



WHAT'S YOUR SCORE?

- How many people write once, or more than once, within a three-month period?
- Even though your product appeals primarily to men, should you inject a feminine angle in your radio mail offer to increase response?
- Do people on farms write more than people in cities?
- Who writes most to radio stations—men or women?
- Do people who write to a radio station also listen regularly to it?

NO matter how long you've been in advertising, your answer to these important radio questions will be inadequate until you read your copy of the 1945 Radio Mail Study—which is yours *free* for the asking.

The questions answered in this important book were all submitted by advertising men themselves. To get the straight answers, a firm of certified public accountants analyzed the complete commercial mail response received by KMA in 1944. In short, 448,434 pieces of mail were analyzed especially for you.

To get your copy, merely drop a card to Research Director, Station KMA, Shenandoah, Iowa. Why wait until tomorrow when you *need* your copy today? You can still get one—if you write—right now!

KMA
AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND
SHENANDOAH, IOWA



Miller, Schroeder Form Law Firm D. C. Company to Specialize In Radio Practice

NEW law firm specializing in radio practice has been formed by Neville Miller, former NAB president, and Arthur H. Schroeder, recently released from Army Air Forces with rank of lieutenant colonel and before the war with the George O.



Mr. Miller



Mr. Schroeder

Sutton law firm 4½ years. Known as Miller & Schroeder, the firm has acquired offices at 218 Munsey Bldg., Washington.

Mr. Miller has just completed a 3½ month assignment with the Middle East and Persian Gulf division of the Army & Navy Liquidation Commission headed by Thomas B. McCabe. He served at Washington headquarters during the formative period of the division. Previously he had acquired intimate knowledge of that area while serving the Balkan division of UNRRRA.

A graduate of Princeton and Harvard Law School, Mr. Miller entered legal practice in Louisville in 1920 with his father, Judge Shackelford Miller, and his brother, Shackelford Jr., now judge of the U. S. District Court, Western District of Kentucky.

In 1930 he became dean of Louisville Law School. From 1933 to 1937 he was mayor of Louisville and achieved national fame for his leadership during the Louisville flood. In 1938 he became assistant to the president of Princeton U., leaving that post to become president of the NAB. He served as NAB head until 1944 when he took the UNRRRA post. At present he is vacationing on Cape Cod but will return to Washington Sept. 20.

A native of Seward, Neb., Mr. Schroeder was graduated from U. of Nebraska with an A. B. degree in journalism. He attended Georgetown and Creighton law schools, receiving his LL.B. at Creighton. In February 1942 he was called to duty as a reserve officer and assigned to the Air Corps as a second lieutenant.

He served with AAF headquarters in Washington; Army Airways Communications System, Asheville, N. C., and European Theaters. During the period he was graduated from the Command and General Staff School, Ft. Leavenworth. Upon discharge he was highly commended for his part in building up the AAF Airways Communications System into the greatest system of its kind in history.

Mr. Schroeder was with Central

KBD Stork Station

STAFF of KDB, in Santa Barbara, California, is thoroughly convinced that the stork has been permanently perched on their antenna towers for the past two years. Starting with Manager Fin Hollinger, every one of the station's 10 male employes has become a papa in that time . . . said stork delivering 10 boys.

ABELOFF MANAGER OF WLEE RICHMOND

PLACING the accent of operations on programming, Thomas Tinsley, owner of WLEE Richmond, has appointed as manager of the station which goes on the air Oct. 1, Irvin G. Abeloff, formerly program manager of WRVA Richmond.



Mr. Abeloff

Designated Richmond's "Man of the Year" in January 1945 as the "Richmonder" under 36 years of age who has contributed most to the welfare of his city in the past year", Mr. Abeloff has served in radio 14 years. He has been an announcer, time salesman, continuity writer, production man, assistant production manager and program manager.

Mr. Abeloff is a member of the NAB program managers executive committee and has served as public relations chairman and program managers chairman of the fourth district. He has received two military commendations—the Navy Award of Merit and Army Certificate of Commendation—the former for his aid in recruiting and the latter for interesting, helpful programs.

Atlantic Program

ATLANTIC BREWING Co. (Tavern Pale Beer) Chicago, has begun sponsorship of American Broadcasting Company's co-op program *Charlie Chan* over WENR Chicago, Monday through Friday, 10:30-10:45 p.m. CWT. Fifty-two week contract was signed by Campbell-Mithun, Chicago.

SEPARATE application files for war veterans and former defense workers applying for employment, have been ordered by Ernest Felix, American Western division personnel manager. Applicants for network employment are listed in "preferred" classification in preparation for expansion in personnel as housing becomes available.

States Broadcasting Co. in the early 30's as a salesman, later joining the Sutton law firm where he was active in practice before the FCC. He is a member of the Nebraska Bar, and admitted to practice before the D. C. Court of Appeals and Supreme Court of the U. S.