

APRIL, 1939

LISTEN

THE SYMBOL OF



THE RADIO AGE

A 5-Page Advertisement of the Radio Corporation of America

No. 21



RADIO BANISHES FARM ISOLATION

The business of farming is made better by radio, which keeps the farmer posted on prices and market conditions. Farming as a trade is helped by radio advice and by vitally important weather bulletins. Home life on the farm benefits through housekeeping suggestions, and

by an endless variety of entertainment furnished by radio. The farmer as a citizen is kept informed by radio discussions of political subjects. Thus isolation, the farmer's burden for thousands of years, has been banished by the magic of radio in scarcely more than a decade.



LIGHTENING THE DAILY TASKS. Page 3



WILL RADIO INCREASE MILK YIELD? Page 2



RADIO AND GOOD BREEDING. Page 4



RADIO REPORTS POLITICS. Page 4

RADIO'S SERVICE TO THE FARMER

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THE LEATHERMAN HOMESTEAD — IN LINES AND MATERIALS, IT IS TYPICAL OF THE PENNSYLVANIA RURAL SCENE

LISTEN'S PHOTOGRAPHER CALLS ON THE JOHN G. LEATHERMANS

This unelectrified Pennsylvania farm shows how radio has ended isolation... how it brings to the most remote home entertainment and advice which no one in the world is rich enough to command for himself

Radio has put an end to the isolation that was once the lot of the farmer. The entertainment, the news, the whole range of human activities so familiar to city dwellers, were once a closed book to rural families.

Now, through NBC millions of farm homes are familiar with the incomparable artistry of Maestro Toscanini as he conducts the NBC Symphony Orchestra. They hear the Metropolitan Opera. They know the comedians and actors of the air, and hear the news of the day on the day it is news. Their young folks dance to the music of the bands in leading night clubs.

Radio serves the farmer in more serious ways. It brings him religious services, regardless of weather or distance. Farmers have always been

politically minded. Formerly they often found it difficult to keep well informed in this important field. Now radio brings discussions and news of the political questions of the day right to the home.

Unchallenged leader in programs specifically for the farmer and his family is the NBC National Farm and Home Hour. This famous program is on the air six days a week, is now in its eleventh year.

RCA serves the farmer in other ways. Research in RCA Laboratories has produced fine radio instruments for use both with and without electric current. Today fewer bushels of grain, or pounds of meat, will buy better radios than ever before, while low-drain RCA Victor tubes make current costs trivial.



Cows like radio—Sturdy young Richard does much of the milking on the Leatherman farm. Here he listens to RCA Victor Pick-Me-Up set as he works. Farmers report that radio quiets cows. One of nation's big dairies is testing radio as possible way to increase milk yield.



Wagon radio—So completely mobile is the Pick-Me-Up that it is a set of a thousand uses. Farmer Leatherman finds he can carry it along as a companion on some of his daily tasks. The nearer horse was bought as a three-year-old, is now 18, but still going strong.



More eggs and better poultry are produced by thousands of farmers who have followed expert advice brought to them by radio. Farmers are also kept constantly informed by radio as to correct egg and poultry prices. Photo shows Mrs. Leatherman with one of her laying hens.

RADIO JOINS THE FAMILY AT DINNER

As the Leathermans ate their midday meal on March first, they followed NBC's National Farm and Home Hour. Mrs. Leatherman, who each year puts up some 500 jars of canned food, was particularly interested in conversation on canning between university nutritionist and a farmer's wife who discussed the nutritive values of farm produce which may be canned for family use. The radio on the dinner table is RCA Victor Pick-Me-Up.



Another Farm and Home Hour booster—(Below) On the occasion of the 3000th broadcast of this famous program, J. J. Gorman, an Illinois farmer, talked to radio audience through NBC mike from the seat of his tractor. National Broadcasting Company mobile unit is seen at right. Mr. Gorman's tractor is equipped with an automobile radio.



Relaxing after dinner—John Leatherman and small daughter enjoy a brief noontime rest. Mrs. Leatherman likes to relax, too, but being a good housewife she darns socks as she listens. "Pretty big holes," says she. "Well, it's honest work that made them," retorts her husband, "but a bit of this lively Broadway music sure makes farming go easier."

The music you want when you want it—The popularity of Victor and Bluebird Records is due in part to handy, portable Victrolas which can be played anywhere. Below at right, Margaret Leatherman is thus playing a Victor Record. In homes which have electricity, thousands hear records through their radio sets by means of the RCA Victor Record Player.



Farm kitchen no longer isolated—Farm wives are proud of their cooking. But even there radio helps. Mrs. Leatherman, shown at her stove, says many radio recipes appeal to her family. The ever-handy RCA Victor Pick-Me-Up radio keeps kitchen of this non-electrified farm in touch with the world.



Upstairs, too—For some time city folks have used small radios as personal sets for bedrooms. Now country people can do the same. Photo above shows Margaret Leatherman in her room with new RCA Victor battery-operated Little Nipper—rural brother of the AC-DC set of the same name. RCA Laboratories constantly devise new ideas in radios large and small.

RADIO...

REPORTER AND ADVISOR

"Bang board" champ crowned as NBC reports story— Thousands attend, millions listen as NBC each year gives eye-witness account of National Corn Husking Championship, the farmers' favorite contest. To be in the running a man must husk and pitch against the "bang board" about 5000 ears—weighing a ton and a half—in 80 minutes. (Below) Irvin Bauman, Illinois Champion and runner-up for 1938 National honors photographed by "Prairie Farmer" as he strips an ear.



"Radio begotten knowledge"—Breeding of fine livestock is aided through information reaching farmers by radio. At right young California farmer tells NBC listeners how he raised his prize-winning champion Hereford steer. Youngsters on farms listen eagerly to radioed suggestions, raise many blue ribbon winners. A western farmer recently wrote to the NBC San Francisco studio, "I can't compete with my son in raising a fine pig for market because of the boy's radio begotten knowledge."



"Shall I plow the south 40 tomorrow?"—To farmers weather is of vital importance. Farmers have respect for Uncle Sam's weather men, know that over extended periods they are 85% right. Radio weather forecasts are of tremendous value to farmers, help them plan their work. Old time photo shows flags used as weather signals in pre-radio days. NBC broadcasts regular weather forecasts several times daily, and in addition bulletins of interest to producers of specialty crops.



In days gone by farmers had to travel long distances to get in touch with political goings on such as torchlight parade shown in old newspaper cut. Now radio brings them all the drama, excitement and information of the great political conventions, keeps them at all times in touch with political events.



TORCHLIGHT PARADE!



An Advertisement of

RADIO CORPORATION OF AMERICA Radio City, New York

RCA Manufacturing Co., Inc.

Radiomarine Corporation of America

R.C.A. Communications, Inc.

National Broadcasting Co.

RCA Institutes, Inc.



This is the lowest-priced Automatic Record Changing RCA Victrola Ever Offered

—and you get a \$17.50 record bonus with it

With this new RCA Victrola you can enjoy both records and radio. Records changed automatically. Radio has RCA Victor Electric Tuning—Push a button, there's your station. To encourage buying now, your RCA Victor dealer will give you with this Model U-123, your choice of Victor or Bluebird Records to value of \$17.50 at no extra cost. In addition, you receive membership in Victor Record Society, and 12 months' subscription to Victor Record Review—value \$2.00. You will also get a special trade-in allowance for your old set. Price of U-123

\$129⁹⁵*



RCA Victor Pick-Me-Up Lets You Have Radio Everywhere You Go

The new RCA Victor Pick-Me-Up Portable Radio will serve you anywhere. No wires. No connections. Power comes from long-lived, light-weight dry batteries packed into set. Handsome case in airplane luggage style. Model 94BP1. Price, **\$19⁴⁵*** without batteries

Plays Records Anywhere, Any Time!



You want record music everywhere nowadays. This portable RCA Victrola (phonograph only) gives it to you. No electricity needed. Model O-12, price **\$12⁵⁰***

RCA Victor shows you how to listen while you work or while you play!

Wherever you live it costs little to have music with you, and it can be radio or records, as you please

The preceding four pages have shown you something of how RCA Victor radio instruments serve the farmer. In the same way new RCA Victor models provide entertainment for any home, anywhere. Now—in your summer camp or country home, on a boat or elsewhere, you can have radio or records with you wherever you go.

To serve you at points off electric power lines RCA Victor offers new battery radios at the lowest prices in history. These range from large consoles to the new battery operated Little Nipper, shown on this page.

Gaining in popularity daily are the marvelously convenient and

ingenious RCA Victor Pick-Me-Up radios. One of the newest of these completely portable and modestly priced sets is shown at right above.

If you have electric current it will pay you to study the amazing offer made above in connection with the glorious new Good Times Model RCA Victrola. Here is an instrument worthy of a place in the finest home, yet priced for modest budgets.

Visit your RCA Victor dealer. See how inexpensively you and your family can enjoy ALL music, regardless of where you live, or where you plan to spend your vacation.

*All prices f.o.b. Camden, N. J., subject to change without notice. You can buy RCA Victor Radios on C.I.T. easy payment plan. Any radio instrument is better with an RCA Victor Master Antenna. Listen to the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network. For finer radio performance—RCA Victor Radio Tubes



Little Nipper Battery Radio \$14⁹⁵* Model BT-10 Only

Now!—the famous Little Nipper features a battery set. Lowest priced RCA Victor battery radio in history. Has 1.4 volt operation, RCA Victor Low Drain tubes for lowest operating costs. (Batteries extra)

Other Values for Every Home Off the Highline!

RCA Victor offers a complete line of extra value battery-operated table models and consoles, many featuring RCA Victor Electric Tuning. No matter what your requirements, RCA Victor has the set you need, priced for your budget.



Newest Little Nipper

Latest in little radios is RCA Victor Model 9TX31, which has a Victrola Plug-in permitting it to be used with the RCA Victor Record Player. Under-writers' approval. **\$9⁹⁵***



\$7.50 worth of Victor or Bluebird Records given you to introduce the RCA Victor Record Player, the invention that plays records through your own radio.

With this RCA Victor Record Player, which costs only \$14.95, you can use any modern AC radio as an electric phonograph. At no extra cost you get \$7.50 in Victor or Bluebird Records of your choice. Also membership in Victor Record Society and a 12 months' subscription to Victor Record Review—value \$2. A \$24.45 value for \$14.95.

Short Wave RCA Victor Super-Continental Table Model



This amazing new RCA Victor table model gives short wave reception of a quality never surpassed in a small set. Has Electro-Dynamic Speaker, AC-DC operation, Push-button tuning for five stations. Illustrated in walnut finish, also available in black, in walnut finish with ivory knobs, or in ivory finish at slightly higher prices. Model 96X11, price **\$19⁹⁵***

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RCA Victor

A SERVICE OF THE RADIO CORPORATION OF AMERICA