

GATEWAY TO TOMORROW **...through Radio Research!**

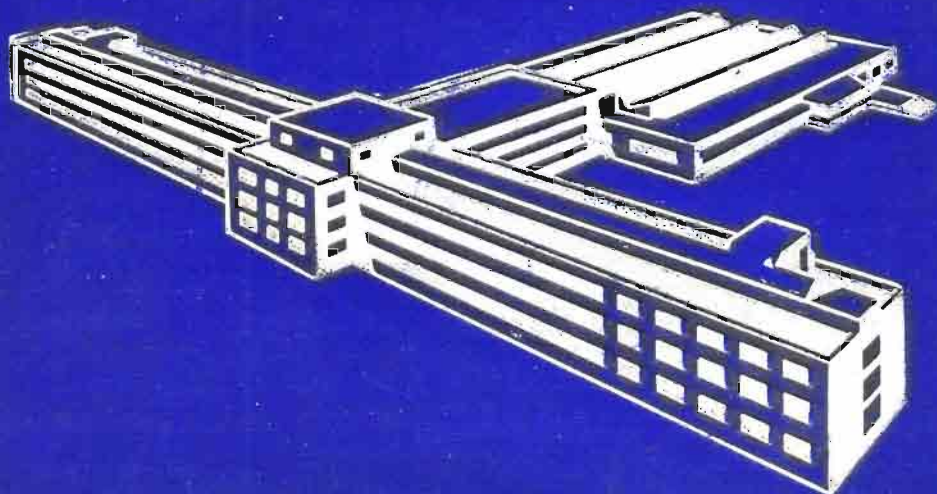
**The New Home of RCA Laboratories—the
foremost radio research center in the
world—is being built at Princeton, N. J.
...dedicated to increase the usefulness of
radio and electronics to the nation, to the
public and to industry.**



RCA LABORATORIES

**A Service of the Radio Corporation of America
RCA BUILDING, NEW YORK**

**Other RCA Services: RCA Manufacturing Company, Inc.
National Broadcasting Company R.C.A. Communications, Inc.
RCA Institutes, Inc.**



Your **FORMULA** for '42



FM EQUIPMENT *and*



General Electric offers transmitters from 250 to 20,000 watts, frequency stability, low noise level, audio fidelity, complete accessibility without disassembly—all contribute to long dependable operation at low cost.



This rack-mounted receiver (Type LAA-150) uses a double conversion superheterodyne circuit specially designed for S-T reception. It's the companion to our 25-watt FM relay transmitter shown below.



For life-like aural monitoring of your FM programs use the General Electric JCP-10 monitoring speaker.

FM station monitoring is made easy with this multi-purpose unit. It provides direct reading of center-frequency deviation (with or without modulation); direct reading of modulation percentage; instant calibration against a precision crystal standard; adjustable modulation-limit flasher; high fidelity output for aural monitor.



General Electric's 25-watt FM transmitter for S-T service in the 330-344 mc band (Type GF-8-A)—the best known method of transmitting your programs from audio to main transmitter without the loss of their original brilliancy. Frequency swing —15 kc for 100% modulation, meets F.C.C. requirements.



New multi-bay antennas, specially designed for FM broadcasting, are being developed by General Electric. Let us discuss your individual requirements for either broadcast or S-T service.

PROVED AT OUR STATION FOR USE AT YOURS

HOW IS YOUR RADIO PROGRAM DOING—



You can use any of several excellent services to find out how many people listen to your show. You'll get a general or national picture.

If your sales lag in some places—if your program doesn't seem to click in others, that's your cue to use Ross Federal's coincidental facilities right in those marketing sore spots. Ross Federal can go to work for you in one market or many, separately or simultaneously, to point up weaknesses and uncover the information you need to guide you.

Why not ask your advertising agency, right now, to tell you more about Ross Federal coincentals, the swift and economical way to analyze your radio promotion. Rare indeed

is the Ross Federal coincidental study that doesn't syphon up some important data. These little suspected facts will pay for the study many times over.

WHAT ROSS FEDERAL DOES*

CONSUMER INTERVIEWS

Person to person—by telephone or mail

RADIO COINCIDENTAL SURVEYS

CONFIDENTIAL SHOPPING STUDIES

DEALER INTERVIEWS

Inventory and point of sale display checking

READERSHIP STUDIES

OUTDOOR ADVERTISING CHECKING

TRAFFIC CHECKING

*For a detailed presentation of Ross Federal's many research services write for a copy of *SOUNDINGS*.

ROSS FEDERAL RESEARCH

CORPORATION • 18 EAST 48TH STREET, NEW YORK

AND 31 KEY CITIES FROM COAST TO COAST

FIRST with the Facts!