



THE WEEK IN WASHINGTON

Variety handed one of its palms this week to the National Association of Broadcasters for its "fair play" work during the past year. (p. 4837.)

The first report on unit measurement of broadcast advertising appears with this week's NAB REPORTS. (p. 4857.)

The FCC heard oral arguments on the network inquiry report Monday and Tuesday. (p. 4839.)

Senator Gurney (R.-S. D.) assailed the REPORTS in a Senate speech. (p. 4843.)

Drug store advertising is the subject of the newest "Results From Radio" study being mailed to all members. (p. 4843.)

Make this a "Radio Christmas" says the broadcasting industry. (p. 4843.)

The AAAA Conference Committee adopted a standard order form and contract at a meeting in New York this week. The Committee's proposal will be placed before the NAB Executive Committee. (p. 4845.)

FCC held a conference on the problem of interference caused by operation of high frequency electrical medical equipment. (p. 4845.)

The Defense Communications Board appointed an Industry Advisory Committee. (p. 4846.)

NAB GETS VARIETY AWARD

Variety gave the National Association of Broadcasters a special award this week for its "fair play" work during the past year.

"... Citation is made of the fair play work of the National Association of Broadcasters," said the trade paper in handing out its annual palms.

"Through its code and by its persistent holding aloft of the torch of tolerance the NAB has done much to clear the American air of bigotry. Neville Miller as president and Edward Kirby as director of public relations have led this campaign which required much tact and courage."

Last week's Hit Parade showed three BMI numbers among the ten top tunes of the country—*There I Go*,

BMI FEATURE TUNES

December 9-16

1. THERE I GO
2. I GIVE YOU MY WORD
3. SO YOU'RE THE ONE
4. MAY I NEVER LOVE AGAIN
5. YOU WALK BY
6. I HEAR A RHAPSODY
7. GYPSY MOON
8. AN OLD-FASHIONED CHRISTMAS

Practice Makes Perfect, and a newcomer, *So You're the One*.

On the list of songs most played on the air, there are eight other BMI numbers: *Same Old Story*, *I Give You My Word*, *You Walk By*, *We Could Make Such Beautiful Music*, *Let's Dream This One Out*, *Accident'ly On Purpose*, *I Can't Remember to Forget*, and *I Hear a Rhapsody*, in addition to two numbers of the Southern Music Company which will be covered by the BMI license at the beginning of next month, *Frenesi* and *Tonight (Perfidia)*.

BMI has become America's greatest producer of hit songs no matter how you figure it.

There is no list of "most-played" tunes in *Variety* this week. It is dropped "until the music situation is settled one way or the other, as between ASCAP and BMI," on the ground that "under existing conditions the news value to the trade seems to be lost." In the usual place for the "most played" list there appears instead a list of the ten Best Sellers on Coin Machines, the tunes earning the most nickels for the past week in the automatic phonographs. Under the title of "Tunes Gaining Favor" are listed the next eight tunes in order of their money-making ability on the phonographs.

BMI has more tunes and more records on the list than any other publisher.

(Continued on page 4838)

Neville Miller, *President* C. E. Arney, Jr., *Assistant to President*

Edward M. Kirby, *Director of Public Relations*; Joseph L. Miller, *Director of Labor Relations*; Paul F. Peter, *Director of Research*; Russell P. Place, *Counsel*; Lynne C. Smeby, *Director of Engineering*

BMI FEATURE TUNES

(Continued from page 4837)

Among the first ten, BMI's *Practice Makes Perfect* stands at number three with Bob Chester's recording, and *There I Go* is number ten with recordings by Tommy Tucker, Will Bradley and Woody Herman. Among the "Tunes Gaining Favor," *I Give You My Word* is number five with recordings by Al Kavelin, Eddy Duchin, and Jack Leonard. That gives BMI a total of three songs and seven records. The nearest competitor is represented by two songs and five records.

The success of BMI music in the automatic phonographs demonstrates the mutual advantage of the support which BMI has won from the phonograph operators.

The 1909 Copyright Law specifically exempts coin-operated phonographs from payment of a performance fee (unless admission is charged) and ASCAP has been seeking the repeal of this provision with the announced intention of imposing a fee of \$60 a year for these machines. The copyright bill before the present Congress would subject the phonographs to the ASCAP tax.

When the operators learned what BMI is doing to end the monopolistic control of music, thousands of them wrote to BMI indicating their support. They have welcomed records of BMI music for use in their machines in order to give BMI every chance to build up a healthy competition.

But records in a machine do no good unless customers drop in nickels to hear those records. The fact that BMI music is earning more money for the phonograph operators than the music of any other publisher means that their support of BMI is profitable to them from every point of view while at the same time it opens to BMI one of the most important ways of popularizing the BMI music.

We welcome to the list of BMI subscribers the following stations:

KORN—Fremont, Nebr.	KWFC—Hot Springs, Ark.
WAGA—Atlanta, Ga.	WAYX—Waycross, Ga.
WORD—Spartanburg, S. C.	WTOL—Toledo, Ohio
WCOV—Montgomery, Ala.	

IMPORTANT NOTICE

It has come to our attention that several stations are under the impression that the catalogues of Associated Music Publishers, Inc. (AMP), are now or will later become available to them as a by-product of BMI membership. This assumption is erroneous. AMP is an independent performance rights organization. It has been cooperating with us not only in spirit but also in practice, as evidenced by its policy of making licenses available to member stations at 25 per cent less than the current schedule of fees calls for. (See our general letter of September 6, 1940.) A majority of our members have AMP licensing agreements. Authorization to perform AMP copyrights can be obtained only through direct arrangement with AMP.

BMI subscribers are receiving a new Christmas song which is just off the presses. *An Old-Fashioned Christmas* is a seasonal number in popular style with a strong sentimental appeal and should be of great value to the stations in the next few weeks.

"When you hung up your Christmas stocking you wondered
 if you'd been good,
 When you spent An Old-Fashioned Christmas back home."

Betty Best, who wrote both words and music, has tried to recapture in this song what Christmas once meant to nearly everyone and still means to a majority of Americans under the age of eight. "I really believed in Santa Claus," she says. "I hung my stocking up every Christmas until I was eighteen because my sister still believed in Santa Claus, and besides my father liked to fill our stockings."

BMI subscribers will be interested in the story of the way in which *Frenesi* became a nation-wide hit inasmuch as it will be one of the numbers covered by the BMI license beginning January 1, 1941. It was "discovered" by Artie Shaw last spring when the jazz maestro was recuperating from a serious illness in Acapulco, Mexico. Shaw, looking around for distinctive native music, was impressed by the melody of *Frenesi*, and brought it back with him to California when he recorded the number for Victor. As Shaw's record of *Frenesi* grew more and more popular in nickelodeons throughout the country, Xavier Cugat began featuring the tune in an authentic Mexican arrangement, and Jack Mason, who scores many of the Tin Pan Alley hits, made a dance arrangement of it. The number was written by Dominguez, who also composed another popular selection, *Perfidia*, which will likewise be licensed by BMI.

ASCAP, apparently deciding that its publicity lacked color, has invested in some paper with a bright red and

blue border on which to print publicity releases. Down the left margin and across the bottom of the page are red-white-and-blue sketches of the covers of twenty-two songs controlled by ASCAP, and over the bottom row is the legend:

BLACKLISTED AND BOYCOTTED!

Defying public opinion, the Broadcasting Barons who control CBS, NBC and MBS have jointly decreed that these songs and thousands of other American favorites are to be barred from the air starting New Year's Day.

The colors are very patriotic and the notice at the bottom makes the "Broadcasting Barons" sound very sinister.

The twenty-two songs chosen by ASCAP as its most attractive window-dressing have all been very popular numbers. The composers and authors of these songs deserved generous payment for the performance of their music, and of course, ASCAP has been collecting sizeable fees for the use of the songs.

With astonishing honesty and frankness, ASCAP shows the names of the writers on each song so that they may be readily checked against the list of ASCAP members who share in the fees that ASCAP collects.

Such a check reveals that six of these writers who have contributed the most-prized songs in the ASCAP catalogue are not members of ASCAP. They, of course, have received none of the fees collected by ASCAP. It is ASCAP's theory that outsiders get adequate payment merely from the prestige of seeing their work on an ASCAP list. ASCAP sees no reason why a writer who is not an ASCAP member should be paid—not, at least, so long as he can have the pleasure of finding his name in the ASCAP catalogue and the comfort of knowing that ASCAP members are getting paid for the use of the music he wrote. Surely, as Omar Khayam said, "That were paradise enow."

ASCAP is really generous, even toward non-ASCAP writers—even toward BMI writers. Conspicuous among the names of the writers of these most valuable ASCAP songs is that of Robert Sour, co-author of *Body and Soul*. Having lived in a rather itchy non-ASCAP bliss for some years in the knowledge that ASCAP members were getting adequately paid for the work that he did, Mr. Sour is now a lyric-writer for BMI, author of *Practice Makes Perfect* and others of BMI's top hits—and getting paid for his own work.

FCC Network Investigation: Final Argument

Oral argument on the network inquiry report was opened before the entire Federal Communications Commission Monday, December 2.

Chief counsel for the Commission, Telford Taylor briefly outlined the history of the network inquiry and stated that public notice No. 45189 entitled "Procedure For Oral Argument On Network Inquiry Report" (See NAB REPORTS, November 29) was in the form of questions to be discussed at the hearing and that this notice did not necessarily constitute the views of the Commission. Mr. Taylor stated that the Law Department of the FCC was of the opinion that the Commission has the power to deal with programs and contracts. He said that it was recognized that chain broadcasting is necessary and that there should be competition in networks.

Mr. Joseph Rauh, Commission attorney, followed Mr. Taylor in giving testimony. He discussed the legality of the Commission regulating the contractual relationship between networks and affiliates and to deal with programs and transcriptions. It was Mr. Rauh's opinion that the Commission has the right to deal with contractual relationship insofar as it deals with a station's ability to operate in public interest. He continued that the Commission has no power to set rates.

The first company to present argument was The National Broadcasting Company, represented by Phil Hennessey. He made one preliminary assumption—that the American System of Broadcasting was not at issue. Mr. Hennessey pointed out what he called inaccuracies in the report. In reply to the question by Chairman Fly, he said that there are two possibilities for organizing an additional network within the present allocation structure. The first way would require a capital of about \$25,000,000 and a period of about 15 years. The second would call for Commission action to take all clear channels and make them regional with several 5 KW stations on each channel and placing these stations in various cities and turning them over to the operator of the network. Mr. Fly then asked Mr. Hennessey if NBC advocates this. He replied that quite the contrary; the present allocation structure represents the best balance between small stations and national coverage.

Mr. Hennessey stated that in 1937 NBC affiliates rejected 1,850 station hours of network programs in order to broadcast local programs of unusual interest and that the individual stations were allowed to cancel network programs under such conditions. In reply to Chairman Fly's question as to what regulation of network operation was advisable, Mr. Hennessey replied that none was necessary and that service under the American System is so superior to anything else in the world that we should be careful not to upset it. Mr. Hennessey gave the opinion that the Commission lacks authority to promulgate any of the proposed rules and that the function of the FCC is to license certain electrical facilities and to see that these facilities are operated in the public

interest. He said that it was the business of the broadcaster as to how he should carry this out and that if the broadcaster did not operate in the public interest, then the Commission had the power to cancel the license. As a closing remark, Mr. Hennessey said that if the proposed rules are adopted the American System of Broadcasting would be destroyed.

The Columbia Broadcasting System was the second to be called to give argument and was represented by John J. Burns. Mr. Burns asked permission for all interested parties to file briefs on the FCC Law Department interpretation of the Commission's scope of authority and Chairman Fly gave the parties to the oral argument one week in which to file such briefs. Mr. Burns discussed the jurisdiction of the Commission and gave the opinion that the Commission does not have the authority to regulate contracts or programs. Mr. Burns pointed out that RCA pioneered in radio and that NBC came first as a network. He continued that CBS was organized after NBC and that it was built through its ingenuity and enterprise and that there is no monopoly as attested by competition between NBC and CBS. He continued by pointing out what he said were several errors in the report and he recommended that, because of these and other errors, the report should be rejected. Mr. Burns stated that as a major over-all comment on the report, he was struck with the absence of any mention of the important contribution networks have made to broadcasting. Mr. Burns said that if the report is adopted, we would have a revolution in broadcasting, and then he asked why CBS should build up a station if any time broker could have the station. He said that optional time and exclusive contracts were necessary to the proper operation of the networks.

Mr. Burns gave the opinion that none of the proposed regulations were within the power of the Commission to promulgate. He said that if an advertiser could not be sure of outlets, he would turn to other media than radio for his advertising. He continued by stating that the ownership of a certain number of stations in certain cities was vital to good operation of a network.

IRNA was the next party to the oral argument represented by Paul Segal. Mr. Segal said that IRNA was not in favor of regulations which would make networks less effective as a whole, in order that one network might be given a temporary gain. He continued that they opposed the text of the report in its entirety.

Mr. Samuel Rosenbaum continued the argument for IRNA. He said that he did not subscribe to the views expressed that network contracts take away the station control of programs. He pointed out that it was normal good business to place the sale of national business on a station in the hands of an exclusive agent, and that no one thought anything about that. Mr. Rosenbaum ex-

pressed a view that giving a network exclusive contracts for certain periods on the station, would not any more take away a station's control of programs than it would if an exclusive salesman were given the right to sell the national business of the station on an exclusive business. Mr. Rosenbaum said that the very existence of networks has immeasurably increased the service broadcasting has rendered the American public.

Chairman Fly opened the Tuesday session by asking the various parties to give attention in their briefs to competition and how best the public could get the most out of the industry in terms of healthy competition. He said that the wave lengths were limited and therefore there could not be utterly free competition for public attention and that there was naturally only a restricted form of competition possible. He continued that it was dubious whether or not there could be four networks and it probably would be difficult to have more.

Mr. Fly requested the parties to the oral argument to give consideration to the answer of the question as to what is the best form of chain competition we can have under the conditions. He stated that the Commission wanted the best answer possible and therefore would accept additional material. He set the date of December 16 for filing the briefs.

The Mutual Broadcasting System presented its oral argument through Louis Caldwell. Mr. Caldwell outlined the method of financing Mutual and how it is operated on a Mutual plan. He said that at the time of the hearing Mutual was owned by WOR and WGN, however, there were now seven stockholders and these are WOR, WGN, Don Lee, Colonial Network, United Broadcasting Corp., CKLW and WKRC. Mr. Caldwell, in outlining the advantages of the Mutual System said that the profits from network operation were shared by the stations and that this money could then be used to improve the individual stations and the programs. He continued that almost all of Mutual's sustaining programs come from the member stations, thereby giving an incentive to improve programs locally. He also said that stations had a voice in the operation of the network. Mr. Caldwell gave the opinion that it was not possible to start another network in face of the existing obstacles, except on the Mutual basis. Mr. Caldwell said that he believed business would be more difficult to obtain without contract time. However, he said that Mutual had existed without this arrangement. He pointed out that even though there were errors in the record, they were insignificant. He continued that we needed regulation of chain broadcasting in order to secure the best possible competition in view of limited facilities. Mr. Caldwell, in commenting on the opinion of Mr. Rauh, concerning the scope of authority of the Commission, said that he could not see any difference between regulating facilities

and taking competition into account, in view of public interest, convenience and necessity. He continued that it was a violation of the Anti-Trust Laws for a network to make a purchaser take stations he doesn't want in order to get certain cities. In response to a question put to him by Commissioner Craven, he answered that he did not think that the Commission had the power to determine if there were a violation of the Anti-Trust Law. However, in view of the charge that stations must operate in the public interest, convenience, and necessity, a violation of the Anti-Trust Law would be the concern of the FCC, he said. Mr. Caldwell then discussed "Suggested Special Regulation Applicable to Standard Broadcast Stations Engaged in Chain Broadcasting" proposed by Mutual. Mr. Caldwell said he believed it unsound to have 2 networks under the same roof, and he said that a network could own stations in New York, Washington, Chicago, San Francisco and Los Angeles because these cities were important program centers.

Next to give oral argument was the Association of Radio Transcription Producers of Hollywood, Inc., represented by Mr. Ben S. Fisher. He said that there was no difference between chain and transcription and that both are the same talent and therefore he asked that the Commission allow the elimination of the electrical transcription announcement immediately preceding the program.

The Independent Artists Representatives argument was given by Martin Gang. Mr. Gang directed his argument to the networks using their influence to set up artist bureaus of their own and thereby controlling artists, announcers, actors, etc. He suggested that this phase of network broadcasting be regulated and gave the opinion that the Commission has the right to so regulate.

The next party to make an appearance was the Associated Music Publishers, Inc., represented by Wardell Catchings. He said that they were in hardy accord with the report and that the Committee might well have gone further. He urged the Commission to proceed immediately with regulation of chain broadcasting. He urged that no radio station should be permitted to give blanket time to networks and that if time is sold by a station for transcriptions, that the networks should not be allowed to take the time away from them.

In rebuttal, Mr. Hennessey reiterated his opinion that the Commission had the right only to consider whether a station was operated in the public interest, convenience, and necessity and to consider the character of the licensee. He reiterated his disagreement with Mr. Rauh's interpretation of the scope of the Commission.

Also in rebuttal Mr. Burns stated that the power of the Commission was very carefully limited in the statute.

Mr. Rosenbaum, in rebuttal, said that within the industry there was ingenuity enough to work out any

difficulties which might arise without need of further government regulation. He continued that IRNA neither approved or disapproved of exclusive contracts and he said that this matter should be left to individual cases. The oral argument was concluded by Chairman Fly.

The Mutual Broadcasting System suggested special regulations for standard broadcast stations engaged in chain broadcasting, as follows:

I.

DEFINITIONS

Sec. 1. For the purposes of these regulations

(a) "Chain broadcasting" means simultaneous broadcasting of an identical program by two or more standard broadcast stations transmitted to them by wire or radio.

(b) "Network organization" means any person (whether an individual, partnership, association, joint-stock company, trust, or corporation) regularly engaged in the business of producing, supplying or otherwise making available programs for chain broadcasting and of selling time over standard broadcast stations for the broadcasting of such programs.

(c) "National network organization" means any network organization regularly producing, supplying or otherwise making available programs for chain broadcasting for two or more standard broadcast stations when such stations include stations located in two or more metropolitan districts (as defined by the United States Census Bureau), any two of which have each a population in excess of 1,000,000 and are separated by a distance exceeding 700 miles.

(d) "Regional network organization" means any other network organization.

(e) "Substantial interest" means, with reference to a corporation, the ownership, direct or indirect, of 20 percent or more of the voting stock, and with reference to a partnership or other form of organization, a voice in the control thereof equivalent to 20 percent or more.

(f) "Station" means a standard broadcast station as defined in Sec. 3.1 of the Commission's Rules Governing Standard Broadcast Stations.

(g) "Station licensee" or "licensee of a station" means the licensee of a standard broadcast station.

(h) "Full time station" means (1) any "unlimited time" station as defined in Sec. 3.23(a) of the Commission's Rules Governing Standard Broadcast Stations, and (2) any combination of two or more "sharing time" or "specified hours" stations, as defined in Sec. 3.23(d) and (e) of said Rules, having total hours of operation equivalent to one "unlimited time" station, provided such stations are located in the same city and have substantially the same service areas.

(i) For the purpose of defining "comparable facilities" stations are divided into the following groups:

(1) Group A, consisting of full-time stations falling within Classes I, II or III as defined in Sec. 3.22 of the Commission's Rules Governing Standard Broadcast Stations;

(2) Group B, consisting of full-time stations falling within Class IV as defined in said Sec. 3.22;

(3) Group C, consisting of stations not having full time, of whatever class, provided they have substantially equivalent coverage and hours of operation.

It is recognized that, due to factors such as size of community to be served, variations in power, desirability of frequency, extent of interference-free coverage, conductivity and radiation pattern, there may be instances where, equitably to accomplish the purpose of these Regulations, exceptions may have to be made to the foregoing grouping. In smaller cities, for example, it may be found that a Class IV station has sufficient coverage to be placed in Group A.

(j) Any city shall be deemed to have two or more stations with "comparable facilities" if such city has

- (1) Two or more Group A stations,
- (2) No Group A stations and two or more Group B stations, or
- (3) No Group A or Group B stations, and two or more Group C stations.

(k) No city shall be deemed to have two or more stations with "comparable facilities" but on the contrary shall, for the purpose of these Regulations, be considered as having only one station,

(1) If such city has only one Group A station, notwithstanding the fact such city may have two or more Group B or Group C stations;

(2) If such city has no Group A station and only one Group B station, notwithstanding the fact such city may have two or more Group C stations;

(3) If such city has no Group A or Group B stations and has one station not having full time which, by reason of its coverage or hours of operation, has facilities clearly superior to those of other stations not having full time located in the same city.

(l) "City" means any metropolitan district as defined by the United States Bureau of Census and any separate city, town or other community not forming part of a metropolitan district.

(m) A station shall be deemed to be located in a city if it is located within the boundaries of such city or if it is located in the immediate vicinity thereof and is capable of rendering, and is primarily intended to render, service within the boundaries of said city.

(n) "Contract" shall include any agreement, understanding or other arrangement of a contractual character, express or implied, written or oral, between two or more parties.

(o) "Exclusivity clause" means any provision in a contract between a network organization and a station licensee whereby the station licensee undertakes or is bound not to broadcast programs supplied by any other network organization.

(p) "Time-option clause" means any provision in a contract between a network organization and a station licensee whereby the station licensee undertakes or is bound to make time available over his station for the broadcasting of programs supplied or to be supplied by such network organization, whether with or without advance notice by such network organization and whether with reference to specified hours or other periods of the day or with reference to a specified total of hours per unit of time or with reference to a proportion of the station's hours of operation.

II.

LICENSING OF STANDARD BROADCAST STATIONS TO NETWORK ORGANIZATIONS

Sec. 3. Effective ———, no national network organization and no person controlling, controlled by, under common control with, having a substantial interest in, or in whom a substantial interest is held by, a national network organization shall be licensed

(a) to operate more than one station in any one city;

(b) to operate a station in any city in which less than four Group A stations are located;

(c) to operate more than ——— Class I stations as defined in Sec. 3.22 of the Commission's Rules Governing Standard Broadcast Stations;

(d) to operate a total of more than ——— stations of all classes.

Sec. 4. Upon petition and a proper showing in support thereof that, notwithstanding the exercise of due diligence, compliance with the requirements of Section 3 is impossible before the effective date, the Commission will grant a reasonable extension of the effective date in particular cases.

III.

CONTRACTS BETWEEN NATIONAL NETWORK ORGANIZATIONS AND STATION LICENSEES

A. Provisions Directed Against the Operation of Two or More National Networks by One Network Organization.

Sec. 5. No national network organization licensed to operate a station located in a given city shall enter into any contract with the licensee of any other station located in that city containing an exclusivity clause or a time-option clause. No licensee of a station located in a given city shall knowingly enter into any contract containing any such clause with a national network organization licensed to operate a station in that city.

Sec. 6. No national network organization licensed to operate a station, wheresoever located, shall simultaneously have or maintain in force contracts containing exclusivity or time-option clauses with more than one station licensee in any other city. No station licensee shall knowingly have or maintain in force any contract containing any such clause with any national network organization if and when, as a result thereof, such national network organization will simultaneously have or maintain in force contracts containing any such clause with more than one station licensee in that city.

Sec. 7. Where the station licensed to the national network organization, or the station licensed to the station licensee with whom the national network organization has a contract containing an exclusivity or time-option clause, does not have full-time hours of operation, the national network organization may enter into a contract containing an exclusivity clause or a time-option clause, or both, with another licensee of a station located in that city not having full-time hours of operation, to the end and to the extent necessary to afford the national network organization the equivalent of one full-time outlet for its chain broadcasting programs in that city.

B. Provisions Restricting the Use of Exclusivity and Time-Option Features.

Sec. 8. No national network organization licensed to operate a station, wheresoever located, shall enter into any contract containing an exclusivity clause with the licensee of any station located in a city having less than four stations with comparable facilities. No licensee of any station located in any such city shall enter into any contract containing an exclusivity clause with any national network organization.

Sec. 9. No national network organization licensed to operate a station, wheresoever located, shall enter into any contract containing a time-option clause with the licensee of any station located in a city having less than four stations with comparable facilities and no licensee of any station located in any such city shall enter into any contract containing a time-option clause with any national network organization, except under and in accordance with the following restrictions:

(a) In cities having three stations with comparable facilities such contracts may be entered into provided that not to exceed ——— percent of any sub-period (as hereinafter defined) of a station's hours of operation is subjected to the time-option clause in favor of any one national network organization.

(b) In cities having two stations with comparable facilities such contracts may be entered into provided that not to exceed ——— percent of any sub-period (as hereinafter defined) of a station's hours of operation is subjected to the time-option clause in favor of any one national network organization.

(c) In cities having only one station such a contractual arrangement may be entered into provided that not to exceed ——— percent of any sub-period (as hereinafter defined) of the station's hours of operation is subjected to the time-option clause in favor of any one national network organization. In any city which has more than one station but which, by reason of the definition contained in Section 1(k) is deemed to have only one station, the Commission may on its own motion or on petition supported by proper showing enter an order prescribing the maximum hours that may be subjected to time option for such stations in such manner as best to accomplish the purposes of these regulations.

(d) In no case may such a contractual arrangement be entered into unless it also provides that, in the event less than 80 percent of the maximum of hours subjected to the time-option are not used by the national network organization during any six months period the maximum for the next six months period shall not exceed a percentage more than one-fourth greater than the percentage thus actually used.

(e) No time-option clause shall be included in any contract unless it specifies accurately and clearly the precise periods of the day in terms of clock time which are subject to the clause.

(f) The hours of operation of each station are, for the purpose of the foregoing provisions of this section, divided into sub-periods defined as follows:

(1) The early morning sub-period, from ——— a. m. to ——— a. m.

(2) The morning sub-period, from ——— a. m. to noon.

(3) The afternoon sub-period, from noon to ——— p. m.

(4) The evening sub-period, from ——— p. m. to ——— p. m.

(5) The late evening sub-period, from ——— p. m. to ——— a. m.

Sec. 10. No contract containing an exclusivity or a time-option clause between a national network organization and a station licensee shall be for a period exceeding — years. A contract which gives either party a right by option or otherwise to extend the period beyond — years shall be considered to be in violation of this section.

C. Miscellaneous Provisions

Sec. 11. No national network organization licensed to operate a station, wherever located, shall enter into any contract with the licensee of any station, and no station licensee shall enter into a contract with any national network organization which fixes or attempts to fix the rates to be charged by the station licensee for the sale of broadcast time not used for the broadcasting of such national network organization's programs, *provided*, however, that such contract may provide that the rates to be charged by the national network organization for the sale of time over such station for the broadcasting of such national network organization's programs may be modified from time to time so as to be uniform in amount with the rates charged by the station licensee for the sale of time to the same or similar classes of advertisers or other clients.

Sec. 12. No national network organization licensed to operate a station, wherever located, shall enter into any contract with any station licensee, and no station licensee shall enter into a contract with any national network organization which interferes with the exercise by the station licensee of his full responsibility and the performance of his duties and obligations under the Communications Act of 1934, as amended, the Commission's Regulations, and the terms of his license, including his duties and obligations with respect to the acceptance or rejection of programs.

IV.

CONTRACTS BETWEEN REGIONAL NETWORK ORGANIZATIONS AND STATION LICENSEES

(It is believed that regional network organizations present a somewhat different and certainly a much less pressing set of problems, and that the Commission might well consider either adopting separate and less restrictive regulations with respect to them or postponing the matter for future consideration. Generally, it appears, there are few instances where regional networks are in competition with each other. They differ widely in size, character, make-up and purpose. The amount of time they are likely to place under option is usually far less than in the case of national networks, and frequently is merely supplemental to the use of national network programs. They are composed, in large measure, of the smaller stations, including many local and part-time stations. So far as is shown by the evidence at the hearing, it is believed no serious evils have developed in regional network operation. In any event, for lack of adequate information regarding their problems and of any direct interest in such issues as may be raised regarding them, we make no suggestions under this heading.)

SENATOR GURNEY ASSAILS FCC

Senator Gurney (R-SD) said in the Senate that "if the Commission adopts these (network) rules and thus strangles the service of broadcasting to the American people, it surely will have gone loco."

The full text of the Senator's remarks can be found on page 21185 of the *Congressional Record* dated November 29.

Sales

NRDGA ASSOCIATE MEMBERSHIP

NAB members who have been invited to join the National Retail Dry Goods Association as associate members

are asked to notify NAB headquarters of their decision, or to give their opinion of the value of such membership. Through its Bureau of Radio Advertising, NAB is co-operating with the NRDGA in promoting a closer relationship between radio stations and department stores, similar to that which exists between the stores and many newspapers throughout the country.

Local Radio Discussed

Samuel J. Henry, Jr., of the NAB Bureau of Advertising, will address the Rochester Advertising Club, Monday, December 9, on the subject of "Local Radio Advertising". The invitation was extended through Lemoine C. Wheeler, commercial manager, WHEC, Rochester, who is a member of the Ad Club's educational committee.

Retail Drug Study Now Ready

"Results from Radio", Vol. 1, No. 10, which is on the subject of drug store advertising, is going out to all NAB members from the Bureau of Radio Advertising. The latest trade study in the Bureau's series of outstanding case histories deals with "Radio Parade", a unique program based on radio and radio personalities, which has been successfully sponsored for the past six months by several retail drug companies in the Pacific Northwest.

The No. 10 study reports many instances of specific sales results obtained by the Bartell Drug Company over KIRO and KOMO, Seattle, and by the Joyner Drug Company, over KFPY, Spokane.

Promotion

RADIO CHRISTMAS

"50,000,000 Radio Sets by Christmas" is the title of a four-page folder which NAB mailed today to all station executives.

The theme is that 50 million radio sets in the hands of the public would insure a sufficient supply of active receivers for months to come even if set production should be disturbed by national defense priorities.

Surest means of attaining the objective, it was pointed out, is the active station promotion of the "Give a Radio Set for Christmas" idea. It was predicted that with aggressive support the goal would be surpassed, possibly by a million sets.

WGAR, Cleveland, is well along on its second annual Christmas promotion to provide radio sets for welfare institutions and needy families. It is a cooperative plan with the public donating old sets, the Cleveland chapter, Radio Servicemen of America, making repairs, Goodwill

Industries collecting old sets, and the Cleveland Welfare Federation later distributing them.

This type of operation is identical with last year's at WGAR. Because it has withstood a severe testing, it can safely be recommended.

Here's a statement from Carl George covering details:

"I think you will be interested to know that WGAR is beginning to collect used radio sets for distribution to welfare institutions and needy families at Christmas time.

"Last year, you may recall, we were able to distribute about 125 sets in two weeks time. This year, by starting early, we want to boost that way up to several hundred.

"Again this year we have the cooperation of the Radio Servicemen of America who are volunteering their services in repairing these sets. Goodwill Industries of Cleveland is collecting for us and providing storage and repair facilities. The renovated radios will be distributed through the Cleveland Welfare Federation. We are also securing the cooperation of parts manufacturers and distributors who will furnish free the parts needed to put sets in good condition.

"Our full staff orchestra is being used on three programs each week to solicit donations from persons who have that extra or old receiver. We ask them to phone their name and address to the station and within a few days a Goodwill Industries truck stops to pick it up.

"On Christmas Eve we hope to make many hundreds of people a bit happier when we deliver to them their 'brand new' radio.

"Last, but not least, our suggestion to the listener is that now is the time to buy a new 1941 radio and let the Welfare Federation have his used one."

In Memphis, Henry W. Slavick, general manager of WMC, and Fred Carder are also busy with plans to secure reconditioned radio sets for institutional presentation.

Howard McIntyre, secretary, Mid-South Amateur Radio Association, prevailed upon his members to repair the sets donated by listeners. McGregor's, the RCA distributor, is furnishing needed repair parts.

A part of the repair work is being done by association members in quarters at the Memphis Light, Gas & Water Division. Other members have volunteered to repair a given number of sets at home.

TWENTIETH BIRTHDAY

Emerson S. White, program director, KDYL, Salt Lake City, launched Radio's 20th Anniversary celebration on Monday, November 11, with a special thirty minute show from the station's Radio Playhouse. Radio's progress during the 1920-40 period was dramatized. Music by "By" Woodbury and his orchestra. Other birthday material was scheduled through November 30.

In celebrating its increase in power to 250 watts and its new transmitter on November 24, Wallace S. Wiggins, program director, KVOE, Santa Ana, tied in a salute to Radio's 20th Birthday. The thirty minute show was fed to the entire Don Lee Network. The station also carried several network birthday broadcasts. KVOE is known as "The Voice of the Orange Empire".

KGFW staged what is believed to be the largest birthday party ever held in Kearney, Neb. It took place Thursday, November 28, to commemorate the station's ninth anniversary and radio's twentieth.

More than 1,800 people attended the festivities. Program Manager Paul Roscoe supervised complete details of party and the two hour broadcast. Invitations were extended over the air and in both daily papers.

A mammoth birthday cake, appropriately decorated, and donated by the Royal Bakery of Kearney, was cut into four hundred pieces. Gallons of ice cream were presented by the Kearney Creamery Company.

From two to four o'clock a series of prominent speakers appeared over the KGFW microphone relating the history of the station as well as highlights of various broadcasts throughout its nine years' existence.

Prominent speakers were: Kenneth Dryden, local attorney; Art Johnson, president of the chamber of commerce; Wallace Thornton, secretary of the chamber of Commerce; Superintendent Harry Burke of the public schools; Dr. H. L. Cushing, Kearney State Teachers' College; Bob Johnson, president of the Cosmopolitan Club; Ivan Mattson, Mayor; Reverend William Sessions, representing the ministerial alliance; E. Anson Thomas, commercial manager, KGFW, and Lloyd C. Thomas, general manager.

WROK, Rockford, completed a solid week of festivities in honor of Radio's 20th Birthday on Tuesday night, December 3, with a coast-to-coast broadcast over Mutual Broadcasting System at 8:15 p. m. EST. The celebration also marked WROK's first anniversary as an MBS affiliate.

Guest of honor was Fulton Lewis, Jr., whose earlier seven o'clock daily chore went on the air from WROK's studios.

Special broadcasts during the week included:

1—Programs from control room and transmitter, with an engineer speaking on "Behind the Scenes in Radio Broadcasting" and explaining how programs are put on the air.

2—A talk by John Dixon, WROK program director, on BMI.

3—A thirty minute show from the Rainbo Room of Hotel Faust, during which Charlie Agnew and his orchestra played BMI tunes exclusively.

4—A special short wave broadcast, hooking up WROK's own mobile unit with city and county police stations as a demonstration of how radio can completely cover Rockford and the county in case of emergency.

5—News broadcasts included stories of the celebration and called attention to interesting facts concerning the American system of broadcasting.

During the week local radio dealers and distributors were on the air with spot announcements and special programs. These called attention to the progress that has been made in the manufacture of radio receivers. Each participating dealer displayed current models in WROK's

reception room. Spot announcements invited the public to inspect the new WROK studios and the 1941 receivers as well. Attendance exceeded the most optimistic expectations.

"Radio dealers," said Bill Traum, promotion director, "were very receptive to this promotion and we hope to carry on something similar each year."

The 8:15 broadcast to MBS was part of the Birthday banquet, attended by prominent civic and business leaders. At this affair Fulton Lewis received a plaque "in appreciation of his truthful and timely analyses of the nation's news."

MAN POWER

The aircraft industry continues to hold the spotlight for national defense Man Power requirements of the Civil Service Commission.

This does not mean, however, that other defense agencies require fewer skilled workers. Needs are as urgent as ever.

Facts of the situation call for a slight change in pace and only two spot announcements will be mailed tomorrow, December 7. Please make sure that they are rotated at least once during your daily schedule.

Securing skilled workers for National Defense is radio's own "show". The industry can be proud of its achievements.

Three Chicago stations which have been locating Man Power, since last July, are WGES, WSBC, WCBD. They were reported yesterday by Arnold B. Hartley.

Six hundred fifty-four (654) stations, up to press time, have made known their cooperation.

AAAA CONFERENCE COMMITTEE MEETS

The AAAA Conference Committee met in New York, December 4, with Chairman Harry C. Wilder, WSYR, presiding. Those attending the meeting were: Roy L. Harlow, WAAB, Dick Mason, WPTF, Edward W. Petry, Edward Petry Company, Dale Taylor, WENY, Lee Wailes, Westinghouse, Emanuel Dannett, MBS, Paul F. Peter, NAB and Russell P. Place, NAB.

The committee heard a report of the Standard Order Blank and Contract Sub-committee presented by its Chairman, Roy Harlow. The full committee adopted a form and contract for submission to the Executive Committee of the NAB Board.

Mr. Mason made a report for the Invoice Sub-committee and the committee adopted a form which will be submitted to the NAB Accounting Committee.

The next meeting of the Committee has been set for December 20 and will be followed by a joint meeting with the AAAA Committee in the afternoon of that day.

Engineering

MEDICAL EQUIPMENT CONFERENCE

The informal Engineering Conference on the problem of interference to radio communications caused by the operation of high frequency electro-medical equipment, was held by the FCC Friday, November 29. Lieutenant E. K. Jett, Chief Engineer of the Commission, presided with A. D. Ring, Dr. L. T. Wheeler and T. L. Bartlett also on the bench.

Mr. Jett opened the hearing by stating that there was no need to build up a case for diathermy or radio communication and that the Conference should go into the technical considerations. The items on the agenda under (10) were taken up in order.

Several doctors and diathermy research men testified as to the best frequencies to use. Most of them selected a frequency between 7 and 14 MC with one to three additional frequencies in harmonic order.

The opinion was general that the frequency of diathermy applications is not important physiologically but technically some bands are better than others for electro-magnetic of electrostatic applicators.

In regard to frequency stability, the equipment manufacturers thought that maintaining within .5 per cent would be good. Mr. Jett pointed out that this tolerance is much greater than allowed in good engineering practice for radio stations and that too many communication channels would be used up if this tolerance were allowed.

The consensus was that 400 watts was the highest power required for good diathermy work.

Mr. Jett had hoped that data might have come out of the Conference, making it possible to write standards of good engineering practice for electro-medical equipment and also possible to set aside certain frequencies for their use. Not enough data was presented on certain phases, such as the allowable frequency tolerance and the cost of frequency control.

Mr. Jett suggested that the best way to reduce the remaining problems was to appoint a Representative Committee. After general agreement to this suggestion, Mr. Jett outlined the various groups which should be represented on the Committee and said that the appointments would be made shortly.

Following was the agenda for the Conference:

The purpose of this informal conference, as stated in the notice of October 31, 1940, is to consider the feasibility of establishing Standards of Good Engineering Practice concerning the technical operation of high frequency electro-medical equipment in order to eliminate the widespread interference with radio communications resulting from the present manner of operation.

Article VI of the Inter-American Agreement—Santiago, Chile, 1940, reads as follows:

"The American countries shall adopt measures to suppress or alleviate, as much as possible, interference caused by apparatus

or equipment which may generate, or radiate radio frequency currents capable of interfering with, or adversely affecting, the reception of radio transmissions. (See Annex, No. 1.)"

From Annex, No. 1, referred to above, the following paragraphs, Nos. 9, 10 and 11, are quoted which will constitute the agenda for the meeting, to be considered in the order given:

9. "All diathermy machines designed for the same service can operate on the same frequency without impairing their usefulness, since their operation is not affected by radiation from other machines. Operation on a specific frequency with a very close frequency tolerance is practicable, with little added cost. It is understood that the present design of diathermy equipment has to a great extent gravitated to frequencies above approximately 12 megacycles, hence it is recommended that the subscribing countries consider requiring all diathermy machines to use not more than two frequencies in harmonic relation above 12 megacycles which will not interfere with existing radio assignments. The harmonic relationship between the two frequencies provides a further guarantee against interference to radio communication.
10. "Standards of good engineering practice are believed to be practicable at the present time and consideration of the adoption by the governments of such standards at the earliest practicable date is recommended. The standards should include the following subjects:
 - a) Frequencies to be used.
 - b) Automatic frequency control.
 - c) Frequency stability.
 - d) Type of emission.
 - e) Maximum power output.
 - f) Harmonic radiation to be effectively suppressed.
 - g) Internal circuits to be effectively shielded.
 - h) Radiation from power supply connection to be eliminated.
11. "Where diathermy apparatus does not comply with the standards which may be adopted by the subscribing countries they should consider the desirability of requiring such apparatus to be operated in a properly shielded room."

WJRD FOOTBALL REMOTE

J. E. Reynolds, Commercial Manager of WJRD, Tuscaloosa, Ala., believes his station made history November 21 when it broadcast by remote from St. Louis the game between Tuscaloosa and University High Schools. He believes this was the longest single remote for a high school football broadcast in history.

LABOR NOTES

Extra copies of "The Wage and Hour Act," recent publication of the NAB Labor Relations Department, are available at the NAB. One copy was mailed to each member.

The Labor Department reports that the cost of living in the larger cities dropped 0.2 per cent from September 15 to October 15, 1940.

The three Birmingham, Ala., stations negotiated new contracts last week with the International Brotherhood of Electrical Workers (A. F. of L.), covering engineers.

FEDERAL COMMUNICATIONS COMMISSION

NEW INDUSTRY ADVISORY COMMITTEE APPOINTED BY FCC BOARD

Executives of seven leading communication companies have been invited by the Defense Communications Board to constitute the latter's Industry Advisory Committee in connection with coordinating and preparing plans for the role of communications in the preparedness program. The officials to whom such invitations have been sent are:

Walter S. Gifford, president of the American Telephone and Telegraph Co.
Jack Kaufman, executive vice-president of Globe Wireless, Ltd.
Sosthenes Behn, president of the International Telephone and Telegraph Corp.
E. F. Chinlund, president of Postal Telegraph, Inc.
Joseph Pierson, president of Press Wireless, Inc.
David Sarnoff, president of the Radio Corporation of America
W. E. Beakes, president of the Tropical Radio Telegraph Co.
R. B. White, president of the Western Union Telegraph Co.

The duties of the Industry Advisory Committee include the submission of expert advice to the Board on all problems of general concern to the communications companies incident to the proper carrying out of the Board's national defense mission. With the requirements of national defense as a primary consideration, the Industry Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Industry Advisory Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with a Coordinating Committee and a Labor Advisory Committee.

In addition to their own particular advisory committees—Domestic Broadcasting and International Broadcasting—the broadcasters may also be represented on the Industry Advisory Committee under the following supplemental provision:

"Whenever a problem involving domestic or international broadcasting shall arise, the Chairman of the Industry Advisory Committee shall notify the Chairman of the Domestic Broadcasting Committee or International Broadcasting Committee, as the case may be, and such Domestic or International Broadcasting Committee shall designate a delegate to act as a member of the Industry Advisory Committee on that problem."

At the same time the Board sped organization of its Labor Advisory Committee by inviting the following organizations to each recommend a member of this committee to represent their respective affiliated communication groups:

American Federation of Labor
Congress of Industrial Organizations
National Federation of Telephone Workers

Each of these committee members has the privilege of selecting such advisors as he may deem necessary. The

Labor Advisory Committee will advise the Board on communications labor matters incident to the national defense, in liaison with the Industry Advisory and Coordinating committees.

Also, the Board invited the National Association of Broadcasters to nominate a representative to the International Broadcasting Committee, and Western Radio Telegraph Company, Bartlesville, Oklahoma, to appoint a representative to the Radiocommunications Committee.

The above invitations are in addition to those announced November 25. Besides the committees mentioned, there are other committees representative of Amateur Radio, Aviation Radio, Interdepartment Radio, Telegraph, Telephone, State and Municipal Facilities, and Government Facilities. All appointments to these advisory committees are pursuant to nomination or other recommendation by industries and groups concerned, on invitation from the Board. The initial task of the committees is to organize and select respective chairmen and secretaries.

James Lawrence Fly, chairman of the Board, explains that committee listing is not to be interpreted as exclusive, and that any responsible company or group which may consider itself overlooked can obtain representation upon adequate showing that it is concerned with the Board's planning for emergency coordination of radio, wire, and cable facilities.

FCC WORK SCHEDULE

FCC has announced that the work, business and functions of the Commission for the month of December have been assigned as follows:

Commissioner Walker: Designated to determine, order, report or otherwise act upon all applications or requests for special temporary standards broadcast authorizations.

Commissioner Craven: Designated to hear and determine, order, certify, report or otherwise act upon: (a) except as otherwise ordered by the Commission, all motions, petitions or matters in cases designated for formal hearing, including all motions for further hearing, excepting motions and petitions requesting final disposition of a case on its merits, those having the nature of an appeal to the Commission and those requesting change or modification of a final order made by the Commission; *provided*, however, that such matters shall be handled in accordance with the provisions of Sections 1.251 and 1.256, inclusive, of the Commission's Rules of Practice and Procedure; (b) the designation pursuant to the provisions of Sections 1.231 to 1.232 of the Commission's Rules of Practice and Procedure of officers, other than Commissioners, to preside at hearings.

NEW PUBLIC NOTICE NUMBERING

Since the recent revision of the Federal Communications Commission's mailing list, it appears that Public Notices of actions taken by the Commission on broadcast, telephone and telegraph

matters, now numbered consecutively, should be segregated into two separate series.

Therefore, as a convenience to keeping such record, starting December 2 Public Notices of actions taken on broadcast matters will be designated as follows: ACTIONS OF THE COMMISSION, Report No. 1—(Broadcast). The same system will apply to Public Notices of actions on telephone and telegraph matters, i. e., ACTIONS OF THE COMMISSION, Report No. 1—(Telephone and Telegraph).

The last report which will appear under the old system of numbering is No. 1210.

RULES WAIVED FOR OPERATORS

As a particular convenience to licensees drafted or otherwise called into military service, the Federal Communications Commission today suspended until January 1, 1942, that part of its rules and regulations requiring proof of satisfactory service in connection with renewal of commercial and amateur radio operators (Section 13.28 governing commercial operators, and Sections 12.26 and 12.66 affecting amateurs). This blanket exemption pertains to nearly 100,000 operators of both classes.

General waiver of these provisions was considered at a conference of Commission officials with representatives of interested labor organizations, including the International Brotherhood of Electrical Workers, Commercial Telegraphers Union of North America, American Communications Association, Maritime Committee of the CIO, National Federation of Telephone Workers, Federation of Long Lines Telephone Workers, and the Association of Technical Employees of NBC.

The controlling factor in the formulation of this broad and simple procedure was the mutual desire to relieve those called into service of routine details. The Commission is aware of the importance of maintaining the present high standards of proficiency of licensed operators, and also of guarding against a shortage of such skilled workers. It will, accordingly, continue to give these problems careful attention, and should experience indicate the need for change the Commission will act accordingly.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

Following broadcast hearings are scheduled before the Commission for the week beginning Monday, December 9. They are subject to change.

Monday, December 9

WSAR—Doughty & Welch Electric Co., Inc. (Assignor; Fall River Broadcasting Co., Inc. (Assignee), Fall River, Mass.—Voluntary assignment of license, operating on 1450 kc., 1 KW, unlimited-DA.

Wednesday, December 11

WBT—Columbia Broadcasting System, Inc., Charlotte, N. C.—C. P., 1080 kc., 50 KW, unlimited time (DA for night use). Present assignment: 1080 kc., 50 KW, unlimited time.

KFAB—KFAB Broadcasting Co., Lincoln, Nebr.—C. P., 1080 kc., 50 KW, unlimited time (DA for night use). Present assignment: 770 kc., 10 KW, simultaneous D. S-WBBM-N. S.A. Synchronized with WBBM-N-Exp.

WBBM—Columbia Broadcasting System, Inc., Chicago, Ill.—Modification of license, 770 kc., 50 KW, unlimited time. Present assignment: 770 kc., 50 KW, simultaneous D. S-KFAB-N. S.A. Synchronized with KFAB-N-Exp.

WJAG—The Norfolk Daily News, Norfolk, Nebr.—C. P., 770 kc., 1 KW, daytime. Present assignment: 1060 kc., 1 KW. Limited to WBAL & WTIC.

WMBI—The Moody Bible Institute of Chicago, Chicago, Ill.—Modification of license, 1080 kc., 5 KW, limited to WBT & KFAB. Present assignment: 1080 kc., 5 KW, limited to WBT—Share WCBD.

Thursday, December 12

WWL—Loyola University, New Orleans, La.—Renewal of license, 850 kc., 50 KW night, 50 KW LS, specified hours.

FUTURE HEARINGS

The Commission during the past week has announced the following future broadcast hearings. They are subject to change.

January 13

Joint Hearing

NEW—Peducuh Broadcasting Co., Inc., Clarksville, Tenn.—C. P., 1370 kc., 250 watts night, 250 watts day, unlimited time.

NEW—William D. Hudson and Violet Hutton Hudson, Clarksville, Tenn.—C. P., 1370 kc., 250 watts night, 250 watts day, unlimited time.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

Williard Carver & Byrne Ross, Lawton, Okla.—Granted construction permit for a new station to operate on 1120 kc., with 250 watts, daytime only (B3-P-2664).

Blanfox Radio Co., Inc., Harlan, Ky.—Granted construction permit for a new station to operate on 1420 kc., with 250 watts, unlimited time, subject to approval of site at Harlan, Ky. (B2-P-2885).

WTOC—Savannah Broadcasting Co., Savannah, Ga.—Granted construction permit to install directional antenna for night use, in cooperation with other stations on 1260 kc. (B3-P-2944).

KRLH—Clarence Scharbauer, Midland, Texas.—Granted construction permit in part for increase in power from 100 to 250 watts operating on present frequency; 1420 kc. (B3-P-2981).

KSRO—Ernest L. Finley, Santa Rosa, Cal.—Granted construction permit to install new transmitter, change frequency from 1310 to 1320 kc., increase power from 250 watts to 1 KW, and install directional antenna for day and night use (B5-P-2916).

WFEA—New Hampshire Broadcasting Co., Manchester, N. Y.—Granted construction permit to install new transmitter, increase power from 500 watts night, 1 KW day, to 5 KW, using directional antenna day and night (B1-P-2730).

WBIG—North Carolina Broadcasting Co., Inc., Greensboro, N. C.—Granted construction permit to increase night power from 1 to 5 KW, on 1440 kc., and install directional antenna for night use (B3-MP-833).

WNAX—WNAX Broadcasting Co., Yankton, So. Dak.—Granted construction permit to increase nighttime power from 1 to 5 KW, and install directional antenna; 570 kc., 5 KW day (B4-P-2579).

KGEZ—Donald C. Treloar, Kalispell, Mont.—Granted construction permit to change frequency from 1310 to 1430 kc.,

increase power from 100 watts to 1 KW, install new transmitter and directional antenna to protect Canadian station CJGX, or alternative choice to increase power from 100 to 250 watts on present frequency; 1310 kc. (B5-P-2573).

KUTA—Utah Broadcasting Co., Salt Lake City, Utah.—Granted petition to reconsider and grant without a hearing the application of KUTA for construction permit to change frequency from 1500 to 570 kc., and increase power from 250 watts to 1 KW, unlimited time, using directional antenna (B5-P-2342).

WTRY—Troy Broadcasting Co., Troy, N. Y.—Granted construction permit to install directional antenna for day and night operation, and increase time of operation from daytime to unlimited; 950 kc., 1 KW (B1-P-2910).

DESIGNATED FOR HEARING

J. Leslie Doss, Bessemer, Ala.—Application for construction permit to erect a new station to operate on 1370 kc., 250 watts, unlimited time (B3-P-2642).

WSAN—Lehigh Valley Broadcasting Co., Allentown, Pa.—Construction permit to increase power from 500 watts to 5 KW on 1440 kc., install new transmitter and directional antenna for day and night use; to be heard with WCBA's application listed below (B2-P-2637).

WCBA—Lehigh Valley Broadcasting Co., Allentown, Pa.—Construction permit to increase power from 500 watts to 5 KW on 1440 kc., install new transmitter and directional antenna for day and night use; to be heard with WSAN's application listed above (B2-P-2636).

WCNC—Albermarle Broadcasting Co. (Assignee), Aubrey G. McCabe & Trim W. Aydtlett, d/b as Albermarle Broadcasting Co. (Assignors), Elizabeth City, N. C.—Application for consent to voluntary assignment of license of WCNC from present partnership of Aubrey C. McCabe and Trim W. Aydtlette, d/b as Albermarle B/c Co. to Albermarle B/c Co.; 1370 kc., 250 watts, unlimited time (B3-AL-265).

MISCELLANEOUS

W8XFM—The Crosley Corp., Cincinnati, Ohio.—Granted license to cover construction permit (B2-PHB-117), which authorized a new high frequency broadcast station; frequency 43200 kc., 1 KW, special emission for frequency modulation with a maximum band width of not over 200 kilocycles. The license is granted upon an experimental basis only, conditionally (B2-LHB-67).

W3XNB—National Broadcasting Co., Inc., Washington, D. C.—Granted modification of construction permit (B1-PVB-58, which authorized a new television station) for approval of antenna, and approval of transmitter site at Wardman Park Hotel, Washington, D. C. (B1-MPVB-26).

WJEK—Hagerstown Broadcasting Co., Portable-Mobile (area of Hagerstown, Md.)—Granted license to cover construction permit (B1-PRY-220) which authorized a new relay broadcast station to be used in connection with standard broadcast station WJEJ; frequencies 1622, 2058, 2150, 2790 kc., 100 watts (B1-LRY-212).

WBAZ—L. B. Wilson, Inc., Portable-Mobile (area of Cincinnati, Ohio.)—Granted license to cover construction permit (B2-PRE-367), which authorized a new relay broadcast station to be used with applicant's standard broadcast station WCKY; frequencies 31220, 35620, 37020, 39260 kc., 2 watts (B2-LRE-334).

KYW—Westinghouse E and M Co., Philadelphia, Pa.—Granted modification of construction permit (B2-P-2904, which authorized changes in transmitting equipment and increase in power from 10 to 50 KW), for authority to make changes in type of tubes in last radio stage (B2-MP-1099).

WBRC—Birmingham Broadcasting Co., Inc., Birmingham, Ala.—Granted license to cover construction permit (B3-P-2541) authorizing move of transmitter (B3-L-1275).

WEAF—National Broadcasting Co., Inc., New York City.—Granted license to cover construction permit (B1-P-2339), which authorized installation of directional antenna for day and night use, new transmitting equipment and move of transmitter to new site (B1-L-1272). Also granted authority to determine operating power by direct measurement of antenna input (B1-Z-560).

WPIC—Sharon Herald Broadcasting Co., Sharon, Pa.—Granted license to cover construction permit (B2-L-1280, which au-

- thorized new equipment and increase in power from 250 watts to 1 KW, on 780 kc.) (B2-L-1280).
- WOI—Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa.—Granted authority to determine operating power by direct measurement of antenna input (B4-Z-588).
- KGCX—E. E. Krebsback, Wolf Point, Mont.—Granted authority to determine operating power by direct measurement of antenna input (B5-Z-567).
- KRMC—Roberts MacNab Co., Jamestown, N. Dak.—Granted authority to determine operating power by direct measurement of antenna input (B4-Z-581).
- WHAZ—Rensselaer Polytechnic Inst., Troy, N. Y.—Granted authority to determine operating power by direct measurement of antenna input (B1-Z-565).
- KDB—Santa Barbara Broadcasters, Ltd., Santa Barbara, Calif.—Granted authority to determine operating power by direct measurement of antenna input (B5-Z-591).
- KELO—Sioux Falls Broadcast Assn., Inc., Sioux Falls, S. Dak.—Granted authority to determine operating power by direct measurement of antenna input (B4-Z-566).
- KWOS—Tribune Printing Co., Jefferson City, Mo.—Granted authority to determine operating power by direct measurement of antenna input (B4-Z-585).
- KHQ—Louis Wasmer, Inc., Spokane, Wash.—Granted authority to determine operating power by direct measurement of antenna input (B5-Z-551).
- WLBL—State of Wisconsin Department of Agriculture, Stevens Point, Wisc.—Granted authority to determine operating power by direct measurement of antenna input (B4-Z-548).
- WATL—Atlanta Broadcasting Co., Atlanta, Ga.—Granted authority to determine operating power by direct measurement of antenna input (B3-Z-587).
- WDAS—WDAS Broadcasting Station, Inc., Philadelphia, Pa.—Granted construction permit to install a new transmitter (B2-P-3013).
- WDEF—Joe W. Engel, Chattanooga, Tenn.—Granted modification of construction permit (B3-P-2483, which authorized a new station to operate on 1370 kc., 250 watts, unlimited time), for approval of antenna, authority to install new transmitter, and approval of studio and transmitter site at Volunteer State Life Bldg., Chattanooga (B3-MP-1068).
- WERC—Presque Isle Broadcasting Co., Erie, Pa.—Granted modification of construction permit (B2-P-2251, which authorized a new station to operate on 1500 kc., 100 watts night, 250 watts LS, unlimited time), for approval of antenna, transmitter and studio sites, and installation of new type transmitter (B2-MP-1092).
- WJOD—O. E. Richardson and Fred L. Adair, Hammond, Ind.—Granted special temporary authority to operate simultaneously with Radio Station WFAM from 7:30 p. m. CST to the conclusion of basketball games on November 29, December 6, 13, 20, and 27, 1940, in order to broadcast said games only, and from 5:30 p. m. to 8 p. m. CST December 24, 1940, in order to broadcast Christmas program only.
- W3XAU—WCAU Broadcasting Co., Philadelphia, Pa.—Granted modification of construction permit (B2-PVB-47) authorizing a new television station, for approval of transmitter site and antenna, and change in type of aural transmitter; location, 117 S. 17th St., Philadelphia (B2-MPVB-24).
- WGRM—P. K. Weing, Greenwood, Miss.—Granted construction permit to install a new transmitter (B3-P-3009).
- WSLS—Roanoke Broadcasting Corp., Roanoke, Va.—Granted construction permit to install a new type transmitter (B2-P-3018).
- WABY—Adirondack Broadcasting Co., Inc., Albany, N. Y.—Granted authority to determine operating power by direct measurement of antenna input (B1-Z-592).
- KFDA—Amarillo Broadcasting Corp., Amarillo, Tex.—Granted authority to determine operating power by direct measurement of antenna input (B3-Z-589).
- WHMA—Harry M. Ayers, Anniston, Ala.—Granted authority to determine operating power by direct measurement of antenna input (B3-Z-584).
- KOBH—Black Hills Broadcast Co. of Rapid City, Rapid City, S. Dak.—Granted authority to determine operating power by direct measurement of antenna input (B4-Z-594).
- KLPM—John B. Cooley, Minot, N. Dak.—Granted authority to determine operating power by direct measurement of antenna input (B4-Z-580).
- WSTV—The Valley Broadcasting Co., Steubenville, Ohio.—Granted license to cover construction permit (B2-P-2552, which authorized a new station to operate on 1310 kc., 250 watts, S.H.) (B2-L-1284). Also granted authority to determine operating power by direct measurement of antenna input (B2-Z-583).
- WAVE—WAVE, Inc., Louisville, Ky.—Granted license to cover construction permit (B2-P-2631, which authorized increase in power from 1 to 5 KW, 940 kc., installation of new transmitter and directional antenna for day and night use, and move of transmitter (B2-L-1279). Also granted authority to determine operating power by direct measurement of antenna input (B2-Z-567).
- KWFT—Wichita Broadcasting Co., Wichita Falls, Tex.—Granted license to cover construction permit (B3-P-2461, authorizing installation of new transmitter, directional antenna, and increase from 250 watts night, 1 KW day, to 1 KW night, 5 KW day)—change type of transmitter from RCA 5-D to RCA 5-DX. (B3-L-1273). Also granted authority to determine operating power by direct measurement of antenna input (B3-Z-561).
- WBBM—Columbia Broadcasting System, Inc., Chicago, Ill.—Granted special temporary authority to operate simultaneously with KFAB from 6 a. m. CST, to local sunrise (November 7:15 and December 7:45 a. m. CST) for a period not to exceed 30 days, pending action on formal application for such authority (B4-S-543).
- KFAB—KFAB Broadcasting Co., Lincoln, Neb.—Granted special temporary authority to operate except simultaneously with WBBM from 6 a. m. CST, to local sunrise (November 7:15 and December 7:45 a. m. CST) for a period not to exceed 30 days, pending action on formal application for such authority (B4-S-681).
- KSAM—Sam Houston Broadcasting Asso., Huntsville, Tex.—Granted special temporary authority to remain silent for the period December 1, 1940, to January 1, 1941, pending Commission action on revocation order (B3-S-981).
- WLWO—The Crosley Corp., Cincinnati, Ohio.—Granted extension of special temporary authority to operate the equipment of International station WLWO with power input to the final stage of 100 KW for the period December 2 to 31, in order to obtain data requested in connection with application (B2-MLIB-40).
- WNYC—City of New York, Municipal B/c System, New York City.—Granted special temporary authority to operate from 5:30 to 6:45 p. m. EST (Sundays excepted), during month of December, in order to broadcast official information to draft boards and registrants and programs sustaining audience therefor (B1-S-241).
- WSPR—WSPR, Inc., Springfield, Mass.—Granted special temporary authority to operate from 5:45 to 6 p. m. EST, December 1, 8, 15, 22 and 29, in order to broadcast the Rosary Hour only (B1-S-886).
- W9XCR—Zenith Radio Corp., Chicago, Ill.—Granted special temporary authority to change tubes in final stage of present transmitter to two Eimac Type 2000 T's to permit 5 KW power operation, in order to render more interference-free service for the period ending no later than January 1.
- W2XWG—National Broadcasting Co., Inc., New York City.—Granted special temporary authority to operate with A-4 emission in addition to special emission for FM as now authorized, to enable engineers to conduct experiments as set forth in letter of November 20th, for the period ending no later than January 1, 1941.
- KAWM—A. W. Mills, Gallup, New Mexico.—Denied request of A. W. Barnes for special temporary authority to remain silent for the period November 28 to December 27, in order to make repairs due to fire, without prejudice to filing by the licensee of a request for this authorization (B5-S-922).
- KGGF—Hugh J. Powell, Coffeyville, Kans.—Granted special temporary authority to remain silent from 2 to 3 p. m., December 3, 4, 5, 10, 11, 12, 17, 18, 19; from 2 to 3:15 p. m., December 2, 16; from 2 to 3:30 p. m., December 9; from 4 to 5 p. m. CST, December 8, in order to permit WNAD to broadcast educational programs; to operate from 7:15 to 9:15 p. m., December 24, 26, 31, and from 8:15 to 9:15 p. m. CST, December 25, in order to permit WNAD to observe Christmas vacation (provided WNAD remains silent) (B4-S-710).
- WNAD—University of Oklahoma, Norman, Okla.—To operate from 2 to 3 p. m. December 3, 4, 5, 10, 11, 12, 17, 18, 19; from 2 to 3:15 p. m., December 2, 16; from 2 to 3:30 p. m., December 9; from 4 to 5 p. m., CST, December 8, in order

to broadcast educational programs (provided KGGF remains silent); to remain silent from 7:15 to 9:15 p. m., December 24, 26, 31, and from 8:15 to 9:15 p. m. CST, December 25, in order to observe Christmas vacation (B3-S-464).

KFBC—Frontier Broadcasting Co., Cheyenne, Wyo.—Granted modification of construction permit (B5-P-1339, which authorized a new station) for move of transmitter, locally, and extension of commencement and completion dates to 60 days and 180 days after grant respectively; and changes in antenna system (B5-MP-1103).

Columbia Broadcasting System, Inc., New York City.—Granted special temporary authority to transmit Sunday concerts of N. Y. Philharmonic Orchestra to Mexican Station XEQ and other stations located in the Republic of Mexico, in addition to the authority contained in license, for the period December 1 to 30, pending the filing and action on formal application for such authority.

WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—Granted special temporary authority to operate from 7:30 to 11 p. m. CST, November 29, in order to broadcast football games only (B3-S-721).

WEAU—Central Broadcasting Co., Eau Claire, Wis.—Granted special temporary authority to operate from 5:15 to 6:15 p. m. CST, December 1, in order to broadcast Elks Memorial Services only (B4-S-924).

APPLICATIONS FILED AT FCC

560 Kilocycles

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Modification of construction permit (B4-P-1990) for increase in power and make changes in directional antenna, and install a new transmitter.

610 Kilocycles

WIP—Pennsylvania Broadcasting Co., Philadelphia, Pa.—License to cover construction permit (B2-P-2992) to make changes in directional antenna system.

WIP—Pennsylvania Broadcasting Co., Philadelphia, Pa.—Authority to determine operating power by direct measurement of antenna power.

WIOD—Isle of Dreams Broadcasting Corp., Miami, Fla.—Modification of construction permit (B3-P-2476) for new transmitter, increase in power, installation of directional antenna for day and night use, and move of transmitter, to change type of requested transmitting equipment and extend commencement and completion dates from 7-7-40 and 1-7-41 to 30 days after grant and 180 days thereafter, respectively.

WCLE—United Broadcasting Co., Cleveland, Ohio.—Construction permit to install new transmitter, directional antenna for day and night use, change frequency from **610 kc.** to **640 kc.**, increase power from 500 watts to 1 KW, change hours of operation from daytime to limited time to local sunset, California; move transmitter from Pleasant Valley Rd., Village of Seven Hills, Ohio, to Clinton Rd., Cleveland, Ohio. Class II, requesting facilities of WHKC. Amended to make changes in directional antenna for day and night use.

630 Kilocycles

KVOD—Colorado Radio Corp., Denver, Colo.—Construction permit to install new transmitter and increase power from 1 KW to 5 KW, and make changes in directional antenna. Amended: changes in directional antenna for day and night use.

950 Kilocycles

KMBC—Midland Broadcasting Co., Kansas City, Kans.—Construction permit to change frequency from **950 kc.** to **690 kc.**, power from 5 KW to 50 KW; install new transmitter, new directional antenna for night use; and move transmitter from 50th St. and Belinder Rd., Kansas City, Kans., to near Wolcott, Kans.; requests facilities of KGGF, WNAD and KFEQ as proposed by North American Regional Broadcasting Agreement; and move studio from Pickwick Hotel, 10th and McGee Sts., Kansas City, Mo., to site to be determined, Kansas City, Kans. Amended to make changes in directional antenna for night use.

WRC—National Broadcasting Co., Inc., Washington, D. C.—Modification of construction permit (B1-P-243) as modified

for increase in power and installation of directional antenna for night use, requesting extension of completion date from 12-5-40 to 1-5-41.

980 Kilocycles

KDKA-WAHA-WEMC-WEMO-WEMS—Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa.—Voluntary assignment of license from Westinghouse Electric & Manufacturing Co. to Westinghouse Radio Stations, Inc.

990 Kilocycles

WBZA-WEMA—Westinghouse Electric & Manufacturing Co., Boston, Mass.—Voluntary assignment of license from Westinghouse Electric & Manufacturing Co. to Westinghouse Radio Stations, Inc.

WBZ-WEMB-WEMQ-WHER—Voluntary assignment of license and construction permit from Westinghouse Electric & Manufacturing Co. to Westinghouse Radio Stations, Inc.

1020 Kilocycles

KYW-WEMN—Westinghouse Electric & Manufacturing Co., Philadelphia, Pa.—Voluntary assignment of license and construction permit (B2-P-2904) from Westinghouse Electric & Manufacturing Co. to Westinghouse Radio Stations, Inc.

1060 Kilocycles

WBAL—The WBAL Broadcasting Co., Baltimore, Md.—Modification of construction permit (B1-P-2200) for new transmitter, directional antenna for night use, change in hours of operation, increase power and move transmitter, requesting change in type of requested transmitting equipment and make changes in directional antenna for night use, and extend commencement and completion dates from 11-10-40 and 5-10-41 to 30 days after grant and 180 days thereafter.

1080 Kilocycles

NEW—Mid-America Broadcasting Corp., Louisville, Ky.—Construction permit for a new station to be operated on **1040 kc.**, **1080 kc.** when North American Regional Broadcasting Agreement becomes effective, 1 KW night, 5 KW day, unlimited time, directional antenna day and night. Amended: To make changes in directional antenna.

WBT—Columbia Broadcasting System, Inc., Charlotte, N. C.—Authority to make changes in automatic frequency control.

1200 Kilocycles

WITH—The Maryland Broadcasting Co., Baltimore, Md.—Modification of construction permit (B1-P-2792) to change type of requested transmitting equipment, and extend commencement and completion dates from 12-29-40 and 6-29-41 to 30 days after grant and 180 days thereafter, respectively.

WBOW—Banks of Wabash, Inc., Terre Haute, Ind.—Authority to install new automatic frequency control equipment.

WBHP—Wilton Harvey Pollard, Huntsville, Ala.—License to cover construction permit (B3-P-2688) for changes in equipment and increase in power.

NEW—Colonial Broadcasting Corp., Norfolk, Va.—Construction permit for a new station to be operated on **1200 kc.**, 250 watts, unlimited time, Class IV.

1220 Kilocycles

KTMS—News-Press Publishing Co., Santa Barbara, Calif.—License to cover construction permit (B5-P-2668) for changes in equipment and increase in power, using directional antenna day and night.

1230 Kilocycles

KGGM—New Mexico Broadcasting Co., Inc., Albuquerque, New Mex.—Construction permit to install new transmitter, move transmitter, change frequency from **1230 kc.** to **590 kc.**, increase power from 1 KW to 5 KW, and install directional antenna for night use. Amended: Re directional antenna system.

WOL—American Broadcasting Co., Washington, D. C.—Construction permit to move formerly licensed W. E. 301-B transmitter from 1111 H St., N. W., Washington, D. C., to Ager

Road, near Chillum, Md., for use as an auxiliary transmitter, using 100 watts power.

1240 Kilocycles

WKAQ—Radio Corporation of Porto Rico, San Juan, P. R.—Modification of construction permit (B-P-2385) for installation of new transmitter and antenna, change frequency, increase power, and move transmitter, requesting approval of transmitter site at San Juan District, San Juan, P. R. (present licensed site), antenna changes and change in type of transmitter.

1260 Kilocycles

WHIO—Miami Valley Broadcasting Corp., Dayton, Ohio.—Modification of construction permit (B2-P-2628) for changes in antenna, changes in transmitting equipment, increase power, and move of transmitter, requesting change in type of transmitter, and move of transmitter from Rural, southeast of city, near Dayton, Ohio, to Hempstead Rd., about $\frac{1}{8}$ mile from McConnell Rd., near Dayton, Ohio, and extend commencement and completion dates from 12-29-40 and 6-29-41 to 10 days after grant and 90 days thereafter, respectively.

1290 Kilocycles

KLCN—Fred C. Grimwood, Blytheville, Ark.—Construction permit to install a new transmitter and vertical antenna, increase power from 100 watts to 1 KW, and move transmitter from Railroad and Walnut Sts., Blytheville, Ark., to site to be determined, Arkansas. Amended to give transmitter site as Highway No. 61, Blytheville, Ark.

1360 Kilocycles

WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—Modification of license to change hours of operation from daytime to unlimited time, using 500 watts night, 1 KW day; requests facilities of WTJS.

1370 Kilocycles

WKPT—C. P. Edwards, Jr., and Howard Long, d/b as Kingsport Broadcasting Co., Kingsport, Tenn.—Voluntary assignment of license from C. P. Edwards, Jr., and Howard Long, d/b as Kingsport Broadcasting Co. to Kingsport Broadcasting Co., Inc.

1380 Kilocycles

NEW—Nashville Radio Corp., Nashville, Tenn.—Construction permit for a new station to be operated on 1380 kc., 1 KW, unlimited time, directional antenna day and night, Class III-B.

WING—WSMK, Inc., Dayton, Ohio.—Modification of license to change name of licensee from WSMK, Inc., to Great Trails Broadcasting Corporation.

1420 Kilocycles

NEW—Chattanooga Broadcasting Corp., Chattanooga, Tenn.—Construction permit for a new broadcast station to be operated on 1420 kc., 250 watts, unlimited time. Amended to change type of transmitter.

KWBG—The Nation's Center Broadcasting Co., Inc., Hutchinson, Kans.—Authority to transfer control of corporation from W. B. Greenwald to O. L. Taylor 50% capital stock, William Wyse 49.9% capital stock, and Wesley E. Brown .1% capital stock.

NEW—Harbenito Broadcasting Co., Harlingen, Tex.—Construction permit for a new station to be operated on 1420 kc., 250 watts, unlimited time. Amended re corporate structure.

KWBG—Harbenito Broadcasting Co., Harlingen, Tex.—Modification of construction permit (B4-P-2521) as modified for changes in equipment, increase in power, changes in antenna and move of transmitter, requesting extension of completion date from 12-20-40 to 6-21-41.

WELL—Federated Publications, Inc., Battle Creek, Mich.—License to cover construction permit (B2-P-2669) for new transmitter, changes in antenna, and increase in power.

1430 Kilocycles

WHP—WHP, Inc., Harrisburg, Pa.—Authority to install automatic frequency control apparatus.

1450 Kilocycles

WAGA—Liberty Broadcasting Corp., Atlanta, Ga.—Authority to determine operating power by direct measurement of antenna power.

1500 Kilocycles

KDRO—Albert S. and Robert A. Drohlich, d/b as Drohlich Bros., Sedalia, Mo.—Construction permit to change frequency from 1500 kc. to 800 kc., under North American Regional Broadcasting Agreement, change hours of operation from unlimited time to daytime, change power from 250 watts to 1 KW, make changes in vertical antenna and install a new transmitter.

1530 Kilocycles

WAKR—Summit Radio Corp., Akron, Ohio.—Construction permit to increase power from 1 KW to 5 KW, using directional antenna day and night, install new transmitter, and make changes in directional antenna.

FM APPLICATIONS

NEW—Columbia Broadcasting System, Inc., New York, N. Y.—Construction permit for a new high frequency broadcast station to be operated on 44900 kc., coverage 14150 square miles, population 14,954,832. Amended: to change type of transmitter.

NEW—Mercer Broadcasting Co., Ewing Township, N. J.—Construction permit for a new high frequency broadcast station to be operated on 44700 kc., coverage 3700 square miles, population 910,000.

NEW—Pennsylvania Broadcasting Co., Philadelphia, Pa.—Construction permit for a new high frequency broadcast station to be operated on 44700 kc., coverage 9585 square miles, population 4,474,940.

NEW—New Jersey Broadcasting Corp., New York, N. Y.—Construction permit for a new high frequency broadcast station to be operated on 47900 kc., coverage 8900 square miles, population 10,400,000.

NEW—Cherry & Webb Broadcasting Co., Providence, R. I.—Construction permit for a new high frequency broadcast station to be operated on 47500 kc., coverage 6207 square miles, population 4,230,838.

NEW—Westinghouse Radio Stations, Inc., Boston, Mass.—Construction permit for a new high frequency broadcast station to be operated on 46,500 kc., coverage 6652 square miles, population 3,389,751.

NEW—Westinghouse Radio Stations, Inc., Springfield, Mass.—Construction permit for a new high frequency broadcast station to be operated on 48,100 kc., coverage 2022 square miles, population 499,098.

NEW—Westinghouse Radio Stations, Inc., Philadelphia, Pa.—Construction permit for a new high frequency broadcast station to be operated on 45,500 kc., coverage 11492 square miles, population 4,787,535.

NEW—Westinghouse Radio Stations, Inc., Pittsburgh, Pa.—Construction permit for a new high frequency broadcast station to be operated on 47500 kc., coverage 14700 square miles, population 3,881,463.

NEW—Westinghouse Radio Stations, Inc., Fort Wayne, Ind.—Construction permit for a new high frequency broadcast station to be operated on 44900 kc., coverage 6150 square miles, population, 420,168.

MISCELLANEOUS

WPIT—Westinghouse Electric & Manufacturing Co., Saxonburg, Pa.—Assignment of license and construction permit to Westinghouse Radio Stations, Inc.

W1XSN—Westinghouse Electric & Manufacturing Co., East Springfield, Mass.—Consent to assignment of license to Westinghouse Radio Stations, Inc.

W1XK—Westinghouse Electric & Manufacturing Co., Boston, Mass.—Consent to assignment of license to Westinghouse Radio Stations, Inc.

NEW—Midland Broadcasting Co., Kansas City, Mo.—Construction permit for a new developmental broadcast station to be operated on 46500 kc., 1500 watts, special emission for frequency modulation.

FEDERAL TRADE COMMISSION ACTION

COMPLAINTS

Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

Gulf Refining Company, Pittsburgh, Pa., supplying gasoline to approximately 225 retailers in the Detroit area, according to complaint, has sold gasoline to The Firestone Tire & Rubber Company and The B. F. Goodrich Company, each of which owns or operates one or more retail gasoline stations at prices ranging from 1 to 2 cents a gallon lower than the prices charged by it to other Detroit retailers for gasoline of the same grade and quality.

Under normal merchandising conditions, the complaint alleges, the respondent's price to the Firestone and Goodrich companies for its "Good Gulf" gasoline, its largest selling brand, has been 1½ cents or more per gallon below its price therefor to other retailers.

The complaint alleges that the effect of the respondent's price discrimination has been and may be to injure, destroy and prevent competition with the Firestone and Goodrich companies and with customers of the Goodrich company, in the resale of gasoline. (4390)

Inter-State Cigarette Merchandisers Association, Newark, N. J., and five member associations composed of persons or companies operating automatic cigarette vending machines in various States and their officers, directors and members, have been served with a complaint alleging that they have engaged in agreements, combinations and conspiracies in restraint of competition.

The five member associations are: The Cigarette Merchandisers Association, Inc., New York; Cigarette Merchandisers Association of New Jersey, Inc., Newark, whose members operate in New Jersey, New York and Pennsylvania; The Automatic Cigarette Vendors Association of Eastern Pennsylvania, Philadelphia; The Cigarette Machine Operators of Connecticut, Inc., Waterbury, Conn.; and Cigarette Merchandisers Association of New England, Boston.

Respondent officers and directors of the Inter-State Cigarette Merchandisers Association are: John Sharenow, Newark, N. J., president; William King, Philadelphia, vice president; Edward Beresth, Waterbury, Conn., treasurer; Robert K. Hawthorne, New York, secretary; James V. Cherry, Newark, N. J., recorder; and Anthony J. Masone, Waterbury, Conn., Alfred Sharenow, Boston, and Edward J. Dingley, Philadelphia, directors. Each respondent officer and director is a representative of one of the member associations.

Respondent officers and directors of The Cigarette Merchandisers Association, Inc., are: Robert K. Hawthorne, Alexander Frazer, Albert S. Denver, Samuel Yolen, Tom Cola, Matthew Forbes, Michael Lascari, Jackson Bloom, Louis D. Schwartz, Martin M. Berger, Bernard Rosen and Harold Roth.

Respondent officers and directors of Cigarette Merchandisers Association of New Jersey, Inc., are: Charles W. Stange, Max Jacobowitz, Henry D. Hartmann, John Grout, James V. Cherry, Michael Lascari, John Charenow, Samuel M. Malkin, Harry Zink and Herman Arlein.

Respondent officers and directors of The Automatic Cigarette Vendors Association of Eastern Pennsylvania are: Walter I. Davidson, Patrick J. Bonoma, LeRoy A. Schackleton, William L. King, W. Harry Steele, Jr., Harry D'Alessandro, Ralph J. Burnard and Joseph Silberman.

Respondent officers and directors of The Cigarette Machine Operators of Connecticut, Inc., are: Anthony R. Nastri, Robert Zimmerman, Anthony J. Masone, M. E. Norris, John J. Fitzgerald, Samuel Aliener, Nathan Dubowry, Lena Bonnelly and Charles Sparrow.

Respondent officers and directors of Cigarette Merchandisers Association of New England are: Samuel M. Goldstein, Louis Berman, William B. Burns, Walter R. Guild, Albert M. Coulter, Frank Fendel, Oscar Gerson, Julian Karger, Cleo C. Kingsley, Charles E. Knight, Alfred I. Sharenow, Jacob Shelman, Harry Spierer and William Spiller.

The complaint names as respondents the various member companies which the officers and directors represent and points out the respondents named as officers, directors and members of the respondent organizations do not constitute the entire list but are typical and representative thereof.

According to the complaint, the members of the respondent organizations purchase automatic cigarette vending machines from manufacturers, producers and distributors in various States and, by agreement with proprietors, install them in retail establishments selling cigarettes, such as restaurants, taverns, grills, bar-rooms, and gasoline stations, the respondent operators constituting a large and important part of the operators of automatic cigarette vending machines in the United States.

Pursuant to understandings, agreements, combinations and conspiracies, the complaint alleges, the respondents have established the respondent operators of automatic cigarette vending machines as a preferred class for the purpose of confining and requiring the sale and distribution of automatic cigarette vending machines by manufacturers, producers and sellers thereof to such respondent operators exclusively. According to the complaint, the respondents have, pursuant to their combinations and agreements, interfered in their competitors' efforts to purchase and obtain such machines; and have prevented competitors from purchasing or obtaining machines.

The complaint further alleges that, pursuant to their agreements and understandings, the respondents have required, induced or compelled, by promises, threats, coercion, intimidation and otherwise, manufacturers, producers and sellers of automatic cigarette vending machines: (1) not to sell or ship such machines to competitors or directly to consumers of such machines; (2) to boycott competitors; and (3) to confine to the respondent operators the manufacturers', producers' and sellers' sales and shipments of machines intended for use, consumption or resale in the various States where the respondent operators are in business.

The complaint further alleges that, pursuant to their agreements and understandings, the respondents have engaged in the following practices: (1) boycotting and threatening to boycott manufacturers, producers and sellers who sell or ship machines either to competitors of the respondent operators or directly to consumers of the machines; (2) requiring all members of the respondent organizations and associations to carry out, and to agree and pledge themselves to support and carry out, the respondents' program; and (3) using other methods and means designed to suppress and prevent competition and restrict the sale of automatic cigarette vending machines. (4388)

Ru-Ex Company, St. Paul, Minn., engaged in the sale and distribution of a medicinal preparation designated "Ru-Ex," is charged, in a complaint with misrepresentation.

The complaint charges that the respondent has disseminated false advertisements concerning its product by advertisements in newspapers and otherwise. Through these representations, the complaint alleges, the respondent has represented that the preparation is entirely safe and harmless, and may be used without danger of ill effects upon the health of users. In truth, the complaint continues, these representations are false and misleading, as the preparation contains the drug potassium iodide in a quantity sufficient to cause, in some instances, injury, to health if the preparation is used under the conditions prescribed in the advertisements or under such conditions as are customary or usual.

The advertisements disseminated by the respondent, the complaint charges, contain neither a statement to the effect that the preparation should not be used by persons having tuberculosis or goiter, nor a cautionary statement to the effect that the preparation should be used only as directed on the label thereof. Consequently, the complaint continues, such advertisements constitute false advertisements in that they fail to reveal that use of the preparation under the conditions prescribed in the advertisements or under such conditions as are customary or usual, may result in injury to the health of users. (4387)

Shell Oil Company, Incorporated, St. Louis, Mo., according to complaint, has sold gasoline to Henry Starkey Hickey, trading as

"Grand River Oil & Gas Company Detroit, at prices substantially lower than those charged by the respondent to its other Detroit retailer purchasers for gasoline of the same grade and quality. The complaint alleges that Hickey, trading under the name "Stark Hickey, Inc.," and Stark Hickey, Inc., a corporation controlled by Hickey, own and operate retail gasoline stations in Detroit. According to the complaint, the prices at which the respondent oil company has sold its gasoline to Hickey have ranged from 1 to 1 $\frac{3}{4}$ cents a gallon lower than the prices charged by it to other Detroit retailers for the same type of gasoline.

Under normal merchandising conditions, the complaint alleges, the respondent's price to Hickey for its "Super Shell" gasoline, its largest selling brand, has been 1 $\frac{1}{2}$ cents below its price charged therefor to other retailers.

The complaint alleges that the respondent's price discrimination has had and may have the effect of injuring, destroying and preventing competition with Henry Starkey Hickey and Stark Hickey, Inc., in the resale of gasoline. (4392)

Standard Oil Company, Chicago, Ill., supplying gasoline to approximately 450 retailers in the Detroit area, according to complaint, has sold gasoline to four dealers, Citrin-Kolb Oil Company, Stikeman Oil Company, Inc., Wayne Oil Company, and Ned's Auto Supply Company, each of which owns or operates one or more retail gasoline stations, at prices ranging from $\frac{1}{2}$ cent to 1 $\frac{3}{4}$ cents a gallon lower than the prices charged by it to other Detroit retailers for gasoline of the same grade and quality.

Under normal merchandising conditions, the complaint alleges, the respondent's price to the four dealers for its "Red Crown" gasoline, its largest selling brand, has been 1 $\frac{1}{2}$ cents below its price therefor to other dealers.

The complaint alleges that the effect of the respondent's discrimination in price has been and may be to injure, destroy and prevent competition with each of the four dealers in the resale of gasoline. (4389)

Texas Company, New York, N. Y., supplying gasoline to more than 80 retailers in the Detroit area, according to complaint, has sold gasoline to The Firestone Tire & Rubber Company, The B. F. Goodrich Company, and certain other customers, each of which owns or operates one or more retail gasoline stations, at prices ranging from $\frac{1}{2}$ cent to 2 cents a gallon lower than the prices charged by it to other Detroit retailers for gasoline of the same grade and quality.

Under normal merchandising conditions, the complaint alleges, the respondent's price to the Firestone and Goodrich companies for its "Fire Chief" gasoline, its largest selling brand, has been 1 $\frac{1}{2}$ cents or more per gallon below its price therefor to most of its other retailer customers.

The complaint alleges that the effect of the respondent's price discrimination has been and may be to injure, destroy and prevent competition with the Firestone and Goodrich companies and other customers receiving the benefit of such discrimination, and with customers of The B. F. Goodrich Company, in the resale of gasoline. (4391)

STIPULATIONS

During the week the Commission has entered into the following stipulations:

Frank & Seder of Philadelphia, Inc., 11th and Market Sts., Philadelphia, in connection with its advertising of girdles, agrees to cease and desist from use of the word "reducing" or of other words of similar meaning so as to convey the belief that the wearing of such devices will cause a reduction of local or bodily tissue or effectively remove fat, and thus overcome or lessen a condition of fatness or weight. (2999)

Charles B. McFerrin, 13 Carolina Court, Orlando, Fla., engaged in selling a health course designated "The Pilot Health Course", and publishing and selling a magazine designated "The Spot Light Magazine", has entered into a stipulation in which it agrees to cease and desist from representing, directly or by implication, that "The Spot Light Magazine" contains information of any value whatsoever for gall bladder trouble, liver trouble,

rheumatism, anemia, and other ailments, or that it contains information of any value whatsoever for any disease or affliction, and that "The Pilot Health Course" is of any value whatsoever for sinus trouble, bronchitis, asthma, and some 25 other ailments; that such course is of any value whatsoever for any disease or affliction, or that the course enables one to have health, prosperity or happiness. (02672)

Nulife Garments Corporation, 912-920 Broadway, New York, engaged in the sale and distribution of a so-called "health" belt and a shoulder brace under the trade name "Munter's Nulife," has agreed to cease and desist from use in its advertisements and advertising matter, or in advertising matter supplied by it to others, of any words or statements the effect of which tends to convey the belief that the wearing of the respondent's devices will correct congenital or acquired postural deformities of the wearer; improve physical activity, increase vitality or store up physical energy throughout the entire body; make every wearer stand and grow erect or supply all the physical improvements for the body until it is corrected; straighten round shoulders instantly and permanently; compel deep breathing or stimulate respiration or correct the breathing capabilities of all persons; give instant benefits to all wearers, regardless of weight, size, age or condition; air condition the wearer's body or stabilize or regulate the control of body temperature regardless of conditions or the weather, or make children stand, sit and grow up healthy and naturally strong or so improve the wearer's posture in all cases as to make him "look and feel like a West Pointer." (2998)

CEASE AND DESIST ORDERS

Commission has issued the following cease and desist orders:

Becker Cloak Company, Inc., 247 West 37th St., New York City, engaged in the manufacture, sale and distribution of women's textile fabric coats and other garments, has been ordered to cease and desist from misrepresentation of the garments.

Commission findings are that the respondent, in connection with the sale of its products to dealers and the public, designated textile fabric women's coats and other garments by the name "Duro-Persian;" that some of the tags and labels attached to the garments bore pictorial designs of sheep or lambs and the words "Duro-Persian," and that the respondent also advertised its textile fabric garments by means of trade journals having interstate circulation and other media in which the garments are designated as "Duro-Persian." The advertising literature, according to findings, also described such garments by use of the words "Imported Persian" and other similar phraseology, and included pictorial designs of sheep or lambs.

The respondent further employed, in connection with the advertising and sale of the garments, the findings continue, large pictorial representations which further served to emphasize the resemblance of the textile fabric garments to Persian lamb fur. The garments, made from textile fabric, were so constructed as to have the appearance of silky, tightly curled and highly priced fur of the young of the Karakul breed of sheep.

The respondent is ordered to cease and desist from using the word "Persian" or any term containing the word "Persian" to designate, describe or in any way refer to textile fabric garments which simulate Persian lamb peltries in appearance; representing or implying in any manner that textile fabric garments are made from the peltries of Persian lambs, the young of the Karakul breed of sheep; or representing that such garments are made from wool taken from such lambs, when they are not made from such wool; representing in any manner that the garments are imported from Persia, or any other foreign country, or are made from imported materials, when they are not, in fact, so imported or made from imported materials, and from using any pictorial design of a sheep or lamb, or of any other wool-bearing animal, in connection with any description of, or reference to, textile fabric garments which are not made from the wool of the animal so depicted. (4295)

Kuhn Remedy Company, 1855 North Milwaukee Ave., Chicago, selling and distributing a medicinal preparation formerly described

as "Kuhn's Rheumatic Fever Remedy," now known as "Kuhn's Remedy," has been ordered to cease and desist from making misrepresentations of the product.

The Commission finds that by advertisements in newspapers and periodicals, by radio continuities, and otherwise, the respondent has directly or by implication represented that its preparation is a cure or remedy for rheumatism, rheumatic fever and similar ailments, and that the preparation possesses substantial therapeutic value in the treatment of such ailments and conditions, and that it is entirely safe and harmless.

The Commission finds that these representations are exaggerated and misleading and that the preparation is not a cure or remedy for rheumatism, the other ailments advertised, or for muscular or joint aches or pains, generally; that it does not possess any therapeutic value in the treatment thereof in excess of affording, in some cases, temporary symptomatic relief from aches and pains, and that the preparation contains the drug potassium iodide in quantities sufficient to cause, in some instances, injury to health if taken under the conditions prescribed in the advertisements or under such conditions as are customary or usual.

The respondent is ordered to cease and desist from disseminating or causing to be disseminated any advertisements representing, directly or through inference, that the preparation is a cure or remedy for rheumatism, rheumatic fever, gout, neuralgia, lumbago, muscular or joint aches or pains generally; that it possesses therapeutic value in treating rheumatism, rheumatic fever, gout, neuralgia or lumbago, in excess of affording temporary symptomatic relief from the aches and pains associated with such disorders; that the preparation is in all cases safe or harmless; or which advertisements fail to reveal that the preparation should not be used by those having tuberculosis or goiter (provided, however, that such advertisement need contain only a statement that the preparation should be used only as directed on the label thereof when such label contains a warning to the effect that the preparation should not be used by those having tuberculosis or goiter), and from using the word "Remedy," or any other word of similar import or meaning, as part of the respondent's corporate or trade name, or to designate, describe or in any way refer to such preparation as a remedy in connection with offering it for sale or selling or distributing it in commerce. (4264)

Merriek National Company—An order has been issued directing Montague L. and Edna H. Merrick, trading as Merrick National Company and as Chocolate Confections Company, 617 Washington Ave., North, Minneapolis, to cease and desist from the use of lottery plans in connection with the sale of candy or other merchandise to consumers.

The respondents are ordered to cease and desist from selling and distributing any merchandise so packed and assembled that sales of such merchandise to the public are to be made, or may be made, by means of a game of chance, gift enterprise or lottery scheme; and from supplying to or placing in the hands of others, assortments of any merchandise, together with push or pull cards, punch boards or other devices, or separately, which devices are to be used, or may be used, in selling or distributing such merchandise to the public by means of a game of chance, gift enterprise, or lottery scheme.

The order further directs that the respondent cease supplying to, or placing in the hands of others, (1) packages or assortments containing pieces of candy of uniform size and shape having centers of different colors, together with larger pieces of candy, or other merchandise, or separately; and (2) assortments of candy composed of individually wrapped pieces of candy of uniform size and shape and of different colors, together with other articles, or separately; which larger pieces of candy or other articles of merchandise, respectively, are to be or may be given as prizes to purchasers procuring, respectively, pieces of candy having centers of a particular color, or pieces of candy of a particular color. (4097)

Peniek & Ford, Ltd., Inc., New York, has been ordered to cease and desist from price discriminations in violation of the Robinson-Patman Act in the sale of glucose or corn syrup unmixed. This product is used in the manufacture of candy.

Commission findings are that the respondent sold such syrup at higher delivered prices per 100 pounds to purchasers located in certain cities other than Chicago than it had sold such syrup

to Chicago purchasers. The prices at which the syrup was sold to purchasers in cities other than Chicago were not uniformly higher than the prices at which it was concurrently sold by the respondent to Chicago purchasers, according to findings, but such higher prices varied with the geographical location of the purchasers; for example, they varied from \$2.24 in Chicago to \$3.12 in San Antonio, Tex., as of June 23, 1939, while at the same time Denver purchasers paid \$2.90, St. Louis customers paid \$2.42, and Springfield, Mo., purchasers \$2.64.

According to findings, the respondent, by selling its syrup at the different prices as found (the differences between which prices have not been justified by the respondent and which differences make more than due allowance for differences in the cost of delivery), has discriminated in price between such purchasers who have paid the various different prices for its syrup.

Such syrup, according to findings, is one of the major raw materials used in the production of many kinds of candy, accounting for as much as 90 per cent or more of the weight of some varieties and for a substantial part of the total manufacturing cost. The respondent's discriminations in price, according to findings, increase the costs of the unfavored purchasers over the costs of the favored purchasers directly as the amount of the discrimination between them and as the syrup content of the candy increases. By reason of such higher costs, the findings continue, the profits of the unfavored purchasers would be substantially lower than would be the case if it were not for the discriminations.

The Commission order directs that the respondent cease and desist from discriminating in price between different purchasers of glucose or corn syrup unmixed of like grade and quality, either directly or indirectly in the manner and degree as found by the Commission; from continuing or resuming such discriminations; from otherwise discriminating in price in a manner and degree substantially similar to the discriminations found, and from otherwise selling such products to some purchasers at a different price than to other purchasers where the effect may be to violate the Robinson-Patman Act. (3802)

Wholesale Liquor Distributors Assn. of N. California—An order has been issued directing that 16 companies engaged in distilling, importing or wholesaling liquors; the Wholesale Liquor Distributors' Association of Northern California, Inc., and the Liquor Trades' Stabilization Bureau, Inc., both of San Francisco, and their officers and directors, cease and desist from making agreements and understandings which result in restraint of competition through maintenance of a price-fixing policy, and discrimination against certain classes of dealers, in the "northern California territory" comprising northern California and western Nevada.

The respondent distillers, importers and wholesalers are: Gooderham & Worts, Limited, Detroit; Brown-Forman Distillers Corporation, Louisville, Ky.; The Fleischmann Distilling Corporation, and National Distillers' Products Corporation, both of New York; Schenley Distilleries, Inc., San Francisco; Frankfort Distilleries, Incorporated, Louisville, Ky.; Hiram Walker, Incorporated, Detroit; Seagram-Distillers Corporation, Somerset Importers, Ltd., and Browne Vintners Co. Inc., all of New York; Rathjen Bros., Inc., San Francisco; McKesson & Robbins, Inc., New York; Parrott & Co., Haas Brothers, Tonkin Distributing Co., and Coffin-Redington Co., all of San Francisco.

Respondent officers and directors of the Wholesale Liquor Distributors' Association of Northern California, Inc., are: Joseph M. Tonkin, San Francisco, president; J. F. Ferrari, Bakersfield, Calif., vice president; Max Sobel, San Francisco, secretary-treasurer; Sante Quattrin, San Francisco, executive secretary, and A. M. Berberian, Fresno, Calif., Charles Bigley, San Jose, Calif., H. L. Hanson and J. J. Bottaro, both of Sacramento, Thomas Lenahan, R. F. Jose and C. L. Saur, all of San Francisco, Floyd Trombetta, Santa Rosa, Calif., Andrew Rosaia, Eureka, Calif., and John Pingree, Oakland, Calif., directors.

Commission findings are that the respondents entered into agreements and understandings to fix specified standard and uniform prices, discounts and markups at which liquor should be sold at both wholesale and retail in their territory, and that the respondents (excepting Somerset Importers, Ltd., and Seagram-Distillers Corporation), acting collectively and through the respondent association and bureau, combined and conspired with one another to hinder and prevent "irregular" distributors (co-operative buying organizations, small jobbers and wholesale liquor dealers) from obtaining alcoholic beverages from any source.

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SEPTEMBER 1940 BROADCAST ADVERTISING UNIT REPORT

On the following pages, there is presented an analysis of September business reported by 206 broadcasting stations and the national networks. The analysis presented here is complete for national networks including the business of the Columbia Broadcasting System, the Mutual Broadcasting System and the Red and Blue networks of the National Broadcasting Company. Regional Network, National Non-network (Spot) and Local business figures are not complete for the entire industry; the figures represent these classes of business of only the 206 stations reporting.

On the last page of this analysis, there appears a complete roster of the 206 stations reporting September business. Also included in the list are 10 additional stations whose reports were received too late for inclusion in this tabulation.

WHAT DOES IT SHOW?

All stations having national network affiliation carried 1,938,928 program units of commercial business in the month of September. The 206 stations carried 1,119,920 program units exclusive of their national network volume. In addition, the 206 stations carried 267,638 announcement units.

Each program unit equals one minute of program time. Each announcement unit equals one minute unless the announcement is a minute and one-half or longer. In this case the announcement is counted to the nearest full minute. The business carried by that portion of the industry covered in this analysis is 3,326,486 units.

In this analysis of broadcast advertising two main classifications of advertising are used—"Retail" advertising and "General" advertising. In "Retail", all of the advertising placed by businesses which sell direct to consumers are analyzed according to types of business.

In the "Retail" analysis, retail businesses are classified according to their principal retail line. No attempt is made to classify according to specific product advertised. As for example, the item of "Radio Store" advertising is not complete for all radio set retail advertising because additional advertising of radio sets is included in "Department Store", "Drug Store", "Electric and Gas Appliances", "Furniture and Home Furnishings", "Automotive"—"Garage and Service Stations", etc. classifications.

The "General" classification is primarily an analysis of the products advertised by businesses engaged in selling to others for resale rather than direct to the consumer as do retailers. Also included in "General" are such service businesses as "Financial", "Insurance", "Medical", "Professional and Service" and "Transportation". They cannot properly be considered retail.

In the "General" analysis, individual products or services are classified. The entire radio advertising of a given manufacturer is analyzed according to the units devoted to each individual item. For example, a manufacturer may place soap advertising and toothpaste advertising. The soap advertised would be segregated by that which is "Laundry Soap" and classified under "Groceries" and that which is "Toilet Soap" would be classified under "Toilet Requisites". The toothpaste advertising would classify under "Toilet Requisites" as "Dentifrices".

In the table at the bottom of the page, there is presented a tabulation of the business reported by national networks and 206 stations for the month of September. The business of the 206 reporting stations, other than the national network business

carried, is classified according to the "Source of Business". The sources are "Regional Network", "National Non-network" and "Local" accounts. Under "Local" are included the advertising of businesses located within the trade area of each station and whose activity is confined to the trade area. Under "National Non-network" (National Spot) is included the advertising of those businesses which have distribution of products or services beyond the trade area of individual stations.

HOW TO USE IT

Call in your Sales Manager. Go over with him the analysis presented herewith and your own list of accounts.

Your first quest is to determine what "Retail" and "General" classifications of business you are missing. If such businesses are placing radio advertising elsewhere, they should be on your station as well. In order to facilitate this operation of seeking out your missing business consult Table III. You can then determine whether such business is actually placed on stations like yours—same power, same Commission classification, etc. By use of Table IV, you can pin down the kind of advertising placed in cities of your own size.

Working from these two tables, the next question is where do you get this business? Table II gives that clue. It is either from "Regional Networks", "National Non-network" (National Spot) or "Local". With this information your investigation will have gotten you well along the road for gearing your approach for securing that missing business.

The next step, having located missing business, is to prepare your presentation. The information contained in Tables II, III and IV will be most valuable in preparing it. They embody the experience of other stations in selling time to such businesses as those you will contact. This approach effectively gets around the ready question of prospects "How much broadcast advertising is placed by businesses like mine?"

In your search for missing business you will undoubtedly encounter some classifications in which you have a few accounts but not your proportionate share as gauged by the tables. The sales procedure is the same, in such cases, by the experience of your own accounts.

Don't overlook the competitive advertiser angle. In such cases as department store business, your sales presentations should include comment on the advertising placed by retailers of boots and shoes, clothing, furniture and home furnishing, jewelry, etc. To show the use of radio advertising the competitors of the individual departments of department stores will be persuasive.

FUTURE REPORTS

When a sufficient number of stations are reporting monthly tabulations will be projected to show industry totals. After the reports have been operated long enough to establish experience, comparisons with other media will be published.

The reference file by advertiser is being established and will be available for service to cooperating stations after the first of the year.

For the month of September 206 stations reported in time for their data to be included in these tabulations. Reports from substantially more stations will be necessary to make the unit measurement of broadcast advertising of maximum value. The importance of this material to the industry is so great that every station can benefit by cooperating and submitting monthly reports. By all means see to it that your station is included.

TABLE I
BROADCAST ADVERTISING—206 STATIONS AND ALL NATIONAL NETWORKS

Source of Business	Retail		General		Total		Total
	Pgm. Units	Ann. Units	Pgm. Units	Ann. Units	Pgm. Units	Ann. Units	
National Network.....	2,730	1,936,198	1,938,928	1,938,928
Regional Network.....	7,245	987	87,682	4,738	94,927	5,725	100,652
National Non-network.....	24,734	5,818	275,933	47,654	300,667	53,472	354,139
Local.....	456,620	160,977	267,706	47,464	724,326	208,441	932,767
TOTAL other than National Network..	488,599	167,782	631,321	99,856	1,119,920	267,638	1,387,558
TOTAL.....	491,329	167,782	2,567,519	99,856	3,058,848	267,638	3,326,486

TABLE II
BROADCAST ADVERTISING—206 STATIONS AND ALL NATIONAL NETWORKS
BY TYPE OF SPONSORING BUSINESS AND BY SOURCE OF BUSINESS
RETAIL ADVERTISING UNITS
September 1940

Type of Sponsoring Business	Regional Network		National Non-Network		Local		Total Other Than National Network		Totals	
	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.
Amusements.....	400	39	125	78	22,060	10,560	22,585	10,677	22,585	10,677
Theaters.....	---	23	---	29	9,220	4,964	9,220	5,016	9,220	5,016
Miscellaneous.....	400	16	125	49	12,840	5,596	13,365	5,661	13,365	5,661
Automotive.....	1,160	181	2,970	865	59,571	21,154	63,701	25,200	63,701	25,200
Garages and Service Stations.....	---	---	195	222	3,730	3,282	3,925	3,304	3,925	3,304
Parts and Accessories.....	725	36	25	9,240	9,734	9,965	9,965	3,795	9,965	3,795
Passenger Cars.....	60	145	2,475	793	38,057	14,083	40,592	15,021	40,592	15,021
Tires and Tubes.....	---	---	---	---	5,419	2,214	5,419	2,214	5,419	2,214
Trucks.....	---	---	---	---	500	42	500	42	500	42
Tractors.....	375	---	300	---	1,455	303	1,755	303	1,755	303
Miscellaneous.....	---	---	25	---	1,170	496	1,545	521	1,545	521
Bakeries.....	120	---	315	---	10,237	4,024	10,672	4,024	10,672	4,024
Book Stores.....	---	---	5	---	365	101	370	101	370	101
Boots and Shoes.....	200	6	1,140	42	6,291	4,274	7,631	4,322	8,381	4,322
Men's.....	---	---	---	---	45	54	45	54	45	54
Women's and Women's.....	---	---	---	---	180	127	180	127	180	127
Miscellaneous.....	200	6	1,140	42	5,936	3,960	7,276	4,008	8,026	4,008
Building Supplies and Contractors.....	75	51	---	89	13,152	5,575	13,227	5,715	13,227	5,715
Clothing Stores.....	180	121	5,350	321	50,908	22,338	56,438	22,780	56,438	22,780
Men's.....	---	---	5,010	189	19,311	7,672	24,321	7,861	24,321	7,861
Women's and Women's.....	---	---	---	12	1,785	711	1,785	723	1,785	723
Women's.....	180	25	---	70	18,741	8,526	18,921	8,621	18,921	8,621
Credit Clothing.....	---	---	---	50	1,710	1,845	1,710	1,895	1,710	1,895
Miscellaneous.....	---	96	340	---	9,361	3,584	9,701	3,680	9,701	3,680
Dairies.....	---	---	181	31	6,636	1,902	6,820	1,933	6,820	1,933
Department and Dry Goods Stores.....	1,185	25	2,615	406	60,500	13,625	64,300	14,056	64,300	14,056
Drug Stores.....	150	---	---	117	12,489	2,976	12,639	3,093	12,639	3,093
Educational.....	---	45	1,125	102	8,191	2,112	9,319	2,259	11,299	2,259
Electric and Gas Appliances and Supply.....	30	17	210	39	7,830	3,966	8,070	4,022	8,070	4,022
Furniture and Home Furnishings.....	210	---	720	37	61,065	13,940	61,995	13,977	61,995	13,977
Grocers and Food Stores.....	2,595	307	6,130	153	16,798	4,976	25,523	5,436	25,523	5,436
Chain.....	1,800	207	3,085	153	1,906	177	6,791	537	6,791	537
Miscellaneous.....	795	100	3,045	---	14,892	4,799	18,732	4,899	18,732	4,899
Heating and Plumbing.....	---	12	290	---	3,000	3,271	3,290	3,283	3,290	3,283
Hotels and Restaurants.....	135	48	375	102	14,679	6,087	15,189	6,237	15,189	6,237
Jewelers.....	---	27	60	---	11,690	13,010	11,750	13,037	11,750	13,037
Merchandized Chains.....	---	---	315	66	1,675	921	1,990	990	1,990	990
Miscellaneous.....	605	77	1,950	3,281	72,710	17,520	75,295	20,881	75,295	20,881
Agriculture.....	195	31	75	37	5,536	1,679	5,806	1,747	5,806	1,747
Auctions.....	---	10	---	---	---	107	---	117	---	117
Beverages.....	---	---	---	---	---	214	---	214	---	214
Cleaners-Dyers-Laundries.....	---	---	20	---	13,229	6,646	13,249	6,646	13,249	6,646
Farm and Orchards (Produce).....	---	---	---	---	815	531	815	531	815	531
Florists-Nurseries.....	---	---	---	---	885	769	1,780	785	1,780	785
General Stores.....	60	---	945	16	1,925	367	1,985	387	1,985	387
Confectionery (Ice Cream, etc.).....	---	---	---	14	1,735	663	1,735	677	1,735	677
Shoe Repairing.....	---	---	---	---	179	483	179	483	179	483
Specialty Shops.....	80	---	---	19	2,921	3,001	3,001	2,176	3,001	2,176
Undertakers.....	---	2	75	---	3,270	456	3,345	458	3,345	458
Miscellaneous.....	270	34	885	3,178	42,245	3,448	43,350	6,600	43,350	6,600

Musical Instruments.....	---	31	795	13	5,680	1,150	6,475	1,194	6,475	1,194
Office Equipment.....	---	---	---	13	360	227	360	240	360	240
Radio.....	---	---	---	47	5,058	1,654	5,058	1,701	5,058	1,701
Real Estate.....	80	---	---	13	3,055	987	3,135	1,000	3,135	1,000
Sporting Goods.....	120	---	30	---	548	156	698	156	698	156
Stationers.....	---	---	---	---	730	305	730	305	730	305
Toilet Goods and Beauty Shops.....	---	---	30	---	1,309	1,163	1,339	1,163	1,339	1,163
Totals.....	7,245	987	24,734	5,818	456,620	160,977	488,599	167,782	491,329	167,782

TABLE II—Continued
GENERAL ADVERTISING UNITS
September 1940

Type of Sponsoring Business	National Network		Regional Network		National Non-Network		Local		Total Other Than National Network		Totals	
	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.
Agriculture												
Cattle Foods			1,005	117	4,543	277	4,966	646	10,514	1,040	10,514	1,040
Seeds			420	43	2,853	92	2,105	62	5,378	197	5,378	197
Farm Machinery			210	40	960	38	531	8	1,701	86	1,701	86
Nurseries			375		405		30	47	810	47	810	47
Live Stock				13	35	12		26	25	290	25	25
Miscellaneous				21		135		478	35	51	35	51
Alcoholic Beverages												
Beers	90		2,215	230	8,669	1,953	29,686	4,467	40,370	6,650	40,660	6,650
Wines	90		1,735	230	7,739	1,776	29,566	3,756	39,040	5,762	39,130	5,762
Miscellaneous			480		930	177	120		1,530	876	1,530	876
Amusements												
						70		16		86		86
Automotive												
Aviation	112,425		11,664	393	56,581	5,243	10,167	1,845	81,412	7,481	193,837	7,481
Gas and Oil					46,883	889	8,781	957	69,928	2,110	135,613	2,110
Parts and Accessories	65,685		14,264	264	525	37	280	184	805	221	805	221
Passenger Cars	38,640		150	129	4,615	4,255	480	251	5,245	4,635	43,885	4,635
Tires and Tubes	8,100		250		3,913	24	475	314	4,638	338	12,738	338
Trucks								25		25		25
Tractors					645			18	645	18	645	18
Miscellaneous						13	151	96	151	109	151	109
Building Materials												
	4,980		120	24	240	726	1,750	581	2,110	1,331	7,090	1,331
Confections												
	44,925		2,320	95	5,245	2,685	615	339	8,380	3,119	53,305	3,119
Educational												
					750	7			750	7	750	7
Financial												
Banks and Trust Companies	4,835		165	333	1,615	390	21,493	5,875	23,273	6,598	28,108	6,598
Real Estate and Home Financing	525		15	126			9,965	1,948	9,980	2,074	10,505	2,074
Stock and Bond Houses			60				3,802	614	3,862	614	3,862	614
Miscellaneous	4,310		90	207	1,215	390	7,476	2,989	8,781	3,586	13,091	3,586
Groceries												
Baking Products	788,967		35,250	1,695	119,573	11,474	65,634	15,392	220,457	28,561	1,009,424	28,561
Beverages	20,775		2,880	370	3,650	1,879	13,385	4,352	22,115	6,601	42,890	6,601
Coffee and Tea	42,825		2,105	33	10,170	422	3,295	508	15,570	963	58,395	963
Soft Drinks	15,600		2,170	236	4,875	1,205	20,907	6,152	27,952	7,563	43,532	7,563
Miscellaneous			15		45	48	30	37	90	85	90	85
Cereals and Breakfast Foods	97,305		4,120	46	33,434	532	1,065	164	39,219	742	136,524	742
Condiments			15		180	94	375	48	570	142	570	142
Dairy Products	19,815		720	23	1,275	234	4,326	793	6,321	1,050	26,136	1,050
Meats-Fish-Poultry	13,770		1,050	73	7,663	485	4,475	663	13,188	1,221	26,958	1,221
Laundry Soaps and Cleansers	299,955		10,840	101	33,014	1,778	1,516	521	45,370	2,400	315,325	2,400
Flour	58,005		5,030	98	5,477	177	5,980	609	16,487	74	74,492	884
Sugar			195	120		97		26	195	243	195	243
Disinfectants and Exterminators					805	129	60		865	169	865	169
Miscellaneous	250,917		6,110	595	16,985	4,394	9,420	1,479	32,515	6,408	283,432	6,408
Hotels and Resorts												
					75	33			75	33	75	33
Housing Equipment and Supplies												
Air Conditioning	22,800		1,686	227	5,400	1,379	2,310	576	9,396	2,182	32,196	2,182
Automatic Heating												
Automatic Refrigeration												
Fixtures	22,170		91			47	401	50	492	47	492	47
Fuel	630		495	26	735	280	195	45	1,690	351	2,290	351
Furniture and Furnishings					3,313	189	195	161	3,690	347	3,690	347
Heaters and Stoves			764	179	1,530	767	944	221	3,038	1,167	3,038	1,167
Miscellaneous			156	22	20	69	145		321	91	321	91
Industrial												
						4	165	48	165	52	165	52
Insurance												
	16,065		1,020	21	3,290	72	3,261	942	7,571	1,035	23,636	1,035
Jewelry and Silverware												
	3,900					3		200		203	3,900	203
Medical												
	178,020		9,210	482	24,283	9,865	2,621	1,416	35,514	11,763	213,534	11,763
Miscellaneous												
	35,835		2,040	48	4,760	762	8,015	1,076	11,815	1,886	50,650	1,886

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RETAIL ADVERTISING UNITS

September 1940															
Clear Channel Stations						Regional Stations						Local Stations			
Total Commercial Operating Stations						Total Stations Reporting						Totals			
Type of Sponsoring Business						Type of Sponsoring Business						Type of Sponsoring Business			
Unlimited Pgm.	Ann.	Part-Time Pgm.	Ann.	Unlimited Pgm.	Ann.	Limited & Day Pgm.	Ann.	Part-Time Pgm.	Ann.	Unlimited Pgm.	Ann.	Day Pgm.	Ann.	Part-Time Pgm.	Ann.
45	23	8	3	240	77	67	18	31	5	361	75	25	5	787	206
Total Stations Reporting															
Type of Sponsoring Business															
Amusements															
120	313	6,811	3,974	1,315	1,510	166	14,074	4,581	265	133	22,565	10,677	10,677	10,677	10,677
Theaters															
148	148	2,170	1,841	325	568	8	6,725	2,434	17	9,220	31	40,502	15,016	5,016	5,016
Miscellaneous															
120	165	4,641	2,133	990	942	158	7,349	2,147	265	116	13,365	5,661	5,661	5,661	5,661
Automotive															
877	322	23,184	9,220	2,730	2,924	317	33,885	12,011	900	406	63,701	25,200	25,200	25,200	25,200
Aviation															
Garages & Service Stations															
210	12	2,195	812	115	153	33	1,615	2,253	53	3,925	53	3,925	3,925	3,925	3,925
Parts & Accessories															
427	307	4,912	1,428	600	262	114	4,243	1,723	256	9,965	31	40,502	15,016	5,016	5,016
Passenger Cars															
210	307	12,996	6,016	1,655	2,137	125	24,489	6,360	900	406	63,701	25,200	25,200	25,200	25,200
Tires & Tubes															
240	240	2,881	639	360	263	---	1,938	1,246	66	5,419	2,214	5,419	2,214	5,419	2,214
Trucks															
---	---	---	12	---	---	---	500	30	---	---	---	---	---	---	---
Tractors															
---	---	855	142	---	---	---	900	161	---	---	---	---	---	---	---
Miscellaneous															
3	3	1,345	171	---	109	---	200	238	---	---	---	---	---	---	---
Bakeries															
195	160	5,647	1,695	885	615	36	3,870	1,308	75	180	10,672	4,024	4,024	4,024	4,024
Book Stores															
---	---	165	36	30	13	---	175	52	---	---	---	---	---	---	---
Books and Shoes															
810	19	3,348	1,908	375	321	163	3,068	1,777	30	134	7,631	4,322	4,322	4,322	4,322
Men's															
---	---	15	25	---	---	---	11	54	---	---	---	---	---	---	---
Men's & Women's															
---	---	60	28	---	---	---	130	44	---	---	---	---	---	---	---
Women's															
---	---	3,273	1,766	375	321	135	2,818	1,651	116	7,276	4,008	4,008	4,008	4,008	4,008
Miscellaneous															
810	19	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Bldg. Supplies and Contractors															
125	61	4,699	2,433	320	371	120	42	7,963	2,743	65	13,227	5,715	5,715	5,715	5,715
Clothing Stores															
3,065	564	22,379	9,224	2,190	2,367	645	434	27,181	9,931	450	260	56,438	22,780	22,780	22,780
Men's															
1,820	246	11,996	2,998	720	715	525	116	9,600	3,631	60	156	24,321	7,881	7,881	7,881
Men's & Women's															
15	15	1,350	567	---	---	---	420	136	---	---	---	---	---	---	---
Women's															
610	218	6,371	3,546	970	803	---	316	10,655	3,691	315	47	18,921	8,621	8,621	8,621
Credit Clothing															
---	---	170	734	41	---	---	1,540	1,120	---	---	---	---	---	---	---
Miscellaneous															
560	100	2,892	1,379	500	808	120	2	4,969	1,334	75	57	9,701	3,680	3,680	3,680
Dairies															
33	1	1,985	474	740	69	---	80	2,502	1,309	---	1,560	---	---	---	---
Department and Dry Goods Stores															
4,115	568	22,663	5,579	9,127	1,157	150	241	26,315	6,342	---	1,930	169	64,300	14,056	3,093
Drug Stores															
30	45	4,505	1,051	1,530	270	---	3	6,094	1,568	---	---	96	12,639	2,259	2,259
Educational															
175	102	2,755	568	1,875	185	240	30	4,199	796	---	---	75	578	9,319	2,259
Electric and Gas Appliances and Supply															
240	3	3,120	1,222	915	273	---	265	3,540	2,076	---	---	255	183	8,070	4,022
Furniture and Home Furnishings															
2,345	508	23,450	5,293	9,015	1,846	105	174	26,345	5,565	---	---	735	651	61,995	13,977
Grocers and Food Stores															
3,525	90	10,922	2,453	3,690	386	---	86	7,386	2,343	---	---	78	25,523	5,436	5,436
Chain															
1,650	---	3,030	269	36	---	---	21	2,080	207	---	---	4	6,701	4	4
Miscellaneous															
1,875	90	7,886	2,184	3,665	350	---	65	5,306	2,136	---	---	74	18,732	4,899	4,899
Heating and Plumbing															
35	54	1,807	1,468	170	417	120	55	1,158	1,233	---	---	---	56	3,290	3,293
Hotels and Restaurants															
675	46	4,358	1,768	285	883	60	211	9,061	2,953	---	---	750	376	15,189	6,237
Jewelers															
---	563	6,325	4,199	300	1,051	---	97	5,050	7,053	---	---	75	74	11,750	13,037
Merchandized Chains															
420	7	900	414	315	74	---	---	355	295	---	---	---	200	1,990	990
Miscellaneous															
1,260	546	26,829	5,712	7,831	1,678	450	330	33,705	10,715	---	---	---	5,220	1,900	75,295
Agriculture															
390	234	3,155	672	136	---	---	---	2,125	470	---	---	---	---	1,900	75,295
Auctions															
---	---	---	70	---	4	---	---	---	43	---	---	---	---	---	---
Beverages															
15	41	5,479	2,120	2,070	486	210	245	5,400	2,888	---	---	75	806	13,249	6,046
Cleaners-Dyers-Laundries															
5	5	675	131	---	59	---	5	135	286	---	---	---	50	815	531
Farm & Orchards (Produce)															
30	65	845	307	40	80	---	12	415	212	---	---	450	109	1,780	785
Florists-Nurseries															
21	21	1,290	138	90	29	---	4	605	184	---	---	---	11	1,985	387
General Stores															
---	---	680	135	35	111	---	4	1,020	425	---	---	---	---	1,735	677
Confectionery (Ice Cream, etc.)															
---	---	137	193	2	---	---	---	42	286	---	---	---	---	2	179
Shoe Repairing															
65	19	961	681	705	187	---	10	1,090	906	---	---	210	373	3,001	2,176
Specialty Shops															
---	---	2,310	130	3	---	---	3	1,035	320	---	---	---	---	3,345	458
Undertakers															
---	---	11,247	1,058	4,755	309	240	47	21,808	4,073	---	---	---	---	409	43,350
Miscellaneous															
755	164	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Musical Instruments.....	549	42	-----	-----	2,210	565	975	125	-----	-----	2,610	442	-----	-----	120	20	6,475	1,194
Office Equipment.....	-----	-----	-----	-----	75	104	-----	12	-----	-----	285	124	-----	-----	-----	-----	360	240
Radio.....	105	107	-----	-----	1,198	636	2,735	135	-----	-----	76	990	580	-----	30	158	5,058	1,701
Real Estate.....	-----	15	-----	-----	1,190	618	255	85	-----	-----	70	1,495	208	-----	195	4	3,435	1,000
Sporting Goods.....	230	-----	-----	-----	410	117	-----	-----	-----	-----	-----	39	-----	-----	-----	-----	698	156
Stationers.....	-----	13	-----	-----	300	129	-----	8	-----	-----	-----	430	155	-----	-----	-----	730	305
Toilet Goods and Beauty Shops.....	25	-----	-----	-----	451	219	45	74	-----	-----	4	608	772	-----	210	94	1,339	1,163
Totals.....	18,885	4,149	1,065	60	183,686	61,079	47,648	16,879	2,015	2,880	222,425	76,920	-----	-----	12,875	5,815	488,599	167,782

TABLE III—Continued
GENERAL ADVERTISING UNITS
September 1940

	Clear Channel Stations				Regional Stations				Local Stations			
	45	8	3	240	67	31	25	361	10	25	787	Totals
	Pgm.	Pgm.	Pgm.	Pgm.	Pgm.	Pgm.	Pgm.	Pgm.	Pgm.	Pgm.	Pgm.	Pgm.
Ann.	Ann.	Ann.	Ann.	Ann.	Ann.	Ann.	Ann.	Ann.	Ann.	Ann.	Ann.	Ann.
Total Commercial Operating Stations.....	23	3	77	18	5	5	5	75	0	5	206	
Total Stations Reporting.....	23	3	77	18	5	5	5	75	0	5	206	
Type of Sponsoring Business												
Agriculture	2,550	89	2,831	114	2,975	188	44	2,158	605	375	26	10,514
Cattle Foods.....	1,160	43	1,385	54	1,385	46	29	1,448	25	375	26	5,378
Seeds.....	780	8	726	13	1,385	46	29	1,448	25	375	26	1,701
Farm Machinery.....	375	5	435	10	435	10	37	435	25	375	26	810
Nurseries.....	35	13	285	12	1,385	46	29	1,448	25	375	26	290
Live Stock.....	195	25	47	1,385	46	29	25	47	25	375	26	35
Miscellaneous.....	3,085	150	12,810	2,864	4,765	1,092	1,820	17,715	2,498	375	26	2,300
Alcoholic Beverages	2,965	150	11,640	2,651	4,765	1,092	1,820	17,475	2,498	375	26	6,650
Beers.....	120	---	1,170	201	520	---	---	240	155	---	---	5,762
Wines.....	---	---	---	---	---	---	---	---	---	---	---	39,040
Liquors.....	---	---	---	---	---	---	---	---	---	---	---	5,762
Miscellaneous.....	---	---	---	---	---	---	---	---	---	---	---	1,580
Amusements	26	---	---	---	---	---	---	---	---	---	---	---
Automotive	16,335	1,581	32,901	3,567	2,630	232	225	29,026	1,471	332	81	86
Aviation.....	12,090	181	27,697	755	2,285	68	126	27,586	898	---	---	7,481
Gas & Oil.....	150	6	540	138	75	152	99	810	424	82	69	2,110
Parts & Accessories.....	2,535	1,353	1,575	2,554	75	152	250	810	424	---	---	805
Passenger Cars.....	1,569	16	2,563	41	15	15	6	515	16	---	---	5,245
Tires & Tubes.....	---	---	---	---	---	---	---	---	---	---	---	4,638
Trucks.....	---	---	---	---	---	---	---	---	---	---	---	25
Tractors.....	---	---	---	---	---	---	---	---	---	---	---	645
Miscellaneous.....	---	---	---	---	---	---	---	---	---	---	---	18
Building Materials	780	109	805	757	375	109	6	350	350	130	---	109
Confections	2,730	958	2,755	1,102	---	165	66	2,535	561	---	---	1,331
Educational	---	---	---	---	---	---	---	---	---	---	---	8,380
Financial	1,765	391	10,958	3,107	1,155	479	5	9,075	2,375	---	---	750
Banks & Trust Companies.....	640	150	3,980	1,016	300	273	5	4,920	605	135	56	23,273
Real Estate & Home Financing.....	355	11	1,787	301	320	20	5	1,400	200	135	30	6,598
Stock & Bond Houses.....	220	60	250	26	---	---	---	---	---	---	---	2,074
Miscellaneous.....	550	170	4,941	1,764	535	186	6	2,755	1,422	---	---	3,862
Groceries	19,639	4,169	99,163	12,483	11,815	1,785	5,060	53,165	8,537	1,060	805	220,457
Baking Products.....	3,220	219	9,725	3,792	420	239	315	8,435	2,139	---	---	28,561
Beverages.....	3,370	245	9,390	552	2,005	817	27	805	127	---	---	15,570
Coffee & Tea.....	425	324	8,575	2,356	1,755	---	375	16,692	3,236	130	615	27,952
Miscellaneous.....	184	---	16,655	308	1,320	45	2,055	5,990	115	---	---	7,593
Cereals & Breakfast Foods.....	13,250	184	4,495	81	---	---	---	60	---	---	---	39,219
Condiments.....	735	210	3,491	398	---	---	---	60	51	---	---	742
Dairy Products.....	2,935	104	6,715	378	1,545	82	130	1,965	442	8	---	570
Meats-Fish-Poultry.....	13,430	791	17,895	1,166	2,595	191	355	1,638	637	---	---	6,321
Laundry Soaps & Cleansers.....	3,350	177	10,017	363	630	50	27	9,455	295	150	---	1,050
Flour.....	---	---	10,017	363	630	50	27	9,455	295	---	---	45,370
Sugar.....	---	---	10,017	363	630	50	27	9,455	295	---	---	2,400
Disinfectants & Extremators.....	---	---	10,017	363	630	50	27	9,455	295	---	---	16,487
Miscellaneous.....	8,900	1,942	15,535	2,705	1,515	305	69	5,575	1,409	780	---	32,515
Hotels & Resorts	---	---	---	---	---	---	---	---	---	---	---	---
Housing Equipment & Supplies	3,930	243	3,060	1,139	685	99	9	1,721	632	---	---	75
Air Conditioning.....	---	---	---	---	---	---	---	---	---	---	---	3,396
Automatic Heating.....	---	---	---	---	---	---	---	---	---	---	---	90
Automatic Refrigeration.....	---	---	---	---	---	---	---	---	---	---	---	47
Fixtures.....	91	4	236	30	165	---	1	---	54	---	---	492
Fuel.....	580	18	675	313	375	---	---	195	---	---	---	195
Furniture & Furnishings.....	1,720	10	1,665	213	---	---	---	305	124	---	---	1,660
Heaters & Stoves.....	1,519	187	484	520	99	---	---	1,035	361	---	---	3,690
Miscellaneous.....	20	24	37	145	---	---	---	156	22	---	---	3,038
Industrial	60	---	---	---	---	---	---	---	---	---	---	---
Insurance.....	845	19	3,851	351	1,130	112	150	725	469	870	80	165
Jewelry & Silverware	---	---	---	---	---	---	---	---	---	---	---	---
Medical	10,298	1,129	12,280	5,403	1,105	1,239	315	11,066	3,834	---	---	870
Miscellaneous.....	3,970	233	4,430	869	1,380	228	630	77	285	390	26	62
												35,514
												11,815
												1,805

Political	3,236	82	180	---	6,209	689	907	115	45	21	4,161	712	---	255	---	14,993	1,619
Local	30	2	---	---	405	6	---	7	---	---	125	25	---	210	---	770	40
State	105	5	180	---	1,425	136	25	8	---	---	675	4	---	---	---	2,410	153
National	131	5	---	---	1,532	237	30	10	---	---	200	76	---	---	---	1,893	348
Miscellaneous	2,970	70	---	---	2,847	250	832	90	45	21	3,161	607	---	45	---	9,920	1,078
Professional & Service	390	503	---	---	10,455	2,584	580	313	105	90	18,284	2,148	---	180	---	29,994	5,764
Opticians-Optometrists	---	127	---	---	4,190	2,032	435	188	---	82	9,030	1,117	---	180	---	13,835	3,602
Chiropactors	---	---	---	---	385	127	---	---	---	---	8,199	177	---	---	---	8,584	3,304
Dentists	390	74	---	---	5,120	355	40	125	---	---	200	556	---	---	---	5,810	1,110
Physicians (Medical)	---	---	---	---	75	80	---	---	---	---	315	---	---	---	---	390	80
Hospitals	---	74	---	---	195	---	---	---	---	---	---	54	---	---	---	195	128
Miscellaneous	---	228	---	---	490	---	105	---	105	8	480	244	---	---	---	1,180	480
Public Utilities	650	121	---	---	10,248	881	375	58	---	---	5,400	483	---	350	---	17,023	1,518
Electric Companies	520	26	---	---	3,048	408	---	5	---	---	4,140	232	---	350	---	8,058	766
Gas Companies	---	79	---	---	3,030	165	375	28	---	---	505	63	---	---	---	3,910	335
Electric & Gas Companies	---	---	---	---	---	114	---	---	---	---	---	102	---	---	---	---	216
Telegraph Companies	---	8	---	---	---	70	---	25	---	---	---	52	---	---	---	---	155
Telephone Companies	---	8	---	---	---	34	---	---	---	---	150	34	---	---	---	420	76
Miscellaneous	130	---	---	---	270	---	---	---	---	---	605	---	---	---	---	4,635	---
Publications	810	272	300	---	3,511	1,078	320	127	90	11	3,755	745	---	15	---	8,801	2,237
Books	160	---	---	---	455	---	125	13	---	---	125	3	---	---	---	885	20
Magazines	400	94	---	---	1,841	331	195	39	90	1	1,695	54	---	15	---	4,236	519
Newspapers	250	178	300	---	1,185	447	---	75	---	10	1,935	651	---	---	---	3,670	1,301
Miscellaneous	---	---	---	---	30	300	---	---	---	---	---	37	---	---	---	30	337
Religion	3,705	17	---	---	23,040	46	5,025	---	2,420	---	24,697	35	---	415	---	59,302	98
Radio	1,725	---	---	---	975	195	15	14	---	14	2,000	214	---	---	---	4,715	437
Sets	1,650	---	---	---	975	123	15	14	---	---	1,685	149	---	---	---	4,325	300
Tubes	75	---	---	---	---	---	---	---	---	---	315	---	---	---	---	390	---
Miscellaneous	---	---	---	---	---	72	---	---	---	---	---	65	---	---	---	---	137
Sporting Goods	---	---	---	---	75	---	---	---	---	---	---	---	---	---	---	75	---
Tobacco	2,340	246	360	---	3,690	831	120	25	165	26	2,880	721	---	---	---	14,555	1,849
Cigars	1,270	25	---	---	735	121	---	---	---	---	540	138	---	---	---	2,645	285
Cigarettes	3,305	118	---	---	1,485	443	120	25	165	25	1,20	258	---	---	---	5,195	869
Tobacco	1,145	24	---	---	285	111	---	---	---	---	---	25	---	---	---	1,430	160
Misc. Tobacco	---	54	---	---	855	120	---	---	---	---	1,845	288	---	---	---	2,700	462
Miscellaneous	1,620	25	360	---	330	36	---	---	---	---	375	12	---	---	---	2,685	73
Toilet Requisites	6,465	789	300	---	8,202	1,514	275	57	---	21	3,375	686	---	---	---	18,617	3,174
Antiseptics	---	---	---	---	126	---	---	---	---	---	---	---	---	---	---	126	---
Dentifrices	585	101	---	---	1,965	111	---	20	---	---	825	185	---	---	---	3,375	437
Perfumes-Cosmetics-Lotions	720	99	---	---	1,305	127	150	11	---	8	225	25	---	---	---	1,400	263
Toilet Soaps	4,665	282	300	---	4,816	537	---	---	---	---	1,215	219	---	---	---	10,996	1,082
Miscellaneous	495	307	---	---	990	769	125	26	---	13	1,110	257	---	---	---	2,720	1,392
Transportation	2,410	262	---	---	1,699	1,186	60	425	---	13	463	1,201	---	150	---	4,782	3,489
Airways	---	---	---	---	9	---	---	---	---	---	---	---	---	---	---	---	9
Bus Lines	---	10	---	---	240	391	---	37	---	9	125	231	---	---	---	365	858
Railroads	15	50	---	---	136	---	---	8	---	---	195	50	---	---	---	210	244
Steamships	1,500	1	---	---	20	---	---	---	---	---	---	---	---	---	---	1,500	22
Tours	340	3	---	---	60	---	---	5	---	---	98	58	---	150	---	648	98
Miscellaneous	555	198	---	---	1,399	630	60	375	---	4	45	961	---	---	---	2,059	2,258
Wearing Apparel	1,270	92	---	---	545	210	---	35	360	---	1,317	107	---	---	---	3,462	444
Men's Wear	---	69	---	---	420	---	---	25	---	---	---	71	---	---	---	805	165
Women's Wear	385	---	---	---	---	5	---	---	---	---	---	---	---	---	---	---	5
Miscellaneous	885	23	---	---	95	205	---	10	360	---	1,317	36	---	---	---	2,657	274
Watches	---	3,593	---	---	---	1,972	---	17	---	301	---	1,153	---	---	---	---	7,330
Totals	123,988	15,164	2,595	490	251,538	43,291	36,532	6,950	11,685	1,512	197,638	30,485	---	4,345	---	1,961	631,321
																	99,856

TABLE IV

STATION BROADCAST ADVERTISING (OTHER THAN NATIONAL NETWORK)
BY TYPE OF SPONSORING BUSINESS AND BY STATION METROPOLITAN DISTRICT OR CITY POPULATION

RETAIL ADVERTISING UNITS
September 1940

Type of Sponsoring Business	2,500,000 and over		1,000,000 to 2,500,000		500,000 to 1,000,000		250,000 to 500,000		100,000 to 250,000		50,000 to 250,000		25,000 to 50,000		10,000 to 25,000		Less than 10,000		Totals
	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	
Total Commercial Operating Stations.....	52		60		44		93		106		58		104		160		110		787
Total Stations Reporting.....	10		24		16		38		31		13		32		23		19		206
Type of Sponsoring Business																			
Amusements.....	135	360	7,725	752	504	290	1,180	1,528	3,262	1,539	684	530	5,900	1,871	1,365	2,179	1,830	1,628	22,555
Theaters.....	90	2,118	485	384	86	600	742	1,410	751	140	202	202	4,320	1,065	1,214	590	626	9,220	5,016
Miscellaneous.....	135	270	5,714	267	120	204	580	786	1,852	788	544	328	2,880	1,051	300	965	1,240	1,002	13,365
Automotive.....	450	226	13,203	1,753	2,430	1,066	7,825	4,863	11,227	3,516	2,212	1,119	11,528	4,979	10,062	3,605	4,761	4,073	63,701
Garages and Service Stations.....	29	480	77	30	89	235	1,235	216	120	258	650	163	595	571	900	825	1,381	1,925	3,304
Parts and Accessories.....	118	135	95	780	178	1,240	1,888	580	414	585	122	4,130	926	1,985	709	395	4,965	3,795	9,965
Passenger Cars.....	450	58	12,175	1,800	1,320	691	4,595	3,092	9,072	2,410	537	730	4,307	5,932	1,959	2,184	1,856	40,592	15,021
Tires and Tubes.....	---	---	413	252	300	108	1,505	645	435	434	15	82	2,061	523	375	179	315	91	5,419
Trucks.....	---	---	---	---	---	---	10	---	---	---	---	---	125	---	---	---	---	---	---
Tractors.....	---	---	---	---	---	---	3	300	---	---	---	---	120	28	780	72	555	200	1,755
Miscellaneous.....	21	---	29	---	---	---	250	159	720	---	425	---	150	26	136	---	150	1,545	303
Batteries.....	75	60	945	314	570	148	480	535	2,925	894	---	---	170	3,767	855	1,280	626	630	422
Book Stores.....	---	---	63	13	---	---	15	30	19	---	---	17	---	7	275	30	---	---	370
Boots and Shoes.....	465	209	1,125	102	660	260	1,880	785	1,478	803	310	161	510	880	960	809	243	313	7,631
Men's.....	18	---	---	---	---	---	25	---	---	4	---	7	---	---	15	---	---	---	45
Men's and Women's.....	28	---	---	6	---	---	44	---	60	---	---	---	3	60	---	52	---	---	180
Women's.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	127
Miscellaneous.....	163	1,125	96	660	260	1,880	716	1,418	727	72	310	143	450	877	755	757	243	269	130
Building Supplies and Contractors.....	15	2,903	225	290	106	1,600	611	1,405	1,187	1,257	734	546	3,105	1,311	2,295	1,004	895	650	13,227
Clothing Stores.....	1,965	601	20,145	1,107	4,565	2,019	10,118	4,721	7,138	4,187	1,695	1,748	4,803	4,062	3,691	2,329	2,258	1,706	56,438
Men's.....	725	36	7,600	291	2,410	704	6,040	1,595	3,605	1,895	45	856	2,363	1,833	914	529	442	24,321	7,763
Men's and Women's.....	---	---	1,170	---	---	---	12	180	197	15	219	30	86	---	390	84	---	118	1,785
Women's.....	540	212	9,295	374	700	782	2,273	2,002	1,472	1,713	710	446	1,580	1,076	1,676	1,174	585	842	18,921
Credit Clothing.....	---	---	---	---	---	---	600	205	485	221	250	182	45	610	---	76	---	---	8,621
Miscellaneous.....	730	353	1,940	413	705	316	1,170	851	1,796	388	640	175	815	539	711	341	1,144	304	1,710
Dairies.....	---	---	9	345	10	814	615	485	277	1,345	154	16	157	2,520	313	685	195	600	203
Department and Dry Goods Stores.....	750	19	19,844	1,787	3,050	1,538	7,520	2,409	8,795	2,363	1,245	894	10,612	2,154	7,145	1,826	5,339	1,066	61,300
Drug Stores.....	480	69	2,325	87	2,100	13	2,190	277	710	410	1,185	11	400	799	939	576	2,310	821	12,639
Educational.....	1,440	17	4,389	335	200	129	1,680	929	550	187	200	121	75	226	735	133	50	182	9,319
Electric and Gas Appliances and Supply.....	105	43	690	286	75	239	840	829	1,775	635	35	57	2,340	969	1,305	412	905	552	8,070
Furniture and Home Furnishings.....	765	126	12,275	1,102	4,510	1,028	14,665	3,141	9,754	3,234	985	775	6,356	2,478	6,825	976	5,860	1,117	61,995
Grocers and Food Stores.....	3,000	98	2,910	265	2,085	177	5,310	753	2,995	726	150	52	3,561	1,451	2,461	907	3,051	1,007	25,523
Chain.....	4	---	1,020	---	1,380	85	1,140	9	505	50	105	13	540	250	1,981	52	120	74	6,791
Independent.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Miscellaneous.....	3,000	94	1,890	265	705	92	4,170	744	2,490	676	45	39	3,021	1,201	480	855	2,931	933	18,732
Heating and Plumbing.....	39	165	118	120	147	450	570	1,148	848	27	478	965	784	385	172	30	97	3,290	3,283
Hotels and Restaurants.....	246	7,432	569	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Jewelers.....	75	140	2,230	1,463	345	750	3,435	2,516	2,555	2,015	375	530	1,475	2,812	1,120	1,394	140	1,417	11,750
Merchandized Chains.....	7	15	69	---	---	---	12	420	407	1,200	238	38	225	101	130	54	---	61	1,990
Miscellaneous.....	765	231	21,729	485	3,425	1,255	14,990	4,590	7,437	2,383	3,583	784	7,564	3,668	6,287	5,057	9,545	2,428	75,285
Agriculture.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Auctions.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Beverages.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Cleaners-Dyers-Laundries.....	140	490	41	885	552	5,180	2,161	1,865	784	1,125	225	2,224	1,516	845	780	635	437	13,249	6,646
Farm and Orchards (Produce).....	17	5	15	130	53	60	112	180	93	5	108	5	255	178	380	57	435	26	815
Florists-Nurseries.....	450	13	240	44	60	25	135	156	30	72	200	91	630	8	60	25	580	149	1,780
General Stores.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Confectionery (Ice Cream, etc.).....	4	4	35	---	255	296	67	495	66	110	390	4	780	63	170	54	125	179	1,985
Shoe Repairing.....	2	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Specialty Shops.....	60	20	515	118	525	115	605	559	295	42	44	67	247	579	42	56	430	27	179
Undertakers.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Miscellaneous.....	255	28	20,129	163	1,205	55	7,285	1,160	1,700	406	1,713	161	1,708	555	4,055	3,610	5,180	523	43,350

Musical Instruments.....	120	33	1,065	50	150	29	575	355	940	125	150	67	1,825	188	480	231	570	116	6,475	1,191
Office Equipment.....																				
Radio.....	150	73	51	122		91	2,585	333	927	303	105	105		50	360	103		17	360	240
Real Estate.....		92	1,822	98	15	61	105	231	80	125	125	52	255	149	900	51	30	166	5,058	1,701
Sporting Goods.....			180	4	80	8	320	38	90	39		13	28	11		7		80	3,135	1,000
Stationers.....			60	13		26	135	40	300	31		18		51	235	26		33	698	156
Toilet Goods and Beauty Shops.....		44	458	27	355	54	265	181		179		24	20	207	216	238	25	209	1,339	1,163
Totals.....	42,870	2,757	124,095	11,186	26,343	10,229	80,353	32,463	68,831	27,501	13,834	8,653	70,398	32,231	51,065	23,649	40,208	19,413	488,599	167,782

TABLE IV—Continued

GENERAL ADVERTISING UNITS
September 1940

2,500,000 and over		1,000,000 to 2,500,000		500,000 to 1,000,000		250,000 to 500,000		100,000 to 250,000		50,000 to 100,000		25,000 to 50,000		Less than 25,000		Totals	
Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.
Total Commercial Operating Stations.....																	
52		60		44		93		106		58		104		160		787	
10		24		16		38		31		13		32		23		206	
Type of Sponsoring Business.....																	
Agriculture.....																	
---	---	975	4	755	37	1,005	16	2,220	116	555	66	2,071	41	1,025	98	1,908	10,514
---	---	225	4	380	---	645	16	1,400	69	360	---	325	13	800	33	1,153	1,040
---	---	375	---	375	---	---	---	405	13	195	8	156	15	105	25	1,701	1,077
---	---	375	---	---	---	165	---	---	---	---	24	---	10	30	---	240	47
---	---	---	---	---	---	---	---	290	---	---	---	---	---	---	25	290	25
---	---	---	---	---	---	---	---	35	13	---	---	---	---	---	38	35	51
---	---	---	---	---	37	195	---	---	21	---	34	1,500	6	---	521	2,300	634
Alcoholic Beverages.....																	
1,155	618	6,670	328	3,485	518	4,425	1,394	8,335	1,471	675	182	5,491	1,265	2,515	449	7,819	485
285	98	6,610	292	3,470	438	4,425	1,299	7,990	1,360	675	182	5,371	1,193	2,515	449	7,699	481
870	520	60	36	15	80	---	125	7,345	111	---	---	120	---	---	---	120	4
Miscellaneous.....																	
---	---	---	---	---	---	---	---	---	---	---	---	---	12	---	---	---	---
---	3	---	23	---	11	---	6	---	21	---	---	---	20	---	---	---	2
Automotive.....																	
3,040	238	15,645	1,267	10,432	923	15,514	1,603	11,168	1,350	5,345	574	10,072	712	7,370	603	2,826	211
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Political	550	4	2,135	280	425	57	3,832	124	2,129	203	1,182	98	2,519	485	790	66	1,440	302	14,933	1,619
Local.....	210	---	5	18	---	---	190	10	60	6	170	3	75	2	---	---	60	1	770	40
State.....	195	---	165	5	305	2	715	6	180	2	110	34	330	---	30	---	380	104	2,410	153
National.....	---	---	90	233	105	---	270	5	115	31	75	---	798	77	50	---	390	195	1,893	348
Miscellaneous.....	145	4	1,875	24	15	55	2,637	103	1,705	164	827	61	1,316	406	710	66	610	195	9,920	1,078
Professional and Service	180	120	18,374	565	1,140	412	3,055	1,261	3,220	1,110	85	264	2,405	1,386	1,120	154	655	329	29,994	5,704
Officials-Optometrists.....	75	112	8,160	32	255	203	2,440	847	880	777	85	264	1,335	1,014	195	134	210	219	13,835	3,602
Chiropractors.....	---	---	7,744	33	105	109	195	19	104	104	---	---	315	12	35	13	---	14	8,584	304
Dentists.....	---	---	2,225	325	330	---	390	413	2,180	171	---	---	135	191	255	2	295	8	5,810	1,110
Physicians (Medical).....	---	---	75	---	---	---	---	---	---	55	---	---	---	---	---	---	---	25	390	80
Hospitals.....	---	---	---	---	---	---	---	74	---	---	---	---	120	10	---	5	75	39	195	128
Miscellaneous.....	105	8	170	175	450	100	---	11	---	---	---	---	---	---	320	---	105	24	1,180	480
Public Utilities	350	5	3,765	112	945	32	2,980	190	1,943	565	490	79	2,000	364	2,870	92	1,590	109	17,023	1,548
Electric Companies.....	350	5	165	26	945	---	895	49	690	279	360	---	1,290	320	2,465	18	730	66	8,058	766
Gas Companies.....	---	---	---	57	---	---	1,895	92	630	136	---	---	435	13	255	36	395	1	3,910	335
Electric and Gas Companies.....	---	---	3,600	26	---	31	90	3	135	85	130	---	435	---	---	30	245	16	4,635	216
Telephone Companies.....	---	---	---	3	---	1	---	44	270	15	---	---	---	---	---	8	---	---	---	155
Telephone Companies.....	---	---	---	---	---	---	---	2	---	---	---	---	---	17	150	---	---	---	420	76
Publications	345	194	1,080	236	1,315	776	1,761	561	1,265	147	45	62	1,000	142	1,635	35	445	84	8,801	2,237
Books.....	---	4	60	2	---	1	155	---	450	---	---	---	---	45	---	---	---	13	865	20
Magazines.....	15	48	740	185	1,315	48	421	143	380	26	45	---	805	---	---	---	110	15	4,230	319
Newspapers.....	300	142	250	49	---	427	1,185	388	375	121	---	8	150	135	1,075	35	335	56	3,670	1,361
Miscellaneous.....	---	---	30	---	---	300	---	30	---	---	---	---	---	7	---	---	---	---	30	337
Religion	1,995	---	10,654	38	2,280	---	8,155	21	5,810	13	1,425	1	9,918	24	8,325	1	10,740	---	58,302	98
Radio	1,140	---	390	---	1,215	74	165	23	965	193	885	4	---	90	---	52	15	1	4,715	437
Sets.....	1,140	---	390	---	1,140	74	165	23	905	121	370	4	---	25	---	52	15	1	4,325	300
Tubes.....	---	---	---	---	75	---	---	---	---	72	315	---	---	---	---	---	---	---	390	---
Miscellaneous.....	---	---	---	---	---	---	---	---	---	---	---	---	---	65	---	---	---	---	---	137
Sporting Goods	---	---	---	---	75	---	---	---	---	---	---	---	---	---	---	---	---	---	---	75
Tobacco	430	82	3,980	101	1,620	220	1,855	369	1,350	210	2,625	287	1,280	275	435	131	1,490	154	14,555	1,819
Cigars.....	430	25	600	4	570	96	240	66	165	19	75	18	465	57	---	---	---	---	2,545	285
Cigarettes.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	5,195	869
Tobacco.....	---	8	3,040	84	735	75	---	182	540	166	355	100	330	98	---	156	195	---	1,430	160
Miscellaneous Tobacco.....	---	24	260	13	270	49	570	49	330	---	---	---	---	---	60	25	895	159	2,700	462
Miscellaneous.....	---	25	---	---	45	---	325	---	315	25	890	158	485	120	---	---	---	25	2,685	73
Toilet Requisites	650	183	4,590	775	2,525	699	2,451	544	4,076	441	690	243	2,970	113	390	146	575	30	18,617	3,174
Antiseptics.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	126
Dentifrices.....	---	6	585	30	510	236	---	64	1,375	76	---	13	510	---	195	---	---	12	3,375	437
Perfumes-Cosmetics-Lotions.....	180	11	540	80	---	28	15	23	280	36	---	32	30	20	195	26	150	7	1,400	263
Toilet Soaps.....	230	50	2,970	212	1,263	274	2,106	232	2,040	118	680	103	1,385	24	---	69	300	---	10,966	1,082
Miscellaneous.....	240	116	485	453	730	161	30	225	45	211	---	95	1,035	69	---	51	125	11	2,720	1,302
Transportation	1,710	36	1,023	365	---	335	375	583	495	722	195	69	154	720	525	497	385	232	4,782	3,489
Airways.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	9
Bus Lines.....	---	---	---	---	---	65	---	4	60	325	---	22	60	282	---	147	245	13	365	858
Railroads.....	---	---	15	5	---	45	---	97	---	43	195	4	---	---	---	---	---	30	210	244
Steamships.....	1,500	---	---	---	---	---	---	2	---	17	---	3	---	---	---	---	---	---	1,500	22
Tours.....	150	---	498	---	---	---	---	11	---	---	---	---	---	---	---	---	---	---	---	---
Miscellaneous.....	60	4	510	360	---	225	375	469	435	337	---	40	94	383	525	260	60	180	2,059	2,258
Wearing Apparel	360	19	1,777	47	485	20	140	163	15	110	645	2	---	54	40	4	---	25	3,462	444
Men's Wear.....	360	3	370	20	---	---	60	---	15	96	---	---	---	21	---	---	---	25	805	165
Women's Wear.....	---	---	---	---	---	---	---	5	---	---	---	---	---	---	---	---	---	---	---	5
Miscellaneous.....	---	16	1,407	27	485	20	80	158	---	14	645	2	---	33	40	4	---	---	2,657	274
Watches	---	698	---	2,116	---	1,428	---	1,474	---	535	---	487	---	450	---	30	---	12	---	7,230
Totals.....	20,465	4,643	123,886	12,382	61,998	11,713	99,113	18,648	95,268	16,534	39,716	6,791	86,264	15,014	52,122	6,325	52,489	7,806	631,321	99,856

STATIONS COOPERATING

in the

BROADCAST ADVERTISING UNIT VOLUME REPORT

DISTRICT 1

CONNECTICUT
WICC—Bridgeport
WDRG—Hartford
WHTT—"
WELI—New Haven
MAINE
WCOU—Lewiston
WCSH—Portland
MASSACHUSETTS
WAAB—Boston
WBZ—"
WNAC—"
WLAW—Lawrence
WLLH—Lowell
WBZA—Springfield
WORC—Worcester
NEW HAMPSHIRE
RHODE ISLAND
WEAN—Providence
VERMONT
WNBX—Springfield

DISTRICT 2

NEW YORK
WABY—Albany
WOKO—"
WVFW—Brooklyn
WENY—Elmira
WHCU—Ithaca
WJTN—Jamestown
WABC—New York City
WINS—"
WQXR—"
WHDL—Olean
WHAM—Rochester
WHEC—"
WTRY—Troy
WFAS—White Plains
WWRL—Woodside

DISTRICT 3

DELAWARE
NEW JERSEY
WSNJ—Bridgeton
WCAM—Camden
WOR—Newark
PENNSYLVANIA
WHJB—Greensburg
WHP—Harrisburg
WJAC—Johnstown
KYW—Philadelphia
WCAU—"
KDKA—Pittsburgh
KQV—"
WCAE—"
WARM—Scranton
WKOK—Sunbury
WBAX—Wilkes-Barre
WRAK—Williamsport

DISTRICT 4

DISTRICT OF COLUMBIA
WJSV—Washington
WMAL—"
WOL—"
WRC—"
MARYLAND
WCBM—Baltimore
WFBR—"
WTBO—Cumberland
WBOC—Salisbury

NORTH CAROLINA
WBT—Charlotte
WBG—Greensboro
WGTC—Greenville
WPTF—Raleigh
WSTP—Salisbury
WSJS—Winston-Salem
SOUTH CAROLINA
WIS—Columbia
WFBC—Greenville
VIRGINIA
WCHV—Charlottesville
WBTM—Danville
WGH—Newport News
WTAR—Norfolk
WPID—Petersburg
WRNL—Richmond
WEST VIRGINIA
WJLS—Beckley
WBLK—Clarksburg
WMMN—Fairmont
WSAZ—Huntington
WPAR—Parkersburg
WWVA—Wheeling

DISTRICT 5

ALABAMA
FLORIDA
WDBO—Orlando
GEORGIA
WAGA—Atlanta
WSB—"
WRBL—Columbus
WMGA—Moultrie
WSAV—Savannah
WTOC—"
PUERTO RICO
WKAQ—San Juan

DISTRICT 6

ARKANSAS
KFPW—Fort Smith
KARK—Little Rock
KUOA—Siloam Springs
LOUISIANA
KTBS—Shreveport
KWKH—"
MISSISSIPPI
TENNESSEE
WOPI—Bristol
WAPO—Chattanooga
WLAC—Nashville

DISTRICT 7

KENTUCKY
WCMI—Ashland
WLB—Bowling Green
WAVE—Louisville
WHAS—"
OHIO
WJW—Akron
WCKY—Cincinnati
WLW—"
WSAI—"
WCLE—Cleveland
WGAR—"
WHK—"
WTAM—"
WBNS—Columbus
WCOL—"
WHIO—Dayton
WLOK—Lima
WSPD—Toledo
WFMJ—Youngstown

DISTRICT 8

INDIANA
WFBM—Indianapolis
WIBC—"
WFAM—South Bend
WSBT—"
MICHIGAN
WJR—Detroit
WWJ—"
WKZO—Kalamazoo
WKBZ—Muskegon

DISTRICT 9

ILLINOIS
WENR—Chicago
WMAQ—"
WTMV—East St. Louis
WJPF—Herrin
WCLS—Joliet
WMBD—Peoria
WTAD—Quincy
WHBF—Rock Island
WDZ—Tuscola
WISCONSIN
WTAQ—Green Bay
WCLO—Janesville
WIBA—Madison
WTMJ—Milwaukee
WRJN—Racine
WHBL—Sheboygan
WSAU—Wausau

DISTRICT 10

IOWA
KRNT—Des Moines
KSO—"
WHO—"
WKBB—Dubuque
MISSOURI
KFRU—Columbia
KMBC—Kansas City
WDAF—"
KMOX—St. Louis
NEBRASKA
KMMJ—Grand Island
KGF—Kearney
KFAB—Lincoln
KFOR—"
KOIL—Omaha
WOW—"

DISTRICT 11

MINNESOTA
WCCO—Minneapolis
WTCN—"
KSTP—St. Paul
NORTH DAKOTA
WDAY—Fargo
SOUTH DAKOTA
KABR—Aberdeen
WNAX—Yankton

DISTRICT 12

KANSAS
KCKN—Kansas
KSAL—Salina
KFBI—Wichita
OKLAHOMA
KVSO—Ardmore
KTOK—Oklahoma City

DISTRICT 13**TEXAS**

KFDA—Amarillo
 KGNC—"
 KRIS—Corpus Christi
 KAND—Corsicana
 WFAA—Dallas
 KGKO—Fort Worth
 WBAP—"
 KPRC—Houston
 KPDN—Pampa
 KPAC—Port Arthur
 KONO—San Antonio
 KRGV—Weslaco

DISTRICT 14**COLORADO**

KFEL—Denver
 KIUP—Durango

IDAHO

KRLC—Lewiston

MONTANA

KFBB—Great Falls
 KGVO—Missoula

UTAH

KDYL—Salt Lake City
 KSL—"

WYOMING**DISTRICT 15****CALIFORNIA**

KHSL—Chico
 KARM—Fresno
 KYOS—Merced
 KROW—Oakland
 KFBK—Sacramento
 KROY—"
 KJBS—San Francisco
 KYA—"
 KOW—San Jose
 KWG—Stockton

HAWAII

KGMB—Honolulu

NEVADA

KOH—Reno

DISTRICT 16**ARIZONA**

KOY—Phoenix
 KTUC—Tucson

NEW MEXICO**CALIFORNIA**

KFOX—Long Beach
 KECA—Los Angeles
 KFI—"
 KGFJ—"

KNX—Los Angeles
 KVEC—San Luis Obispo
 KVOE—Santa Ana
 KTMS—Santa Barbara

DISTRICT 17**ALASKA****OREGON**

KAST—Astoria
 KBND—Bend
 KALE—Portland
 KEX—"
 KGW—"
 KOIN—"
 KWJJ—"
 KRNR—Roseburg
 KSLM—Salem

WASHINGTON

KVOS—Bellingham
 KIRO—Seattle
 KJR—"
 KOMO—"
 KFPY—Spokane
 KGA—"
 KHQ—"
 KVI—Tacoma
 KUJ—Walla Walla
 KPQ—Wenatchee