

RADIO

ANNUAL

1940



# Symbol of the Radio Age

The only organization engaged in every phase  
of radio was dedicated to research from  
the start... has held to this policy for 20 years.  
RCA serves and advances on every radio front.



## Radio Corporation of America

RADIO CITY, NEW YORK

RCA Manufacturing Company, Inc.

National Broadcasting Company

RCA Laboratories

RCA Institutes, Inc.

R.C.A. Communications, Inc.

Radiomarine Corporation of America



**FIRST**  
**ON YOUR DIAL**



"How are we  
going to get  
complete  
coverage in  
New England?"

"There's only  
one answer —

## The YANKEE NETWORK

— with its local  
acceptance in 18  
major markets."



**E**VERY key trading area in **EVERY** one of the  
six states is covered by a locally-accepted  
station of The Yankee Network, with a poten-  
tial listenership of 5,982,238. That's sales  
power plus in a \$3,579,056,000 market.

# THE YANKEE NETWORK

21 BROOKLINE AVENUE

BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives