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(author) Jim Cox : Sold on Radio: Advertisers in the Golden Age of Broadcasting (Paperback) - Common before purchasing it in order to gage whether or not it would be worth my time, and all praised Sold on Radio: Advertisers in the Golden Age of Broadcasting (Paperback) - Common:

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.