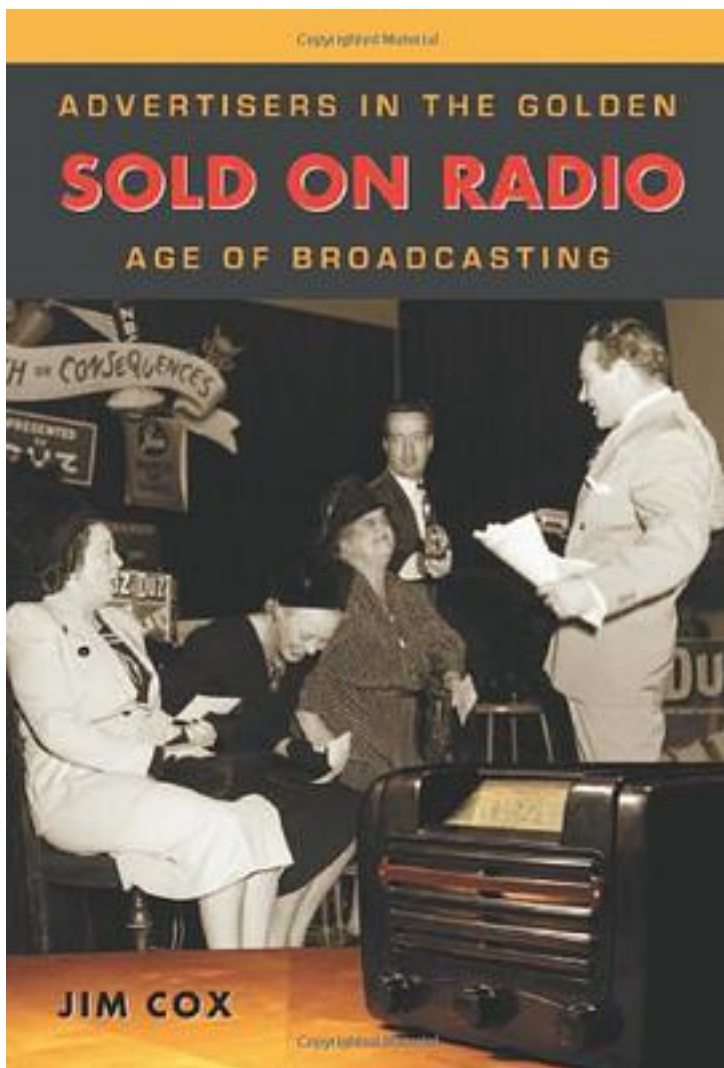


Sold on Radio



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How was it that America would fund its nascent national radio services? Government control and a subscription-like model were both considered But soon an advertising system emerged, leading radio into its golden age from the 1920s to the early 1960s. This work, divided into two parts, studies the commercialization of network radio during its golden age. The first part covers the general history of radio advertising. The second part examines major radio advertisers from that period, with profiles of 24 companies who maintained a strong presence on the airwaves. Appendices provide information on 100 additional advertisers, variants that impacted broadcast advertising, and a glossary. The book is fully indexed.

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