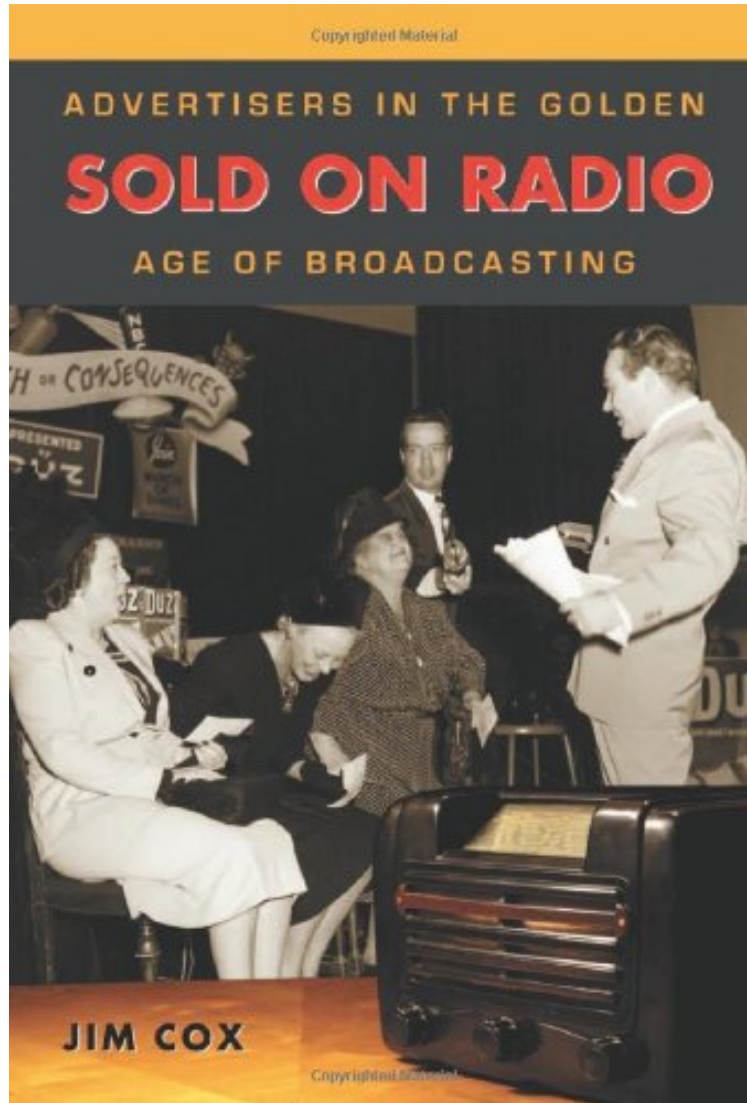


(Ebook free) Sold On Radio: Advertisers in the Golden Age of Broadcasting

Sold On Radio: Advertisers in the Golden Age of Broadcasting

Jim Cox

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Jim Cox : Sold On Radio: Advertisers in the Golden Age of Broadcasting 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:

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.

"Cox is...prolific writer on the subject of radio and its history...highly recommended." --The Illustrated Press "Much of value...worthwhile reading...a necessary addition." --Radio Recall "An enjoyable book...fascinating." --DX News "Jim Cox has turned out another book on golden age radio...a volume long overdue...an admirable job." --Radio Collectors of America "Jim Cox is an award winning author because of his prolific research and writing in old time radio. He has written definitive books on radio soap opera, radio sitcoms, radio music, radio audience participation shows and several other books in that genre...an enjoyable book...fascinating." --The Indiana Historical Radio Society Bulletin

From the Inside Flap

How was it that America would fund its nascent national radio services? Government control and a subscription-like model were both considered! 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 examines major radio advertisers of the period, with profiles of 24 companies who maintained a strong presence on the airwaves. Appendices provide information on 100 additional advertisers, unusual advertisement formats, and a glossary. The book has notes and a bibliography and is fully indexed.

About the Author

Jim Cox is the recipient of the 2002 Ray Stanich Award, given to one individual annually for prolific research and writing in old time radio, at the Friends of Old Time Radio Convention. In 2007, he received the Stone-Waterman Award presented by the Cincinnati Old Time Radio and Nostalgia Convention for outstanding contributions to the preservation of old time radio history. He is the author of numerous books, including *The Great Radio Soap Operas* (1999, paperback 2008), *The Great Radio Sitcoms* (2007), *Radio Speakers...-A Biographical Dictionary* (2007), *Music Radio* (2005), *Mr. Keen, Tracer of Lost Persons* (2004), *Radio Crime Fighters* (2002), *Say Goodnight, Gracie* (2002) and *The Great Radio Audience Participation Shows* (2001), all from McFarland. He is a retired college professor living in Louisville, Kentucky.