

RADIO

ANNUAL

1943



**So much . . . So quickly . . .
BY RADIO!**

Radio is the voice and ear of modern war.

Radio follows the flag and the fleet—locates the enemy—flashes urgent orders—safeguards the convoy—guides the bomber—directs the artillery—maneuvers the tank.

Radio brings information and relaxation to the free—courage and understanding to the oppressed.

Radio fights on every front!

RADIO CORPORATION OF AMERICA

PIONEER IN RADIO, ELECTRONICS, TELEVISION • RCA BUILDING, NEW YORK, N. Y.

The Services of RCA: RCA Victor • R.C.A. Communications, Inc.

Radiomarine Corporation of America • RCA Laboratories

National Broadcasting Co., Inc. • Blue Network Co., Inc. • RCA Institutes, Inc.



**We're experimenting
so you won't have to**

General Electric is operating today on a largely live-talent program basis one of the world's most complete television stations, WRGB, at Schenectady. There, within the limitations of full-scale war production, G. E. is gaining practical knowledge on which to build a new industry.

For a clear television picture on a fluorescent screen is only the beginning of television. From there on out, problems still loom. What will television offer that movies,

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 co-incidentals, 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!