



# RADIO'S RICHES

HOW YOU MAY  
BRING THEM TO  
YOUR HOME . . .





# YOUR RADIO BRINGS YOU PLEASURES UNKNOWN BEFORE

- Merely turn the dial, and take a front seat in the theatre of the world, for now all the world is yours—
- Its music, its drama, its romance, its news, its great events!
- From the comfort of your own fireside visit world capitals and listen to the footsteps of history in the making.
- Hear music, beautiful music, such as generations gone before never heard.
- Hear words, words of great men and of humble men, of presidents and of kings, of holy men and of teachers.
- Summon to your home the theatre, the concert, the church, the school, *by radio*.
- Bring back the family circle, the evenings together; enlarge its sphere of interest, *by radio*.
- For radio, American radio, brings you what you want when you want it, with the mere twist of the dial . . . without cost, without censorship.

**YOUR NEW RADIO SET WILL BRING**  
you pleasures unknown before . . . if . . .  
you keep up with what's on the air . . . and . . .  
respect your radio set for the fine, *sensitive*,  
and *selective* instrument it is.





AMERICAN  
RADIO  
RULED BY  
YOUR THUMB

Today, the humblest American citizen in the humblest dwelling commands performances which no king of old ever could have commanded.

To please you and your family, American radio lavishes millions of dollars a year to procure the finest artists and performers.

It dispatches composers and musicians into realms of music, new and old, that your ear may be pleased and your spirit soothed.

It sends writers searching the highways and byways of history, literature, and creative endeavor to bring you an interesting story, day after day.

It sends men with microphones into front line trenches; it sends them under the sea and over the sea; up on the mountain and down into the valley, that you may hear what is happening *as* it happens.

*You* are the king in American radio, for the Congress of the United States deliberately planned it that way.

Under the American System of Broadcasting each radio station must



compete with all the others for your attention. Each must pay its way by *pleasing you*.

For, without listeners, no station could attract the support necessary to pay for its program service. Unlike foreign systems of radio operation in other lands, American listeners do not pay for their radio programs through a tax or assessment.

Nor do American listeners permit a government radio censor to determine what programs they shall hear and what programs they shall not hear; what news they shall hear and what news they shall not hear.

In America, you, the American listener, are your own censor. For you, American radio has been organized as a private and competitive institution.

*You Are Its Ruler. You Rule by Your Thumb* **AS YOU TUNE IN OR OUT.**







WHAT  
*Competitive*  
RADIO MEANS  
TO YOU

# KEEP UP WITH WHAT'S ON

In the United States there are some 740 radio stations trying to serve over 130,000,000 people of different ages, tastes, and moods.

And doing a fine job of it, too!

For, while one station is broadcasting a program of no interest to you (but of great interest to your neighbors) still another station, at the same time, may be broadcasting exactly the sort of program you would enjoy.

*Select your programs as you read your magazines and newspapers.*

You do not read *all* the stories because all the stories do not interest you.

And you do not throw away the whole magazine or paper because some stories fail to please you.

You look for those that do!

*Do the same in the use of your radio.*

The radio station is "edited" the same way as is the paper and magazine.

Keep up with the daily schedule of each radio station in your community.

Check the radio log of your daily newspaper day after day.

Follow the selective program lists in radio magazines, such as are found in RADIO GUIDE weekly, and others.



## Drama

On that dial are some 740 radio stations, each trying to outdo the other to attract your favorable ear.

## Comedy

Some 350 of these, at different times of the day and night, become part of three major national and competing networks, bringing you entertainment and events from the great metropolitan centers of the world.

## Swing

While one station is broadcasting a great symphony, another may be bringing you the latest dance hit. Still another a church service, another a comedy-variety show, and another the news broadcast.

## Symphony

The point is that at *most* times throughout the day or night American radio is certain to bring programs of interest to every taste and to every mood.

## News

As a listener, therefore, you owe it to yourself to know what's on the air, and *where* and *when*, that you may enjoy radio's full riches.



COMPETITIVE RADIO BRINGS *Life* TO YOU





# TURN YOUR DIAL FROM LEFT TO RIGHT AND BACK AGAIN . . .

You hear *different* programs from *different* stations. Naturally, each broadcaster hopes you will stop the dial-twirling when you come to his station.

But, you stop *only* if you are interested, and *only* as long as you are interested.

This is the heart of America's competitive system of broadcasting.









# IF RADIO PROGRAMS ARE FREE WHO PAYS THE BILL?

Suppose you had a store and had things to sell.

First thing you would want to do would be to tell everybody what you had for sale, and where you were located.

How would you go about telling "everybody"?

You *could* send a man around to call on every home in the community. It would take him quite a while to call on everybody and tell them the story. It would be mighty expensive, too.

But suppose you found some way of calling on almost *everybody at the same time*?

That would be the better, quicker, and more economical way, wouldn't it?

Well, that is what the newspaper and the radio station offer to the merchant and the manufacturer—a quicker way of reaching people.

The newspaper has readers and the radio station has an audience of listeners. (These are secured through large investment in plant equipment, the hiring of great numbers of people, and through careful regard for the public's interest.)

So the butcher, the baker, and the candlestick maker use a portion of the columns of the newspaper and a portion of radio programs in the hope that you will be attracted to their products and services. This is, of course, "advertising."

With the income received, stations are enabled to hire the best talent, use the best music, send men and microphones to broadcast all the important events of the day, just as the newspapers are enabled to hire reporters and photographers and send them around the country to bring you up-to-the-minute news.

Advertisers are proud of their products, products which you use every



day for your home and for your family. They are proud to put their name and address on them and to make their statements a matter of public record.

People in the United States prefer advertised products made by reputable firms over non-advertised products made by unknown firms.

As advertising creates a larger demand for more products, more products, of course, have to be manufactured.

As more products are manufactured, more people must be employed to supply the demand.

Radio advertising makes vast contributions to the economic security of the country, as well as its enjoyment and enlightenment.

But more than this, it permits radio to pay its own way, and thus remain free from government subsidy and, therefore, government censorship—as is the case in foreign countries.

*It permits a free radio to take its place alongside a free press in the service of the American people.*





# HINTS TO RADIO



*Follow closely the printed instructions found in the back of your set.*



*Call in a competent service man.*

Your radio receiver is a sensitive, precision instrument made by skilled American labor.<sup>1</sup>

It should be installed by a competent service man so that you may be assured of deriving from it maximum radio range and enjoyment. If no service man is available, follow closely the printed instructions found in the back of your set.

Modern radio tubes will last a long, long time, but like your automobile tires, they cannot last forever. They should be checked every six months. In fact, a competent service man should be called into your home to check your radio set, inside and out, *at least once a year*. Such procedure insures maximum enjoyment from your radio and reduces maintenance costs over the years.

---

<sup>1</sup>Over 345,000 people are employed by the radio industry in the United States.

It is interesting to observe that while the people in the United States compose but one-seventh of the total population of the people on earth, we own and use more than *one-half of all the radio sets in use throughout the world*—about 44,000,000 as of January 1, 1940. Apparently there is such an excellent variety of radio programs coming from broadcasting stations in the United States that few can afford to go without the pleasure of owning and using a modern radio set.



# RECEIVER OWNERS

## How to Locate Radio Set Trouble

*IF a radio set stops for a few seconds and then continues to play,* the usual cause is a set defect resulting from poor welds or corrosion in tuning condenser. Again, the trouble might be caused by a tube with a shorted element.

*IF you hear a hum,* this may be caused by bad tubes or a failure of parts within the set. Have the tubes checked first.

*IF you get weak reception on semi-distant stations,* this is an indication of old, worn-out tubes that need replacement, defective antenna, improper alignment, or failure of parts.

*IF you have fading on local stations,* this generally means defective or worn-out tubes. If you have fading on distant stations, the defect is commonly caused by poor radio atmospheric conditions and not the set.

*IF you have poor tone quality from your set,* radio tubes may have been in use too long and are too weak, or parts may be defective.

*IF you occasionally have noisy reception,* this may or may not be caused by defective tubes. A test: turn set to varying points on the dial. If the noise disturbance *varies* from station to station, the noise is caused by either atmospheric conditions or by set trouble; *not* by tubes.

*Remember:* the broadcasting stations have invested thousands of dollars in the most modern broadcasting equipment to send you the finest talent with full fidelity of tone.

How this is heard depends upon the condition of your radio set. You have a good new radio set. Keep it in good order and enjoy radio at its best.



*Enjoy your radio set  
every day in the year.*



NEITHER CAN  
YOU LISTEN  
TO RADIO  
THIS WAY!



*Father wants to listen to the news. Son demands the adventure show. Mother wants a sentimental romance. Daughter demands swing. There is no "passing around the paper" in radio. There are plenty of programs on the air to please all the family, but you cannot listen to them through one radio set at the same time. A radio set for every member of the family solves the problem.*

**KGO and KPO**  
**SAN FRANCISCO, CAL.**

PROGRAMMED BY

**NATIONAL BROADCASTING COMPANY**

*An RCA Service*