

The Roaring Twenties

Primary Source

Radio Advertisement



ABOUT THE SOURCE This ad appeared in a 1926 issue of *Popular Radio* magazine. Other radio manufacturers produced similar ads.



As you examine the advertisement, pay attention to the effect produced by the choice of illustrations. Would this advertisement convince you to buy the product?

ATWATER KENT RADIO

Sorting out the facts, here's what you find

AMID all the talk of radio, these facts stand out:

1) Whenever people have been asked to specify the Radio they intend to buy, more answered "Atwater Kent" than any other make.

2) In hundreds of thousands of homes, Atwater Kent Radio Sets and Radio Speakers are giving complete satisfaction—more, by far, than any other in the same price class.

3) Everywhere Atwater Kent Radio Sets and Radio Speakers is made in the factory of Atwater Kent Mfg. Co.—even given to the amateur across the amateur radio plan.

4) Because the Atwater Kent factory makes and assembles one a part on such a vast scale, specially planned, big production line equipped heavily other Radio that does as much so well.

5) Atwater Kent Radio means 1927 reputation.

6) It is designed by engineers who know. It gives you the guarantee of a manufacturer whose name gives you a record of excellence for more than 14 years.

7) Atwater Kent's Compact Model, only 10 inches high, although five-tube and full-powered, is exclusive with Atwater Kent. Let an Atwater Kent dealer show you how the Compact, with an Atwater Kent Radio Speaker, would fit in to any convenient corner of your home and what it would do there!

Just for thousand home of Atwater Kent Radio.
ATWATER KENT MANUFACTURING CO.
 8 Broad Ave. PHOENIX
 4721 Washington Avenue, PHOENIX, PA.

Model B, Radio Speaker

Model C, Compact, radio speaker

Source: *Radio Manufacturers of the 1920's*, Atwater Kent Radio Ad, 1926, The Granger Collection, New York

Notice how different this radio appears from radios and audio technology today.

In the 1920s radio speakers were large devices that produced a grainy sound. Today sound technology is much more advanced.

WHAT DID YOU LEARN?

1. Who is the advertiser's target audience? How can you tell?

2. What does the advertisement suggest about the lifestyle of radio buyers in the 1920s? Explain your answer.
