

RADIO DOES A JOB

Sometime ago, you were told to sell this war effort and sell it hard.

You're doing just that. And you're going to sell it even harder as time goes on.

You're doing a swell job. All of you. Let us hear from you as you do an even better one. We want to tell the other boys, and the whole world, about it.

For instance, take a look at what Glenn Snyder at WLS did for the salvage drive this week. We quote his wire.

"As contribution to war salvage drive radio station WLS moving entire National Barn Dance show and broadcast with cast of 150 people from Eighth Street Theatre Chicago to Bloomington, Illinois, this Saturday night. Full four hour program and stage presentation including hour on NBC coast to coast network will be broadcast from there with admission requiring 100 pounds scrap metal or 50 pounds rubber for each ticket. Station paying all expenses and total proceeds from sale of scrap collected will be donated to local USO organization.

"In addition prairie farmer WLS giving two day all expense July 4th trip to Chicago to entire family of person bringing in greatest amount scrap.

"As of Thursday night 181 tons of metal and 9 tons of rubber already in with 4000 tickets distributed and necessitated moving wires, stage and microphone set ups already installed to larger building to accommodate crowds still bringing in scrap.

"Interesting incident to date include case of one man bringing in 6000 pounds of scrap entitling him to 60 tickets but refusing to accept more than 2 needed and requests from 3 more towns asking for like plan to aid them in local drives."

Carl Loose, program manager at WPAR, Parkersburg, W. Va., doesn't have any big studio show to pack 'em in, but he didn't let them stop him from packing 'em in (with their rubber) anyway.

"Being in the category of the small station, and being limited in really big stunt promotion," said Carl, "we looked around and grasped the old tried and true method of having a Scrap Rubber Theatre Matinee for the kiddies.

"Every theatre in Parkersburg and one in Marietta, Ohio, participated. On a different day each week, they held a scrap rubber matinee. During the six consecutive days the youngsters turned in 2,972 pounds of rubber."

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

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

Sanders Bill Hearings

Uninterrupted by questions, Chairman Fly read 35 pages of prepared testimony at Tuesday's hearing on the Sanders Bill before the House Interstate Commerce Committee.

He dealt with the four matters which the bill would require the FCC to study and report to Congress on: (1) network broadcasting, (2) network licensing, (3) newspaper ownership, and (4) clear channels.

As to network broadcasting, Mr. Fly explained at great length and defended the network regulations now under fire in the courts. He indicated that he felt this matter had been thoroughly covered by the Commission and that he should come to Congress for legislative help only if the courts outlawed the challenged regulations.

Network licensing presented a complex problem which would require much study, Mr. Fly stated. He was of the opinion this should be deferred because (1) the FCC was too busy with its war work and (2) prospective developments in FM and television might change the whole picture.

As to newspaper ownership, Mr. Fly said the FCC already had undertaken a study and would report as promptly as possible. He failed to say to whom the FCC would report.

As to clear channels, he suggested that the committee summon E. K. Jett, the FCC's chief engineer, because "basically the clear channel problem is an engineering problem."

On Wednesday, Mr. Fly was questioned for nearly two hours by committee members.

Chairman Sanders was especially insistent that Mr. Fly express his views on newspaper ownership and the power of the FCC to do anything about it. But the chairman refused to commit himself, insisting that the whole matter was still under study.

Mr. Sanders. Do you conceive that the Commission has the power to refuse licenses to a newspaper-owned radio station?

Commissioner Fly. We have formed no conclusion on that subject. That is one of the subjects which this bill calls for study on and we have been engaged in that study for some months, and have taken extensive testimony. The record has not been closed on it yet. We are making a very extensive study on that subject, and in the course of a pretty short time, why, the Committee may have our conclusions on it—the result of the investigation.

Mr. Sanders. Well, do you think the question of whether you have the power or not depends upon facts established or upon the wording of the statute under which you operate?

Commissioner Fly. Well, statutes do not operate in a vacuum, sir. Statutes operate on given sets of facts.

Mr. Sanders. You think then that the statute means one thing today and can mean something else tomorrow, if the facts change?

Commissioner Fly. Why, of course it does. Due process of law means one thing in one case, that is, you just cannot say due process of law and answer the question. The whole answer to the question as to whether you have due process of law depends upon facts, facts, facts, facts; upon the reasonableness of the particular conduct of the tryer or whatever else is at issue; the

reasonableness of the particular statute, in the light of the facts.

Mr. Sanders. Your view of the power of your Commission to deny radio licenses to newspapers then would depend not upon whether Congress had granted that power under the language, but whether the facts warranted it?

Commissioner Fly. I did not say that; I did not say that. I think that the question as to whether there is any power at all on the subject is something that might well have to be determined independently of the facts; but it might well be that the determination of what should be done under the public interest concept would depend upon the factual conclusions. Public interest, you know, does not define itself. Somebody has got to give it a definition by practical application, case by case. You have not spelled it out in the statute. You cannot spell it out in the statute. Yet, I do not think you want us to sit down there and decide public interest without any relation to the facts. That would not make sense.

Mr. Sanders. Well, you are a lawyer. You are on the Commission, and you are presumed to know the facts as they have been established to date.

Is it your view as of this moment that the Commission does have or does not have the power to bar newspapers from owning radio stations?

Commissioner Fly. I am not going to form any conclusion on that until the Commission arrives at a conclusion. I do not think that you want to pull a judge off of the bench in the middle of a proceeding and demand that he tell you what his judgment is going to be. I do not think you want to do that, Mr. Sanders.

Mr. Sanders. No, I do not want to do that.

Commissioner Fly. I want to tell you frankly, I do not know what my own personal judgment will be. Frankly, I do not.

Mr. Sanders. I do think that the members of this committee have a right to ask the Chairman of the Federal Communications Commission whether you believe that Congress has already granted you that power or not, and you decline to answer.

Commissioner Fly. I decline to answer, simply because I have not completed a study on the subject. I have not had a comprehensive report from the counsel on that. I have not had findings of fact.

Mr. Sanders. You take the view then that the law depends upon the facts?

Commissioner Fly. We have been over that, sir.

Mr. Sanders. Yes, but I am coming back to it.

Commissioner Fly. I think the application of the law in many cases must depend upon the facts. The sheer question as to whether the Commission has any power at all, in that situation, may be purely a legal question; as I indicated before. I do not know. But over on the other hand, there may be the power there under the public interest concept to make distinction in the terms of the public interest to be served.

If you want the legal answers to that, sir, I really think it is, that it is pretty nearly purely a question of law then, as to whether or not, assuming that the Commission may have the power, then it may very well depend upon the facts developed in a thoroughgoing study as to whether we are justified in applying the power in that situation.

Mr. Sanders. As a matter of fact, is not your Commission refusing to grant applications to newspaper applicants?

Commissioner Fly. Not at all.

Mr. Sanders. How many newspaper applicants have been refused since you started this study?

Commissioner Fly. None, sir.

Mr. Sanders. Have any of them been granted?

Commissioner Fly. No.

Mr. Sanders. Have any applied?

Commissioner Fly. The thing that we have done there, sir, is to hold those cases in abeyance, pending this study. We had, as I stated yesterday, we had a large number of those cases that came in not merely in the standard broadcasting field, but particularly in the frequency modulation field, which was just opening up, and there we were faced with a serious problem which this Congress had debated through the years, and at times in a very critical fashion.

ion, and we determined before we moved one way or the other on those applications, that we ought to have these studies.

Mr. Sanders. So as a matter of fact, you are applying the rule before you come to a conclusion as to whether you have the power to do it or not?

Commissioner Fly. What is the point in making a study to determine what you should or ought to do with applications that are before you and going ahead and disposing of the applications before or prior to the study?

Mr. Sanders. Well, there is no limit, of course, to that method, is there?

Commissioner Fly. Why I would assume there is a limit. I would assume that a party who feels himself aggrieved by having his case postponed during the study could or might mandamus the Commission to require a decision. I do not know whether he could or not. That is a legal question which I have not studied. But, I think it is quite conceivable.

Mr. Sanders. Do you or do you not believe that this is a fundamental question, the right of the Commission to say, arbitrarily—I use the word “arbitrarily” in the legal sense, and not in any other.

Commissioner Fly. Yes.

Mr. Sanders. Just to say on its own motion that because a man is in a certain business, otherwise legitimate, that he cannot have a radio station. Do you or do you not believe that raises a question that is fundamental?

Commissioner Fly. I think that is a significant question.

Mr. Sanders. Well, do you or do you not believe that it might be better to have the Congress determine that issue or to have the Commission determine that issue?

Commissioner Fly. I really, certainly, have no objection to Congress expressing itself on that subject if it cares to, explicitly, and, as a matter of fact, most of the Congressional utterances on the subject have been critical of the Commission for failure of the Commission to do something about it; but if the Congress wants to change its line of approach and do something about it, why, I would certainly raise no question as to the propriety of that approach.

Mr. Brown. When do you expect the Commission to reach a definite opinion on this matter?

Commissioner Fly. Well, I should imagine, within a few months the Commission will have disposed of it. As to whether it will come out with a definite program in terms of decision on the subject, I do not know. It may well be that the Commission will simply leave the matter up to you gentlemen and say, “Here are our studies.” And, it is a serious question. Some questions have been raised as to the legal authority, and Mr. Sanders suggests, it is a significant matter, and it may well be that we will put it right in your laps.

Mr. Brown. When do you think we may have the benefit of your studied advice and convictions on that matter?

Commissioner Fly. I said within a few months.

Mr. Brown. I assume that will be the report of the Commission?

Commissioner Fly. I assumed that that was what you meant, the Commission.

Mr. Brown. Until that time the Commission will take no action until it is presented to Congress? Or, is your thought that the Commission will take no further action?

Commissioner Fly. The Commissioners have just not determined what they will do, sir. It has made no determination.

Mr. Brown. In other words, the Commission may decide to bar newspaper ownership?

Commissioner Fly. That is one conceivable result.

Mr. Brown. Or may bring the matter up to Congress to pass upon.

Commissioner Fly. That is right.

Mr. Brown. That is, if Congress does not enact legislation prior to that time.

Commissioner Fly. That is right.

Mr. Brown. I think that is all.

Mr. Sanders. Mr. Chairman—

The Chairman. Mr. Sanders.

Mr. Sanders. Mr. Brown, the questions that I propounded to Mr. Fly in connection with the question you asked were to get Mr. Fly's opinion on whether or not the power to bar newspapers was already in the Communications Act.

Mr. Brown. You mean the legal power.

Mr. Sanders. Yes, and those are the questions I asked him.

Mr. Brown. That is what I wanted to know.

Mr. Fly was questioned at great length by Representative Youngdahl about the “monopoly” rules. At one point Mr. Youngdahl remarked:

Mr. Youngdahl. I have been very much interested in the caliber of (the radio) men who have testified at these hearings. In the first place they seem to be very anxious to cooperate in our war effort and I think they have done a good job.

In the second place they seem to have the public interest in mind, and some of them have testified that the application of these so-called network rules will create a disturbance and confusion.

Commissioner Fly. That is a lot of moonshine.

At the outset of the Wednesday hearing, Mr. Sanders discussed with the Chairman his previous day's testimony that a great many listeners were deprived of the privilege of hearing Lowell Thomas because Mr. Thomas' sponsor chose to buy only 25 outlets. This situation, Mr. Fly had said, was one of those which would have to be examined in connection with the licensing of networks. The following is the testimony:

“Mr. Sanders. Mr. Chairman.

“The Chairman. Mr. Sanders.

“Mr. Sanders. Mr. Fly, you made reference to Mr. Lowell Thomas, but I did not quite understand it. Of course you were using his name merely by way of illustration of the point you were seeking to establish; but it was something like this, that if Mr. Lowell Thomas was broadcasting, his broadcast was limited, I think you said, to around 20 stations, or something like that.

“Commissioner Fly. Twenty-five, I believe.

“Mr. Sanders. And you offered the thought that it would be of benefit to the public if his broadcast could be heard by more than the limited number of stations made available in that particular contract.

“Commissioner Fly. The thing that I suggested there, Mr. Sanders—of course I assumed that Lowell Thomas' broadcasts were meritorious—but I was simply trying to make the point that the stations throughout the country ought to have the opportunity of taking that broadcast and a study of the network situation might, for example, explore the question as to how those should be made available to the listeners throughout the country. As it is, that particular decision is made, in the main, by the advertiser who wants only 25 stations; who wants to take it to only a small portion of the people, and, of course, there are added reasons under the present existing practices of the networks why the people could not get Lowell Thomas in different cities due to exclusivity and option clause provisions which would prevent it from going to some of the cities.

“Mr. Sanders. Well, the company for which Lowell Thomas broadcasts, of course, is a private enterprise, and they are no doubt looking at the profit motive.

“Do you not think that that question that you raised goes to the profit system itself? How would you pay for Lowell Thomas?

“Commissioner Fly. I have not solved it, sir. I just cited that as one of the problems that you would want to consider in connection with this network licensing situation.

“In other words, I am suggesting there is a problem to be studied rather than to present to you an arbitrary answer to the question.

“Mr. Sanders. I see.

“Commissioner Fly. I do think that any system under which it is possible to limit Lowell Thomas to 25 stations is open, on the face of it, to some question, because again we come back to the principle that this is a public business. We are talking in terms of public service, and the service to 130 million listeners, and I think that is entitled to some emphasis even in the face of the fact that at the outset here you have got a commercial sponsor.

“In other words, you might well consider, after studying the

thing, that you would want to override a private interest in the interest of 130 million listeners. I don't know.

"Mr. Sanders. As I take it then you merely raised the question without offering a solution?"

"Commissioner Fly. Yes, sir. I do not say that we ought to force the Sun Oil or the network to put Lowell Thomas in all of the cities. I do think it is a misfortune that most of the cities are unable to get him."

Later in the morning, Mr. Sanders queried the Chairman with reference to the grant by the Commission of experimental or temporary licenses. Finally Mr. Sanders said:

"You have Station KOB that has had this special authorization for two years, I believe you say, and under the terms of the license that you have given it, or authorization, it has absolutely no legal standing in court, and the legal principle that occurs to me is that if you can do it in one case you can do it in two cases, and you can do it in fifty cases, or one hundred cases. Therefore—"

"Commissioner Fly. Let me just say this, Mr. Sanders—"

"Mr. Sanders (continuing). Let me finish my statement and then you can answer."

"Commissioner Fly. Yes, sir."

"Mr. Sanders. The question is not whether you are abusing this particular power in this particular instance, but the importance of the question from the standpoint of a Member of Congress is whether it is desirable for you to have that in any case, or if you should have it in any case, whether Congress should not strictly define the time and conditions of your entry, purely from the legal principles involved."

Speaking upon the subject of the length of licenses, Mr. Fly reiterated a statement that he had made earlier in his testimony that he believed legislation should include specific wording with reference to the term of the license. Mr. Sanders said:

"Mr. Sanders. You agreed with Major Bulwinkle the other day that you would meet with him and try to work out an amendment that might make the holders of licenses more permanent. I believe that was what you and Major Bulwinkle decided, was it not, Major?"

"Mr. Bulwinkle. Yes."

"Commissioner Fly. That is right."

Mr. Sanders referred to a letter which had been sent to Chairman Lea of the House Committee on Interstate and Foreign Commerce purporting to be an official communication from the Commission issued last September and including some comments with regard to the so-called Sanders Bill. Mr. Sanders said:

"Was that an official communication of the Communications Commission, or your individual report?"

"Commissioner Fly. This was the report of the Commission and it was cleared through the Bureau of the Budget."

"Mr. Sanders. On what date was it that the Commission as a whole considered this report?"

"Commissioner Fly. I could not say, sir."

"Mr. Sanders. Did you ever have a meeting of the Commission at which this report was considered by the Commission?"

"Commissioner Fly. I have no doubt that this was presented to the Commission about the time of the letter, perhaps around the first of August."

"Mr. Sanders. Would you or would you not state that it was taken up at an open meeting of the Commission, a regular meeting of the Commission?"

"Commissioner Fly. I do not know, sir. A thing like this is one of a dozen things that will come up in the course of the meetings, and I just do not recall precisely how it came up."

"Mr. Sanders. You do not recall whether or not you ever discussed the Sanders bill in an open meeting of the Commission?"

"Commissioner Fly. Oh, yes, we have discussed it a number of times."

"Mr. Sanders. Was this report ever approved by the Commission?"

"Commissioner Fly. I have told you what I thought the facts were. I think that the report was approved both by the Commission and by the Director of the Budget."

"Mr. Sanders. Will you state what members of the Commission were present?"

"Commissioner Fly. No, I cannot. I could not possibly tell you."

"Mr. Sanders. Mr. Fly, is it not a fact that this report was prepared by you, under your direction, and then approved by other members individually at different times, and that it was

never considered at a meeting of the Commission called for that purpose."

"Commissioner Fly. That is conceivable, though I am not changing my testimony, that we have had general discussions of the bill; but it is conceivable that at the time this was prepared it was circulated and approved by individual commissioners, and that is not at all unlikely. I just do not know."

"Mr. Sanders. Do you think that is a desirable procedure? In other words, the other members of the Commission then had the alternative of vetoing what you had already proposed, or agreeing to it."

The report of the Committee on Censorship Organization was the subject of a lengthy exchange between Congressman Sanders and Mr. Fly. It follows:

"Mr. Sanders. Are you familiar with the report of December 12, 1941, of a Committee on Censorship Organization, one of which was Mr. Jett, Mr. E. K. Jett, Chief Engineers and Mr. Thomas Harris, Assistant General Counsel representing the Commission?"

"Commissioner Fly. That is on the—"

"Mr. Sanders. Censorship organization."

"Commissioner Fly. That is on the organization not by the Commission, but by the administration of the Office of Censorship."

"Mr. Sanders. Reporting December 12, 1941, Committee on Censorship, of which Mr. Jett and Mr. Harrison were members?"

"Commissioner Fly. Yes. I, of course, do not have the records before me; but I am roughly familiar with that. At that time the war had been on just a few days before, and the Administration had the problem immediately of devising a scheme of censorship, and at that time all departments having anything to do with communications and information, and that sort of thing, at least in any broad sense, particularly as an example, the Post Office Department, which had one line of communications and our people, who had other lines and the Department of Justice and the Army and the Navy, of course—there was a general Interdepartmental study of the censorship problem with a view to recommending to the President, as I recall, a system of censorship to be set up by the Government, and we contributed what we could to that study. I think Mr. Jett, our Chief Engineer attended a number of conferences, interdepartmental conferences on that subject, and Mr. Plotkin of our law staff also attended a number of them, and we made, and are continuing to make, such contributions to that work as are appropriate."

"For example, when the problems in connection with the maintenance of certain radio teletype circuits, and their broadcasting, the Commission finds it necessary to close the circuits to avoid the problem of censorship, and also to make the frequency available for war purposes. That is just a simple example. And, we keep the Censor advised of the state of censorship and the state of communications throughout the world."

"Mr. Sanders. In that report occurs the following language:

'Finally, the Commission, under the Act, has the duty of licensing all radio stations in the public interest, convenience and necessity. The exercise of such licensing power may possibly have an important part in controlling the communications of facts and opinion. Renewals may be denied or revocations ordered where stations have departed from legal requirements. The Commission's licensing authority also extends to radio operators, and in this regard too, it may serve as an aid in carrying out control programs.'

"You agree with that statement?"

"Commissioner Fly. I agree with that statement. You understand there we are dealing with proposed legislation."

"Mr. Sanders. No; this is a statement of the powers that you already have."

"Commissioner Fly. Well, the Commission—"

"Mr. Sanders (continuing). In the Commission under the Act—referring to the Communications Act."

"Commissioner Fly. Well, let me give you an example of the sort of thing that might happen there."

"Suppose that the radio station engaged in subversive broadcasting. There is no question about its being unlawful and subversive and contrary to the laws set up in this field. There is not doubt, in my mind, but what a license of the station could be revoked, and should be revoked, just as we would for violation of any other law—that is, any other important law."

"Mr. Sanders. This committee has handled a good many emergency laws. In every one of them is contained a provision that the power so granted to the executive would terminate either

upon the termination of the emergency or within a stipulated time thereafter.

"This that I am quoting, however, is not a grant of emergency power. It is a statement of powers that the Commission is presumed to have under the Federal Communications Act.

"Commissioner Fly. Yes.

"Mr. Sanders. Not in war time or in peace time, but I am asking whether you believe that the Commission has that power.

"Commissioner Fly. Why, not at all in peace time.

"Mr. Sanders. I am not referring to any specific time—

"Commissioner Fly (interposing). But, let me say—

"Mr. Sanders. Wait a minute, and let me state the question.

"Commissioner Fly (interposing). Let us get this clear. In peace time, I would not suggest that, but in war time operations of the Commission.

"Mr. Sanders. Under the Federal Communications Act.

"Mr. Bulwinkle. He is talking about the proposition that you asked him about.

"Mr. Sanders. You are talking about the act that was passed in 1934.

"Commissioner Fly. Yes. The act was passed then, but I am talking about an application of that act in time of war, and I say that basically it is a pretty serious problem that when any station violates some fundamental law like pursuing a persistent line of subversive conduct in violation of the laws that you gentlemen have made, no matter when this Act was passed, we can refuse to continue to license that operation and refuse to let it continue carrying on this subversive conduct. Well now, to suggest we could do that in time of peace, I think is entirely out of the question because you do not have that problem. You do not have the censorship problem. You do not have the subversive conduct.

"I would say that at any time, in time of peace, when a station is utilized for unlawful purposes—let us assume that a station is utilized to guide the operation of a gang of outlaws in peacetime, of course, we could take it off of the air in peace time; but the reason why this question as to what they put out over the air can be given attention here is because it is war time.

"Mr. Sanders. Do you not think it would be more desirable to have that grant of power—whatever power was necessary—designed to operate only in war time rather than to put a construction upon the peace time act that you already have such power and leave it to your Commission as to when the emergency exists? Do you not think that rather probable?

"Commissioner Fly. I see no objection to that, sir; but again I think we are just trying to find bugaboos here, because we are acting on and operating on this thing from day to day, and we are operating under war conditions, and I am happy to tell you that no question has arisen yet as to the license of any station, because of its war time operation, and I just think we are looking for things to worry about when we have got to take the time in a period of war to worry about the framing of legislation of that sort."

After Mr. Fly had referred to the "vast and thorough-going record" on the chain broadcasting situation and had referred to the amount of work which had been done by the Commission on the newspaper situation, he told the Committee that about 90% of the work of the Commission had to do with the war effort and that it was only at the greatest sacrifice that we spend all of the time we do saying that he personally did not mind the sacrifice. He said:

"I am perfectly happy to stay here as long as there is any demand on the part of this Congress, on this Commission about any investigation or anything of that sort, I want to stay right here with this Committee and give you everything that you want; but I do not want, with all deference, to face the problem as to whether war work shall be broken down by an over-extensive consideration of any of these problems that are not pressing upon us.

"Mr. Sanders. That is all.

"Mr. Youngdahl. Mr. Chairman.

"The Chairman. Mr. Youngdahl.

"Mr. Youngdahl. Mr. Fly, I am very much interested in the last statement of yours, and I think that you are absolutely correct.

"In view of that statement, do you not think that it might be advisable to withhold the application of the so-called network rules until the war is over?

"Commissioner Fly. The Commission has completed all of its work on that problem, sir.

"Mr. Youngdahl. On the other hand, there is an interest that Congress should look into so far as the public is concerned. Is not that correct?

"Commissioner Fly. Well, I do not doubt that. Certainly Congress ought to, if it wants to, make a thorough study of that. We have submitted our report and you can have the entire record if you want it.

"I should think that probably you would be satisfied if you would make a thorough study of the printed report, which is in one small volume before you.

"Mr. Youngdahl. I have been very much interested in the caliber of the radio men who have testified at these hearings. In the first place they seem to be very anxious to cooperate in our war effort and I think they have done a good job.

"In the second place they seem to have the public interest in mind, and some of them have testified that the application of these so-called network rules will create a disturbance and confusion.

"Commissioner Fly. That is a lot of moonshine."

Sales

WAR-TIME ADVERTISING JOBS

Distributed at the AFA convention in New York last week was this compilation of what advertising can do in war-time:

IT CAN:

- (1) Help in the education and training of customers' personnel.
- (2) Help clear up misunderstandings among the users of your product.
- (3) Help industry with its ever-growing maintenance problem.
- (4) Speed technical information (or offer technical service) to the men directly engaged in war production.
- (5) Help retailers explain shortages and substitutions . . . help them prevent hoarding.
- (6) Help dealers promote conservation.
- (7) Keep industry up to date on new products and developments.
- (8) Keep industry advised of auxiliary attachments, improvements, better methods, new ideas for stepping up production on already-installed equipment.
- (9) Help retailers build up the service end of their business.
- (10) Help customers get started on sound planning for the future.
- (11) Help develop a better understanding of the lesser-known items in your line.
- (12) Help customers get the most out of what they can get.
- (13) Explain to customers what your distributors can do to help them.
- (14) Explain any change in price policy.
- (15) Help dealers select added lines.
- (16) Get your story into defense plants from which salesmen are barred.
- (17) Get your story into new companies which are unknown to you because of war-time censorship.
- (18) Help swing demand from scarce "special" items to more plentiful or standard items.
- (19) Help get war contracts.
- (20) Help reduce confusion and delays due to incorrect specification.
- (21) Help carry some of the load of over-burdened sales-service departments.
- (22) Transmit any helpful information from where it is to where it is needed; *quickly, accurately, and economically.*

HAYES NAMED TO SALES GROUP

Arthur Hull Hayes, general manager of WABC, has been re-appointed to the NAB Sales Managers Executive committee as the Columbia representative.

Personnel of the committee is now complete, with John M. Outler, Jr., WSB, as chairman; Frank R. Bowes, WBZ, representing large stations; William Malo, WDRC, representing medium stations; Dietrich Dirks, KTRI, representing small stations; Don Davis, WHB, representing Mutual-affiliated stations, and Hayes representing CBS.

MANUAL HELPS GET BUSINESS

Sales managers periodically report how the NAB "Manual of Radio Advertising" can be effectively used in selling radio as a basic advertising medium. They declare that with the fundamentals thus established in the advertiser's mind, it is relatively easier to interpret the station's local story.

A good example is this letter just received from Norman Burdick, sales manager of WJTN, 250-watt station at Jamestown, N. Y.:

"When I first read the 'Manual of Radio Advertising' some months ago, it not only gave me an opportunity to brush up on some important radio material but also made it possible for me to learn a great deal. I was very thankful for having a copy.

"But now I can really say 'Thank you!' for the excellent material contained in the NAB Manual that you prepared. Here's what happened: For several years, one of the largest grocery store chains in our area (Quality Cash Stores . . . 69 retail outlets) could not be persuaded to try radio advertising. Everything we could possibly think of was used. We bombarded them with literature showing results from radio; we presented them with innumerable program and spot announcement ideas; we ran auditions; we switched salesmen on the account. But they would not give us a trial. Finally, a short time ago, I gave their Advertising Manager a copy of your Manual and made him promise to take it home and study it carefully.

"The account has just signed their radio spot contract for fifteen spots a week for thirteen weeks, and another advertiser has started to find out that radio doesn't cost—it pays.

"I know your Manual of Radio Advertising made it possible for us to get this account on the air, so again we say—many thanks for the splendid job you have done!"

TELLS LOCAL STORY

WATN, another 250-watt station, in Watertown, N. Y., faced with particularly strong newspaper competition, has issued a powerful local promotion piece entitled "What Price Radio?" based on the formula in the chapter of the same title in the NAB "Manual of Radio Advertising."

Taking excerpts from the Manual to establish the basic points, the station developed its own comparative cost figures in relation to its competitive newspaper, and made the story applicable to local, regional or national advertisers by breaking down its coverage to show special comparative figures for the city only, for the county, and for its entire primary area.

Concisely presented in a 4-page folder, the piece should be effective in developing radio prospects and in giving strong support to radio sales presentations.

UTILITIES URGED TO ADVERTISE

Cessation of public utility advertising for the duration of the war would be a "deliberate sabotage" of an investment built up during normal times, Davis M. DeBard, vice president of Stone & Webster Service Corp., declared June 23 at a meeting of the Public Utilities Advertising Association during the AFA convention in New York.

"Any utility company which crawls into its shell and ceases to interpret itself to the public during a period of war is inviting the inevitable—serious impairment of prestige, political attacks, and all the other ills associated with a policy of silence" Mr. DeBard declared.

Recently published data indicate that companies which dropped advertising during World War I, he said, "suffered severely" in the post-war period and some nationally known companies passed out of existence.

While urging continued advertising, Mr. DeBard warned, however, that economical coverage is the first consideration. "Any form of advertising which cannot justify itself from this point of view will tend to bring on the utility criticism of customers who will claim that money is being spent recklessly," he pointed out.

W. J. Weir, vice-president of Lord & Thomas, speaking at the same session, charged that advertising is not doing the job it

should be doing at present "because of too much fear of the present and of the future."

Mr. Weir urged a continuance of advertising to the public as the only way to maintain good will. "Advertising is business' last point of contact with the American consuming public," he continued. "It's the last means it has for preserving its franchise as a free operating enterprise. And the longer it hesitates, the longer it puts off a resumption of its curtailed advertising, the more precarious becomes its position—the more it invites the very thing it fears."

Many advertisers have lost courage, he contended, and because "they can't see the possibility of selling a can of beans tomorrow morning, are simply twiddling their thumbs instead of continuing to tickle the public's curiosity and desire."

Per-Inquiry and Free Time—Ho-Hum!

Without comment, the following chisels reported by member stations the past week are offered for your edification:

Stockton, West, Burkhart, Inc., Cincinnati, want free time on women's programs to promote Clopay window shades. All in the interests of national defense, of course.

J. Walter Thompson's Press Bureau, New York, also seeks free time on women's programs to promote Cheeks cosmetics. And they ask for a special theme song to be played, too.

Ruth Matthews of the Ladies' Home Journal also seeks free time on women's programs to promote an article on cosmetics for stockingless legs, carried in the July issue of the *Journal*.

Forjoe & Co., New York, want P-I deals on a photo-finishing proposition.

Manufacturers Radio Service, Los Angeles, want P-I deals for a shaving liquid called Rev.

D. S. Manson & Associates, Minneapolis, want P-I deals for World Bible Distributors.

National Needlecraft Bureau, Inc., New York, ask for free time on women's programs to promote needlework, which in turn promotes the products of its members.

All have been invited by the NAB to use radio properly.

To the Services

SKAFF, WMBD, IN MARINES

Vincent Lloyd Skaff, newscaster for station WMBD, Peoria, Ill., is a member of Uncle Sam's fighting forces. He is a member of the U. S. Marine Corps Reserve and is now stationed at San Diego, Calif., where he is receiving basic training.

MORE WCAU STAFF IN SERVICE

Three more members of the WCAU staff have joined the armed forces, bringing the station's total to eighteen.

Joseph T. Connolly, sales promotion manager, has been commissioned a Lieutenant (jg) in the U. S. Navy and is training at Harvard.

Frank Shannon, for the past fourteen years a member of the engineering staff, is to be commissioned Captain in the U. S. Army Air Force. He will leave shortly for Salt Lake City.

J. R. Troxel, also a member of the WCAU engineering staff, enlisted in the Army Signal Corps and is now taking a training course at Fort Monmouth.

Priorities

Stations are advised to maintain their spare inventory at 100 per cent. The minute inventory gets into the danger zone, below spare inventory minimum, begin filing PD-1A forms with WPB.

MAKE THIS INCLUSION

To speed delivery of form PD-1A to proper persons at WPB, broadcasters are urged to type "Classification 11.20" at the top of the PD-1A form. Then underscore with a colored pencil.

USE FREE SWAP SERVICE

Make use of NAB's free swap service to stretch out supplies of parts and equipment.

INCLUDE LEGEND ON ORDERS

Because recording records are an operating supply of material, manufacturers of records have sought NAB cooperation in asking stations to write in the approved legend on their orders for recording blanks which they give to jobbers and manufacturers.

This legend reads: "Material for Maintenance, Repair, or Operating Supplies—

Rating A-3 under Preference Rating Order P-129 with the terms

of which I am familiar.

(Name of Operator or Supplier).

(Signature of Designated Official)".

Only in this way can manufacturers guard against a future disruptive shock in the flow of the finished product to broadcast stations.

Victory Programs

WBEN—BUFFALO

In Buffalo, station WBEN has a program, "Production for Victory," 10:30-11:00 p. m., that indicates careful planning to emphasize the victory through production theme.

It's an entertaining show without "preaching" and uses Bob Armstrong's orchestra, singers, actors, talent from other fields and war workers selected from Buffalo plants.

It might be classed as a potpourri since examination of a recent script indicated there were no less than five subjects carried. These included: sugar rationing; "I'm An American Day"; a well done study of "one of the lower forms of life known as the 'War Bore' who sees nothing but the pessimistic gloomy side"; women war workers from Bell Aircraft who work on Airacobras and blood donations for the Red Cross.

After the fanfare and a short orchestra number, a voice set the program with:

"Buckle down, you Yankee, buckle down!
You can win, you Yankee, if you knuckle down!
Buy another bond.
Watch the boys respond,
Way across the pond,
They'll have to beat 'em down.
Spend your dough, you Yankee, spend your dough!
We can win, you Yankee, if you're on the go!
Give 'em planes and tanks
So the fightin' Yanks
Who deserve our thanks
Will have a chance against the foe!"

KHQ-KGA—SPOKANE

Harold Zent, director of public relations, KHQ-KGA, Spokane, Wash., arranged for an impressive and solemn ceremony for the mass induction of bluejackets on Sunday, June 7.

Having worked very closely with the Navy recruiting office, by virtue of his three-a-week Navy enlistment program, he was able to bring a large number of new recruits to the ceremony. It was conducted in the shadow of a monument that stands in honor of Ensign Monaghan who lost his life in Samoa, in line

of duty, protecting his superior officer. The locale of the program contributed much to the "feel" of the event, both for listening and visible audience. The three-a-week broadcast which Mr. Zent has conducted since Pearl Harbor, has added a great deal to the recruiting efforts of the Navy in the Spokane territory, according to the Spokane naval recruiting chief.

Radio Training Courses

RADIO TRAINING IN OREGON

In another week the first section of the NAB-ESMDT radio technician training course will be over, according to Frank H. Loggan, manager, KBND, Bend, Oregon. He reported that the average attendance of 35 was genuinely interested, studied hard and attended regularly. One man, with a little previous experience, has already secured his class 2 radiotelephone license. Six others are receiving extra instruction, gratis, from Robert Pickinsson, instructor, in order to qualify them to take the FCC examination for a license within the next 15 days. Other members of the class, he said, will have a very good basic training in radio and can progress rapidly in it.

Fifty other people are already registered for new sections and a great many others, who are particularly well qualified, would like to enroll, Mr. Loggan said. The number of men enrolled will ultimately be decided by the number of sections approved in Washington.

Oregon State college has been very helpful in arranging and supervising the courses. R. H. Dearborn, dean of engineering, Oregon State College, heads the radio educational activities within the state.

Utah State College

Utah State Agricultural College, which has been teaching radio technology for 20 years, is engaged in teaching radio in three categories. Part I of the "Fundamentals of Radio" has been in progress for some months and Part II will get started during the first week of July, according to George D. Clyde, Dean, School of Engineering, Industries & Trades, Utah State.

In addition, Dean Clyde is supervising the radio instruction of 300 Navy enlisted men and approximately 100 U. S. Army Signal Corps men.

Manhattan College

Brother Amandus Leo, dean of engineering, Manhattan College, New York City, is maintaining a strong interest in the training of radio technicians. Two new classes of Part II, "Fundamentals of Radio" are to be started. In addition, Brother Leo has arranged to conduct classes in "radio physics" for high school teachers, so that when these men return to school, in September, they will have a firm foundation to stress that part of physics which deals with radio.

A new section, "Fundamentals of Radio" Part II, has been started in which all registrants are members of the Enlisted Reserve Corps (Signal Corps). Because of expected demand there will be four or more additional such sections.

Oswego State Teachers

Graduates of the NAB-ESMDT Radio Training Program, conducted by Oswego State Teachers College, Oswego, N. Y., will be ready for radio work in another 16 weeks.

Part II and other beginning classes are scheduled to start at Oswego on July 6.

University of Wisconsin

Between 450 and 500 students have finished section 1 of the two part Radio Technician Training course, sponsored by NAB-ESMDT of the U. S. Office of Education, according to word just

received from H. E. Pulver, director, ESMDT classes at the University of Wisconsin. He also reports that the Signal Corps officer of the sixth corps area, Chicago, has already taken fairly large numbers of students and several of the instructors. Eight more sections, in addition to the 26 started in March, were begun during the last of May and the first of June.

Proposals for some 14 sections of part II of the radio course are awaiting the approval of the ESMDT director, Washington. The University plans to organize the new sections during the first week of July.

Industry Representative is Edwin C. Allen, WIBA, Madison; F. Ellis Johnson, dean of Engineering, University of Wisconsin, Madison, is State Coordinator.

More Training Begins at Syracuse U

The U. S. Army Signal Corps has begun long delayed plans for speeding radio technician training. Start was made at an overflow mass meeting of 500 men in the Onondaga Hotel ballroom, Syracuse, on June 17. It was arranged by Col. Harry C. Wilder, WSYR, New York industry representative of the radio training program. The initial meeting proved conclusively that the interest of the men was at a high pitch even before Lieut. Harry Ross told his listeners that the need was "very urgent".

A necessary time lag followed the mass meeting to permit Syracuse University to arrange facilities for handling the large number of men who signed up. This work is in addition to the multi-section participation in the ESMDT-NAB program.

Academy to Train Radiomen

NAB has supplied radio technician training course material to The Lincoln Academy, Newark, N. J. K. Arnold Freedman, of the Academy's executive office, wrote on July 1:

"I am in receipt of the course material mailed to the Academy on June 27, for which I would like to express my sincere appreciation. I feel sure that this material will be very helpful and hope that the Academy can be of use in alleviating the pressing need for properly trained radio technicians."

STILL GOING STRONG

Radio is credited by the U. S. Civil Service Commission for its outstanding contribution for assistance in recruiting.

On June 20, the Commission announced that placements alone in the War and Navy Departments throughout the United States totaled 1,659,913. This report must certainly be emblazoned upon the history books when the history of this war is written. Radio has served the Commission, continuously, for two years. Continued help of the broadcasters will make certain that the necessary new workers will be found to complete the production program. NAB began cooperating with Civil Service in July 1940.

WQAM ISSUES SERVICE BOOK

F. W. Borton, president of WQAM, Miami, Fla., has just issued the WQAM brochure of public service for the year 1941. The frontis reads:

"In order that our practice of publishing these 'Record of Service' brochures may not be interrupted, yet still conform with the universal practice of conservation during time of war, we are reducing by one-half the size of the 'Record' for 1941."

"On the pages which follow we submit only the skeleton structure of the service we have been privileged to render in our community."

"This material is taken from the authentic WQAM Station logs and we believe that it represents a fair picture of the station's worth to the community to which it has belonged for 20 years."

NEW STATION

Station WALL, Middletown, N. Y., is planning to get on the air approximately July 12. Fred Germain, Jr., program director, has about completed initial plans for his war effort broadcast.

WATCH "INVASION"

Our commentators sometimes refer to the forthcoming second front against the Axis as an "invasion" of France, Belgium or other conquered countries. "Invasion" denotes a war-like grab for territory rather than the freeing of conquered peoples in conquered lands. Let's watch its use.

WAR DAMAGE INSURANCE

On July 1 the free War Damage Protection provided by the Government terminated. In order to protect property against damage caused by enemy attacks or our military services in resisting such attacks, War Damage Insurance must now be purchased from the War Damage Corporation. Many of the large insurance companies have been appointed as fiduciary agents for the War Damage Corporation and the insurance needs of the broadcasting industry can be taken up individually with them or their brokers.

William I. Moore, WBNX, Chairman of the NAB Insurance Committee, states that the NAB Insurance Committee will not hold a meeting on the subject as the War Damage Insurance is not an involved subject and the rates are set by the War Damage Corporation.

MILLER ADDRESSES IRE

Radio engineers are vital in winning this war, but without a continued "courageous enterprise" on their part we might lose it, 300 radio experts and guests from all parts of the country heard here today at the Summer convention of the Institute of Radio Engineers.

Speakers included Neville Miller; E. K. Jett, chief engineer of the FCC; Paul Galvin, president of RMA; Captain E. M. Webster of the United States Coast Guard Communications System, and Arthur F. Van Dyck, the institute's president.

The occasion was a symposium on "What Radio Means in the War Effort," which ended the second day of the three-day convention of the institute.

"Each new stage of the war emphasizes the growing importance of radio," Mr. Miller said. "With the coming of war we saw the government take more positive action in the radio field. Radio cooperated and is continuing to cooperate with the activities of all government agencies. It has accepted in its stride the increased responsibilities, but there is much more to be done."

Mr. Miller pointed out that the operation of broadcasting stations through possible air raids is being worked out and a satisfactory solution is expected.

"One of our greatest assets," Mr. Miller concluded, "is our domestic radio system and the men that make it operate. Let me advocate that we all begin a once to learn how to use this new marvel at home, how to use it to win the war, and, finally, how to use it when the war is over, to make the world a better place in which to live."

Problems of the radio expert will never be finished, delegates were told by Mr. Galvin, "for you will constantly be called upon to explore new horizons, and without courageous enterprise we might lose the war."

"The whole pattern of our war tactics and strategy has been altered by radio communications and radio direction-finders," he said. "You are alive, I am sure, to your war responsibilities, but I implore you to do more. You must do more—we all must do more if we are to win."

Mr. Jett outlined the "huge war task" of the FCC in supervising the radio affairs of the country. Systems are now in effect, he said, to prevent vital information from falling into enemy hands through accident. The country now has direct communication through world-wide radio channels to all Allied nations of the globe, and the FCC has more than 100 radio monitoring depots.

YEUILL-DELANO

George F. Bissell, general manager, WMFF, Plattsburg, N. Y., suggests that any broadcaster negotiating a contract with David

Yeuill or Daniel Delano of Radio Associates, Inc. (Boston) should get in touch with him.

WOMEN'S RADIO DIRECTOR HONORED

Ann Ginn, Director of Women's Activities, Radio Station WTCN, was honored in connection with the recent AFA Convention. She

was one of four women accorded Honorable Mention in the Josephine Snapp Award. This award is made each year to the woman who has made the year's outstanding contribution to advertising. The award this year went to Mrs. Barbara Daley Anderson, home economics director and editor of the consumer service bureau "Parent Magazine," who is also president of the New York Woman's Advertising Club.

ARKANSAS

Estimated Radio Homes, 1940

Number of Occupied Dwelling Units as reported by U. S. Bureau of the Census in advance release, Series H-7. Percent radio-equipped calculated from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	%	Radio Units	Units	%	Radio Units	Units	%	Radio Units	Units	%	Radio Units
Arkansas.....	6,455	55.2	3,556	1,685	67.9	1,145	1,684	57.0	960	3,086	47.0	1,451
Ashley.....	6,789	40.8	2,762	1,336	69.3	926	1,687	47.7	805	3,766	27.4	1,031
Baxter.....	2,520	45.2	1,140	780	60.2	470	1,740	38.5	670
Benton.....	10,101	59.4	5,997	1,954	79.7	1,558	2,200	62.5	1,374	5,947	51.5	3,065
Boone.....	4,221	61.5	2,591	1,231	82.6	1,017	589	51.4	303	2,401	52.9	1,271
Bradley.....	4,487	50.5	2,263	749	81.5	611	1,859	49.6	922	1,879	38.8	730
Calhoun.....	2,269	39.9	907	743	47.3	351	1,526	36.4	556
Carroll.....	4,053	58.8	2,384	1,448	69.8	1,010	2,605	52.7	1,374
Chicot.....	7,403	30.0	2,223	929	39.5	367	1,655	45.0	745	4,819	23.1	1,111
Clark.....	6,115	50.3	3,111	1,403	71.4	1,001	1,749	54.3	950	2,963	39.1	1,160
Clay.....	6,961	58.0	4,041	2,416	64.1	1,549	4,545	54.8	2,492
Cleburne.....	3,193	49.5	1,580	857	59.9	513	2,336	45.7	1,067
Cleveland.....	2,917	40.9	1,193	877	46.5	408	2,040	38.5	785
Columbia.....	7,406	44.9	3,363	1,248	69.6	869	1,457	57.4	836	4,701	35.3	1,658
Conway.....	4,984	47.3	2,364	1,217	71.5	870	831	38.9	323	2,936	39.9	1,171
Craighead.....	11,584	66.4	7,695	3,289	80.2	2,637	2,015	65.6	1,322	6,280	59.5	3,736
Crawford.....	5,942	54.2	3,225	1,533	73.0	1,119	1,629	49.2	801	2,780	47.0	1,305
Crittenden.....	11,586	28.8	3,345	1,025	48.2	494	2,033	44.6	907	8,528	22.8	1,944
Cross.....	6,299	41.3	2,603	1,021	59.8	611	971	47.3	459	4,307	35.6	1,533
Dallas.....	3,560	41.1	1,461	975	56.5	551	1,075	31.5	339	1,510	37.8	571
Desha.....	7,129	31.7	2,261	1,082	65.8	712	1,552	41.8	649	4,495	20.0	900
Drew.....	4,955	34.6	1,713	1,042	66.5	693	1,054	37.7	398	2,859	21.7	622
Faulkner.....	6,351	57.5	3,652	1,587	77.4	1,228	712	48.8	347	4,052	51.3	2,077
Franklin.....	3,859	54.6	2,106	1,597	59.4	948	2,262	51.2	1,158
Fulton.....	2,546	44.1	1,122	540	61.2	330	2,006	39.5	792
Garland.....	11,525	65.6	7,562	6,358	72.9	4,633	3,325	61.6	2,049	1,842	47.8	880
Grant.....	2,607	50.2	1,308	1,103	56.9	627	1,504	45.3	681
Greene.....	7,360	64.2	4,733	2,047	83.2	1,702	809	54.0	437	4,504	57.6	2,594
Hempstead.....	8,079	43.4	3,502	2,104	62.0	1,304	981	47.9	470	4,994	34.6	1,728
Hot Spring.....	4,725	51.9	2,444	1,492	68.4	1,021	1,077	46.4	499	2,156	42.9	924
Howard.....	4,169	47.2	1,984	810	69.4	562	929	61.2	568	2,430	35.2	854
Independence.....	6,253	57.4	3,584	1,408	77.2	1,087	1,239	48.8	604	3,606	52.5	1,893
Izard.....	3,103	45.7	1,418	688	62.6	431	2,415	40.9	987
Jackson.....	6,413	48.0	3,080	1,264	59.5	752	1,188	48.8	580	3,961	44.1	1,748
Jefferson.....	17,807	41.8	7,412	6,378	72.3	4,611	3,384	35.4	1,198	8,045	19.9	1,603
Johnson.....	4,706	53.9	2,541	924	77.8	719	1,253	51.0	638	2,529	46.8	1,184
Lafayette.....	4,274	36.4	1,554	1,524	50.9	776	2,750	28.3	778
Lawrence.....	5,429	56.5	3,069	1,904	63.4	1,207	3,525	52.8	1,862
Lee.....	6,819	29.7	2,024	1,373	48.3	663	522	44.6	233	4,924	22.9	1,128
Lincoln.....	4,916	25.6	1,263	1,013	42.1	427	3,903	21.4	836
Little River.....	4,082	35.8	1,458	1,621	50.6	820	2,461	25.9	638
Logan.....	6,070	56.8	3,441	895	76.4	684	1,543	60.0	925	3,632	50.4	1,832
Lonoke.....	7,619	48.2	3,666	2,101	64.3	1,352	5,518	41.9	2,314
Madison.....	3,523	38.3	1,348	508	58.7	298	3,015	34.8	1,050
Marion.....	2,340	45.4	1,063	568	54.0	307	1,772	42.6	756
Miller.....	8,359	52.0	4,333	3,403	69.9	2,377	1,359	48.2	655	3,597	36.2	1,301
Mississippi.....	19,891	50.4	10,021	4,031	63.1	2,542	2,603	58.1	1,513	13,257	45.0	5,966
Monroe.....	5,291	38.4	2,030	1,708	33.1	842	727	39.7	289	2,856	31.5	899
Montgomery.....	2,221	43.9	975	698	51.8	362	1,523	40.3	613
Nevada.....	4,807	46.9	2,256	902	63.7	575	760	58.8	447	3,145	39.2	1,234

ARKANSAS—Continued

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Newton.....	2,455	33.4	820	264	54.8	145	2,191	30.8	675
Ouachita.....	7,671	48.4	3,722	2,476	61.2	1,516	2,910	50.7	1,477	2,285	31.9	729
Perry.....	1,966	38.2	754	752	45.7	344	1,214	33.8	410
Phillips.....	12,809	32.5	4,171	4,158	46.9	1,949	2,187	41.1	898	6,464	20.5	1,324
Pike.....	2,953	46.5	1,372	1,214	57.9	702	1,739	38.5	670
Poinsett.....	8,757	50.9	4,460	1,577	64.6	1,019	1,524	57.7	880	5,656	45.3	2,561
Polk.....	4,070	46.2	1,885	1,032	69.8	720	847	46.2	392	2,191	35.3	773
Pope.....	6,342	52.2	3,307	1,650	74.4	1,227	1,691	48.6	822	3,001	41.9	1,258
Prairie.....	3,785	49.1	1,860	1,448	52.3	757	2,337	47.2	1,103
Pulaski.....	42,112	71.7	30,215	30,564	79.3	24,235	6,523	55.3	3,610	5,025	47.2	2,370
Randolph.....	4,438	49.6	2,210	798	68.0	543	497	46.9	233	3,143	45.6	1,434
St. Francis.....	9,223	31.8	2,922	1,655	60.8	1,005	1,284	43.8	563	6,284	21.5	1,354
Saline.....	4,412	57.6	2,539	1,044	75.0	783	863	60.9	526	2,505	49.1	1,230
Scott.....	3,320	52.9	1,757	1,543	56.9	878	1,777	49.5	879
Searcy.....	2,803	38.1	1,070	726	51.6	374	2,077	33.5	696
Sebastian.....	16,765	73.4	12,301	10,171	81.0	8,234	3,700	63.4	2,344	2,894	59.5	1,723
Sevier.....	3,822	49.2	1,877	858	73.9	634	970	51.6	500	1,994	37.3	743
Sharp.....	2,826	47.4	1,339	815	57.6	469	2,011	43.2	870
Stone.....	1,986	38.7	768	279	57.8	161	1,707	35.6	607
Union.....	13,275	59.1	7,826	4,683	76.0	3,561	5,072	57.7	2,924	3,520	38.1	1,341
Van Buren.....	2,981	43.8	1,306	693	54.9	380	2,288	40.5	926
Washington.....	11,099	60.1	6,666	3,378	80.1	2,706	1,771	62.0	1,098	5,950	48.1	2,862
White.....	9,474	54.6	5,177	1,081	76.5	827	2,657	55.9	1,485	5,736	49.9	2,865
Woodruff.....	5,312	45.4	2,410	1,954	50.9	994	3,358	42.2	1,416
Yell.....	5,096	52.7	2,687	2,015	59.8	1,204	3,081	48.1	1,483
State Total.....	495,825	50.9	252,148	123,528	72.4	89,442	111,636	53.7	59,891	260,661	39.5	102,815

Cities of 25,000 or More Population

City	County	Units	% Radio	Radio Units
Fort Smith.....	Sebastian	10,171	81.0	8,234
Little Rock.....	Pulaski	24,672	81.0	19,985

CONNECTICUT

Estimated Radio Homes, 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Fairfield.....	110,235	96.5	106,428	77,124	96.4	74,379	29,997	97.1	29,130	3,114	93.7	2,919
Hartford.....	116,448	96.8	112,775	84,126	97.3	81,850	27,564	96.2	26,506	4,758	92.9	4,419
Litchfield.....	23,304	93.6	21,824	9,112	95.6	8,714	10,867	93.4	10,146	3,325	89.1	2,964
Middlesex.....	14,084	94.6	13,319	5,791	96.1	5,567	6,878	94.4	6,493	1,415	89.0	1,259
New Haven.....	128,057	96.2	123,139	101,601	96.2	97,734	23,529	96.7	22,751	2,927	90.7	2,654
New London.....	32,834	92.3	30,290	16,861	94.3	15,899	12,602	92.4	11,643	3,371	81.5	2,748
Tolland.....	8,491	90.3	7,668	3,170	94.3	2,989	2,841	90.9	2,581	2,480	84.6	2,098
Windham.....	15,229	90.7	13,817	6,579	94.0	6,184	5,927	90.4	5,355	2,723	83.7	2,278
State Total.....	448,682	95.7	429,260	304,364	96.4	293,316	120,205	95.3	114,605	24,113	88.5	21,339

CONNECTICUT—Continued

Cities of 25,000 or More Population

City	County	Units	% Radio	Radio Units
Bridgeport.....	Fairfield	39,336	96.4	37,937
Bristol.....	Hartford	7,629	97.9	7,471
Hartford.....	Hartford	44,253	97.1	42,970
Meriden.....	New Haven	10,790	96.2	10,384
Middletown.....	Middlesex	5,791	96.1	5,567
New Britain.....	Hartford	17,256	96.5	16,655
New Haven.....	New Haven	42,480	96.2	40,856
New London.....	New London	8,157	94.6	7,719
Norwalk.....	Fairfield	10,904	95.8	10,443
Stamford.....	Fairfield	12,246	96.9	11,868
Torrington.....	Litchfield	7,035	95.9	6,749
Waterbury.....	New Haven	25,387	96.2	24,429
West Hartford town.....	Hartford	8,915	98.9	8,818
West Haven town.....	New Haven	8,085	97.5	7,884

NAB Research Department

June 30, 1942

GEORGIA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Appling.....	3,032	38.9	1,179	724	54.0	391	402	30.9	124	1,906	34.8	664
Atkinson.....	1,585	41.5	658	683	44.3	302	902	39.5	356
Bacon.....	1,789	44.2	791	685	47.4	325	1,104	42.2	466
Baker.....	1,667	24.6	410	265	36.6	97	1,402	22.3	313
Baldwin.....	4,006	50.6	2,023	1,872	56.7	1,061	862	68.7	592	1,272	29.1	370
Banks.....	1,926	42.5	820	356	50.4	180	1,570	40.8	640
Barrow.....	3,290	56.6	1,864	1,171	66.7	781	390	62.7	245	1,729	48.5	838
Bartow.....	5,828	59.1	3,443	1,635	69.6	1,138	1,594	68.2	1,088	2,599	46.8	1,217
Ben Hill.....	3,569	53.4	1,900	2,037	62.7	1,277	205	58.5	120	1,327	37.9	503
Berrien.....	3,493	39.1	1,367	1,218	43.4	529	2,275	36.8	838
Bibb.....	23,159	58.1	13,461	16,676	57.8	9,638	5,153	61.9	3,191	1,330	47.5	632
Bleckley.....	2,322	38.6	894	737	49.1	362	1,585	33.6	532
Brantley.....	1,457	28.1	410	650	33.1	215	807	24.2	195
Brooks.....	4,668	35.1	1,632	1,212	52.6	637	435	39.6	172	3,021	27.2	823
Bryan.....	1,439	26.7	384	1,022	27.9	285	417	23.8	99
Bulloch.....	5,943	40.7	2,421	1,350	58.0	783	887	36.6	325	3,706	35.4	1,313
Burke.....	6,873	23.6	1,617	1,212	40.7	493	1,026	43.6	448	4,635	14.6	676
Butts.....	2,278	45.4	1,032	966	65.2	630	1,312	30.7	402
Calhoun.....	2,609	23.6	616	899	39.7	357	1,710	15.2	259
Camden.....	1,438	33.8	486	1,043	36.2	378	395	27.3	108
Candler.....	2,079	40.5	843	627	50.0	314	1,452	36.4	529
Carroll.....	8,356	51.9	4,344	1,732	75.5	1,308	1,410	72.4	1,021	5,214	38.6	2,015
Catoosa.....	2,585	70.2	1,816	1,113	82.0	912	1,472	61.4	904
Charlton.....	1,224	33.7	412	904	35.8	324	320	27.5	88
Chatham.....	31,718	65.4	20,732	26,406	67.2	17,742	4,669	56.6	2,641	643	54.3	349
Chattahoochee.....	527	29.2	153	102	49.5	50	425	24.3	103
Chatoga.....	4,207	64.8	2,750	844	88.7	748	1,768	66.8	1,182	1,595	51.4	820
Cherokee.....	4,691	52.5	2,463	702	80.0	562	1,264	63.7	805	2,725	40.2	1,096
Clarke.....	7,401	66.4	4,909	5,640	69.2	3,903	790	71.2	562	971	45.8	444
Clay.....	1,696	27.4	464	598	38.7	232	1,098	21.2	232
Clayton.....	2,795	56.7	1,587	83	90.2	75	1,361	67.7	922	1,351	43.7	590
Clinch.....	1,580	39.5	624	1,315	36.9	485	265	52.5	139
Cobb.....	9,335	68.1	6,366	2,298	75.5	1,735	3,620	76.6	2,773	3,417	54.4	1,858
Coffee.....	4,824	37.4	1,808	1,275	53.9	687	866	34.4	298	2,683	30.7	823
Colquitt.....	7,467	45.0	3,357	2,624	55.4	1,454	1,224	44.3	542	3,619	37.6	1,361
Columbia.....	2,169	37.4	810	636	49.2	313	1,533	32.4	497
Cook.....	2,772	43.5	1,207	1,222	42.8	524	1,550	44.1	683
Coweta.....	6,604	47.7	3,145	2,015	64.4	1,297	1,896	61.2	1,160	2,693	25.5	688
Crawford.....	1,555	29.7	466	366	46.7	171	1,189	24.8	295
Crisp.....	4,422	39.4	1,742	2,254	46.9	1,057	234	48.4	113	1,934	29.6	572

GEORGIA—Continued

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Dade.....	1,222	48.0	586	446	51.2	228	776	46.1	358
Dawson.....	961	42.6	410	91	78.2	71	870	38.9	339
Decatur.....	5,302	32.6	1,735	1,708	46.9	800	1,095	30.5	334	2,499	24.0	601
DeKalb.....	22,648	81.7	18,495	12,480	90.0	11,229	7,731	74.4	5,752	2,437	62.1	1,514
Dodge.....	4,773	33.7	1,606	918	52.2	479	739	35.1	260	3,116	27.8	867
Dooley.....	3,951	32.3	1,272	1,131	48.3	547	2,820	25.7	725
Dougherty.....	7,421	50.4	3,735	5,050	57.4	2,899	1,131	51.5	583	1,240	20.4	253
Douglas.....	2,320	50.2	1,162	624	67.6	422	273	51.0	139	1,423	42.3	601
Early.....	4,382	29.9	1,317	807	55.5	448	452	36.7	166	3,123	22.5	703
Echols.....	768	28.2	216	484	23.6	114	284	36.0	102
Effingham.....	2,296	34.5	792	1,041	39.0	406	1,255	30.8	386
Elbert.....	4,706	48.9	2,318	1,713	59.4	1,017	481	58.2	280	2,512	40.7	1,021
Emanuel.....	5,498	40.4	2,226	1,031	54.2	559	999	39.9	399	3,468	36.6	1,268
Evans.....	1,749	39.5	691	799	46.9	375	950	33.3	316
Fannin.....	3,106	52.0	1,617	1,114	72.1	803	1,992	40.8	814
Fayette.....	1,846	34.6	637	412	49.4	203	1,434	30.3	434
Floyd.....	13,811	72.1	9,954	6,994	74.3	5,197	3,719	81.1	3,016	3,098	56.2	1,741
Forsyth.....	2,586	45.9	1,190	301	63.7	192	2,285	43.7	998
Franklin.....	3,484	49.0	1,708	980	63.0	617	2,504	43.6	1,091
Fulton.....	103,465	74.9	77,513	83,495	75.3	62,875	16,356	78.2	12,795	3,614	51.0	1,843
Gilmer.....	1,951	38.4	748	564	55.3	312	1,387	31.4	436
GlascocK.....	1,000	48.2	482	273	49.4	135	727	47.7	347
Glynn.....	5,677	60.8	3,453	3,919	62.6	2,454	1,372	62.6	859	386	36.2	140
Gordon.....	4,312	65.0	2,801	805	82.7	666	1,091	70.9	773	2,416	56.4	1,362
Grady.....	4,520	41.3	1,865	1,204	56.8	684	526	40.7	214	2,790	34.7	967
Greene.....	3,254	39.2	1,277	1,469	56.3	827	1,785	25.2	450
Gwinnett.....	6,822	53.1	3,634	1,000	71.6	716	1,692	65.4	1,106	4,130	43.9	1,812
Habersham.....	3,380	55.6	1,876	1,724	66.1	1,140	1,656	44.4	736
Hall.....	8,109	61.2	4,956	2,689	70.5	1,897	2,562	74.5	1,910	2,858	40.2	1,149
Hancock.....	2,745	24.5	673	657	42.4	278	2,088	18.9	395
Haralson.....	3,459	53.4	1,851	1,387	70.6	980	2,072	42.0	871
Harris.....	2,621	29.7	777	738	40.2	297	1,883	25.5	480
Hart.....	3,487	50.9	1,773	687	70.6	485	2,800	46.0	1,288
Heard.....	1,903	31.6	603	232	51.8	120	1,671	28.9	483
Henry.....	3,493	40.2	1,401	914	66.9	611	2,579	30.6	790
Houston.....	2,657	30.8	817	761	55.2	420	1,896	20.9	397
Irwin.....	2,775	37.1	1,031	829	40.0	332	1,946	35.9	699
Jackson.....	4,640	50.0	2,312	894	69.4	620	1,014	59.9	608	2,732	39.7	1,084
Jasper.....	2,146	41.3	884	768	61.6	473	1,378	29.8	411
Jeff Davis.....	1,901	42.2	802	616	46.0	283	1,285	40.4	519
Jefferson.....	4,637	39.0	1,804	1,601	56.8	910	3,036	29.5	894
Jenkins.....	2,893	28.3	816	796	46.1	367	138	40.1	55	1,959	20.1	394
Johnson.....	3,033	29.8	902	839	42.9	360	2,194	24.7	542
Jones.....	1,943	34.3	673	601	54.4	327	1,342	25.8	346
Lamar.....	2,481	50.5	1,242	1,017	66.3	674	362	67.1	243	1,102	29.5	325
Lanier.....	1,220	38.3	467	481	37.1	178	739	39.1	289
Laurens.....	7,821	39.5	3,091	2,175	55.9	1,215	641	48.3	309	5,005	31.3	1,567
Lee.....	2,010	19.1	385	429	45.7	196	1,581	11.9	189
Liberty.....	2,018	26.9	541	1,001	33.4	334	1,017	20.3	207
Lincoln.....	1,503	35.6	523	246	62.2	153	1,257	29.4	370
Long.....	932	25.2	235	468	25.8	121	464	24.6	114
Lowndes.....	7,620	46.9	3,572	4,022	56.5	2,273	1,169	43.1	504	2,429	32.7	795
Lumpkin.....	1,403	39.1	549	452	57.5	260	951	30.3	289
McDuffie.....	2,605	40.5	1,061	876	60.2	528	245	43.3	106	1,484	28.8	427
McIntosh.....	1,375	30.6	421	1,221	30.1	368	154	34.7	53
Macon.....	3,845	32.1	1,231	1,469	47.2	694	2,376	22.6	537
Madison.....	3,082	45.5	1,403	641	60.0	385	2,441	41.7	1,018
Marion.....	1,597	27.8	444	514	37.8	194	1,083	23.0	250
Meriwether.....	5,119	38.5	1,972	847	73.3	621	1,234	53.6	662	3,038	22.7	689
Miller.....	2,182	30.3	665	463	48.8	226	1,719	25.5	439
Mitchell.....	5,282	31.6	1,672	1,404	48.6	683	394	31.3	123	3,484	24.9	866
Monroe.....	2,593	36.5	912	1,101	47.7	525	1,402	27.6	387
Montgomery.....	2,061	29.9	616	820	33.5	274	1,241	27.5	342
Morgan.....	3,092	36.8	1,139	1,035	52.9	548	2,057	28.7	591
Murray.....	2,362	55.9	1,322	650	65.9	429	1,712	52.2	893

GEORGIA—Continued

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Muscogee.....	19,503	64.2	12,513	14,143	67.0	9,471	4,319	61.7	2,664	1,041	36.3	378
Newton.....	4,486	59.0	2,641	1,808	77.3	1,397	755	62.5	472	1,923	40.1	772
Oconee.....	1,771	41.3	730	332	68.2	226	1,439	35.0	504
Oglethorpe.....	2,741	36.4	998	588	53.7	315	2,153	31.7	683
Paulding.....	2,788	47.4	1,322	602	68.0	410	2,186	41.7	912
Peach.....	2,572	41.8	1,073	1,307	54.6	713	221	37.6	83	1,044	26.5	277
Piekeus.....	2,074	53.3	1,103	803	78.5	630	1,271	37.2	473
Pierce.....	2,587	35.3	913	912	42.0	383	1,675	31.6	530
Pike.....	2,319	40.6	941	523	54.8	287	1,796	36.4	654
Polk.....	6,428	66.7	4,294	3,078	77.9	2,399	1,488	63.1	939	1,862	51.3	956
Pulaski.....	2,492	33.2	824	924	51.3	474	120	35.9	43	1,448	21.2	307
Putnam.....	1,957	36.5	708	755	56.9	430	1,202	23.1	278
Quitman.....	743	21.3	158	190	34.0	65	553	16.8	93
Rabun.....	1,712	41.5	712	629	52.4	330	1,083	35.2	382
Randolph.....	3,968	30.3	1,199	969	46.7	452	559	37.3	209	2,440	22.0	538
Richmond.....	21,201	62.0	13,159	17,510	63.4	11,097	2,107	64.5	1,359	1,584	44.4	703
Rockdale.....	1,824	50.7	924	780	66.3	517	1,044	39.0	407
Schley.....	1,127	35.5	400	301	50.7	153	826	29.9	247
Screven.....	4,636	27.8	1,284	695	46.3	322	818	33.1	271	3,123	22.1	691
Seminole.....	1,906	32.2	613	638	41.5	265	1,268	27.5	348
Spalding.....	7,106	64.2	4,560	3,514	67.9	2,387	1,915	76.4	1,463	1,677	42.3	710
Stephens.....	2,972	58.7	1,746	1,336	69.1	923	394	62.5	246	1,242	46.4	577
Stewart.....	2,398	27.1	646	895	39.7	356	1,503	19.3	290
Sumter.....	6,287	36.0	2,267	2,682	51.2	1,373	534	47.3	253	3,071	20.9	641
Talbot.....	1,834	23.5	431	10	10.0	1	743	31.0	230	1,081	18.5	200
Taliaferro.....	1,372	29.0	397	413	44.1	182	959	22.4	215
Tattnall.....	3,448	42.4	1,458	1,289	49.2	634	2,159	38.2	824
Taylor.....	2,482	35.3	876	825	45.4	374	1,657	30.3	502
Telfair.....	3,428	36.0	1,234	1,628	40.9	666	1,800	31.6	568
Terrell.....	4,123	26.2	1,080	1,116	44.9	501	365	42.9	157	2,642	16.0	422
Thomas.....	7,779	48.6	3,784	3,506	59.1	2,073	1,215	50.4	612	3,058	36.0	1,099
Tift.....	4,548	45.7	2,080	1,448	61.2	887	1,244	32.3	402	1,856	42.6	791
Toombs.....	3,734	41.4	1,547	1,043	54.8	572	792	41.0	325	1,899	34.2	650
Towns.....	1,053	45.4	479	211	59.0	125	842	42.0	354
Treutlen.....	1,621	32.6	528	576	36.6	211	1,045	30.3	317
Troup.....	10,608	52.9	5,607	7,480	61.3	4,586	1,024	45.0	461	2,104	26.6	560
Turner.....	2,567	37.2	954	903	50.8	459	1,661	29.8	495
Twiggs.....	1,985	23.8	472	330	48.2	159	1,655	18.9	313
Union.....	1,706	32.6	558	206	53.6	110	1,500	29.9	448
Upson.....	5,890	58.0	3,410	3,432	72.4	2,485	988	45.7	451	1,470	32.2	474
Walker.....	7,296	69.0	5,018	1,731	83.7	1,448	2,703	70.7	1,912	2,862	57.9	1,658
Walton.....	4,893	55.2	2,698	1,148	71.0	815	903	64.2	580	2,842	45.9	1,303
Ware.....	6,710	57.7	3,873	4,291	65.5	2,812	1,132	42.4	480	1,287	45.1	581
Warren.....	2,399	29.3	702	686	48.6	334	1,713	21.5	368
Washington.....	5,704	31.6	1,800	1,004	43.5	437	1,083	40.0	434	3,617	25.7	929
Wayne.....	2,987	38.7	1,158	701	54.9	385	853	28.2	240	1,433	38.2	533
Webster.....	1,019	26.9	274	179	45.3	81	840	23.0	193
Wheeler.....	1,827	39.2	716	534	40.5	216	1,293	38.7	500
White.....	1,394	42.2	585	394	58.7	231	1,000	35.4	354
Whitfield.....	6,080	73.8	4,497	2,638	85.9	2,266	1,324	75.0	994	2,118	58.4	1,237
Wilcox.....	2,875	33.2	954	819	43.8	359	2,056	28.9	595
Wilkes.....	3,613	32.2	1,160	1,074	46.4	498	225	46.2	104	2,314	24.1	558
Wilkinson.....	2,640	36.0	949	1,268	43.9	557	1,372	28.5	392
Worth.....	4,884	30.4	1,488	1,233	47.7	588	3,651	24.7	900
State Total.....	752,241	52.5	394,755	288,818	68.2	196,864	170,595	57.6	98,273	292,828	34.0	99,618

Cities of 25,000 or More Population

City	County	Units	% Radio	Radio Units
Atlanta.....	Fulton	82,000	76.3	62,570
Augusta.....	Richmond	17,510	63.4	11,097
Columbus.....	Muscogee	14,143	67.0	9,471
Macon.....	Bibb	16,676	57.8	9,638
Rome.....	Floyd	6,994	74.3	5,197
Savannah.....	Chatham	26,496	67.2	17,742

KANSAS

Estimated Radio Homes, 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Allen.....	6,020	76.4	4,597	2,340	84.6	1,980	1,646	78.5	1,292	2,034	65.1	1,325
Anderson.....	3,404	73.3	2,489	862	84.5	729	843	63.8	677	1,699	63.8	1,083
Atchison.....	6,217	84.8	5,270	3,703	90.7	3,358	692	81.0	561	1,822	74.2	1,351
Barber.....	2,574	81.6	2,100	1,505	82.8	1,246	1,069	79.8	854
Barton.....	6,790	87.3	5,926	3,585	91.5	3,279	1,476	84.9	1,253	1,729	80.6	1,394
Bourbon.....	6,354	77.0	4,890	3,310	82.9	2,744	729	72.2	526	2,315	70.0	1,620
Brown.....	5,080	83.4	4,236	1,940	87.8	1,703	838	84.0	704	2,302	79.5	1,829
Butler.....	9,210	82.5	7,596	4,095	91.1	3,731	2,214	81.7	1,809	2,901	70.9	2,056
Chase.....	1,835	75.1	1,379	942	78.0	735	893	72.1	644
Chautaugua.....	2,685	66.9	1,796	1,406	75.7	1,064	1,279	57.2	732
Cherokee.....	8,656	74.8	6,476	3,907	80.1	3,130	2,437	70.4	1,716	2,312	70.5	1,630
Cheyenne.....	1,590	76.0	1,208	656	78.9	517	934	73.9	691
Clark.....	1,107	81.8	905	609	82.1	500	498	81.4	405
Clay.....	3,964	86.3	3,420	1,413	90.5	1,279	675	86.2	582	1,876	83.1	1,559
Cloud.....	5,001	82.4	4,123	1,843	90.3	1,664	1,188	82.9	985	1,970	74.8	1,474
Coffey.....	3,679	72.3	2,661	1,651	81.1	1,339	2,028	65.2	1,322
Comanche.....	1,241	83.4	1,034	694	84.1	583	547	82.5	451
Cowley.....	11,102	84.9	9,428	6,947	90.6	6,292	1,536	79.0	1,213	2,619	73.4	1,923
Crawford.....	13,614	81.2	11,055	6,487	90.0	5,841	4,663	75.0	3,499	2,464	69.6	1,715
Decatur.....	2,062	75.1	1,552	950	81.6	775	1,112	69.8	777
Dickinson.....	6,632	87.9	5,829	2,846	93.2	2,652	1,322	84.6	1,118	2,464	83.6	2,059
Doniphan.....	3,663	74.0	2,714	1,711	77.9	1,333	1,952	70.7	1,381
Douglas.....	7,897	85.6	6,766	4,689	89.4	4,193	1,075	87.2	937	2,133	76.7	1,636
Edwards.....	1,834	80.6	1,479	1,080	83.0	897	754	77.2	582
Elk.....	2,468	71.2	1,756	1,243	81.2	1,009	1,225	61.0	747
Ellis.....	3,935	80.5	3,164	1,619	90.6	1,467	1,050	76.8	806	1,266	70.3	891
Ellsworth.....	2,676	83.6	2,239	1,515	87.8	1,330	1,161	78.3	909
Finney.....	2,706	81.6	2,210	1,797	85.1	1,530	167	73.0	122	742	75.2	558
Ford.....	4,579	87.1	3,987	2,435	90.4	2,201	955	85.8	819	1,189	81.3	967
Franklin.....	6,117	81.3	4,976	2,956	91.1	2,693	937	87.9	740	2,224	69.4	1,543
Geary.....	3,527	90.1	3,178	2,542	92.6	2,353	203	88.7	180	782	82.5	645
Gove.....	1,138	67.1	763	458	71.5	327	680	64.1	436
Graham.....	1,572	66.8	1,051	637	67.5	430	935	66.4	621
Grant.....	497	73.1	363	245	78.3	192	252	68.0	171
Gray.....	1,200	76.0	909	559	87.2	487	641	65.9	422
Greeley.....	429	75.6	324	228	79.0	180	201	71.7	144
Greenwood.....	4,764	75.2	3,579	1,160	85.1	987	1,680	81.3	1,366	1,924	63.7	1,226
Hamilton.....	707	75.9	536	419	78.8	330	288	71.6	206
Harper.....	3,481	84.6	2,945	897	89.6	803	1,044	82.0	857	1,540	83.4	1,285
Harvey.....	5,973	87.0	5,191	3,121	92.7	2,894	1,188	88.5	1,051	1,664	74.9	1,246
Haskell.....	541	80.0	433	257	88.1	227	284	72.6	206
Hodgeman.....	892	75.7	675	319	84.2	269	573	70.9	406
Jackson.....	3,909	74.5	2,906	959	86.3	827	732	77.9	570	2,218	68.0	1,509
Jefferson.....	3,748	69.8	2,613	1,594	79.2	1,263	2,154	62.7	1,350
Jewell.....	3,603	73.8	2,657	1,376	77.7	1,069	2,227	71.3	1,588
Johnson.....	9,686	88.4	8,552	1,181	84.6	999	5,980	93.7	5,605	2,525	77.1	1,948
Kearny.....	671	80.0	538	322	84.2	271	349	76.4	267
Kingman.....	3,212	84.4	2,711	965	91.1	879	676	83.0	561	1,571	80.9	1,271
Kiowa.....	1,395	82.8	1,154	722	85.9	620	673	79.3	534
Labetta.....	8,889	80.3	7,138	4,134	88.8	3,670	2,213	78.2	1,730	2,542	68.4	1,738
Lane.....	759	79.6	604	375	76.4	286	384	82.9	318
Leavenworth.....	9,023	85.6	7,722	5,737	89.5	5,136	1,172	81.2	951	2,114	77.3	1,635
Lincoln.....	2,314	80.8	1,868	979	83.3	815	1,335	78.9	1,053
Linn.....	3,656	62.6	2,285	1,506	72.5	1,091	2,150	55.5	1,194
Logan.....	961	76.3	732	539	87.7	473	422	61.4	259
Lyon.....	7,692	82.3	6,336	3,977	91.8	3,651	1,157	81.0	937	2,558	68.3	1,748
McPherson.....	6,710	85.7	5,751	2,142	93.4	2,002	1,903	87.8	1,670	2,665	78.0	2,079
Marion.....	5,197	80.0	4,162	2,642	83.3	2,200	2,555	76.8	1,962
Marshall.....	5,966	81.7	4,873	1,136	93.3	1,060	2,087	84.6	1,765	2,743	74.7	2,048
Meade.....	1,444	75.9	1,097	757	81.5	617	687	69.9	480
Miami.....	5,412	77.6	4,203	2,431	85.3	2,075	642	77.1	495	2,339	69.8	1,633
Mitchell.....	3,173	84.2	2,670	1,077	88.8	956	708	78.7	557	1,388	83.4	1,157
Montgomery.....	14,650	81.1	11,881	10,473	85.8	8,987	1,460	70.3	1,026	2,717	68.7	1,868
Morris.....	2,969	80.4	2,388	894	90.9	812	579	83.0	481	1,496	73.2	1,095
Morton.....	611	71.6	437	395	70.1	277	216	74.3	160

KANSAS—Continued

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Nemaha.....	4,486	79.2	3,549	2,148	86.6	1,860	2,338	72.2	1,689
Neosho.....	6,552	77.4	5,077	3,123	89.0	2,778	1,232	72.6	895	2,197	63.9	1,404
Ness.....	1,765	77.3	1,364	820	79.1	648	945	75.8	716
Norton.....	2,711	71.2	1,928	827	86.0	711	567	72.3	410	1,317	61.2	807
Osage.....	4,625	75.2	3,479	2,213	83.9	1,856	2,412	67.3	1,623
Osborne.....	2,856	79.5	2,271	1,445	83.6	1,207	1,411	75.4	1,064
Ottawa.....	2,778	84.8	2,356	1,358	87.1	1,182	1,420	82.6	1,174
Pawnee.....	2,466	86.2	2,125	1,098	89.3	981	309	87.0	269	1,059	82.6	875
Phillips.....	3,053	74.0	2,256	1,413	78.8	1,114	1,640	69.6	1,142
Pottawatomie.....	3,869	78.1	3,020	1,859	85.2	1,584	2,010	71.4	1,436
Pratt.....	3,467	87.8	3,045	1,896	92.7	1,758	472	81.9	387	1,099	81.9	900
Rawlins.....	1,701	81.1	1,379	712	80.7	574	989	81.3	805
Reno.....	14,772	87.2	12,887	8,733	90.7	7,921	2,718	88.7	2,410	3,321	77.0	2,556
Republic.....	3,999	76.1	3,043	796	87.2	694	972	77.7	756	2,231	71.4	1,593
Rice.....	4,988	88.3	4,403	1,329	93.2	1,238	2,022	89.4	1,807	1,637	82.9	1,358
Riley.....	6,074	86.9	5,274	3,544	92.9	3,292	725	83.7	607	1,805	76.2	1,375
Rooks.....	2,355	77.3	1,822	1,177	81.2	956	1,178	73.5	866
Rush.....	2,161	78.5	1,695	1,084	81.3	881	1,077	75.6	814
Russell.....	3,706	83.8	3,109	1,423	88.9	1,265	910	83.6	761	1,373	78.9	1,083
Saline.....	8,394	91.4	7,677	6,053	94.1	5,698	639	86.1	550	1,702	83.9	1,429
Scott.....	992	82.0	813	554	83.1	460	438	80.7	353
Sedgwick.....	42,468	90.3	38,356	34,775	91.4	31,783	4,214	87.9	3,702	3,479	82.5	2,871
Seward.....	1,800	83.2	1,500	1,254	88.7	1,113	133	78.3	104	413	68.5	283
Shawnee.....	26,376	90.8	23,955	20,462	93.2	19,077	3,342	87.7	2,931	2,572	75.7	1,947
Sheridan.....	1,254	70.6	885	420	75.4	317	834	68.1	568
Sherman.....	1,741	80.6	1,402	969	83.5	809	129	84.4	109	643	75.3	484
Smith.....	3,205	70.8	2,269	1,328	79.6	1,056	1,877	64.6	1,213
Stafford.....	2,921	84.7	2,475	1,483	89.7	1,330	1,438	79.7	1,145
Stanton.....	365	69.1	252	185	72.1	133	180	65.9	119
Stevens.....	852	72.9	620	458	78.1	358	394	66.5	262
Sumner.....	7,602	85.1	6,469	2,146	90.3	1,938	2,575	84.2	2,167	2,881	82.1	2,364
Thomas.....	1,747	83.9	1,466	1,020	86.7	884	727	80.1	582
Trego.....	1,462	77.4	1,130	630	82.1	517	832	73.7	613
Wabaunsee.....	2,603	72.4	1,883	1,044	81.9	855	1,559	65.9	1,028
Wallace.....	598	71.6	428	285	81.3	232	313	62.7	196
Washington.....	4,600	75.8	3,486	1,910	82.5	1,576	2,690	71.0	1,910
Wichita.....	564	75.0	423	263	78.7	207	301	71.8	216
Wilson.....	5,244	77.6	4,076	2,218	89.9	1,994	1,114	73.2	815	1,912	66.3	1,267
Woodson.....	2,323	71.0	1,648	1,189	81.4	968	1,134	59.9	680
Wyandotte.....	40,551	90.4	36,676	34,068	91.5	31,163	4,830	86.9	4,195	1,653	79.7	1,318
State Total.....	511,109	83.0	424,457	224,314	90.4	202,770	128,059	82.4	105,543	158,736	73.2	116,144

Cities of 25,000 or More Population

City	County	Units	% Radio	Radio Units
Hutchinson.....	Reno	8,733	90.7	7,921
Kansas City.....	Wyandotte	34,068	91.5	31,163
Topeka.....	Shawnee	20,462	93.2	19,077
Wichita.....	Sedgwick	34,775	91.4	31,783

NAB Research Department

June 30, 1942

LOUISIANA

Estimated Radio Homes, 1940

Parishes	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Acadia.....	10,971	39.2	4,300	3,816	54.2	2,068	2,132	43.3	923	5,023	26.1	1,309
Allen.....	4,464	43.3	1,933	1,091	54.1	590	1,892	48.7	922	1,481	28.4	421
Ascension.....	5,182	39.7	2,060	997	61.1	610	1,784	39.5	705	2,401	31.0	745
Assumption.....	4,263	32.7	1,391	2,052	35.3	723	2,211	30.2	668
Avoyelles.....	9,500	36.9	3,511	951	63.4	603	2,813	42.2	1,186	5,736	30.0	1,722
Beauregard.....	3,772	41.2	1,551	1,050	55.0	578	882	32.2	284	1,840	37.4	689
Bienville.....	5,671	37.8	2,142	1,814	57.1	1,035	3,857	28.7	1,107
Bossier.....	8,100	42.6	3,422	1,569	77.1	1,210	1,980	60.1	1,191	4,551	22.4	1,021
Caddo.....	40,350	65.6	26,484	26,909	76.3	20,534	6,501	68.2	4,431	6,940	21.9	1,519
Calcasieu.....	14,522	63.2	9,179	7,382	72.3	5,338	5,191	55.9	2,902	1,949	48.2	939

LOUISIANA—Continued

Parishes	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Caldwell.....	2,902	46.5	1,348	1,346	56.9	766	1,556	37.4	582
Cameron.....	1,698	47.8	813	772	58.8	454	926	38.8	359
Catahoula.....	3,522	28.1	1,019	1,074	42.1	452	2,448	23.2	567
Claiborne.....	7,036	38.4	2,698	988	59.3	586	1,480	68.0	1,006	4,568	24.2	1,106
Concordia.....	4,131	28.1	1,161	925	41.6	385	896	38.3	343	2,310	18.8	433
DeSoto.....	7,897	30.3	2,378	1,197	64.6	774	1,460	46.8	683	5,240	17.6	921
East Baton Rouge.....	23,016	71.0	16,314	9,130	78.0	7,124	11,472	70.7	8,114	2,414	44.6	1,076
East Carroll.....	5,206	30.5	1,582	1,192	40.1	477	398	33.2	132	3,616	26.9	973
East Feliciana.....	3,263	27.3	889	284	67.0	190	633	51.4	326	2,346	15.9	373
Evangeline.....	7,678	23.9	1,827	1,060	51.0	541	1,752	36.8	645	4,866	13.2	641
Franklin.....	7,981	34.9	2,792	874	60.2	526	697	53.0	369	6,410	29.6	1,897
Grant.....	3,915	39.4	1,549	2,323	46.0	1,070	1,592	30.1	479
Iberia.....	8,904	50.7	4,519	4,442	63.9	2,839	1,765	49.8	878	2,697	29.7	802
Iberville.....	7,001	35.9	2,512	1,367	57.0	780	3,062	37.9	1,162	2,572	22.2	570
Jackson.....	4,355	51.3	2,231	734	76.3	560	1,805	60.9	1,099	1,816	31.5	572
Jefferson.....	12,726	74.9	9,531	4,022	71.6	2,880	8,396	76.6	6,428	308	72.4	223
Jefferson Davis.....	6,046	44.9	2,711	1,959	62.8	1,231	1,935	43.1	834	2,152	30.0	646
Lafayette.....	10,321	43.7	4,528	4,942	64.8	3,204	1,366	44.5	608	4,013	17.8	716
Lafourche.....	8,638	40.3	3,474	1,398	68.1	952	3,992	41.1	1,641	3,248	27.1	881
LaSalle.....	2,737	48.3	1,322	1,901	51.4	977	836	41.3	345
Lincoln.....	6,005	46.9	2,824	1,924	64.9	1,249	647	56.7	367	3,434	35.2	1,208
Livingston.....	4,258	41.6	1,771	1,610	46.2	743	2,648	38.8	1,028
Madison.....	5,012	31.2	1,561	1,759	48.7	857	366	29.8	109	2,887	20.6	595
Morehouse.....	7,244	34.7	2,511	1,932	62.3	1,205	1,147	49.2	565	4,165	17.8	741
Natchitoches.....	9,851	32.5	3,197	1,918	57.2	1,096	1,959	40.9	800	5,974	21.8	1,301
Orleans.....	133,040	77.2	102,649	133,040	77.2	102,649
Ouachita.....	15,836	63.5	10,035	10,323	71.5	7,378	2,527	66.1	1,670	2,986	33.1	987
Plaquemines.....	2,918	49.8	1,454	1,979	50.5	999	939	48.5	455
Pointe Coupee.....	5,767	31.5	1,815	1,460	52.5	767	4,307	24.3	1,048
Rapides.....	17,651	52.8	9,309	8,354	67.0	5,598	4,593	47.8	2,194	4,704	32.2	1,517
Red River.....	3,896	30.3	1,180	862	58.6	505	3,034	22.2	675
Richland.....	7,112	35.6	2,549	1,895	60.5	1,146	5,217	26.9	1,403
Sabine.....	5,605	36.1	2,020	2,713	44.2	1,199	2,892	28.4	821
St. Bernard.....	1,779	61.4	1,093	1,589	60.4	961	190	69.5	132
St. Charles.....	2,895	49.8	1,441	2,371	53.1	1,259	524	34.7	182
St. Helena.....	2,215	30.3	672	316	45.3	143	1,899	27.9	529
St. James.....	3,799	33.4	1,270	2,449	36.1	885	1,350	28.5	385
St. John the Baptist.....	3,393	42.7	1,449	2,625	46.2	1,213	768	30.7	236
St. Landry.....	15,576	32.2	5,021	3,641	62.7	2,282	3,234	38.4	1,241	8,701	17.2	1,498
St. Martin.....	5,672	32.0	1,812	845	47.1	398	1,642	44.7	734	3,185	21.3	680
St. Mary.....	7,633	46.8	3,569	2,837	63.5	1,802	2,640	44.2	1,167	2,156	27.8	600
St. Tammany.....	5,974	52.8	3,158	1,852	69.7	1,292	2,758	46.1	1,271	1,364	43.6	595
Tangipahoa.....	11,363	44.8	5,089	2,788	59.4	1,655	2,696	54.7	1,474	5,879	33.3	1,960
Tensas.....	4,489	23.4	1,050	1,160	42.9	498	3,329	16.6	552
Terrebonne.....	8,152	44.1	3,590	2,250	69.4	1,561	3,341	38.8	1,297	2,558	28.6	732
Union.....	5,004	45.5	2,298	1,338	63.7	852	3,666	39.4	1,446
Vermillion.....	8,959	39.0	3,495	2,422	57.2	1,385	2,402	39.0	937	4,135	28.1	1,173
Vernon.....	4,765	42.3	2,019	817	60.3	492	1,625	41.0	666	2,323	37.0	861
Washington.....	8,583	52.7	4,526	4,030	68.1	2,743	1,033	57.0	589	3,520	33.9	1,194
Webster.....	8,430	51.0	4,295	2,636	67.5	1,780	2,074	66.3	1,374	3,720	30.7	1,141
West Baton Rouge.....	3,007	35.2	1,061	1,242	54.8	682	1,765	21.5	379
West Carroll.....	4,515	46.6	2,103	1,031	51.5	531	3,484	45.1	1,572
West Feliciana.....	2,182	21.8	473	681	36.8	250	1,501	14.9	223
Winn.....	4,180	40.9	1,731	1,280	61.5	787	1,041	29.9	312	1,859	34.0	632
State Total.....	592,528	53.3	315,261	262,927	72.6	190,789	136,615	52.5	71,689	192,986	27.3	52,783

Cities of 25,000 or More Population

City	Parishes	Units	% Radio	Radio Units
Alexandria.....	Rapides	7,276	65.6	4,773
Baton Rouge.....	East Baton Rouge	9,130	78.0	7,124
Monroe.....	Ouachita	7,897	69.4	5,497
New Orleans.....	Orleans	133,040	77.2	102,649
Shreveport.....	Caddo	26,909	76.3	20,534

MARYLAND

Estimated Radio Homes, 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Allegany.....	21,842	88.9	19,427	13,245	92.6	12,265	7,237	86.5	6,261	1,360	63.3	901
Anne Arundel.....	15,115	82.9	12,527	2,564	88.1	2,259	9,843	86.2	8,483	2,708	65.9	1,785
Baltimore.....	37,533	94.2	35,341	7,582	97.4	7,383	24,662	95.3	23,491	5,289	84.5	4,467
Baltimore City.....	227,582	93.9	213,790	227,582	93.9	213,790
Calvert.....	2,382	53.9	1,286	905	68.1	616	1,477	45.4	670
Caroline.....	4,862	72.1	3,507	2,807	77.7	2,182	2,055	64.5	1,325
Carroll.....	9,493	85.2	8,090	1,440	94.8	1,365	4,553	86.5	3,940	3,500	79.6	2,785
Cecil.....	6,333	81.1	5,136	953	90.0	857	3,443	81.9	2,820	1,937	75.3	1,459
Charles.....	3,779	50.4	1,907	1,773	61.2	1,085	2,006	41.0	822
Dorchester.....	7,239	69.5	5,040	2,812	77.0	2,167	2,600	65.1	1,694	1,827	61.5	1,179
Frederick.....	14,306	82.5	11,793	5,243	90.5	4,744	4,971	78.9	3,923	4,092	76.4	3,126
Garrett.....	4,953	65.9	3,267	2,636	73.1	1,928	2,317	57.8	1,339
Harford.....	8,274	82.4	6,823	1,320	90.1	1,190	3,531	84.1	2,970	3,423	77.8	2,663
Howard.....	3,965	80.1	3,176	2,432	83.5	2,031	1,533	74.7	1,145
Kent.....	3,702	70.6	2,613	849	77.5	658	1,841	63.6	1,171	1,012	77.5	784
Montgomery.....	21,740	91.0	19,771	2,100	96.5	2,027	16,513	93.5	15,432	3,127	73.9	2,312
Prince Georges.....	21,353	85.3	18,216	4,883	97.3	4,753	13,179	88.0	11,600	3,291	56.6	1,863
Queen Annes.....	3,913	65.9	2,579	2,255	65.3	1,472	1,658	66.8	1,107
St. Marys.....	3,084	42.6	1,313	1,471	43.2	635	1,613	42.0	678
Somerset.....	5,544	63.5	3,521	1,115	71.1	793	2,806	61.5	1,726	1,623	61.7	1,002
Talbot.....	5,267	75.5	3,970	1,346	89.2	1,200	2,237	70.9	1,585	1,684	70.4	1,185
Washington.....	17,697	86.5	15,305	8,784	93.2	8,185	6,131	83.2	5,098	2,782	72.7	2,022
Wicomico.....	9,744	77.9	7,597	3,799	86.0	3,268	3,320	74.5	2,473	2,625	70.7	1,856
Worcester.....	5,981	69.4	4,169	888	84.2	748	2,966	68.8	2,039	2,127	65.0	1,382
State Total.....	465,683	88.1	410,164	286,505	93.4	267,652	124,112	84.4	104,655	55,066	68.7	37,857

Cities of 25,000 or More Population

City	County	Units	% Radio	Radio Units
Baltimore.....	Baltimore City	227,582	93.9	213,790
Cumberland.....	Allegany	10,339	92.7	9,585
Hagerstown.....	Washington	8,784	93.2	8,185

NAB Research Department

June 29, 1942

MINNESOTA

Estimated Radio Homes, 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Aitkin.....	4,668	81.2	3,791	1,500	83.0	1,245	3,168	80.4	2,546
Anoka.....	5,462	90.8	4,952	2,902	96.7	2,805	786	85.7	673	1,774	83.1	1,474
Becker.....	6,455	80.8	5,212	1,336	93.4	1,248	1,594	74.5	1,187	3,525	78.8	2,777
Beltrami.....	6,649	78.8	5,244	2,591	87.8	2,274	1,309	67.7	887	2,749	75.8	2,083
Benton.....	3,648	85.5	3,116	1,405	92.7	1,302	571	84.5	483	1,672	79.6	1,331
Big Stone.....	2,577	90.7	2,338	1,414	91.8	1,299	1,163	89.3	1,039
Blue Earth.....	9,657	91.6	8,845	4,314	94.1	4,057	1,888	88.1	1,664	3,455	90.4	3,124
Brown.....	6,468	92.0	5,953	3,221	91.4	2,944	1,084	90.9	985	2,163	93.5	2,024
Carlton.....	6,075	87.0	5,282	1,960	96.3	1,887	1,382	87.4	1,207	2,733	80.1	2,188
Carver.....	4,349	89.4	3,889	2,161	90.0	1,945	2,188	88.9	1,944
Cass.....	5,146	77.0	3,960	2,475	76.5	1,894	2,671	77.3	2,066
Chippewa.....	4,293	92.1	3,954	1,439	93.3	1,342	997	89.8	895	1,857	92.5	1,717
Chisago.....	3,629	85.1	3,088	1,473	89.7	1,321	2,156	82.0	1,767
Clay.....	6,229	90.9	5,661	2,512	94.7	2,378	1,552	87.2	1,353	2,165	89.1	1,930
Clearwater.....	2,790	78.1	2,178	827	78.5	649	1,963	77.9	1,529
Cook.....	794	77.2	613	604	78.9	476	190	72.0	137
Cottonwood.....	4,012	91.6	3,672	792	93.6	741	1,165	86.3	1,006	2,055	93.7	1,925
Crow Wing.....	7,884	88.2	6,954	4,044	92.4	3,737	1,607	84.9	1,364	2,233	83.0	1,853
Dakota.....	9,616	93.2	8,964	5,712	96.6	5,518	1,500	90.9	1,363	2,404	86.6	2,083
Dodge.....	3,315	88.9	2,946	1,402	89.9	1,260	1,913	88.1	1,686

MINNESOTA—Continued

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Douglas.....	5,280	86.8	4,583	1,405	91.0	1,279	1,100	88.1	969	2,775	84.1	2,335
Faribault.....	6,123	91.6	5,608	1,047	94.1	986	2,237	90.5	2,025	2,839	91.5	2,597
Fillmore.....	6,878	85.2	5,859	3,360	85.6	2,877	3,518	84.8	2,982
Freeborn.....	8,200	92.1	7,551	3,373	95.3	3,215	1,572	89.3	1,404	3,255	90.1	2,932
Goodhue.....	8,363	90.9	7,607	2,789	94.9	2,646	2,229	91.0	2,027	3,345	87.7	2,934
Grant.....	2,479	90.2	2,236	1,065	91.4	973	1,414	89.3	1,263
Hennepin.....	162,179	96.3	156,235	150,291	96.6	145,244	7,219	94.8	6,844	4,669	88.8	4,147
Houston.....	3,777	86.6	3,269	1,768	86.4	1,527	2,009	86.7	1,742
Hubbard.....	2,874	76.9	2,209	694	85.2	591	549	72.3	397	1,631	74.9	1,221
Isanti.....	3,098	82.1	2,544	878	88.6	778	2,220	79.6	1,766
Itasca.....	8,478	83.3	7,061	1,279	94.2	1,205	3,808	85.9	3,271	3,391	76.2	2,585
Jackson.....	4,178	91.7	3,829	796	90.1	717	924	90.0	832	2,458	92.8	2,280
Kanabec.....	2,496	81.6	2,035	631	88.0	555	1,865	79.4	1,480
Kandiyohi.....	6,308	91.2	5,752	2,105	95.3	2,006	1,342	89.3	1,198	2,861	89.0	2,548
Kittson.....	2,532	84.8	2,146	1,029	84.7	871	1,503	84.8	1,275
Koochiching.....	4,497	78.0	3,507	1,480	89.2	1,320	1,378	77.1	1,062	1,639	68.6	1,125
Lac qui Parle.....	3,715	92.3	3,428	1,578	91.8	1,449	2,137	92.6	1,979
Lake.....	2,087	90.9	1,897	1,181	96.5	1,140	459	80.4	369	447	86.8	388
Lake of the Woods.....	1,501	76.6	1,150	550	83.3	458	951	72.7	692
Le Sueur.....	5,154	88.0	4,537	2,760	88.8	2,451	2,394	87.1	2,086
Lincoln.....	2,661	88.2	2,346	1,028	85.0	874	1,633	90.1	1,472
Lyon.....	5,343	91.2	4,876	2,056	94.1	1,935	1,205	87.5	1,054	2,082	90.7	1,887
McLeod.....	5,482	86.8	4,762	1,176	91.5	1,076	1,682	85.6	1,440	2,624	85.6	2,246
Mahnomen.....	1,780	76.3	1,358	745	75.6	563	1,035	76.8	795
Marshall.....	4,274	86.4	3,693	1,389	89.4	1,241	2,885	85.0	2,452
Martin.....	6,255	93.0	5,817	1,950	93.5	1,823	1,535	91.1	1,399	2,770	93.7	2,595
Meeker.....	4,756	89.5	4,256	1,103	93.0	1,026	1,011	86.9	879	2,642	89.0	2,351
Miller.....	4,133	80.9	3,344	1,885	82.1	1,547	2,248	79.9	1,797
Morrison.....	6,321	83.1	5,252	1,550	89.6	1,389	1,165	84.7	986	3,606	79.8	2,877
Mower.....	9,292	92.8	8,622	4,877	96.5	4,707	1,622	88.8	1,441	2,793	88.6	2,474
Murray.....	3,442	91.5	3,150	1,295	89.1	1,154	2,147	92.9	1,996
Nicollet.....	4,061	93.5	3,798	2,016	96.9	1,953	370	88.3	327	1,675	90.6	1,518
Nobles.....	5,264	93.1	4,901	1,630	95.4	1,555	1,339	89.6	1,199	2,295	93.6	2,147
Norman.....	3,593	86.7	3,114	1,403	87.6	1,229	2,190	86.1	1,885
Olmsted.....	10,275	92.8	9,532	6,303	96.8	6,103	1,241	86.0	1,068	2,731	86.4	2,361
Otter Tail.....	12,799	85.5	10,949	2,455	93.9	2,306	2,772	85.1	2,359	7,572	83.0	6,284
Pennington.....	3,188	88.8	2,829	1,571	91.8	1,442	307	83.4	256	1,310	86.3	1,131
Pine.....	5,490	80.9	4,439	1,753	86.7	1,519	3,737	78.1	2,920
Pipestone.....	3,416	92.3	3,155	1,255	92.5	1,161	818	91.2	746	1,343	92.9	1,248
Polk.....	9,185	88.1	8,092	2,739	93.7	2,568	1,805	86.0	1,552	4,641	85.6	3,972
Pope.....	3,327	89.8	2,986	696	94.0	655	735	88.4	649	1,896	88.7	1,682
Ramsey.....	86,251	96.6	83,335	82,100	96.7	79,394	3,240	96.1	3,113	911	90.9	828
Red Lake.....	1,696	83.1	1,410	640	85.1	544	1,056	82.0	866
Redwood.....	5,409	91.9	4,970	880	93.9	827	1,709	88.3	1,509	2,820	93.4	2,634
Renville.....	5,942	91.1	5,416	2,641	90.2	2,383	3,301	91.9	3,033
Rice.....	7,571	90.2	6,828	4,348	94.6	4,115	753	80.2	604	2,470	85.4	2,109
Rock.....	2,789	91.6	2,556	916	93.8	859	487	88.8	433	1,386	91.2	1,264
Roseau.....	3,618	79.6	2,881	1,160	80.8	937	2,458	79.1	1,944
St. Louis.....	56,623	91.9	52,062	41,607	95.5	39,739	7,009	86.1	6,035	8,007	78.5	6,288
Scott.....	3,675	84.5	3,103	1,997	86.7	1,731	1,678	81.8	1,372
Sherburne.....	2,339	82.7	1,936	208	92.3	192	773	89.1	689	1,358	77.7	1,055
Sibley.....	4,038	88.5	3,575	1,692	88.0	1,489	2,346	88.9	2,086
Stearns.....	14,288	88.7	12,669	5,284	94.9	5,012	4,128	86.2	3,560	4,876	84.0	4,097
Steele.....	4,998	92.1	4,603	2,318	94.1	2,181	695	91.0	633	1,985	90.1	1,789
Stevens.....	2,644	88.4	2,338	840	92.1	773	496	87.0	432	1,308	86.6	1,133
Swift.....	3,761	89.2	3,356	757	90.7	687	1,085	89.3	969	1,919	88.6	1,700
Todd.....	6,700	85.0	5,695	771	92.6	714	1,989	85.9	1,710	3,940	83.0	3,271
Traverse.....	2,033	92.4	1,878	932	91.4	851	1,101	93.3	1,027
Wabasha.....	4,590	87.9	4,035	971	90.3	876	1,845	89.5	1,651	1,774	85.0	1,508
Wadena.....	3,109	81.9	2,547	773	93.0	719	589	79.7	470	1,747	77.7	1,358
Waseca.....	3,914	90.0	3,525	1,227	93.1	1,143	843	89.2	752	1,844	88.4	1,630
Washington.....	6,852	91.9	6,301	2,378	96.4	2,291	2,409	93.4	2,250	2,065	85.2	1,760
Watsonwan.....	3,559	92.5	3,291	936	95.5	894	1,018	91.2	928	1,605	91.5	1,469
Wilkin.....	2,433	91.1	2,215	706	94.9	670	496	89.7	445	1,231	89.4	1,100
Winona.....	9,990	90.1	8,998	6,271	92.2	5,782	1,549	87.5	1,356	2,170	85.7	1,860

MINNESOTA—Continued

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Wright.....	7,085	85.1	6,026	2,786	89.2	2,485	4,299	82.4	3,541
Yellow Medicine.....	4,202	90.9	3,821	1,896	90.0	1,707	2,306	91.7	2,114
State Total.....	728,359	91.2	664,296	383,336	95.8	367,149	135,689	87.4	118,641	209,334	85.3	178,506

Cities of 25,000 or More Population

City	County	Units	% Radio	Radio Units
Duluth.....	St. Louis	27,819	95.7	26,615
Minneapolis.....	Hennepin	142,834	96.6	137,922
Rochester.....	Olmsted	6,303	96.8	6,103
St. Paul.....	Ramsey	80,557	96.7	77,882

NAB Research Department

July 1, 1942

NORTH CAROLINA Estimated Radio Homes, 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Almance.....	13,024	76.0	9,891	3,855	87.5	3,374	5,630	79.1	4,451	3,539	58.4	2,066
Alexander.....	2,890	56.5	1,633	822	69.7	573	2,068	51.2	1,060
Alleghany.....	1,988	44.2	878	321	53.9	173	1,667	42.3	705
Anson.....	5,977	47.5	2,842	880	70.3	619	1,497	60.2	901	3,600	36.7	1,322
Ashe.....	4,868	47.4	2,308	590	58.9	353	4,278	45.7	1,955
Avery.....	2,764	47.2	1,306	894	54.5	487	1,870	43.8	819
Beaufort.....	8,154	47.8	3,899	2,089	62.5	1,306	2,034	45.8	931	4,031	41.2	1,662
Bertie.....	5,353	43.8	2,349	1,695	56.4	956	3,658	38.1	1,393
Bladen.....	5,621	43.0	2,418	1,601	55.9	895	4,020	37.9	1,523
Brunswick.....	3,673	39.7	1,460	1,768	46.4	821	1,905	33.6	639
Buncombe.....	26,375	74.3	19,593	13,290	81.8	10,869	7,240	71.2	5,151	5,845	61.1	3,573
Burke.....	7,783	68.7	5,340	2,409	83.5	2,012	2,918	70.0	2,042	2,456	52.4	1,286
Cabarrus.....	13,176	80.0	10,537	3,783	84.9	3,211	6,642	86.3	5,730	2,751	58.0	1,596
Caldwell.....	7,617	64.2	4,890	1,809	76.0	1,374	2,773	67.3	1,865	3,035	54.4	1,651
Camden.....	1,271	52.9	672	512	52.9	271	759	52.8	401
Carteret.....	4,261	55.5	2,366	1,717	63.1	1,084	1,670	50.3	841	874	50.5	441
Caswell.....	3,916	46.7	1,831	627	65.2	409	3,289	43.2	1,422
Catawba.....	11,709	76.6	8,982	4,606	84.0	3,867	3,636	82.0	2,982	3,467	61.5	2,133
Chatham.....	5,368	55.7	3,000	1,903	69.3	1,320	3,465	48.5	1,680
Cherokee.....	4,021	49.0	1,970	1,638	64.3	1,054	2,383	38.4	916
Chowan.....	2,539	48.4	1,229	967	64.9	628	57	46.4	26	1,515	37.9	575
Clay.....	1,401	38.4	537	232	52.4	122	1,169	35.5	415
Cleveland.....	12,474	65.7	8,200	4,862	75.8	3,686	1,990	78.9	1,570	5,622	52.4	2,944
Columbus.....	9,798	45.8	4,500	717	76.2	547	2,363	44.5	1,051	6,718	43.2	2,902
Craven.....	7,367	50.2	3,702	3,147	59.4	1,868	1,664	45.3	754	2,556	42.3	1,080
Cumberland.....	11,960	52.6	6,299	4,174	62.9	2,625	3,860	58.6	2,262	3,926	36.0	1,412
Currituck.....	1,663	43.5	724	686	42.0	288	977	44.6	436
Dare.....	1,454	64.5	938	1,394	64.8	903	60	58.6	35
Davidson.....	12,029	75.3	9,057	4,995	81.0	4,046	2,971	77.3	2,297	4,063	66.8	2,714
Davie.....	3,320	63.1	2,100	1,260	76.1	959	2,060	55.4	1,141
Duplin.....	8,683	43.9	3,815	2,276	54.1	1,231	6,407	40.3	2,584
Durham.....	19,898	76.7	15,275	15,277	80.4	12,284	2,706	76.9	2,080	1,915	47.6	911
Edgecomb.....	10,333	55.1	5,696	4,621	75.3	3,480	1,048	48.6	510	4,664	36.6	1,706
Forsyth.....	30,800	75.8	23,338	20,177	76.1	15,347	6,815	80.6	5,495	3,808	65.6	2,496
Franklin.....	6,522	43.5	2,838	1,972	55.3	1,090	4,550	38.4	1,748
Gaston.....	19,529	77.0	15,029	7,631	81.2	6,196	9,125	80.3	7,323	2,773	54.5	1,510
Gates.....	2,124	41.0	871	492	48.0	236	1,632	38.9	635
Graham.....	1,316	41.7	548	500	44.7	223	816	39.9	325
Granville.....	6,189	45.5	2,841	953	78.4	747	1,116	58.5	653	4,120	35.0	1,441
Green.....	3,556	58.6	2,086	453	70.2	318	3,103	57.0	1,768
Guilford.....	36,842	80.2	29,540	24,224	83.5	20,219	7,159	80.9	5,791	5,459	64.7	3,530
Halifax.....	11,446	44.7	5,100	2,623	76.8	2,013	3,504	47.7	1,672	5,319	26.6	1,415
Harnett.....	9,205	56.1	5,177	1,284	69.8	896	2,384	68.4	1,630	5,537	47.9	2,651
Haywood.....	7,651	59.9	4,574	1,974	84.3	1,664	2,553	58.4	1,491	3,124	45.4	1,419
Henderson.....	6,363	67.0	4,268	1,466	77.6	1,138	2,271	71.4	1,622	2,626	57.4	1,508

NORTH CAROLINA—Continued

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Hertford.....	4,024	48.0	1,942	1,595	63.5	1,013	2,429	38.3	929
Hoke.....	2,900	45.2	1,306	717	63.1	452	2,183	39.1	854
Hyde.....	1,720	39.7	683	669	43.1	289	1,051	37.5	394
Iredell.....	11,438	68.4	7,817	4,517	79.9	3,610	2,266	70.9	1,606	4,655	55.9	2,601
Jackson.....	4,008	42.9	1,721	1,217	55.0	670	2,791	37.7	1,051
Johnston.....	13,813	52.4	7,235	924	69.2	640	3,582	58.6	2,098	9,307	48.3	4,497
Jones.....	2,185	42.4	924	585	47.3	276	1,600	40.5	648
Lee.....	4,148	68.5	2,836	1,217	83.9	1,021	971	63.5	617	1,960	61.1	1,198
Lenoir.....	8,860	61.2	5,411	3,698	70.6	2,611	936	62.0	581	4,226	52.5	2,219
Lincoln.....	5,190	67.3	3,494	1,119	78.8	882	1,402	72.0	1,010	2,669	60.0	1,602
McDowell.....	5,015	59.9	2,996	713	89.2	636	2,978	60.6	1,804	1,324	42.0	556
Macon.....	3,489	43.0	1,498	1,148	51.0	585	2,341	39.0	913
Madison.....	4,846	43.8	2,120	880	63.9	562	3,966	39.3	1,558
Martin.....	5,144	43.8	2,259	940	52.3	492	1,065	56.4	601	3,139	37.1	1,166
Mecklenburg.....	36,320	76.5	27,785	24,966	79.3	19,794	6,764	82.0	5,548	4,590	53.2	2,443
Mitchell.....	3,392	58.5	1,984	1,116	67.5	754	2,276	54.0	1,230
Montgomery.....	3,593	55.7	2,002	1,933	64.4	1,245	1,660	45.6	757
Moore.....	6,719	56.8	3,816	876	70.0	614	3,042	61.3	1,863	2,801	47.8	1,339
Nash.....	11,780	54.4	6,394	3,287	72.0	2,367	2,136	60.5	1,292	6,357	43.0	2,735
New Hanover.....	12,054	68.3	8,230	8,577	68.5	5,874	2,886	68.9	1,989	591	62.1	367
Northampton.....	5,622	36.3	2,045	1,808	51.1	925	3,814	29.4	1,120
Onslow.....	3,777	41.7	1,579	1,060	51.1	541	2,717	38.2	1,038
Orange.....	5,239	66.3	3,474	975	92.9	905	1,876	71.7	1,345	2,388	51.3	1,224
Pamlico.....	2,170	39.4	856	1,306	36.3	474	864	44.2	382
Pasquotank.....	4,867	63.8	3,107	2,901	72.5	2,104	777	58.8	457	1,189	45.9	546
Pender.....	3,754	39.6	1,487	1,438	38.4	552	2,316	40.4	935
Perquimans.....	2,269	45.4	1,030	770	50.6	390	1,499	42.7	640
Person.....	5,113	52.7	2,697	1,078	74.3	801	726	70.9	515	3,309	41.7	1,381
Pitt.....	12,733	54.8	6,977	3,825	70.8	2,710	2,056	59.7	1,227	6,852	44.4	3,040
Polk.....	2,679	57.9	1,548	1,231	72.6	893	1,448	45.3	655
Randolph.....	10,318	68.4	7,042	1,764	82.1	1,449	3,843	76.7	2,948	4,711	56.1	2,645
Richmond.....	8,094	59.7	4,832	2,256	72.1	1,626	3,483	66.2	2,304	2,355	38.3	902
Robeson.....	15,741	44.7	7,062	1,430	72.5	1,037	4,833	54.5	2,636	9,478	35.8	3,389
Rockingham.....	12,923	70.3	9,072	2,558	77.1	1,972	5,768	75.3	4,341	4,597	60.0	2,759
Rowan.....	16,336	79.8	13,032	5,765	85.7	4,941	6,890	83.0	5,715	3,681	64.6	2,376
Rutherford.....	9,981	65.0	6,476	2,081	76.6	1,594	3,419	74.0	2,530	4,481	52.5	2,352
Sampson.....	9,766	44.8	4,377	919	66.4	610	1,346	49.4	665	7,501	41.4	3,102
Scotland.....	4,917	45.9	2,223	1,462	60.7	887	1,012	63.1	639	2,443	28.5	697
Stanly.....	7,575	74.2	5,611	1,030	91.4	942	3,966	79.9	3,169	2,579	58.2	1,500
Stokes.....	4,838	55.7	2,694	680	72.4	492	4,158	53.0	2,202
Surry.....	9,190	62.6	5,744	2,088	85.7	1,789	2,471	67.0	1,655	4,631	49.7	2,300
Swain.....	2,505	38.5	967	807	56.2	454	1,698	30.2	513
Transylvania.....	2,663	62.9	1,673	712	82.3	586	621	64.2	399	1,330	51.7	688
Tyrrell.....	1,210	48.6	588	432	49.3	213	778	48.2	375
Union.....	8,508	61.0	5,200	1,654	68.3	1,130	1,297	74.2	963	5,557	55.9	3,107
Vance.....	6,394	53.5	3,422	1,834	70.8	1,298	1,828	65.7	1,200	2,732	33.8	924
Wake.....	24,330	70.0	17,024	10,557	86.1	9,091	6,569	69.2	4,546	7,204	47.0	3,387
Warren.....	4,532	32.7	1,488	1,523	51.1	778	3,009	23.6	710
Washington.....	2,604	47.2	1,228	1,419	51.0	724	1,185	42.5	504
Watauga.....	3,846	53.3	2,055	1,021	73.3	749	2,825	46.2	1,306
Wayne.....	12,019	57.7	6,937	4,864	67.1	3,266	1,447	63.5	918	5,708	48.2	2,753
Wilkes.....	9,049	46.9	4,249	998	77.4	773	1,775	63.7	1,131	6,276	37.4	2,345
Wilson.....	11,061	58.2	6,449	4,802	67.4	3,234	1,283	59.0	756	4,976	49.4	2,459
Yadkin.....	4,542	59.2	2,693	1,230	69.0	848	3,312	55.7	1,845
Yancey.....	3,585	42.3	1,515	542	52.7	285	3,043	40.4	1,230
State Total.....	789,659	61.8	487,353	239,917	77.7	186,386	217,703	67.6	147,035	332,039	46.4	153,932

Cities of 25,000 or More Population

City	County	Units	% Radio	Radio Units
Asheville.....	Buncombe	13,290	81.8	10,869
Charlotte.....	Mecklenburg	24,966	79.3	19,794
Durham.....	Durham	15,277	80.4	12,284
Greensboro.....	Guilford	14,598	87.1	12,720
High Point.....	Guilford	9,626	78.0	7,505
Raleigh.....	Wake	10,557	86.1	9,091
Rocky Mount.....	Nash	6,230	76.3	4,752
Wilmington.....	New Hanover	8,577	68.5	5,874
Winston-Salem.....	Forsyth	20,177	76.1	15,347

OREGON

Estimated Radio Homes, 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Baker.....	5,406	83.7	4,525	2,838	87.7	2,488	1,225	78.2	958	1,343	80.3	1,079
Benton.....	5,669	87.9	4,978	2,726	94.8	2,585	1,166	85.9	1,001	1,777	78.4	1,392
Clackamas.....	17,669	88.9	15,704	1,977	93.9	1,856	9,320	91.3	8,507	6,372	83.8	5,341
Clatsop.....	7,605	88.7	6,746	4,328	91.4	3,957	2,382	86.4	2,059	895	81.6	730
Columbia.....	6,240	86.5	5,399	1,309	95.6	1,251	2,706	86.4	2,337	2,225	81.4	1,811
Coos.....	10,177	84.5	8,601	4,185	91.3	3,821	3,732	81.0	3,021	2,260	77.8	1,759
Crook.....	1,585	83.4	1,320	977	85.7	837	608	79.5	483
Curry.....	1,412	72.8	1,027	950	72.3	687	462	73.7	340
Deschutes.....	5,543	86.0	4,770	2,973	92.4	2,747	1,394	81.9	1,141	1,176	75.0	882
Douglas.....	7,872	82.9	6,526	1,588	92.7	1,472	3,277	80.4	2,636	3,007	80.4	2,418
Gilliam.....	815	83.1	677	478	86.1	411	337	79.0	266
Grant.....	1,931	83.2	1,607	1,297	81.9	1,063	634	85.8	544
Harney.....	1,630	82.3	1,341	841	86.8	730	316	81.9	259	473	74.5	352
Hood River.....	3,408	88.8	3,025	1,000	92.7	927	831	84.7	704	1,577	88.4	1,394
Jackson.....	11,396	87.0	9,916	5,279	92.2	4,866	3,177	82.0	2,606	2,940	83.1	2,444
Jefferson.....	630	76.3	481	355	80.1	284	275	71.7	197
Josephine.....	5,320	78.4	4,170	1,985	85.6	1,700	1,352	68.8	931	1,983	77.6	1,539
Klamath.....	11,977	87.6	10,499	5,056	91.3	4,614	5,023	85.3	4,285	1,898	84.3	1,600
Lake.....	1,926	81.1	1,563	1,345	83.2	1,118	581	76.6	445
Lane.....	20,922	87.4	18,295	8,591	93.3	8,019	7,131	84.5	6,029	5,200	81.7	4,247
Lincoln.....	4,711	76.8	3,619	3,577	80.5	2,880	1,134	65.2	739
Linn.....	9,135	82.0	7,494	2,733	91.5	2,501	2,498	80.6	2,013	3,904	76.3	2,980
Malheur.....	5,196	79.2	4,117	1,001	87.2	873	1,385	79.9	1,107	2,810	76.1	2,137
Marion.....	20,862	90.4	18,866	9,838	93.4	9,186	4,984	89.5	4,459	6,040	86.4	5,221
Morrow.....	1,243	82.6	1,026	613	85.5	524	630	79.7	502
Multnomah.....	117,267	93.8	110,049	102,063	93.9	95,849	12,521	94.8	11,872	2,683	86.8	2,328
Polk.....	5,867	84.3	4,950	1,084	91.8	995	2,346	87.0	2,041	2,437	78.5	1,914
Sherman.....	747	87.4	653	358	89.1	319	389	86.0	334
Tillamook.....	3,714	84.9	3,152	860	90.4	778	1,742	84.1	1,465	1,112	81.8	909
Umatilla.....	7,451	85.0	6,334	2,377	90.2	2,143	2,337	83.9	1,962	2,737	81.4	2,229
Union.....	5,316	87.2	4,638	2,480	89.5	2,221	1,483	87.8	1,302	1,353	82.4	1,115
Wallowa.....	2,172	83.5	1,814	1,091	87.6	956	1,081	79.4	858
Wasco.....	4,017	84.9	3,410	2,051	91.4	1,875	829	78.5	651	1,137	77.7	884
Washington.....	11,890	86.9	10,331	1,228	90.9	1,117	5,656	88.0	4,976	5,006	84.7	4,238
Wheeler.....	888	77.3	684	570	80.6	459	318	70.7	225
Yamhill.....	7,883	87.8	6,919	2,169	93.5	2,028	2,243	87.0	1,951	3,471	84.7	2,940
State Total.....	337,492	88.7	299,226	172,560	93.1	160,599	92,667	86.1	79,811	72,265	81.4	58,816

Cities of 25,000 or More Population

City	County	Units	% Radio	Radio Units
Portland.....	Multnomah	102,063	93.9	95,849
Salem.....	Marion	8,901	93.5	8,321

NAB Research Department

June 26, 1942

WEST VIRGINIA

Estimated Radio Homes, 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Barbour.....	4,866	64.0	3,111	2,591	69.4	1,798	2,275	57.7	1,313
Berkeley.....	7,526	82.4	6,199	4,138	90.3	3,735	1,968	75.0	1,476	1,420	69.6	988
Boone.....	6,035	67.7	4,086	4,898	70.7	3,463	1,137	54.8	623
Braxton.....	4,672	49.1	2,293	1,563	63.1	986	3,109	42.0	1,307
Brooke.....	6,208	87.8	5,449	3,330	93.6	3,116	2,384	81.7	1,947	494	78.2	336

WEST VIRGINIA—Continued

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Cabell.....	25,104	82.8	20,785	20,131	87.0	17,518	2,174	76.8	1,669	2,799	57.1	1,598
Calhoun.....	2,604	55.5	1,446	530	77.0	408	2,074	50.0	1,038
Clay.....	3,042	49.6	1,507	1,577	59.1	931	1,465	39.3	576
Doddridge.....	2,611	62.2	1,621	850	76.2	648	1,761	55.3	973
Fayette.....	17,874	77.4	13,841	1,432	91.5	1,311	14,000	78.4	10,970	2,442	63.9	1,560
Gilmer.....	2,708	54.3	1,472	853	66.0	563	1,855	49.0	909
Grant.....	2,018	62.0	1,252	875	70.4	616	1,143	55.6	636
Greenbrier.....	8,682	69.3	6,018	5,490	76.4	4,196	3,192	57.1	1,822
Hampshire.....	3,015	64.5	1,952	1,006	75.7	761	2,009	59.3	1,191
Hancock.....	7,556	91.9	6,947	1,956	95.9	1,875	4,989	91.9	4,587	611	79.4	485
Hardy.....	2,306	58.1	1,339	828	68.3	566	1,478	52.3	773
Harrison.....	20,628	80.8	16,666	9,658	90.7	8,763	8,074	73.7	5,952	2,896	67.4	1,951
Jackson.....	3,932	65.2	2,563	1,251	75.8	949	2,681	60.2	1,614
Jefferson.....	4,104	75.2	3,086	837	79.1	662	2,079	75.9	1,578	1,188	71.2	846
Kanawha.....	46,852	82.3	38,591	23,598	90.8	21,427	19,124	76.2	14,576	4,130	62.7	2,588
Lewis.....	5,097	73.6	3,756	1,758	88.9	1,562	1,361	72.2	983	1,978	61.2	1,211
Lincoln.....	4,671	43.4	2,028	1,615	51.0	824	3,056	39.4	1,204
Logan.....	14,127	72.0	10,169	1,245	89.8	1,118	11,828	73.2	8,654	1,054	37.7	397
McDowell.....	20,022	75.3	15,062	2,203	85.8	1,890	16,184	76.9	12,438	1,635	44.9	734
Marion.....	17,182	83.4	14,334	7,011	90.6	6,354	7,455	82.9	6,180	2,716	66.3	1,800
Marshall.....	9,486	80.4	7,628	4,928	88.6	4,366	2,492	78.6	1,960	2,066	63.0	1,302
Mason.....	5,241	58.8	3,076	960	80.1	769	1,354	66.6	902	2,927	48.0	1,405
Mercer.....	15,575	80.0	12,458	7,095	89.2	6,332	5,215	77.0	4,017	3,265	64.6	2,109
Mineral.....	5,469	79.5	4,346	2,327	91.0	2,118	1,954	74.6	1,459	1,188	64.7	769
Mingo.....	8,702	62.4	5,439	2,027	76.0	1,541	4,828	64.0	3,088	1,847	43.9	810
Monongalia.....	13,138	79.9	10,502	4,724	91.5	4,321	6,251	74.7	4,670	2,163	69.8	1,511
Monroe.....	2,926	66.9	1,958	740	71.0	526	2,186	65.5	1,432
Morgan.....	2,151	75.7	1,630	1,283	80.5	1,033	868	68.8	597
Nicholas.....	5,072	58.1	2,949	1,184	84.5	1,001	1,307	52.9	692	2,581	48.6	1,256
Ohio.....	19,437	92.0	17,881	16,555	93.0	15,401	2,346	87.2	2,047	536	80.9	433
Pendleton.....	2,169	62.2	1,351	494	68.6	339	1,675	60.4	1,012
Pleasants.....	1,666	81.4	1,357	907	86.0	780	759	76.1	577
Pocahontas.....	3,067	60.5	1,855	1,472	68.2	1,004	1,595	53.4	851
Preston.....	7,137	66.8	4,774	4,098	73.7	3,020	3,039	57.7	1,754
Putnam.....	4,392	62.2	2,735	263	95.3	251	1,619	75.1	1,216	2,510	50.5	1,268
Raleigh.....	18,907	78.7	14,873	3,256	88.3	2,875	12,648	80.7	10,203	3,003	59.8	1,795
Randolph.....	6,865	73.2	5,026	2,128	89.5	1,904	2,474	68.8	1,702	2,263	62.7	1,420
Ritchie.....	3,885	65.2	2,534	1,749	75.2	1,316	2,136	57.0	1,218
Roane.....	4,430	56.8	2,519	1,500	70.6	1,060	2,930	49.8	1,459
Summers.....	4,672	64.0	2,983	1,591	84.9	1,351	751	60.2	452	2,330	50.7	1,180
Taylor.....	4,877	74.7	3,647	2,018	87.4	1,764	1,652	68.5	1,132	1,207	62.3	751
Tucker.....	3,022	70.6	2,132	2,130	78.9	1,680	892	50.6	452
Tyler.....	3,260	70.4	2,296	786	87.2	685	948	74.8	709	1,526	59.1	902
Upshur.....	4,585	64.6	2,969	1,293	87.2	1,127	940	57.4	540	2,352	55.3	1,302
Wayne.....	7,735	60.0	4,629	1,813	87.4	1,585	2,391	59.7	1,429	3,531	45.7	1,615
Webster.....	3,783	59.7	2,260	1,959	71.7	1,404	1,824	46.9	856
Wetzel.....	5,371	66.6	3,577	937	88.5	829	2,398	71.3	1,711	2,036	50.9	1,037
Wirt.....	1,565	52.8	827	459	65.1	299	1,106	47.8	528
Wood.....	16,598	85.7	14,234	8,641	91.4	7,896	5,214	85.7	4,466	2,743	68.2	1,872
Wyoming.....	6,190	68.2	4,221	733	88.9	651	3,651	73.7	2,690	1,806	48.7	880
State Total.....	444,815	75.1	334,239	140,556	89.7	126,098	192,771	75.4	145,265	111,488	56.4	62,876

Cities of 25,000 or More Population

City	County	Units	% Radio	Radio Units
Charleston.....	Kanawha	17,950	89.8	16,120
Clarksburg.....	Harrison	8,245	91.7	7,560
Huntington.....	Cabell	20,939	87.3	18,272
Parkersburg.....	Wood	8,641	91.4	7,896
Wheeling.....	Ohio	16,555	93.0	15,401

FEDERAL COMMUNICATIONS COMMISSION

FLY SAYS WPB AGREES TO EQUIPMENT POOL

WPB officials have agreed "in principle" on the equipment pool for broadcasting stations. FCC Chairman James Lawrence Fly told his press conference on Monday. Up to this time that is the only official statement that has been made that WPB officials were in favor of such a movement.

"On the principle of the thing it is agreed," said the Chairman, "and from here on out we will be discussing ways and means."

The Chairman told the conference that he does not think that if available spare parts and materials were not placed in such a pool that at the end of one calendar year only about 27% of the broadcasting stations of the country would be in operation.

"That's a pretty ominous prospect," he said, "and that is why it is to the interest of all of us that are interested in seeing radio do the big job it is doing."

FLY CONFIRMED

On Monday of this week the Senate confirmed the nomination of James Lawrence Fly to succeed himself as a member of the Federal Communications Commission.

TRANSFER APPROVED

FCC this week granted the application of the Buffalo Evening News to transfer station WEBR, Buffalo, N. Y., to the Buffalo Courier Express. Commissioner Payne did not participate in the opinion.

The Commission's memorandum opinion in this case was as follows:

This is an application for Commission consent to the voluntary transfer of control of WEBR, Inc., licensee of Station WEBR, Buffalo, New York, from Edward H. Butler and Marjorie Mitchell Baird, individually, and Edward H. Butler, as trustee under the last will and testament of Edward H. Butler, deceased, doing business as Buffalo Evening News, to Paul E. Fitzpatrick and Buffalo Courier-Express, Inc. In effect, the proposal is to transfer control of WEBR from the present stockholders, who now control two (WEBR and WBEN) of the five broadcast stations, and one of the two daily newspapers in Buffalo, New York, to the remaining daily newspaper which now has no broadcast station interests.

On March 20, 1941 the Commission adopted Order No 79 directing an investigation "to determine what statement of policy or rules, if any, should be issued concerning applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers, and that such investigation also include consideration of statement of policy or rules, if any, which should be issued concerning future acquisition of standard broadcast stations by newspapers." On April 26, 1941, the Commission announced its policy of placing in its pending files all applications by newspaper interests for new standard broadcast stations as well as applications for transfer of control of existing standard broadcast facilities to newspaper interests, pending determination of the general question of newspaper control of broadcast facilities.

The Commission in recent years has followed the policy of not creating, by the grant of applications, any situation where the same interest would control more than one standard broadcast station in the same primary service area.

While the instant proposal involves the acquisition of control of a broadcast station by newspaper interests, there are factors which impel the Commission to give consideration to other points involved in the proposal. The licensee is presently controlled by a newspaper, the Buffalo Evening News. The granting of the application would eliminate multiple ownership by the News over

broadcast facilities in the Buffalo area and would alleviate the concentration of control by the News over facilities for public expression and the moulding of public opinion in the community. It would, at the same time, make for a better balance of competition between the two Buffalo newspaper interests. The advantages to be attained through the proposed transfer lead us to the conclusion that public interest will be served through the granting of this application subject, however, to the express condition that this action is without prejudice to the application to the licensee of any report, policy, rule or regulation which may result from the proceedings under Order No. 79.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, July 6. They are subject to change.

Monday, July 6

Further Hearing

NEW—Beauford H. Jester, individually and as Trustee for W. W. Callan, Dewitt T. Hicks, Hilton W. Howell, Wilford W. Naman, Robert G. Levy, Ross M. Sams and Davis Stribling, Waco, Texas.—C. P., 1230 kc., 250 watts, unlimited.

Tuesday, July 7

WIBC—Indiana Broadcasting Corp., Indianapolis, Ind.—C. P., 1070 kc., 5 KW night, 10 KW day, unlimited, DA-night.

Wednesday, July 8

Oral Argument Before the Commission

Report No. B-151:

WSAM—Saginaw Broadcasting Co., Saginaw, Mich.—Modification of license, 1400 kc., 250 watts, unlimited.

Wednesday, July 8

KALB—Alexandria Broadcasting Co., Inc., Alexandria, La.—C. P., 580 kc., 1 KW, DA-night, unlimited.

NEW—Mosby's Inc., Anaconda, Mont.—C. P., 1230 kc., 250 watts, unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

WBAL—The WBAL Broadcasting Co., Baltimore, Md.—Granted special service authorization for changes in directional antenna to relax minima in direction of KTHS, Hot Springs, Ark., to 65 mv./m. (B1-SSA-37).

KMYC—Marysville-Yuba City Broadcasters, Inc., Marysville, Cal.—Granted construction permit (B5-P-3472) to move transmitter and studio location.

WCOS—Carolina Advertising Corp. (Assignor), Carolina Broadcasting Corp. (Assignee), Columbia, S. C.—Granted consent to assignment of license for station WCOS from Carolina Advertising Corp. to Carolina Broadcasting Corp., for a total consideration of \$72,000.

WLIB—Arthur Faske, Assignor, WLIB, Inc., Assignee, Brooklyn, N. Y.—Granted consent to assignment of license and construction permit for station WLIB (formerly WCNW), from the present individual licensee, Arthur Faske, to a newly organized corporation, WLIB, Inc. (B1-APL-14).

Philco Radio and Television Corp., Philadelphia, Pa.—Granted construction permit (B2-PVB-89) for an experimental relay television broadcast station to be located between Wyndmoor, Pa., and New York City, and to be used for relaying television programs originated by the NBC station WNBT in New York to applicant's main television broadcast station WPTZ, for rebroadcasting. Channels 13 and 14 (230,000-242,000), 15 watts.

Mosby's, Inc., Anaconda, Mont.—Granted motion to dismiss without prejudice application for construction permit (B5-P-2694) for new station.

WCHV—Community Broadcasting Corp., Charlottesville, Va.—Granted request for dismissal of application for modification of construction permit for extension of commencement and completion dates (B2-MP-1489).

WHAL—Harold F. Gross & Edmund C. Shields, Saginaw, Mich.—Granted request for dismissal of application for modification of construction permit (B2-MB-1541), for extension of commencement and completion dates.

WPTZ—Philco Radio and Television Corp., Philadelphia, Pa.—Granted modification (B2-MPCT-15) of construction permit (B2-PCT-4) authorizing new commercial television station, for move of transmitter, make changes in antenna system, increase ESR to 1000, and for extension of completion date.

Philco Radio and Television Corp., Philadelphia, Pa.—Granted construction permit (B2-PVB-90) for new experimental television relay station; Channels 13 and 14, **230,000-242,000 kc.**, power 15 watts.

W2XGI—General Electric Co., Schenectady, N. Y.—Granted authority to cancel the outstanding construction permit (B1-PVB-91) of experimental television relay broadcast station W2XGI, and to delete the call letters.

DESIGNATED FOR HEARING

WDAE—Tampa Times Co., Tampa, Fla.—Designated for hearing application for construction permit (B3-P-3487) to change frequency to **770 kc.**, and make changes in directional antenna for night use only.

MISCELLANEOUS

WHDH—Matheson Radio Co., Inc., Boston, Mass.—Granted license (B1-L-1638) to cover construction permit (B1-P-2201) for new equipment, directional antenna, increase in power and change in hours of operation; also authority to determine operating power by direct measurement of antenna power. (B1-Z-01372.)

WHDH—Matheson Radio Co., Inc., Boston, Mass.—Granted license (B1-L-1655) to use old Western Electric main transmitter as auxiliary transmitter, with power of 1 KW, for emergency use only. Also granted authority to determine operating power by direct measurement of antenna power for auxiliary transmitter. (B1-Z-1404.)

WGBR—Eastern Carolina Broadcasting Co., Goldsboro, N. C.—Granted license (B3-L-1670) to cover construction permit (B3-P-3488, which authorized rebuilding of station destroyed by fire, and move studio); also authority to determine operating power by direct measurement of antenna power. (B3-Z-1409.)

WELL—Federated Publications, Inc., Battle Creek, Mich.—Granted authority to determine operating power by direct measurement of antenna power. (B2-Z-1403.)

KSJB—Jamestown Broadcasting Co., Inc., Jamestown, N. Dak.—Granted authority to determine operating power by direct measurement of antenna power. (B4-Z-1412.)

WREN—The WREN Broadcasting Co., Lawrence, Kans.—Granted authority to determine operating power by direct measurement of antenna power. (B4-Z-1408.)

KWHB—Topeka Broadcasting Association, Inc., Portable-Mobile, Area of Topeka, Kans.—Granted license (B4-LRE-410) to cover construction permit (B4-PRE-408) which authorized changes in equipment and increase in power to 15 watts in relay broadcast station used with applicant's standard station WIBW.

KSEE—Earle C. Anthony, Inc., Los Angeles, Calif.—Cancelled outstanding construction permit, File No. B5-MPCT-5, for commercial television broadcast station KSEE, and deleted the call letters.

WSAM—Saginaw Broadcasting Co., Saginaw, Mich.—Schedules for oral argument on July 8, 1942, in re application for modification of license. (Docket No. 6127.)

W3XAU—WCAU Broadcasting Co., Philadelphia, Pa.—Denied application (B2-MPVB-79) for extension of completion date for experimental television broadcast station to September 28, 1942.

WDAE—Tampa Times Company, Tampa, Fla.—Denied Special Service Authorization to operate on **770 kc.**, unlimited time, with directional antenna night. (B3-SSA-35.)

APPLICATIONS FILED AT FCC

560 Kilocycles

WIS—Surety Life Insurance Co., Columbia, S. Car.—Modification of construction permit (B3-P-2870 which authorized changes in directional antenna for night use and increase in night power) for extension of completion date from 6-25-42 to 9-25-42.

710 Kilocycles

KMPC—KMPC, The Station of the Stars, Inc.—Modification of construction permit (B5-P-2804) as modified, for move of transmitter, increase in power, new transmitter, directional antenna day and night, requesting extension completion date from 7-2 to 8-2-42.

790 Kilocycles

WGRC—North Side Broadcasting Corp., New Albany, Ind.—Construction permit to change frequency from **1080 to 790 kc.**, power from 250 watts to 1 KW night, 5 KW day, install new directional antenna and change type of transmitter and move transmitter. Amended: to change power to 1 KW day and night, change type of transmitter and employing directional antenna day and night.

910 Kilocycles

WRNL—Richmond Radio Corp., Richmond, Va.—Construction permit to make changes in directional antenna for night use.

980 Kilocycles

WSIX—WSIX, Inc., Nashville, Tenn.—License to cover construction permit (B3-P-3053) as modified to install new transmitter, directional antenna for night use, increase power, change frequency and move transmitter.

WSIX—WSIX, Inc., Nashville, Tenn.—Authority to determine operating power by direct method.

1300 Kilocycles

KGLO—Mason City Globe Gazette Co., Mason City, Iowa—Modification of construction permit (B4-P-3269 which authorized changes in directional antenna, install new transmitter and increase in power) for change in type of transmitter and extension of commencement and completion dates.

1340 Kilocycles

WEBR—WEBR, Incorporated, Buffalo, N. Y.—Construction permit for booster station to be operated on **1310 kc.**, 100 watts, night time only.

1360 Kilocycles

WSAI—The Crosley Corp., Cincinnati, Ohio—Modification of construction permit (B2-MP-1247 which authorized increase in power, installation of directional antenna for night use and move transmitter) for extension of completion date from 7-26-42 to 1-27-43.

WSAI—The Crosley Corp., Cincinnati, Ohio—Modification of construction permit (B2-MP-1247 which authorized construction of 100 watt amplifier for daytime use) for extension of completion date from 7-26-42 to 1-27-43.

1400 Kilocycles

KFVS—Oscar C. Hirsch, treas., Hirsch Battery & Radio Co., Cape Girardeau, Mo.—Construction permit to make changes in equipment.

KRKO—The Everett Broadcasting Co., Inc., Everett, Wash.—Modification of license to change hours from share KEVR to unlimited. Amended: to change name from Lee E. Mudgett and change from application for construction permit B5-P-2027 to one for modified license.

1450 Kilocycles

WOC—The Tri-City Broadcasting Co., Davenport, Iowa—Modification of construction permit (B4-P-2288) as modified, for change in frequency, increase power, move transmitter, install new transmitter and directional antenna for day and night, requesting extension of completion date from 7-19-42 to 9-19-42.

MISCELLANEOUS APPLICATIONS

NEW—Burns Avenue Baptist Church, Detroit, Mich.—Extension of authority to transmit programs from Burns Avenue Baptist Church to Radio Station CKLW, Windsor Ontario, Canada.

W2XEO—Capitol Broadcasting Co., Inc., Schenectady, New York—Construction permit for reinstatement of ST construction permit for new station on **331000 kc.**, 50 watts.

NEW—Frontier Broadcasting Co., Portable-Mobile, area of Cheyenne, Wyo.—Construction permit for new relay broadcast station to be operated on **1646, 2090, 2190, 2830 kc.**, 15 watts, A3 Emission.

NEW—Frontier Broadcasting Co., Portable-Mobile, area of Cheyenne, Wyo.—Construction permit for new relay broadcast station to be operated on **30820, 33740, 35820, 37980 kc.**, 15 watts, A3 Emission.

NEW—National Broadcasting Co., Inc., Portable or Portable-Mobile, area of Los Angeles, Calif.—Construction permit for new relay broadcast station to be operated on **31220, 35620, 37020, 39260 kc.**, 25 watts, A3 Emission. To be used with KPO.

NEW—National Broadcasting Co., Inc., Portable or Portable-Mobile, area of Los Angeles, Calif.—Construction permit for new relay broadcast station to be operated on **1606, 2074, 2102, 2758 kc.**, 75 watts, A1, A2, A3 Emission. To be used with KPO.

NEW—National Broadcasting Co., Inc., near Addison, Ill.—Construction permit for new relay broadcast station to be operated on **1606, 2074, 2102, 2758 kc.**, 1 KW, A1, A2, A3 Emission.

FEDERAL TRADE COMMISSION DOCKET

Any NAB member wishing to have the full text of any of the FTC releases, printed in part below, should write to the NAB, referring to the number in parentheses at the end of each item.

COMPLAINTS

The 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.

Garment Box Manufacturers Association, New York, whose members are alleged to assemble and sell a substantial part of the national production of garment boxes used by the wholesale and retail garment trade, also seven of its officials, and 24 of its member box companies, are charged with a price-fixing combination and conspiracy, in a complaint. (4777)

National Retail Tea & Coffee Merchants Association, Inc., 1441 Merchandise Mart, Chicago, Oliver J. Corbett, its secretary, two members, and five sellers or distributors of tea, coffee, toilet preparations and household specialties, are charged in a complaint with a combination and conspiracy to restrain trade in the sale of their products. (4776)

Rub-R-Lyfe Co., Seattle, Wash., engaged in the sale of a preparation for the treatment of rubber products, is charged in a complaint with misrepresentation. (4775)

CEASE AND DESIST ORDERS

The Commission issued the following cease and desist orders last week:

Autogroom Company—Prohibiting misleading and deceptive representations concerning a competitor's product and business, a cease and desist order has been issued against Mathew W. M. Devitt, Roy D. Schlegel, and Robert E. Sargent, trading as Autogroom Co., who have places of business in New York and Washington, D. C., and a plant in Long Island City, N. Y., for the manufacture of an automobile cleaner and polisher designated "Auto-Groom." (3702)

H & H Hat Company—Daniel Hechtman and Steve Moore, trading as H & H Hat Co., 1351 Milwaukee Ave., Chicago, has been ordered to cease and desist from misrepresentations in violation of the Federal Trade Commission and Wool Products Labeling Acts in connection with the sale of women's hats. (4633)

Robert W. Irwin Co., 23 Sumner Ave., Grand Rapids, Mich., household furniture manufacturer, has been ordered to cease and desist from representing that furniture made from a combination of walnut wood and pecan wood is made from walnut, and to cease using the words "Wood: Walnut" or the word "Walnut" to refer to furniture not composed wholly of the wood commonly known as walnut. (4701)

Lasher's Silk Manufacturing Co., Inc., 545 Eighth Ave., New York, has been ordered to cease and desist from misrepresentation in the sale of ribbon seam binding material. The respondent company operates a manufacturing plant in Bethlehem, Pa. (4612)

Montgomery, Ward & Co., Chicago, has been ordered to cease and desist from misrepresentation in the sale of devices for use by women in attempting to reduce body weight. (4447)

Plant Products Co., Inc., 1 Toluca State Drive, North Hollywood, Calif., and its officers, James R. Plant and Sara B. Plant, have been ordered to cease and desist from disseminating any advertisement which represents that the medicinal preparation they sell under the name "Cravex" is a competent or an effective treatment for alcoholism, or that its use will relieve or remove the craving for alcoholic liquors or enable a person addicted to excessive drinking to discontinue the use of alcoholic liquors. (3794)

Sierra Candy Co., Inc., 2203 3d St., San Francisco, has been ordered to cease and desist from selling or distributing candy or other merchandise so packed and assembled that sales of such merchandise are to be made or may be made by means of a game of chance, gift enterprise or lottery scheme and from supplying or placing in the hands of others push and pull cards, punch boards or other lottery devices either with assortments of candy or other merchandise, or separately, which may be used in such distribution, and from selling or otherwise disposing of any merchandise by means of a game of chance, gift enterprise or lottery scheme. (4758)

Supreme Sales Co., and Reliable Premium House, 34 E. 12th St., New York City, has been ordered to cease and desist from the use of lottery methods in the sale of watches, wearing apparel and other merchandise. (3559)

Western Confectioners Association, Inc., San Francisco, its officers, directors and trustees, and 18 of its member manufacturers located in four Western States have been ordered to cease and desist from entering into or carrying out any agreement or combination to establish or maintain uniform or minimum prices for their candy products or uniform discounts to purchasers. (4132)

STIPULATIONS

During the past week the Commission has announced the following stipulations:

Doubleday, Doran & Co., Inc., Rockefeller Center, New York City, stipulated to cease certain representations in the sale of books. (3500)

Webster Eisenlohr, Inc., 187 Madison Ave., New York, entered into a stipulation to cease certain representations in the sale of cigars designated "Webster-Eisenlohr Smokers," sold principally in the three Pacific Coast States. (03012)

Food Display Machine Corp., trading as Liberty Burner Co., 620 North Michigan Ave., Chicago, in a stipulation entered into agrees to cease advertising that its product the "Liberty Dortane Gas Burner" is a "gas" burner as gas burners are commonly known, or that the gaseous vapor it produces has been named or recognized as "Dortane" gas. The respondent also agrees to discontinue representing that its burner is free from danger and is a revolutionary invention burning cheap oil in a new way; is cool in its operation and capable of installation by an inexperienced person in 20 minutes or less; and that after installation there is no further service problem. (03015)

Professor V. Greenwald, Rural Route 5, Covington, Ky., has entered into a stipulation to cease using the term "Nature Nerve" or any other name which represents or implies that the drug preparation so designated is a remedy of nature or has beneficial therapeutic effect on the nerves or in the treatment of nervous disorders or conditions. The respondent also agrees to discontinue representing that the product is of any benefit in treating epilepsy, exhaustion, insomnia, stomach troubles and other ailments; that it forms blood, strengthens the nerves, builds the brain or promotes health, and that the preparation possesses any therapeutic value or affords any physiological effects except to the extent it may act as a stomachic and mild carminative. (03014)

Madame Hector Products Company—Etta Hector, trading as Madame Hector Products Co., 1702 Fulton St., Brooklyn, has entered into a stipulation to cease representing that a cosmetic preparation designated as "Madame Hector's Pomado" or the use thereof will increase the growth of hair, prevent the loss of hair or correct the cause of falling hair. (3501)

Keystone Silver, Inc.—Two New York City corporations selling aluminum ware stipulated to cease certain representations in the sale of their products. They are Keystone Silver, Inc., 460 West 34th St., manufacturer of household appliances, and L. Luria & Son, Inc., 160 Fifth Ave., distributor of aluminum ware supplies, including a line manufactured by Keystone Silver, Inc. (3496)

Mi-Dog Food Co., 189 Foster Ave., Battle Creek, Mich., Leo E. Thornton stipulated to cease certain representations in the sale of a dry dog food preparation designated "Mi-Cooked Ready to Feed Dog Ration," also advertised as "Mi-Dog Ration." The respondent agreed to desist from using the terms "meat," "meat scraps" and "meat-cereal food" to describe dehydrated meat meal or any product which is not meat. According to the stipulation, the respondent's preparation consists of several ingredients including dehydrated meat meal, but does not contain meat. (03013)

National Malting Co., 9 Ann St., Paterson, N. J., stipulated that in the sale of its brewer's malt it will cease and desist from

giving, or offering to give, sums of money or other things of value to officials or employees of its customers or prospective customers, without the knowledge or consent of such customers, for the purpose of inducing these officials or employees to purchase its brewer's malt for use by their employers or to recommend such purchase by their employers, or as payments to such officials or employees for having induced the purchase or recommended the use of the National Malting Company's product by their employers. (3499)

Norden Laboratories, 227 North 9th St., Lincoln, Nebr., manufacturer of pharmaceuticals, biologics and serums for animal diseases, stipulated to cease certain representations in the sale of "Norden Certified Anti-Hog Cholera Serum." (3496)

Thirteen distributors of shoe polishes or dressings, have entered into stipulations to cease certain representations in the sale of their products

According to the stipulations, the respondent companies advertised that their white shoe dressings "will not rub off" when actually these preparations will rub off to a limited degree under ordinary conditions. Each respondent agreed to cease representing that its dressing will not rub off.

The respondent companies and the products they sell are:

Griffin Manufacturing Co., Inc., 410 Willoughby Ave., Brooklyn, N. Y., "Griffin Allwhite" (02999); Dyer-Johnson, Inc., 619 East Vermont Place, Indianapolis, "Johnson's White Leather Wax" (03000); Edison Brothers Stores, Inc., 710 North 12th Blvd., St. Louis, "Klean-M-White" (03001); Gadi Co., Inc., Monroe at Lauderdale, Memphis, Tenn., "Gadi White Way" (03002); Ace Sales Corporation, 74 Gold St., New York, "White Ace" (03003); Manhattan Kreole Products, Inc., 172 North 10th St., Brooklyn, "Milk White" (03004); Consolidated Royal Chemical Corp., 544 South Wells St., Chicago, "Gem White Shoe Cleaner" (03005); Shu-Milk Products Corp., 27 Eighth St., Passaic, N. J., "Snow White Shu-Milk" (03006); Wilbert Products Co., Inc., 805 East 139th St., New York, "Wilbert's No-Rub Shoe White" (03007); Pee-Chee Cleaner, Inc., 869 East 140th St., Cleveland, "Pee-Chee White Shoe Cleaner" (03008); Whittemore Bros. Corp., 68 Albany St., Cambridge, Mass., "Whittemore's Cadet White," "Whittemore's Cadet Shoe Soap," "Whittemore's Bostonian Shoe Soap," and "Whittemore's Bostonian White (liquid and paste)" (03009); James V. Lobell, John J. Lobell, William Hoehn and William Hoehn, Jr., trading as Cavalier Co., Key Highway, Jackson and West St., Baltimore, "Cavalier Domino Shoe White" (03010); and Carbona Products Co., 304 West 26th St., New York, "Carbona Shoe Whitener" (03011). (02999 to 03011)

United Vacuum Cleaner Stores, Inc., 1213 Prospect Ave., Cleveland, operating a number of retail stores in Ohio, stipulated that in the sale of rebuilt vacuum cleaners it will cease and desist from the use of (1) statements such as "new parts throughout" to describe vacuum cleaners in which any of the parts used in the rebuilding are not new; (2) the word "genuine" in connection with the word "Hoover" to imply that all of the replaced parts are of the same make as the corresponding parts utilized in the construction of similar models of vacuum cleaners manufactured by the Hoover Co.; (3) the phrase "Direct from Factory" or any statement of similar meaning which may create the belief that the machines sold by the respondent have been made or rebuilt from Hoover parts in the Hoover Co. factory or that United Vacuum Cleaner Stores, Inc., is a factory representative of the Hoover Co.; and (4) any purported price figure, with or without the picture of an indicated model of vacuum cleaner, to imply that such price is the price of the model pictured or otherwise referred to, unless the designated price actually is the price of the machine advertised. (3495)

Yoghurt Products, Inc., 108 Denny Way, Seattle, Wash., agrees to cease certain representations in the sale of a food product designated "Yoghurt Ferment Capsules" which is intended to be combined with milk to form "Bulgarian Milk." (03016)

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