



# **In the shadow of a shaft . . .**

**—A STORY OF PUBLIC SERVICE**

March 9, 1945

The Cowles Broadcasting Company, like Americans everywhere, takes great pride in our nation's capital.

We shall strive to render community service of real value, by participating actively in the cultural, civic and economic development of this large and growing metropolitan area.

We shall bend every effort toward procuring the most experienced and capable personnel and the best radio talent available; with these we hope to produce programs equal to any in the nation—and some which are better.

We intend to serve the capital area with the most modern technical equipment science can develop . . . to bring to post-war Washington the finest possible service in facsimile, television and improved audio broadcasting.

A handwritten signature in cursive script, reading "Paul Graven". The signature is written in black ink and is positioned above the typed name and title.

Vice-President  
Cowles Broadcasting Company

Living and broadcasting in the shadow of a monument commemorating a life of public service, it's natural for WOL to put *public service* programming first. Operated by men of such caliber as Commander T. A. M. Craven—who has given nine untiring years on the FCC to the cause of the American listener—WOL intends to make its call letters synonymous in Washington with good radio, good business and round-the-clock public service. Fulfillment of these goals, frankly, is going to be a gradual process, but we've made what is to us a good beginning. The pictures on these pages are samples of WOL public service programs in the few months since the inception of active Cowles management.

MILE O'DIMES—WOL stars Art Brown and Russ Hodges look over the \$7,270.00 which poured into the WOL bushel basket as a result of the special Mile O'Dimes programs put on by WOL during the 17-day campaign. Contributions came by mail and messenger, and

ranged in size from children's pennies to \$2,000 collected and presented over the air by Paul V. McNutt, from employees of the War Manpower Commission.





FROM THE PRODUCTION LINE: "The Harmonaires," male chorus from the Columbus, Ohio, Curtiss-Wright plant.



RED CROSS DRIVE: Miss Mary Jane Horn with Mrs. F. W. Pennoyer, Jr., vice-chairman of the D. C. Junior Red Cross.



ARMY PHYSICAL EDUCATION: Lt. Col. Joseph Escude and Russ Hodges at the Boy's Club charity game.



SPAR RECRUITING: Commander Jack Dempsey and Russ Hodges, between the halves of the Boy's Club charity game.



JUNIOR RED CROSS: Members of the D. C. chapter in a dramatization of Red Cross activities.



"WOMEN FIGHT FOR VICTORY": Mrs. James Doolittle, wife of the Army's famed flying general.

On the closing day of the Sixth War programs which, in making War Bond Appeal causes. The pictures here were all taken to represent only one significant day in the list of War Bond shows stressed also the importance of the Junior Red Cross, Army Physical Education recruiting, WAVE recruiting, WAC and the women's place in the war and the District

Drive, WOL broadcast ten local programs, tied also into other civic and patriotic activities within a twelve-hour period, and represented a radio station: a day in which War of the production line, the Red Cross, education, Spar recruiting, Lady-Marine recruiting, home-front food production, and a Columbia police safety drive.



WAVE RECRUITING: Admiral W. J. Carter, Bureau of Supplies and Accounts, with Rep. Harry Shepherd of California.



BUY THOSE WAR BONDS!: Secretary of the Treasury Morgenthau, discussing the cold facts and figures of the war's cost.



POLICE SAFETY DRIVE: Art Brown in the dressing rooms after the Boy's Club game, which was sponsored by District Police.



WAC RECRUITING: Art Brown, interviewing Master Sergeant Mae Barry of the Women's Army Corps.



LADY-MARINE RECRUITING: Pfc. Cecelia Mix, Indian princess, making an appeal for volunteers.



FOOD FOR VICTORY: Col. Ralph Olmstead, Judge Marvin Jones of the War Food Administration, and Maj. Gen. Edmund Gregory.

Here you have seen typical WOL public service during the first four months of Cowles operation. We intend that the *next* four months—and the months and years thereafter—will see our attention focussed even more strongly on broadcasting in the community welfare . . . will see such broadcasting keeping pace with WOL's expansion into larger scale AM, FM, facsimile and television . . . giving fullest significance to our motto, "The Voice of Washington."

It is our intention that listeners shall call WOL "The Voice of THE PEOPLE of Washington."

For meritorious service to the Sixth War Loan Drive, two WOL personalities were awarded special Treasury Department citations. At left, Billy Repaid, WOL-Mutual news commentator, receives a citation from W. J. Waller (left), chairman of the

D. C. War Finance Committee, and H. H. Beuermann, senior deputy manager (right). Right, Miss Jean Hendricks, radio director, looks on as Hugh Lynch, executive manager of the D. C. War Finance Committee, presents a certificate to Art Brown.





As this booklet goes into production, WOL is broadcasting an exclusive series of interviews with Washington fighting men, recorded by the Red Cross overseas and rushed to WOL . . . a WOL exclusive program service in addition to the many other Red Cross War Fund promotions. "The Veteran's Friend" program Sundays is helping service men over the crucial and difficult span from service to civilian life. Russ Hodges has recently taken a microphone into Walter Reed Hospital wards to let amputation cases tell—for the first time—what they think of organized sports in wartime. Walter Compton, WOL-Mutual commentator, has interviewed—also for the first time—one of the soldiers who participated in the rescue of prisoners from Cabanatuan in the Philippines. And Fulton Lewis jr. is laying plans to cover the San Francisco United Nations world security conference personally for WOL and Mutual.

Public service broadcasting is a continuing thing. This year, the 25th anniversary of radio, it assumes more significance than ever before. At WOL, week after week and year after year, public service will continue to be first in importance, first in attention.

*A Cowles Station*

**WOL**

**“THE VOICE OF WASHINGTON”**

*Represented nationally by the Katz Agency, Inc.*



*Thanks . . . .*

# OUR THANKS TO—

**29**

local, national spot and Mutual advertisers—and  
in the space of

**24 weeks**

have added, in new business,

**87**

commercial quarter hours\* to the weekly schedule

# W O L

**"THE VOICE OF WASHINGTON"**

**37**

commercial quarter hours of this new business have been placed by local advertisers  
know the real "Washington story." These advertisers are joining the WOL "club" with the  
following renewal record:

**8** have been on WOL 5 years or longer

**6** have been on WOL 10 years or longer

There is a reason for this swing to the Washington, D. C., market and to WOL. You know the "Washington Story," now in production. Meanwhile, earn while you learn, by sponsoring

\* New business (not renewals) now on the regular weekly schedule, evenly distributed over morning, afternoon and night hours. Does not include participation periods for which Washington is so famous.

**A COWLES STATION - MUTUAL**

their agencies, who

of

ers and their agencies, who  
ners," 14 of which have the

us for your copy of "The  
ng one of these programs.

**AVAILABLE!**

**"So the Story Goes"**

with Johnny Neblett

Monday through Friday, 7:15 P. M.

following Fulton Lewis, Jr.

**AVAILABLE!**

**"The Texas Rangers"**

Monday through Friday

12:30 P. M.

following Morton Downey

**AVAILABLE!**

**"Background for News"**

with Walter Compton,

Mutual news commentator

Monday through Friday, 4:00 P. M.

*Represented nationally by The Katz Agency, Inc.*

**BROADCASTING SYSTEM**

# WASHINGTON TELEPHONE DIRECTORY

WINTER-SPRING, 1945



EMERGENCY CALLS-SEE PAGE 1  
UNITED STATES GOVERNMENT NUMBERS-SEE PAGE 608  
OTHER IMPORTANT INFORMATION-SEE PAGES 1 TO 6  
SERVICE MEN AND WOMEN FOR PUBLIC TELEPHONE LOCATIONS  
AND SERVICE CENTERS-SEE PAGE 1 OF THE YELLOW PAGES



THE CHESAPEAKE AND POTOMAC TELEPHONE COMPANY

WINTER-SPRING

WASHINGTON

# People You Should Know...

Compare the Washington phone book with the telephone directories of such top radio markets as St. Louis, Cleveland, San Francisco and Baltimore. Washington's is *30% thicker than any of them.*

This book is a gilt-edged directory of some of the highest-income people in the world. In 1944, payrolls for the Washington metropolitan area totaled *a billion, 345 million dollars.* Bank clearings for the first 11 months of the year amounted to more than *a billion, 897 million dollars.*

Retail merchants who expect prompt returns for their advertising investments use WOL to reach the 1,250,000 potential customers in the Washington area. *There are 70 local advertisers using WOL today. Fourteen are on five-to-ten-year renewals.*

Take a tip from the phone book and from satisfied local sponsors. For a share of present and postwar business in one of the country's major markets, look up WOL's number and call us—or The Katz Agency—today.

A BASIC MUTUAL STATION

*A Cowles Station*

**WOL**

"THE VOICE OF WASHINGTON"

*Represented nationally by The  
Katz Agency, Inc.*

*A Cowles Station*

**W O L**

**WASHINGTON, D. C.**