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What,
Where and
When of
Radio

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*Published by
Radio Corporation of America*

WITH radio as an industry taking solid form, with radio research and engineering agreed on fundamentals, with values of radio products definitely established, *frank statement runs no risk of misinterpretation or of becoming a disorganizing factor in a new art.*

In this booklet the Radio Corporation of America will endeavor to pierce some of the clouds of exaggeration and conflicting claims which have been surrounding the sale of radio receiving sets.

It will attempt, simply and frankly, to answer the questions uppermost in the mind of every prospective radio purchaser.

Of these, the first and most important question naturally is

“WHAT RADIO SET SHALL I BUY?”



THE essentials of a perfect radio set (so far as perfection is possible) are four:

- 1 QUALITY OF TONE—*reproducing the human voice and instrumental music without mechanical impairment.*
- 2 SELECTIVITY—*enabling the user to choose broadcasting from any station without interference from another nearby station.*
- 3 VOLUME—*bringing in the program you select, full and clear.*
- 4 DEPENDABILITY—*achieved by standards maintained day by day, under every condition, and upon every occasion—assuring you all these qualities, plus long distance reception, and uninterrupted enjoyment as long as the set is in use.*



The millenium of radio has not yet been reached.

Of the four million owners of radio receiving sets, not a few will probably venture to admit that a constantly sustained perfection on all four points may not be possible while Jackie Coogan is still in short pants.

But the four million owners of radio sets are reasonable.



They are willing to accept the miracles of the modern receiving set, thanking heaven that they live in a period when even the simplest and most remote homes, as well as those from which high-hats emerge on Sundays, can enjoy front seats at the opera, an arm-chair at the ring-side, reports from the football or baseball field, the voice of the President occasionally in the sitting room, and a little more of the Bible than reached them before the advent of radio.

The products of the Radio Corporation of America—*Radiolas* and *Radiotrons*—were foremost in bringing the benefits of broadcasting into American homes.

They have steadily maintained their position of leadership.

And although the *Radiola* of today marks a tremendous advance over the instruments available two years ago, the first *Radiolas* are still the subject of complimentary references in the correspondence received by the Radio Corporation.

For, after all, in buying a *Radiola*, of any type or at any price, the purchaser has the assurance of becoming the owner of a product in which the highest form of scientific research and engineering has been combined with quality of materials and manufacturing skill.

Moreover, such a set, once bought, represents *continuing value*, if the past gives any assurance of the future.

Because of the responsibilities of its leadership, its identification with world-wide circuits of wireless telegraphy, and the broadcasting service through WJZ, WJY, WRC and associated stations KDKA, WBZ, KYW, KFKX, WGY, KOA and KGO, the Radio Corporation of America can give an assurance of stability, *a guarantee of the permanence of radio and broadcasting*, hardly possible from any other source.

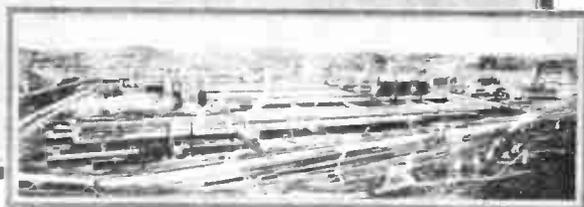
We may therefore make the conservative statement that to the fullest extent possible to highly organized manufacturing skill, *Radiolas, Radiotrons and Radiola loudspeakers*, embody a close approximation of the four goals toward which science and engineering are progressing.

When still better sets and loudspeakers are possible, you will find them, as in the past, under the trademark, *Radiola*.

When science can further improve vacuum tubes, you will find them under the familiar trademark *Radiotron*.



Some of the Factories where Radiolas and Radiotrons are Manufactured



A Few Glimpses
of the
Physical Background
of
A Miracle Industry



RADIOLAS, Radiotrons and Radiola loudspeakers are in such demand throughout the United States that they are to be found in all kinds of stores, and in some kind of store in pretty nearly every neighborhood.

There is no limit to the number of reliable dealers which the wholesale distributors of the Radio Corporation of America may serve.

While the number of wholesale distributors is limited, the Radio Corporation of America has felt that no artificial restraint should be placed upon the flow of its merchandise through retail outlets, especially while radio sets are in such spontaneous and universal demand.

In this way it is believed that the public itself will select the stores where it is desirable to have RADIOLAS, RADIOTRONS, and RADIOLA LOUDSPEAKERS always in stock.

By selecting its own dealers the public will aid industry in the much-discussed task of reducing the cost of distribution.

It will give an incentive to honest and reliable dealers whose interest in the customer does not stop with the ringing of the cash register after the sale is made.

The first infallible sign of an honest dealer is his



willingness to sell you, without argument, a quality product of known reputation.

He may, because he has a large stock of some other radio sets, wish you had not wanted a RADIOLA, but he does not try to substitute his wish for yours, nor an inferior product for ours.

And you will find almost invariably that he sells at the fair prices at which we advertise RADIOLAS, RADIOTRONS and RADIOLA LOUD-SPEAKERS—no more and no less.

He adheres to the advertised price, not because we advertise it, but because if he figures his own cost of doing business, he knows that the price from us to him is fair, as well as the price from him to you.

The margin of profit allowed to him permits him to run his business with due regard to his responsibility to the public.

It isn't hard to identify a progressive dealer.

He is selling RADIOLAS and RADIOTRONS, not as a lure to get people into his store to sell them something else, but because he believes in the high quality of these products, and is familiar with the sense of responsibility to the public that has been the impulse behind them.

Such a dealer as this immediately reveals his

sincerity. He knows what type of RADIOLA will please you best.

When you find him it is good policy to stick to him and recommend your friends to deal with him.

Testing a dealer by the simple process of noting whether he suggests substitution of an inferior product is as old as the hills in all public contacts with all trades.

This test can well be applied to radio purchases.





SOME four million people in the United States decided, in the exciting three years that have just passed, that they would not wait. They bought radio receiving sets of different types and at different prices.

Look from the window of a railroad train, or bus, or trolley car, as you ride past city homes or farms, and you will see, again and again, the aerial symbol of the miracle that has become an American commonplace.

American homes have been knit closer together. Families that scattered each evening now make a circle around the radio set at home. Some of them bought their sets just before the Dempsey-Firpo fight; some before the three national political conventions were broadcast; some just to hear the memorable speech of the President of the United States that closed his successful campaign for election.

Those who received the greatest return from their radio sets were those who delayed the shortest time in making up their minds that some sort of a radio receiving set was better than none at all.

No longer, as you count the aerials on the housetops, can you get even an approximate estimate of the number of radio sets in any neighborhood. The sensation of the past ten months has been the RADIOLA SUPER-HETERODYNE, which required no aerial or connection of any kind.

And the radio art has progressed to a point where the famous scientists of the Radio Corporation of America are willing to say that it is doubtful whether any basically better reception circuit is apt to come from the laboratories.

Fundamentally the SUPER-HETERODYNE marked the location of rock beneath the sand and gravel. It is the foundation on which future RADIOLAS will be built.

And there are other good Radiolas—Radiolas requiring aërials, but which bring the full miracle of radio into your home—selling for as low a price as \$35, and the reputation and skill of RCA are behind them.

Not only the scientists and engineers of RCA itself, but the laboratories and factories of the General Electric Company, Westinghouse Electric & Manufacturing Company, and Wireless Specialty Apparatus Company, as well, are behind Radiolas and Radiotrons.

One of the foremost engineers of the Radio Corporation of America will shortly be in Europe arranging for the completion of details connected with the broadcasting in America of events from Paris, London and other world capitals.

International broadcasting, as a regular feature, is now merely a matter of months. The stride of broadcasting has been, and probably will continue to be, rapid.

Because of the responsibilities of its leadership, its identification with world-wide circuits of wireless telegraphic communication and the broadcasting service through WJZ, WJY, WRC, and associated stations KDKA, WBZ, KYW, KFKX, WGY, KOA and KGO, the Radio Corporation of America can give an assurance of stability, a guarantee of the permanence of radio and broadcasting hardly possible from any other source.

The gates of what may be a wonderful summer for you are opening. Days that are lost in dullness are lost forever. Nothing will ever bring this summer back again. But the pleasure, the music, the laughter; the reports of stock markets, baseball and other events; the church services and educational features, that your Radiola will bring you at home, or in your seashore bungalow, or in camp on the mountain-top, may make this summer live forever in your memory.

And so we say *buy your Radiola now.*

All RADIOLAS, as well as RADIOTRONS, the trademarked vacuum tube of RCA, represent sound values, and insure complete enjoyment of radio's entertainment and educational advantages.

Provided the set is a genuine RADIOLA on which the name of the Radio Corporation of America appears, you run no risk of disappointment.