name in music takes on renewed interest with 1939 RCA Victrolas which combine radio and record playing. This model, U-128, has automatic record changer, top loading needle arm, radio with Electric Tuning for 8 stations, other ingenious features, costs only \$185*, a new low for such an instrument.



Victor Record Sales Soar—The new Victor Higher Fidelity Records are selling faster every day as millions discover joy of "the music you want when you want it" played by world's greatest artists. In background above is ideal record department planned by famous designer for Victor Record dealers.

AND SO THE SMITHS HAVE WHAT THEY WANT

As listeners are discovering at their RCA Victor dealers' stores, there is now Electric Tuning for All. And so everywhere the Smiths are buying RCA Victor Electric Tuning radios. The particular "Smiths" shown at right chose star of the show 97KG, plus an RCA Victrola Attachment to play Victor Records through the radio. —"Me, too," says John Smith, Jr. (below) "Now I have my own radio. It's an RCA Victor 95T5. Dad said the set for our living room cost so little, he could get one for me, also."



House of the year—You'll see this play house in RCA Victor dealers' stores from coast to coast. Its purpose is to show that there is an RCA Victor for every room this year—that the "one set" home is not up-to-date nor, in the light of RCA Victor prices, is it necessary.

Some of the men who have invested millions to help provide Electric Tuning for All

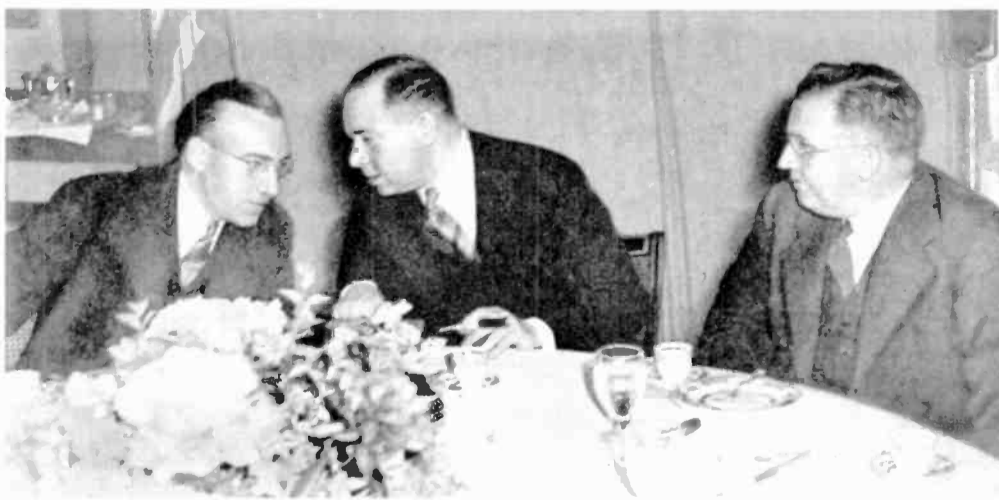
(Numbers refer to pictures)

1. Oscar J. Brunner, Southern Equipment Co., San Antonio; Robert Peake of Peaslee Gaulbert Corporation, Dallas; John Crosswy, Hendrie & Bolthoff Mfg. & Supply Co., Denver. 2. M. B. Mack, Sidles Co., Lincoln, Nebraska. 3. F. L. Koons, W. G. Walz Co., El Paso, Texas; Mitchell Edwards of Lamar-Rankin Co., Atlanta, Georgia. 4. W. J. Lancaster, A. H. Meyer, M. G. Sues of Leo J. Meyberg Company, California. 5. E. H. Cowan, Southern Hardware & Bicycle Co., Jacksonville; W. S. Pinkston of Electric Supply Co., Tampa. 6. Harold Kay and B. D. Levin of Hamburg Bros., Pittsburgh; Ray Rosen, Raymond Rosen & Co., Philadelphia. 7. Miss Adele Holtz, Taylor Electric Co., Milwaukee, Wis.; Lou Hock of Radio Distributing Co., Detroit. 8. Paul R. Krich and Max Krich, Krich-Radisico, Inc., Newark, N. J.; Irving Sarnoff and Charles Sonfield of Bruno-New York; Alan Steinert, Eastern Company, Boston. 9. John McGregor, McGregor's, Inc., Memphis; E. E. Powell, Electrical Supply Co., New Orleans. 10. Art Beyer, Automatic Sales Corp., Houston; Harry Levy, Interstate Supply Co., St. Louis.

*Prices f.o.b. Camden, New Jersey—subject to change without notice.

It has authority—Table instruments that speak up with the quality and tone of big consoles provide fine performance for those with limited space in the home. Shown is Model 99T, in new Continental style cabinet, priced at \$89.95.*

Deep meditation as distributors estimate price of another brilliant newcomer, Console 99K (for picture and price see next page). General opinion—RCA Victor 1939 models show greatest advances ever made in one year by any set builder.



Genial head of the RCA Family is David Sarnoff, once a radio telegraph operator. He is shown above at Atlantic City dinner for RCA Victor distributors. Listening to Mr. Sarnoff is H. C. Bonfig, Sales-Managing Vice-President of RCA Manufacturing Company, and known to hundreds of radio men as "Bonnie." At right is Robert ("Bob") Shannon, Vice-President and General Manager.

Thirty-two new 1939 models offer you greatest values in 40 years as RCA Victor presents ELECTRIC TUNING *for All*



Here are some of the sensationally priced new instruments now ready at your RCA Victor dealer's

During forty years of craftsmanship Victor has become world-famous for the quality and value of its sound reproducing instruments. And in the new 1939 RCA Victor models, all previous values have been surpassed. You will see, after only a few minutes in any RCA Victor dealer's store why this is true. You will see why the most experienced radio dealers agree that these radios represent the greatest advances ever scored in one year by any set builder. And you will see that "Electric Tuning for All" means what it says, means that at the price you have in mind you can have a genuine RCA Victor Electric Tuning radio, a typical example of how RCA serves the public interest.

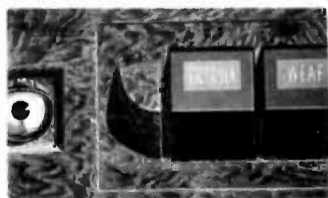
The Console Grand, newest RCA Victor cabinet idea. Its long, low lines are particularly suited to almost every living room. The model shown is 97KG which lists for \$85*. The Console Grand model at this sensationally low price is the kind of *extra value* made possible by RCA Victor's unmatched experience. It has Electric Tuning and Victrola Push-Button, RCA Victor Metal Tubes, short-wave reception and other up-to-the-minute ideas.



Finer tone than you ever heard — and finer design also. Besides the unusually fine tone of RCA Victor Higher Fidelity radios, their cabinets will delight you. One of the new 18th Century consoles will fit into your

home as if it had been made to order for you. Shown is Model HF4. Improved Electric Tuning, Victrola Push-Button and other features make it a supremely fine radio. At \$175*, it is an amazing value.

HERE ARE TWO OF RCA VICTOR'S 44 FEATURES



NEW Victrola Button (see description at extreme right)



NEW RCA Victor Metal Tubes — used only in RCA Victor Radios and Victrolas.

Here's convincing proof of extra value. This is the 1939 RCA Victor Console Model 99K, which has Electric Tuning, Victrola Push-Button, Magic Brain, Magic Eye, full vision Dial and many other features. This brilliant radio is comparable to instruments that sold for \$150 last year, yet it is priced at only \$99.95*.

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 the "Magic Key" every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network

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

The Victrola Push-Button allows instant switching on of the Victrola Attachment (right) which plays records through your radio. You can get a \$14.95 (list price) Victrola Attachment, \$9 worth of Victor Records of your own choosing, a \$2 subscription to the Victor Record Review and membership in the Victor Record Society, all for \$14.95. Ask your RCA Victor dealer for details.



RCA Victor

A SERVICE OF THE RADIO CORPORATION OF AMERICA