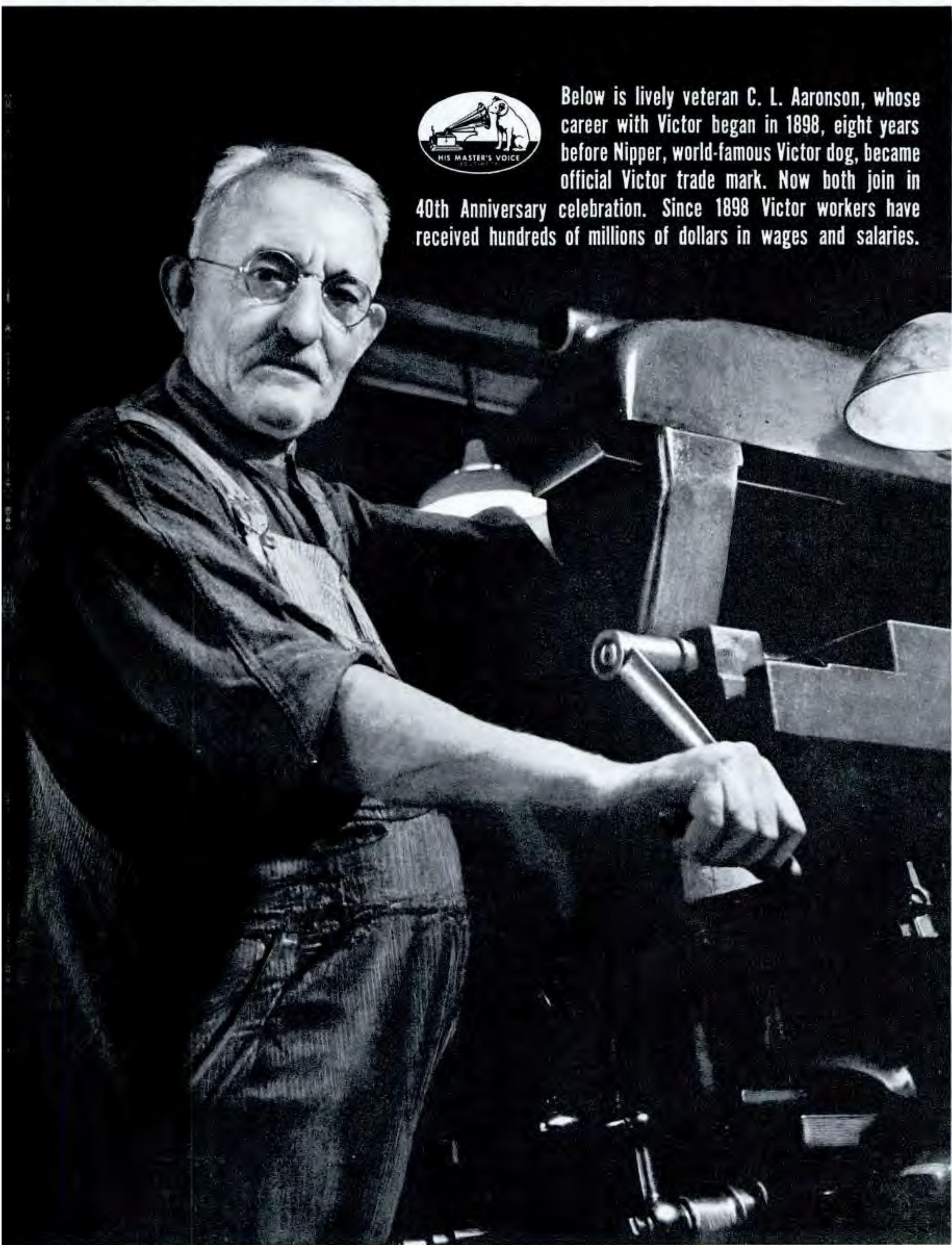


LISTEN



A 5-Page Advertisement of the Radio Corporation of America

No. 16



Below is lively veteran C. L. Aaronson, whose career with Victor began in 1898, eight years before Nipper, world-famous Victor dog, became official Victor trade mark. Now both join in 40th Anniversary celebration. Since 1898 Victor workers have received hundreds of millions of dollars in wages and salaries.

RADIO ...



A SCIENCE



AN INDUSTRY



AN ART



ENTERTAINMENT



A BUSINESS

RADIO'S SERVICE TO EMPLOYMENT

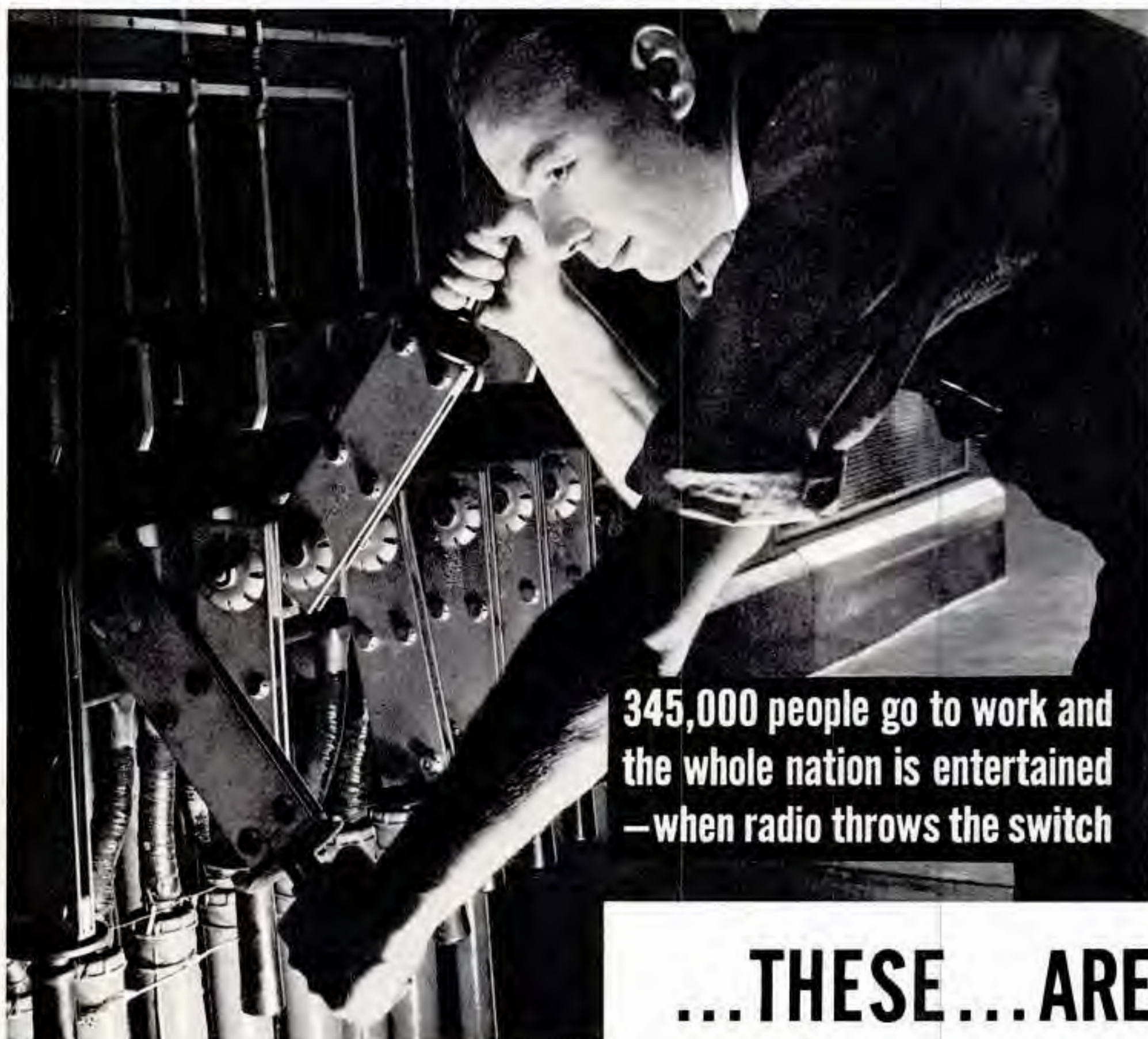
SEE PAGES 2, 3 and 4



Wireless has many a wireman—Above is one of the workers who helps to keep the NBC networks' land lines clear.



Tens of thousands of jobs depend on the 1250 miles of wire in Radio City, and the men who, like Einar Johnson shown above, keep this intricate maze in order. Each of the nation's 700 odd radio stations provides many similar jobs which were non-existent a few years ago.



345,000 people go to work and the whole nation is entertained —when radio throws the switch

...THESE...ARE



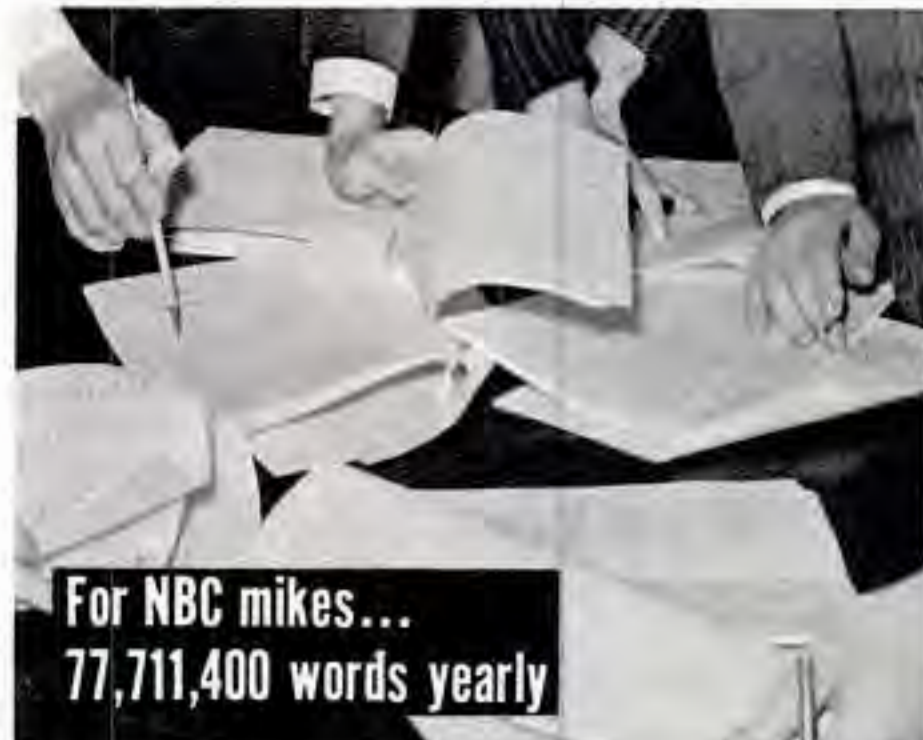
Nimble fingers are needed in putting together the intricate "innards" of many types of RCA vacuum tubes used in radio. Above is Christine Swenson, one of the many skilled workers at the RCA radio tube plants in Harrison, N. J., and Indianapolis, Ind.



A tuneful task—Herman Krausser works while pianist rests. Accuracy of NBC broadcasting calls for perfect tuning of all pianos, creates jobs in hundreds of studios.

← Busy days and nights are here for the men of the great NBC Symphony Orchestra. At left 'cellist Jascha Schwarzman marks his score during a rehearsal. Radio has greatly stimulated interest in music, has provided new opportunities for music teachers, has made more jobs for persons who make and sell musical instruments.

Food for NBC microphones—Writers, idea men, announcers, performers, stenographers, stencil cutters by hundreds kept at work by the constant demand of radio for new ideas. ➔



For NBC mikes...
 77,711,400 words yearly



Dexterous fingers assemble delicate parts of radio sets. Here are a few of 19,000 members of the family of RCA

Left to right, Anne Chirlonis, Anna Hauer, Mary Gore, Sara Duncan, Margaret Brennan, Mary Dukov

JOBS CREATED BY RADIO

Radio folks and their families total some 1,380,000 which is about the population of Los Angeles

The most recent trade figures* show that direct employment in radio totals 345,000 men and women in the United States. Of this number 91,000 work in about 500 factories making radio sets, tubes and parts. About 25,000 are connected with wholesale establishments handling radio merchandise. Retail radio merchants account for 56,000, while salesmen, service men and others engaged in radio sales and service number 150,000. To these must be added 23,000 persons who work in the broadcasting stations and radio networks of the nation. This impressive record takes no account of employment that radio creates for copper miners and refiners, lumbermen, metal workers of various kinds, the electrical supply industry and numerous other activities which benefit from radio. Also not counted in are the thousands who work in businesses which have been largely created, or stimulated, by radio advertising. Truly this is a notable achievement in the 18 years that have passed since the first broadcast.

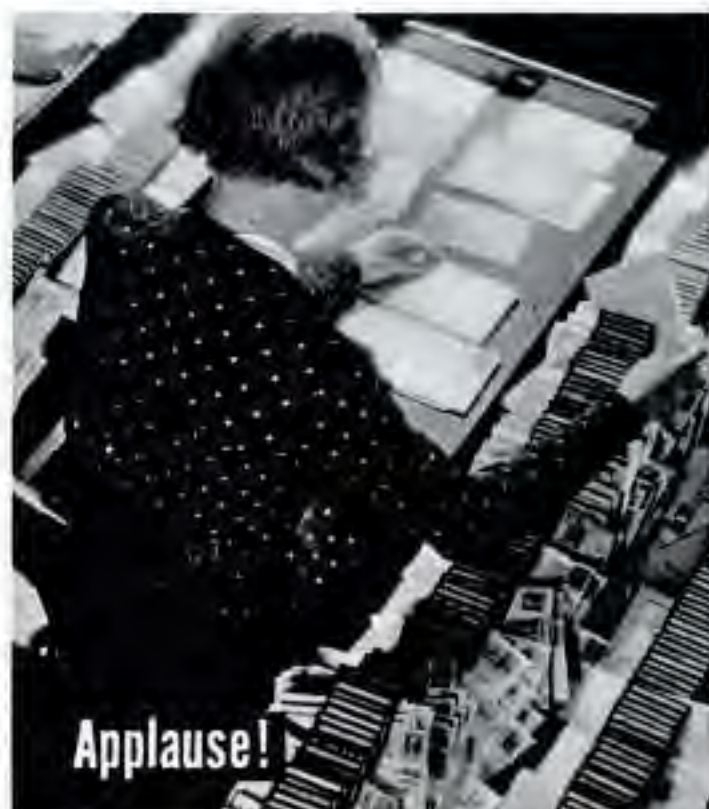
*Compiled by McGraw-Hill Publishing Co., Inc.



The RCA Victor Family has many long-time members. Above, for example, is Group Supervisor, Bessie Purnell, who has been with Victor for 32 of its 40 years.



A ten-thousandth of an inch is being measured by S. Bartelson who helps build sound equipment for film producers and theatres in RCA Photophone plant at Indianapolis.



Applause!

Millions mail opinions of radio entertainment. About one per cent criticize. Above, one desk in the NBC mail room at Radio City.



Five million records—Jane Mulligan, 31 years at making Victor Records, began when the company was a lusty infant, nine years old.



Armor for a Victory of Peace

Not poison gases, but difficult problems essential to television research are being studied by H. W. Rhoades in RCA Victor's Camden laboratories. Unceasing research in radio is one of the means by which RCA creates many jobs today, and more for the future.



8,000 American radio operators on ships and ashore handle hundreds of thousands of radio messages that help business, and guard lives and property. Leaders in these activities are R.C.A. Communications and Radiomarine.

WINS PEACE PRIZE!



Good Relations between employees and management is today prime concern of Industry and Labor. Above, Edw. F. McGrady, Vice-President in charge of Labor relations of RCA who recently received the first annual award of the American Arbitration Society for his services in the important cause of industrial peace.



He has sold Victor products for 40 years

John D. Vance, of the Vance Music Company, Mason City, Iowa, has sold Victor merchandise since 1898. "Today's RCA Victor values are without any question the best ever offered to music lovers," says Mr. Vance. Mr. Vance is one of thousands of merchants who have handled RCA Victor products for 30 years or more.



Trouble for crime is carried in luggage compartments of Cleveland's police cars. Holding phone is Lloyd Chatterton, Superintendent of Communications of Cleveland's Police Department which recently standardized on RCA Police Radio for its entire installation. Building RCA radio equipment for police, aviation, marine use and a variety of other purposes, makes jobs for many men. Operating such equipment keeps others busy.



Marconis of the future—Many future radio advances will be achievements of graduates of RCA Institutes. This school provides elementary and advanced courses in radio and television. Photo shows a group of RCAI students in New York classroom. The school also conducts courses in Chicago.

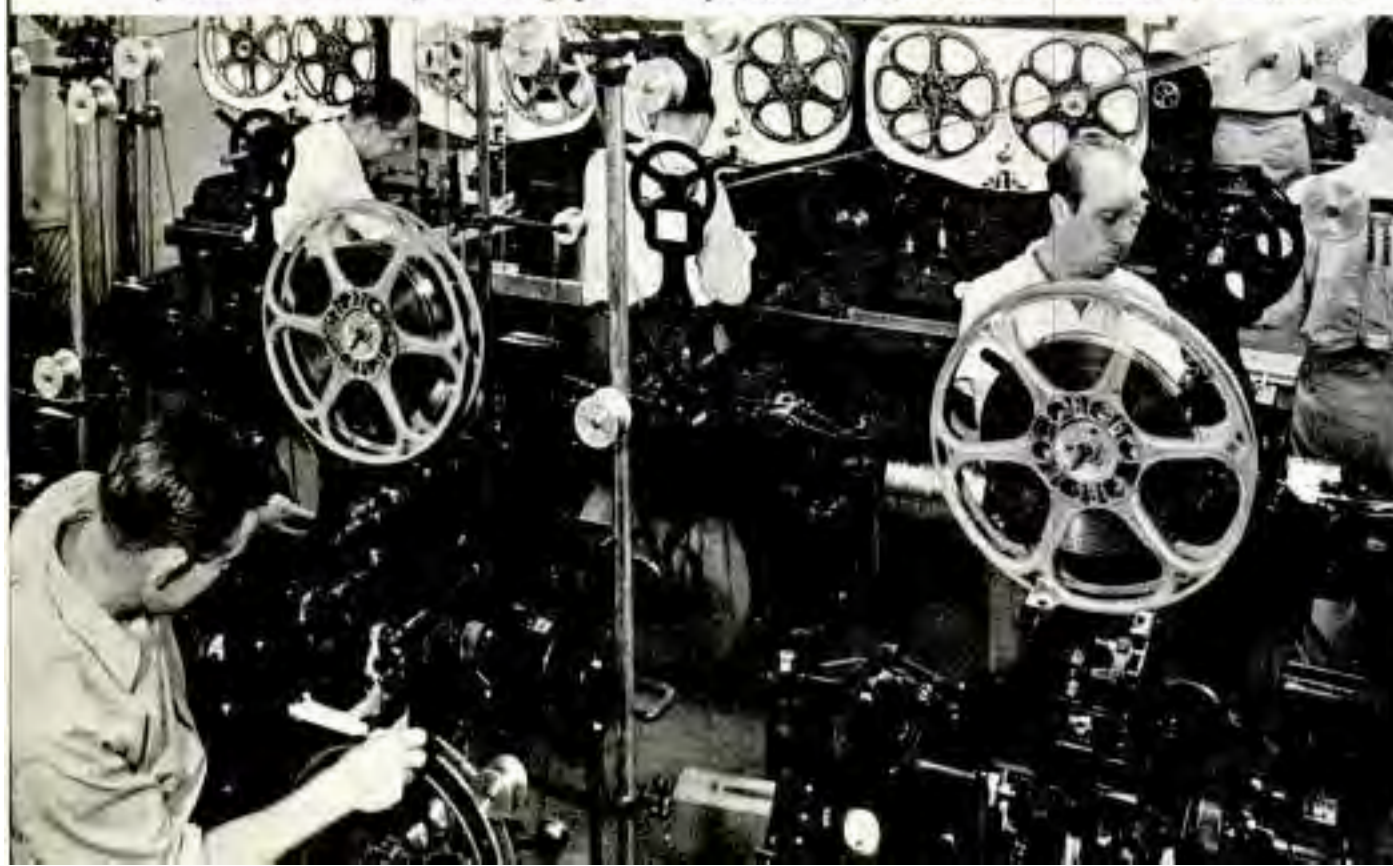
Sound film makes jobs—Busy scene below shows use of RCA Photophone equipment to put sound on film in Warner Brothers studio. RCA Photophone is used by leading picture producers, and in thousands of theatres.



Today 150,000—a few years ago none—There are in use in the United States about 37,000,000 radios, including those in automobiles. Salesmen, service men and others employed in the sales and service of radio sets in this country now number about 150,000. These jobs did not exist in pre-radio days.



Thousands are engaged today in businesses which have been built to greater or less degree by radio advertising. By putting before millions of listeners facts about a great diversity of fine products, radio serves not only the men and women who make and sell these products, but also the general public.



A NEW... COMPLETELY AUTOMATIC

RCA Victrola

WITH A \$40⁰⁰ TRADE-IN ALLOWANCE!



To make 40 Years
experience
mean something
extra for you

RETAIL VALUE

\$175

PRICE TO YOU

\$135 * with your
old set or
phonograph
REGARDLESS
OF AGE OR
MAKE



BONUS!

\$9 worth of Victor or Bluebird Records of your choice included without charge—also \$2.00 year's subscription to Victor Record Review and membership in Victor Record Society.



THE NEW RCA VICTROLA shown on this page is a prime example of how skilled workers plus 40 years experience, can make it possible to offer you unmatched values. Only such skill and experience, plus cooperation of RCA Victor dealers can produce so fine an instrument at so low a price.

With this 40th Anniversary RCA Victrola, which is two instruments in one, you can choose your entertainment as you please. At the push of a button, you can hear the daily show of radio, or you can enjoy the greatest artists of the world made "yours for keeps" on Victor Records. Because it uses the same automatic record changer found in the \$365 Victrolas you can hear seven to ten selections without touching the set. You can have the lovely cabinet in either walnut or mahogany.

Never before has such an instrument been offered at so low a price. And remember the actual price is still lower because you get \$40 allowance for your old set, regardless of age or make plus the special bonus described at right.

Here is a triumph of value that you cannot afford to miss, if you have any interest in fine entertainment. See your RCA Victor dealer without delay. Arrange to take advantage of this \$40 trade-in offer while it lasts.

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

You can buy RCA Victrolas on C.I.T. easy payment plan. Any radio instrument is better with an RCA Victor Master Antenna. *Prices f.o.b. Camden, N. J., subject to change without notice.

\$5,000.00

FOR OLDEST VICTROLAS!

You may have a gold mine in your attic. As part of its 40th Anniversary celebration, RCA Victor will pay \$250 for the oldest Victrola made in each year from 1906 through 1925 inclusive. See your RCA Victor dealer for details!

SEE THESE OTHER GREAT RCA Victrola VALUES!



Model U-104. A genuine RCA Victrola at the lowest price in history! Features Feather-touch Crystal Pick-up, True-Tracking Tone Arm, Tone Control for both radio and phonograph! Remarkable value \$19.95*



Model U-112. Feather-touch Crystal Pick-up and True-Tracking Tone Arm. Radio has RCA Victor Metal Tubes. Price includes \$4.50 in Victor or Bluebird Records and Victor Record Society \$39.95*



Model U-115. Feather-touch Crystal Pick-up, True-Tracking Tone Arm. Radio has Electro Dynamic Speaker. Price includes \$4.50 in Victor or Bluebird Records and Victor Record Society Benefits \$59.95*

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.

