

NAB Convention May 12-15 In St. Louis

The NAB convention this year will be held May 12-15 at the New Jefferson Hotel in St. Louis.

This centrally located spot, within easy access of every broadcaster in the country, was finally selected this week by a committee consisting of Howard Lane, KFBK; Clifford Chafey, WEEU, and Frank M. Russell, NBC. This committee was appointed and authorized to make a final decision by the Board of Directors at its last meeting. The Board had carefully considered every proposal advanced by members and others.

The date of the convention was advanced this year in answer to the sentiment expressed by a great many members that it should not conflict with vacation season or the start of the broadcast year.

The New Jefferson Hotel was found to be ideally equipped to handle the convention and arrangements had been made with Carl Roessler, General Manager, to provide every convenience to the delegates and their guests.

The St. Louis broadcasters presented a united front in supporting St. Louis' invitation, and they have pledged their whole-hearted cooperation in their capacity as hosts. Every sign indicates that this 1941 convention, centrally located as it will be, will mark a high point in attendance.

In subsequent issues of the NAB REPORTS, complete details of the plans of the convention will be given.

Meantime put those dates, May 12 to 15, on your calendar. They are going to be red letter days for the radio broadcasting industry.

THE WEEK IN WASHINGTON

The BMI Board will hold its regular January meeting in New York next Tuesday, January 21. BMI last week had the top three tunes of the ten best sellers on coin machines. (p. 46)

Twenty-seven stations were represented at the District 6 meeting January 13 in Nashville. Five more District meetings were scheduled for January. The Research Committee met January 10 in New York. (p. 47)

Future policy to govern the present Bureau of Radio Advertising was discussed at length by the Sales Managers Steering Committee meeting January 10 in New York. A standard contract form, sent out last week, can be modi-

fied when a contract is made between a station and a local advertiser direct. (p. 48)

To speed the recruiting of students for intensive training schools and engineering colleges, the United States Department of Education is urging vocational-educational officials to assemble data on labor needs and the school's plan to meet those needs. Station WMBD, Peoria, claims the single stations remote record. (p. 48)

Several new bills affecting the broadcasting industry were introduced this week in Congress, and the state legislatures. (p. 48)

James Lawrence Fly, FCC Chairman, said at a press conference he knew of no reason "for a substantial delay" in FCC action on the "monopoly" report. (p. 49)



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BMI Developments

BMI BOARD MEETS

The BMI Board will hold its regular monthly meeting next Tuesday, January 21, in New York City. Developments in the music situation since the last meeting will be discussed.

BMI FEATURE TUNES

January 20-27

1. HIGH ON A WINDY HILL
2. YOU WALK BY
3. HERE'S MY HEART
4. BUGLE WOOGIE
5. IT ALL COMES BACK TO ME NOW
6. MAY I NEVER LOVE AGAIN
7. I CAN'T REMEMBER TO FORGET
8. WISE OLD OWL
9. ACCIDENT'LY ON PURPOSE
10. KEEP AN EYE ON YOUR HEART
11. BECAUSE OF YOU
12. ALL I DESIRE
13. WALKIN' BY THE RIVER
14. LET'S DREAM THIS ONE OUT
15. LITTLE SLEEPYHEAD
16. ANYWHERE
17. BREAKFAST FOR TWO
18. I LOOK AT YOU

For the first time in its short and eventful life, BMI had the three top tunes of the ten best sellers on coin machines. They were identical with the three tops of the Lucky Strike Hit Parade—a number one, *Frensi*, number two, *There I Go*, and number three, *I Give You My Word*. In addition, *I Hear A Rhapsody* romped home as number eight and *So You're The One* is listed as number four on "Disks Gaining Favor." *Frensi* and *There I Go* in the order named also lead the list of the fifteen best sheet music sellers, while *I Hear A Rhapsody*, *I Give You My*

Word and *So You're The One* were among those present for the week ending January 14th. By the way, that week was a record breaker in BMI sheet music sales which exceeded 127,000, more than double the total for the previous week. *There I Go* is leading and has rolled up about 130,000 to date.

KASSEL RESENTS ASCAP TACTICS

Art Kassel, well-known orchestra leader and composer has submitted his resignation to ASCAP (American Society of Composers, Authors and Publishers) with a request for an unconditional release and ASCAP has refused. Gene Buck, president of ASCAP, in a reply dated December 18, 1940, wrote, "In the twenty-six years of our history, we have never accepted a resignation from any of our members, and if we complied with this request, we would be creating a precedent."

Mr. Kassel, who is the composer of "Doodle-Doo-Doo," "Hell's Bells," and "Around The Corner," and has been a member of ASCAP since 1925, declared:

"I resent the fact that ASCAP is trying to spread the feeling that the band leaders are doing bad work. They ought not to try to tear down our business because they have made a wreck of their own."

"The demands which ASCAP made on broadcasters were equivalent to a declaration of war. If they were going to do that sort of thing, they ought to have consulted the members and the rest of the music industry. I am in one of the lower classifications in ASCAP, but I wasn't calling for larger payments from radio stations to the Society."

Radio has been the great opportunity for dance bands. It has given them a chance to be heard all over the country. There is no doubt but what radio has made me. If it's a question between ASCAP and the radio, I will take radio for what it's done for me. I hope that all the bands which are now at the top will think of the matter in this light and will be willing to see that the other fellow gets his chance too.

"What I like about the situation is that we now all have the same chance. I used to get a song a week after it was recorded. The ASCAP houses gave preference to a few bands."

Asked whether he had any difficulty in making up satisfactory programs without the use of ASCAP music, Mr. Kassel said:

"None at all. I find that the music which is available outside of ASCAP is perfectly adequate, and I resent some of the publicity which has been issued by ASCAP on that matter. Mr. Buck has been quoted as saying that the chains may as well tell the boys to throw away their instruments. When he says that he is telling the public that we are not going to be any good. Well, we are not in a position to quit, and we don't need to anyway. Keep listening. That is my plea to the public—keep listening."

"It seems to me that the great trouble with ASCAP is that they have taken their slogan 'Justice for Genius' too literally. We may be dead before people know whether any particular writer is a genius. They've kidded themselves all the way through. Justice for work is something different, and that's what we want. Most successful songwriters are good craftsmen. They write to suit situations. They can turn out good stuff on order. ASCAP has some good music. I wish that all music was available, ASCAP as well as the rest, but ASCAP ought not to be in a position to dictate as they have in the past. They ought to get down to earth and represent the musical workmen, the little fellows as well as the man with the big name, and forget the genius stuff."

THEY LIKE OLD TUNES

Among the many comments reaching the BMI offices on the new music in the air, a surprising number express

preference for the old tunes, both for the classics and those associated with American tradition. Some excerpts from letters and editorials follow:

"The new order of things has developed, too, an amazing ingenuity in arrangement. Almost daily over some station or other the 'Three Blind Mice' in novel rhythmic attire scamper away from the farmer's wife; Daisy is entreated in new tempo to ride a bicycle for two, and even other songs of the seventies, eighties and nineties appear in streamlined costumes a la mode. Thus the air is full of never-ending delights and surprises. No one knows when he will meet Dr. Foster going to Gloucester, not in a shower of rain, but in a shining new car.

"Apart from all this, there is solid wholesomeness in the revival of those appealing and mellow songs and instrumental selections that have proved their right to live. Serenely they have held their places in human hearts because they are of immortal stuff, because of their laughter, because of their tears, because they are of the texture of life.

"The younger generation, always in a vast hurry for something new, had not been hearing enough of this music. Strangely, they like it, because to them, it's new. Soon they will like it because they will come to realize that it is not merely music of today, but of all times."

RICHMOND TIMES-DISPATCH, 1.11.41.

"As one of the vast radio audience in the United States, I welcome the break with ASCAP. Now one can hear the music of the old masters without the interminable 'jazz,' 'swing,' or what have you."

MURRAY C. BOYER.

"I have just listened to an half hour of old favorites and I enjoyed the change."

GRETCHEN STANLEY.

"Contrary to the general expectation, we persons beyond the thirties have enjoyed very much again hearing some of the fine older tunes, with their soft melodies and their meaningful lyrics and the expertness of the new arrangements."

MARION P. CRAWSHAW.

"I have talked with many average radio listeners (and I am in that category today) and almost without exception they express themselves as 'liking the music they get now.'"

GEORGE SHACKLEY.

"I want to say a word in regard to the music that we have had since the first of the year, and how much more soothing it is on the nerves than so much of that fiery discord that has been played so often."

GEORGE B. SMITH.

"Gratification was expressed the other night when Fred Waring's glee club offered 'Just A Song At Twilight.' 'They had been neglecting those good old melodies,' said one Amarillo listener. 'I got a real thrill out of Waring's program that night.'"

WES IZZARD, *Amarillo News*.

BMI ADDS 246 ORIGINALS

By constantly adding to its reservoir of popular tunes, Broadcast Music, Inc., has made available for radio use more than 227 original popular songs since Christmas. Of the new numbers, forty-two were published by BMI under its own imprint and the others are being cleared by other publishers through BMI. M. M. Cole has made available 102 new cowboy tunes and romantic ballads; E. B. Marks 43 popular tunes and twelve originals are from the subsidiaries of Southern Music.

In addition BMI has acquired the performing rights of the music published by Republic Music Corp. The transaction calls for the immediate transference of some 20 numbers, many of which are identified with Sammy Kaye, and for the publication of not less than 2 composi-

tions each month for three years. BMI has also acquired ten numbers and rights to future selections controlled by the Mutual Music Society, Inc., publisher of Glenn Miller's originals.

NAB

DISTRICT 6 MEETING

Twenty-seven stations were represented at the District 6 meeting Monday, January 13, in Nashville. Although the music situation was the primary subject of discussion, numerous other industry problems were talked over. Edwin W. Craig, WSM, district director, presided. Ed Kirby represented the NAB and Carl Haverlin, BMI. Those registered:

Fred Bugg, WDEF; J. T. Ward, WLAC; Jack M. Draughon, WSIX; Louis R. Draughon, WSIX; S. A. Cisler, WGRC; Charles Lee Harris, WGRC; Fred Ohl, KWKH-KTBS; F. C. Sowell, WLAC; Hugh O. Potter, WOMI; Earlee Winger, WODD; Henry Dupre, WWL; E. A. Alburty, WHBO; Bill Reeves, WHUB; M. L. Medley, WHUB; G. E. Zimmerman, KARK; Hugh M. Smith, WAML; W. H. Summerville, WWL; Rayburn R. Rose, WLB; Joe Van Sandt, WMSD; Jimmie Barry, KFPW; J. R. Pepper, WJPR; F. A. Cavey, WWL; Jess Swicegood, WKPT; L. M. Sepaugh, WSLI; Henry Frick, WJHL; J. C. Limer, KMLB; Hoyt B. Wooten, WREC; Thomas J. Severin, WSGN; M. E. Butterfield, WJHL; Carl Haverlin, BMI; S. E. Adcock, WKOL; Ed Kirby, NAB; "Cy" Langlois, LANG-WORTH; Bob McRaney, WCBI; J. C. Limer, Jr., KMLB; John Cleghorn, WMC; Carter Parham, WODD; H. W. Slavick, WMC; Mr. M. E. Butterfull, WJHL; Edwin W. Craig, WSM; Harry Stone, WSM; James C. Hanrahan, WMP.

DISTRICT MEETINGS SCHEDULED

Following is a list of District meetings now scheduled:

District 16 (Southern California, Arizona, New Mexico), Friday, January 17, Ambassador Hotel, Los Angeles, California.

District 15 (Nevada, Northern California, Hawaii), Saturday, January 18, St. Francis Hotel, San Francisco, California.

District 17 (Washington, Oregon, Alaska), Wednesday, January 22, Heathman Hotel, Portland, Oregon.

District 10 (Iowa, Missouri, Nebraska), Saturday, January 25, Fontenelle Hotel, Omaha, Nebraska.

District 14 (Colorado, Utah, Idaho, Montana, Wyoming), Monday, January 27, Albany Hotel, Denver, Colorado.

RESEARCH COMMITTEE

The Research Committee meeting January 10 was held at the Ritz Tower in New York City. Those in attendance were: William J. Scripps, Chairman, WWJ; H. M. Beville, Jr., NBC; Arthur B. Church, KMBC; James D. Shouse, WLW-WSAI; Frank N. Stanton, CBS; Theodore C. Streibert, WOR-MBS; J. W. Woodruff, Jr., WRBL. Guests: Messrs. Allen and Walker of MBS; Paul F. Peter, ex officio. Absent: Lee B. Wailes, KYW.

The Committee heard a progress report on the broadcast advertising unit measurement and on the publication of the Urban Survey which is to be released shortly. The Committee met at luncheon with the Sales Managers' Committee and with representatives of the ANA Cooperative Analysis of Broadcasting, Paul West, President of ANA, Frederic Gamble, Executive Secretary of the AAAA, Wells Wilbar of the General Mills Company, and A. W.

Lehman, Manager, Cooperative Analysis of Broadcasting. Following the luncheon, Mr. Lehman presented and discussed with the Research Committee the research method employed by the CAB.

This presentation of research methods is the second in a series heard by the Research Committee incident to the preparation of a Research Manual on Audience Measurement for station use.

1941 DUES CLASSIFICATION

Enclosed with the regular monthly statement sent to all NAB members on January 1 was a 1941 dues classification blank.

Under the By-Laws, each NAB member is required to file this statement annually with the Secretary-Treasurer indicating the amount of dues to be paid for the ensuing year.

It will be greatly appreciated if this statement is executed and filed with NAB Headquarters as soon as possible.

Sales

SALES STEERING COMMITTEE

The Sales Managers Steering Committee which is in reality the executive committee of the Sales Managers group, met at the Ritz Tower, New York, on Friday, January 10.

In addition to Chairman E. Y. Flannigan, WSPD, Toledo, Ohio, the following were present: Eugene Carr, WGAR, Cleveland, Ohio; Charles Caley, WMBD, Peoria, Illinois; and Ellis Atteberry, KCKN, Kansas City, Kansas. William Way, vice president and general manager of KVOO, Tulsa, Oklahoma, attended in place of Willard Egolf. Craig Lawrence, KRNT, Des Moines, Iowa, was prevented from being in attendance by reason of engagements in the midwest. Ed Kirby, Public Relations Director, and C. E. Arney, Jr., of the NAB staff, also attended.

A complete discussion of the future policy to govern the present Bureau of Radio Advertising took place and an interesting announcement respecting this whole matter will shortly be made.

STANDARD CONTRACT FORM

We wish to clear up a misunderstanding which has come to our attention with reference to the application of the words "Less Agency Commission (15% of Net Station Time Charge):" appearing on the face of the NAB recommended station facilities contract (NAB REPORTS, January 10, 1941). When the contract is made between the station and a local advertiser direct,

it is presumed that the station will "X" out such words in accordance with the usual practice of paying such commission only to recognized agencies. The form is designed to be used in dealing either with agencies or local advertisers, and thus obviate the necessity of printing two forms when one can serve both purposes.

Promotion

DEFENSE VOCATIONAL TRAINING

In order to speed the recruiting of students for intensive training courses in vocational schools and engineering colleges listed on pages 4880-4883 inclusive, of NAB REPORTS, December 13, United States Department of Education is urging vocational education officials to (1) assemble data on present and anticipated labor needs in their region and (2) the schools' plans to supply those needs.

As soon as the data becomes available scientific direction for training can be released in each individual community. At the completion of new plants or additions to present plants, graduates will have jobs, vital to national defense, waiting for them. The vocational education defense training program will prepare new workers for defense jobs and train those now employed for greater responsibilities.

LONG DISTANCE REMOTES

The long distances which broadcasting stations will extend lines in order to serve listeners has been brought out in recent issues of NAB REPORTS. WMBD, Peoria, through C. Russell Ehresman, merchandising and promotion, herewith says his station tops the last published, single station, remote long distance record. Claim is based on pick ups from the Pacific coast.

Here is the whole story as related by Mr. Ehresman:

"For the past three years, WMBD has broadcast all of the Bradley Tech basketball games regardless of where they were played. The team's travel has taken it from the east to west coast.

"This year, as in the past three years, we broadcast direct from the University of California, at Los Angeles, on December 31, 1940, and were the only station in this area carrying the game. Then, on January 3, 1941, WMBD broadcast by direct wire from Berkeley the University of California-Bradley game. This also was an exclusive coverage.

"Each year for the past three years we have broadcast direct from Madison Square Garden the games Bradley Tech has played with leading eastern teams. This coming Wednesday evening, January 15, we will have a direct wire broadcast of the St. Francis-Bradley Tech game being played at the Madison Square Garden, New York City."

DEFENSE JOBS

The steady flood of skilled workers which broadcast stations are bringing to national defense jobs is one of the bright spots in the employment situation. But careful

checks in all sections of the country convince U. S. Civil Service officials that there are thousands of qualified workers who have not yet been reached. They constitute a vast untapped reservoir to be drawn upon by radio.

Months in the future men taking apprenticeship courses in Navy Yards will be added to the supply of mechanics. All 45,000 U. S. Post Offices are currently displaying two colored posters which set forth the urgent need for skilled workers.

PROMOTION FOR CHILDREN

Not generally known until Major Edney Ridge of WBIG mailed a copy, is the fact that the story of radio was brought to vast numbers of school children throughout the land in "My Weekly Reader" for the week of November 25-29, 1940. "My Weekly Reader," widely syndicated, is highly regarded by educators and children alike. In simple language it told the whole story of radio. Here it is:

"RADIO HAS A BIRTHDAY

"The radio is 20 years old. It is having a big birthday party from November 11 to 30.

"Many people are helping with the birthday party.

"They are singing over the radio. They are telling how radio has grown in 20 years.

"Not many people had radios then. Not many people knew about radios. Today people everywhere have radios. There are radios in many schools.

"The radio brings news to people. It brings music, talks, and plays. The radio helps many people. It helps in many ways.

"The radio helps people in cities. It helps people in the country. It helps people in other countries.

"The radio helps policemen. It helps men working in forests. The radio helps airplane pilots. It helps people on big ships. It helps people everywhere. How does the radio help these people?

"Every year, the work of the radio grows and grows.

"Today some people have radios with television.

"Television is somewhat like moving pictures.

"People look into the radio. They see the people who sing and talk over the radio.

"Some people get radio newspapers. Their radios put news on paper."

With three pictures the story occupied the entire second page of the little newspaper. On the back page were eight questions which tested the children's understanding of the radio birthday story.

NEW MEXICO LEGISLATION

A. R. Hebenstreit, KGGM, Albuquerque, has accepted an appointment as legislative contact man at the New Mexico capital. (NAB REPORTS, p. 32.)

FEDERAL LEGISLATION

(New Bills)

HOUSE

H. R. 2074 (BLAND, D., VA.) COMMUNICATIONS ACT—To amend section 353 (b) of the Communications Act of 1934, as amended. Referred to Committee on Merchant Marine and Fisheries.

HOUSE RESOLUTION

H. Res. 51 (WIGGLESWORTH, R., MASS.) COMMUNICATIONS—Authorizing an investigation of the Federal Communications Commission. Referred to Committee on Rules.

STATE LEGISLATION

COLORADO:

S. 210 (VELTRI) RADIO INTERFERENCE CONTROL—To prohibit the maintenance, use, or operation of any devices which create electrical interference with radio reception. Referred to Committee on State Affairs and Public Lands.

S. 211 (VELTRI) RADIO INTERFERENCE CONTROL—To prohibit the maintenance, use, or operation of any devices which create electrical interference with radio reception. Referred to Committee on State Affairs and Public Lands.

S. 231 (CROWLEY) COPYRIGHTS—To aid in effectuating the Federal Copyright Laws by removing certain monopolistic abuses and activities practiced under guise of copyrights by price fixing combinations, monopolies and pools. Referred to Committee on State Affairs and Public Lands.

MASSACHUSETTS:

S. 126 (Pet. of McMAHON) RADIO—ADVERTISING—ALCOHOLIC BEVERAGES—To prevent the advertising of the manufacture or sale of alcoholic beverages by radio. Referred to Committee on Constitutional Law.

S. 193 (TWOMBLY) LIBEL AND SLANDER—Relative to actions for libel and slander. Referred to Committee on Constitutional Law.

NEW YORK:

A. 107 (Same as S. 122) (REOUX) EMPLOYMENT AGENCIES—Clarifies provisions relative to return of fees by employment agencies. Referred to Committee on Judiciary.

S. 122 (Same as A. 107) (FEINBERG) EMPLOYMENT AGENCIES—Clarifies provisions relative to return of fees by employment agencies. Referred to Committee on General Laws.

FEDERAL COMMUNICATIONS COMMISSION

FLY DISCUSSES MONOPOLY REPORT

Asked at a press conference early this week about the status of the FCC's monopoly report, James Lawrence Fly, Chairman, said that it is under study by the Commission with a view to early action.

Mr. Fly told the newsmen that he had informed the House Appropriations Committee "that it may come out next month." However, the Chairman stated that that was merely a general observation "particularly since the Commission has a pretty heavy schedule." Asked if that meant the monopoly report might be made in February, the Chairman said "it might be in January." He said he knows of no reason "for a substantial delay."

Mr. Fly in further discussion of the monopoly report said that the Commission could do any one of three things: (1) It could adopt the Committee report, (2) write an addition to it, or (3) write an entirely new report.

Chairman Fly told the reporters that the members of the Commission are planning to witness demonstrations of new television developments in the New York area on January 24 and 25. He said he hoped that they would not have to go to Schenectady, and had requested that the trip be consolidated as much as possible.

Discussing the progress of FM authorizations, the Chairman said that there had been expeditious grants and a sizeable application list.

NEW ASSISTANT TO CHAIRMAN

The FCC announced the appointment of Robert G. Seaks of Harrisburg, Pa., as Assistant to the Chairman, James Lawrence Fly.

From 1934 until the present time Mr. Seaks was a member of the legal staff of the Tennessee Valley Authority, except for a period in 1936 and 1937 when he did graduate work at Yale Law School.

Mr. Seaks was graduated from Gettysburg College in 1931, after being elected to Phi Beta Kappa. Three years later he was first man in the graduating class at Duke Law School. He was admitted to the bar in Tennessee.

Mr. Seaks assumes his new duties today, filling the vacancy caused by appointment of Nathan H. David to the Commission's legal staff.

FILING INFORMATION AT FCC

The FCC on January 14 amended its Rules governing the filing of information, contracts, periodic reports, etc., as follows, effective immediately:

Amended Sections 43.51 and 43.52 by adding thereto the following:

"Upon compliance with the requirements of this section by one party to any such contract, agreement, or arrangement, the filing of a statement in writing duly sworn to by the other party or parties thereto identifying such contract, agreement, or arrangement, and adopting the filing thereof, shall be regarded as compliance with the requirements of this section by such other party or parties."

FCC RULE AMENDED

FCC on January 7 amended its Rules of Practice and Procedure, Part I, as follows, effective immediately:

Amended Section 1.356 to read as follows:

"Sec. 1.356. *Forfeiture of construction permits; extensions of time.*—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Any application¹ for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension."

ENGINEERING CONFERENCE

A radio engineering conference convened here in executive session January 14 to harmonize the action of the radio administrations of Canada, Cuba, Dominican Republic, Haiti, Mexico and the United States so that the assignment of frequencies to broadcasting stations in the

standard broadcast band will conform with the provisions of the North American Regional Broadcasting agreement signed at Havana on December 13, 1937. The provisions of this convention will become effective on March 29.

The following representatives attended the conference:

Canada—Mr. Donald Manson; Mr. J. W. Bain, Department of Transport; Mr. K. A. Mackinnon; Mr. W. G. Richardson, Canadian Broadcasting Corporation; Mr. Ronald Macdonnell, Canadian Legation, Washington.

Cuba—Mr. Francisco Suarez Lopetequi; Guillermo Morales; Alfonso Hernandez Cata; Armando Mencía, Director, Inter-American Radio Office.

Dominican Republic—The Honorable Andrés Pastoriza, Minister of the Dominican Republic.

Haiti—The Honorable Elie Lescot, Minister of Haiti.

Mexico—Mr. Juan C. Buchanan; Mr. Salvador Tayabas.

United States—Department of State: Mr. Thomas Burke, Chief, Division of International Communications; Mr. Francis Colt de Wolf, Division of International Communications; Mr. Harvey B. Otterman, Division of International Communications; Mr. Edward Wailes, Division of European Affairs; Mr. Philip Bonsal, Acting Chief, Division of the American Republics; Mr. Guillermo Suro, Acting Chief, Central Translating Office. *Federal Communications Commission:* Commander T. A. M. Craven, Commissioner; Mr. E. K. Jett, Chief Engineer; Mr. Andrew D. Ring, Assistant Chief Engineer; Mr. Gerald C. Gross, Chief, International Division; Mr. Joseph L. Rauh, Jr., Assistant General Counsel.

FROM THE FCC MAIL BAG

Christmas has passed, but a Louisiana woman feels that many children of the nation are disillusioned about "Santa Claus" as a result of remarks made from time to time on the radio, and solicits the aid of the FCC in this connection. But the Commission is limited by statute from exercising power of censorship over radio programs. Inasmuch as station licensees have the initial responsibility for the selection of program material and are interested in the reaction of listeners to presentations, it is suggested that the woman convey her comments to the management of the network which carried the references to which she objects.

Because it has no authority to require broadcast stations to produce specific programs, the Commission has referred to an appropriate medium a suggestion and desire on the part of a university official to help develop programs to aid the national defense.

A New Yorker is advised that neither the Communications Act nor Commission rules and regulations specifically prohibit a radio announcer from repeating a story which appeared in a newspaper. However, a copyright question may be involved.

A Washington correspondent inquires about reported limitations upon facsimile broadcasting of typewritten matter. He is informed that facsimile broadcasting is provided for under Commission regulations and that there is no limitation of the type mentioned. It is possible that he may have in mind facsimile transmissions by point-to-point stations which might involve questions of a communications character.

A law journal, which asks about Commission "pre-trial" procedure, is informed:

In its regulation of communications by wire and radio under the Communications Act of 1934, as amended, the Commission has no regularly established "pre-trial procedure" which is directed toward determining whether sufficient grounds exist for filing a complaint against either the witnesses themselves or those with whom they are connected, nor do its rules provide for such procedure. The hearings held by the Commission in connection with its execution and enforcement of the Act are either informal or formal as provided for in its rules.

The Commission does apply pre-trial processes in the varying situations with which it has to deal. As an example, in a recent case information came into the possession of the Commission which, if founded on fact, would have properly

¹ FCC Form No. 701.

required a proceeding for revocation of a broadcast station license. The Commission invited the witnesses as well as representatives of the station involved to appear informally for a conference with representatives of its Law Department. The statements of the witnesses were summarized and reduced to writing and later signed by them. Counsel were present representing one group of witnesses and counsel representing the station was invited to participate. In this instance no question arose of incriminatory testimony.

The general conduct of hearings held by the Commission in connection with its regulatory and licensing functions under the Act is set forth in Sections 1.231 et seq. of its Rules of Practice and Procedure. Under certain conditions, relevant portions of affidavits or other recorded testimony derived from such preliminary conferences or preliminary hearings may be introduced in subsequent proceedings. Witnesses are furnished with copies of their testimony or statements. The Commission has never been engaged in litigation in which any issues arose by reason of any such preliminary procedures.

MORE "FM" GRANTS

Three additional FM (frequency modulation) broadcast station authorizations were announced January 15 by the FCC, two for Chicago and one for Pittsburgh. This makes about 30 such stations approved by the Commission to date for full commercial program service.

The Columbia Broadcasting System, Inc., has received a construction permit for a new high frequency station to serve the four and one-half million residents of the 10,800-square-mile Chicago area on 46,700 kilocycles from a transmitter to be located at 1 North LaSalle Street, that city.

WJJD, Inc., Chicago, obtained a like permit to construct a transmitter at 75 East Wacker Drive, the same city, to render similar coverage on 44,700 kilocycles.

The third grant is to Westinghouse Radio Stations, Inc., Pittsburgh, to operate on 47,500 kilocycles in serving a local area of 8,400 square miles with 2,100,000 population. The proposed transmitter site is approximately eight miles northeast of the center of Pittsburgh.

At the same time the Commission, in response to several applications and a number of inquiries regarding radio links to transmit programs from the studio to the transmitter of high frequency broadcast stations, paved the way for such short-distance relay service for either FM or AM (amplitude modulation) on frequencies above 330,000 kilocycles. Appropriate rules specifying frequency allocation will be drafted to establish this service on an experimental basis. No applications will be considered until such rules are adopted. These link stations will be required to utilize highly directive antennas for the one-direction transmission so as to enable many stations throughout the nation to use the same frequency.

FM STATION LIST

The FCC has made public the following complete list of FM stations as of January 1:

Licensee and Location	Call Letters	Frequency (kc)	Service Area (Square Miles)
Bamberger Broadcasting Service, Inc. Newark, New Jersey T-New York, New York	W 71 NY	47,100	8,500 (C.P. only)
Baton Rouge Broadcasting Co., Inc. Baton Rouge, Louisiana	W 45 RG	44,500	8,100 (C.P. only)
Capitol Broadcasting Company, Inc. Schenectady, New York T-New Scotland, New York	W 47 A	44,700	6,589 (C.P. only)

Licensee and Location	Call Letters	Frequency (kc)	Service Area (Square Miles)
Evansville On the Air, Inc. Evansville, Indiana	W 45 V	44,500	8,397 (C.P. only)
The Evening News Association Detroit, Michigan	W 45 D	44,500	6,820 (C.P. only)
William G. H. Finch New York, New York	W 55 NY	45,500	8,500 (C.P. only)
Frequency Broadcasting Corporation Brooklyn, New York	W 59 NY	45,900	8,500 (C.P. only)
General Electric Company Schenectady, New York T-New Scotland, New York	W 57 A	45,700	6,600 (C.P. only)
Howitt-Wood Radio Co., Inc. Binghamton, New York	W 49 BN	44,900	6,500 (C.P. only)
The Journal Company (The Milwaukee Journal) Milwaukee, Wisconsin T-Hubertus, Town of Richfield, Wisc.	W 55 M	45,500	8,540 (C.P. only)
Don Lee Broadcasting System Los Angeles, California	K 45 LA	44,500	6,944 (C.P. only)
Marcus Loew Booking Agency New York, New York T-Cliffside Park, New Jersey	W 63 NY	46,300	8,500 (C.P. only)
Metropolitan Television, Inc. New York, New York	W 75 NY	47,500	8,500 (C.P. only)
National Broadcasting Company, Inc. New York, New York	W 51 NY	45,100	8,500 (C.P. only)
National Broadcasting Company, Inc. Chicago, Illinois	W 63 C	46,300	10,800 (C.P. only)
The National Life and Accident Insurance Company Nashville, Tennessee T-North of Franklin, Tenn.	W 47 NV	44,700	16,000 (C.P. only)
Radio Service Corporation of Utah Salt Lake City, Utah	K 47 SL	44,700	623 (C.P. only)
The Travelers Brdcstg. Service Corp. Hartford, Connecticut	W 53 H	45,300	6,100 (C.P. only)
Walker & Downing Radio Corporation Pittsburgh, Pennsylvania	W 47 P	44,700	8,400 (C.P. only)
WBNS, Incorporated Columbus, Ohio	W 45 CM	44,500	12,400 (C.P. only)
WCAU Broadcasting Company Philadelphia, Pennsylvania	W 67 PH	46,700	9,300 (C.P. only)
WDRC, Incorporated Hartford, Connecticut T-Meriden, Connecticut	W 65 H	46,500	6,100 (C.P. only)
WGN, Inc. Chicago, Illinois	W 59 C	45,900	10,800 (C.P. only)
The Yankee Network, Inc. Boston, Massachusetts T-Mt. Wash., Sargents Purchase, N. H.	W 39 B	43,900	31,000 (C.P. only)
Zenith Radio Corporation Chicago, Illinois	W 51 C	45,100	10,760 (C.P. only)

FCC FORM 324 APPROVED

The FCC has approved FCC Form 324 to be used by the licensees of standard broadcast stations and others in reporting their financial affairs for the year 1940 under the provisions of Section 1.361.

FEDERAL COMMUNICATIONS COMMISSION DOCKET

Following hearing is scheduled before the Commission in a broadcast case for the week beginning Monday, January 20. It is subject to change.

Wednesday, January 22

WMBD—WMBD Broadcasting Co., Assignor, Peoria, Ill.—Voluntary assignment of license of WMBD and portable-mobile stations WAIN, WEKH, WPEO, and WEKI to Peoria Broadcasting Co. (a Delaware corporation), Assignee. Operating on: WMBD—1410 kc., 1 KW night, 5 KW day, unlimited. WAIN—1622, 2058, 2150, 2790 kc., emission A-3, 25 watts night, 25 watts day; Sec. 4.24. WEKH—1622, 2058, 2150, 2790 kc., emission A-3, 50 watts night, 50 watts day; Sec. 4.24. WPEO—33380, 35020, 37620, 39820 kc., emission A-3, 1 watt night, 1 watt day; Sec. 4.24. WEKI—33380, 35020, 37620, 39820 kc., emission A-3, 10 watts night, 10 watts day; Sec. 4.24.

FUTURE HEARINGS

During the past week the Commission has announced the following future broadcast hearing. It is subject to change.

February 25

WCNC—Aubrey G. McCabe and Trim W. Aydtlett, d/b as Albemarle Broadcasting Company, Assignor, and Albemarle Broadcasting Co., Assignee, Elizabeth City, N. C.—Voluntary assignment of license, 1370 kc., 250 watts, unlimited.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

KGKO—KGKO Broadcasting Co., Fort Worth, Tex.—Granted construction permit to make changes in directional antenna and increase night power from 1 to 5 KW; 570 kc., 5 KW day (B3-P-2571).

WIBC—Indiana Broadcasting Corp., Indianapolis, Ind.—Granted modification of construction permit (B4-P-2886) to move transmitter site from 59th Street and Hollingsworth Road, near New Augusta, Ind., to across Hollingsworth Road from present site; install new transmitter; make changes in directional antenna; and increase day power from 1 to 5 KW; 1050 kc., non-directional, subject to approval of antenna system (B4-MP-1100).

WBIR—J. W. Birdwell, Knoxville, Tenn.—Granted modification of construction permit for approval of transmitter and studio site 1.6 miles west of business district of Knoxville; approval of antenna and increase night power from 100 to 250 watts; 1210 kc., 250 watts day, unlimited time (B3-MP-1084).

KTRH—KTRH Broadcasting Co., Houston, Tex.—Granted construction permit to install directional antenna for night use and increase night power from 1 to 5 KW; 1290 kc., 5 KW day, unlimited time (B3-P-2788).

WSAV—Arthur Lucas (Transferor), The several shareholders of licensee (Transferee), WSAV, Inc. (Licensee), Savannah, Ga.—Granted relinquishment of control over WSAV, Inc., by Arthur Lucas, through the transfer by him of 32 of his 151 shares of common voting stock to E. E. Murray, Sr., for a cash consideration of \$3,200; station operates on 1310 kc., 250 watts, unlimited time (B3-TC-247).

WBKY—University of Kentucky, Beattyville, Ky.—Granted application for reinstatement of the construction permit for non-commercial educational broadcast station WBKY (construction was not completed within the time provided for in the permit, and the same automatically expired October 20, 1940), and change frequency from 41900 kc. to 42900 kc. to comply with Section 4.137, as revised; 100 watts day and night, unlimited; using amplitude modulation at present (B2-PED-17).

KGEI—General Electric Company, San Francisco, Calif.—Granted construction permit to make changes in antenna system and to move transmitter site from Treasure Island to near Belmont, Calif., of international broadcast station KGEI; frequencies 6190, 9530, 15330 kc., power 20 KW day and night, sharing time of operation with WGEA and WGEO on 6190 and 15330 kc. and with WGEO on 9530 kc. (B5-PIB-31).

NEW FM STATIONS GRANTED

WJJD, Inc., Chicago, Ill.—Granted construction permit for new FM broadcast station to operate on 44700 kc., with a coverage of 10,800 square miles, embracing 4,500,000 population (B4-PH-17).

Columbia Broadcasting System, Inc., Chicago, Ill.—Granted construction permit for new FM broadcast station to operate on 46700 kc., with a coverage of 10,800 square miles, embracing 4,500,000 population (B4-PH-57).

Westinghouse Radio Stations, Inc., Pittsburgh, Pa.—Granted construction permit for new FM broadcast station to operate on 47500 kc., with a coverage of 8,400 square miles, embracing 2,100,000 population.

DESIGNATED FOR HEARING

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Application for construction permit to make changes in transmitter; move transmitter site from Milhaven Road, Monroe, La., 4 miles north of center of city; change frequency from 1200 to 1410 kc.; increase power from 250 watts to 1 KW; and install directional antenna for night use (B3-P-2939).

KNÖE, Inc., Monroe, La.—Application for construction permit to erect a new station to operate on 1420 kc., 250 watts, unlimited time, exact transmitter site and type of antenna to be determined (B3-P-2887).

KTSM—Tri State Broadcasting Co., Inc., El Paso, Tex.—Application for modification of license to increase power from 500 watts to 1 KW; 1350 kc., unlimited time.

Edward E. Reeder, Seattle, Wash.—Application for construction permit for new broadcast station to operate on 1420 kc., 250 watts, unlimited time, exact transmitter site and type of antenna to be determined (B5-P-2936).

Western Massachusetts Broadcasting Co., Pittsfield, Mass.—Application for construction permit for new broadcast station to operate on 1500 kc., 100 watts, unlimited time (B1-P-2988).

MISCELLANEOUS

WSAI—The Crosley Corp., Cincinnati, Ohio.—Granted modification of construction permit authorizing move of transmitter, increase in power, etc., for extension of completion date to July 15/41 (B2-MP-1131).

KFXJ—Western Slope Broadcasting Co., Grand Junction, Colo.—Granted authority to determine operating power by direct measurement of antenna input (B5-Z-627).

WSLI—Standard Life Broadcasting Co., Jackson, Miss.—Granted authority to determine operating power by direct measurement of antenna input (B3-Z-569).

KGB—Don Lee Broadcasting System, San Diego, Calif.—Granted authority to determine operating power by direct measurement of antenna input (B5-Z-593).

KGKY—L. L. Hilliard, Ruth K. Hilliard, & R. M. Stewart, d/b as Hillard Company, Scottsbluff, Nebr.—Granted authority to determine operating power by direct measurement of antenna input (B4-Z-524).

KIUP—San Juan Broadcasting Co., Durango, Colo.—Granted authority to determine operating power by direct measurement of antenna input (B5-Z-523).

KGKO—The Southwest Broadcasting Co.—Granted authority to determine operating power by direct measurement of antenna input (B5-Z-620).

- WHIO—Miami Valley Broadcasting Corp., Dayton, Ohio.—Granted modification of construction permit which authorized changes in antenna and transmitting equipment, increase in power and move of transmitter, for change in type of transmitter, move of transmitter, and extension of commencement date from December 29, 1940 to 10 days after grant and extension of completion date from June 29, 1941 to 90 days after date of commencement (B2-MP-1116).
- WPAT—North Jersey Broadcasting Co., Inc., Paterson, N. J.—Granted modification of construction permit for approval of antenna, equipment changes, and approval of studio site and transmitter site; **900 kc.**, 1 KW, day (B1-MP-1109).
- Columbia Broadcasting System, Inc. (area of Los Angeles, Calif.), Portable-Mobile.—Granted construction permit for new relay broadcast station, frequencies **33380, 35020, 37620, 39820 kc.**, 100 watts, A3 emission (B5-PRE-377).
- Paducah Broadcasting Co., Inc. (area of Hopkinsville, Ky.), Mobile.—Granted construction permit for new relay broadcast station, frequencies **30820, 33740, 35820, 37980 kc.**, 15 watts, A3 emission (B2-PRE-376).
- WAUY—Evansville on the Air, Inc. (area of Evansville, Ind.), Portable-Mobile.—Granted license to cover construction permit which authorized construction of a new relay broadcast station, frequencies **30820, 33740, 35820, 37980 kc.**, power 2 watts, A3 emission (B4-LRE-333).
- KGBX—Springfield Broadcasting Co., Springfield, Mo.—Granted modification of construction permit which authorized installation of new transmitter, increase in power, and changes in directional antenna for night use, for changes in equipment; **1230 kc.**, 5 KW, unlimited (B4-MP-1137).
- WNBH—E. Anthony & Sons, Inc., New Bedford, Mass.—Granted license to cover construction permit authorizing installation of new transmitter and vertical antenna, increase in power, and move of transmitter; **1310 kc.**, 250 watts, unlimited (B1-L-1300).
- WCMJ—Ashland Broadcasting Co., Ashland, Ky.—Granted license to cover construction permit which authorized installation of new antenna and move of transmitter; **1310 kc.**, 250 watts, unlimited (B2-L-1306).
- WGRM—P. K. Ewing, Greenwood, Miss.—Granted license to cover construction permit which authorized installation of new transmitter; **1210 kc.**, 250 watts, unlimited (B3-L-1308).
- WEAF—National Broadcasting Co., Inc., New York, N. Y.—Granted construction permit to make changes in auxiliary transmitter and increase power from 30 to 50 KW; **650 kc.**, emergency use only (B1-P-3058). Also granted license to cover construction permit (B1-L-1305).
- KENO—Geo. Penn Foster, Maxwell Kelch, and Calvert Chas. Applegate, d/b as Nevada Broadcasting Co., Las Vegas, Nev.—Granted license to cover construction permit which authorized erection of a new broadcast station; **1370 kc.**, 250 watts, unlimited (B5-L-1281). Also granted authority to determine operating power by direct measurement of antenna power (B5-Z-577).
- WGAN—Portland Broadcasting System, Inc., Portland, Maine.—Granted license to cover construction permit which authorized installation of new transmitter, changes in directional antenna for night use, change of frequency and hours of operation, and increase in power, to use directional antenna day and night; **560 kc.**, 5 KW, unlimited (B1-L-1304). Also granted authority to determine operating power by direct measurement of antenna input (B1-Z-626).
- W2XCB—Columbia Broadcasting System, Inc. (area of New York City), Portable-Mobile.—Granted modification of construction permit which authorized new television relay station, for extension of completion date from January 7, 1941, to July 7, 1941 (B1-MPVB-30).
- KFXD—Frank E. Hurt, Nampa, Idaho.—Granted authority to determine operating power by direct measurement of antenna input (B5-Z-615).
- W2XWV—Allen B. DuMont Laboratories, Inc., New York City.—Granted modification of construction permit for new television broadcast station, to extend completion date from December 13, 1940, to February 13, 1941 (B1-MPVB-3).
- KSCJ—Perkins Bros. Co. (The Sioux City Journal), Sioux City, Iowa.—Granted modification of construction permit which authorized increase in power and installation of directional antenna for night use, for extension of completion date from January 28, 1941 to March 28, 1941 (B4-MP-1133).
- KDFN—Donald Lewis Hathaway, Caspar, Wyoming.—Granted license to cover construction permit which authorized increase in power to 1 KW and changes in equipment (B5-L-1303).
- WKAT—A. Frank Katzentine, Miami Beach, Fla.—Granted license to cover construction permit which authorized change of frequency, increase in power, and installation of new transmitter and antenna; **1330 kc.**, 1 KW, unlimited (B3-L-1265).
- KTMS—News-Press Publishing Co., Santa Barbara, Calif.—Granted license to cover construction permit which authorized changes in equipment and increase in power, using directional antenna day and night; **1220 kc.**, 1 KW, unlimited time, using directional antenna day and night (B5-L-1291).
- KRNT—Iowa Broadcasting Co., Des Moines, Iowa.—Granted modification of construction permit which authorized move of transmitter, installation of directional antenna for night use, installation of new transmitter and increase in power, for changes in equipment; **1320 kc.**, 5 KW, unlimited time, directional antenna night (B4-MP-1134).
- KFEL—Eugene P. O'Fallon, Inc., Denver, Colo.—Granted modification of construction permit which authorized installation of directional antenna for day and night use, new transmitter and increase in power, for move of transmitter; **920 kc.**, 5 KW, unlimited time, directional antenna day and night (B5-MP-1128).
- KROD—Dorrance D. Roderick, El Paso, Tex.—Granted modification of construction permit which authorized change in frequency from **1500 to 600 kc.**, increase in power from 250 watts to 500 watts night, 1 KW day, and installation of new transmitter, for authority to change type of transmitter and extend commencement and completion dates from January 26, 1941, and July 26, 1941, to 30 days after grant and 120 days thereafter, respectively (B3-MP-1135).
- WCZR—Zenith Radio Corp. (area of Chicago, Ill.), Portable-Mobile.—Granted license to cover construction permit for new relay broadcast station, frequencies **156750, 158400, 159300, 161100 kc.**, power 100 watts, special emission (B4-LRE-337).
- W1XPW—WDRC, Inc., Hartford, Conn.—Granted special temporary authority to operate a high frequency experimental broadcast station on **46500 kc.**, 1000 watts power, special emission, in order to rebroadcast high frequency broadcast station W1XOJ, with the transmitter located at Meriden, Conn., and described as Composite, Type FM1, maximum rated carrier power 1000 watts, for period January 8, 1941, to not later than March 1, 1941.
- WMBI—The Moody Bible Inst. of Chicago, Chicago, Ill.—Granted motion for continuance of hearing on application for modification of license to use hours now being used by WCBF when that station is assigned a different frequency, for a period of 30 days.
- WCAM—City of Camden, Camden, N. J.; WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.; WTNJ—WOAX, Inc., Trenton, N. J.—Granted motion for continuance of hearing on applications for renewal of licenses of WCAM, WCAP and WTNJ, now scheduled for January 29 to March 10. The Commission on its own motion consolidated the hearing on the above renewal applications with applications of Trent Broadcast Corp. for a new station and application of WTNJ for construction permit to change frequency to **1230 kc.**, and increase time of operation.
- Mack Radio Sales Company—Dismissed without prejudice petition to intervene in the hearing on applications for renewal of license of WCAM, WCAP and WTNJ.
- Fred Jones Broadcasting Co., Tulsa, Okla.—Granted petition for leave to amend application for new station with regard to directional antenna; **690 kc.**, 50 KW, unlimited time.
- Paducah Broadcasting Co., Inc., Clarksville, Tenn.—Granted motion for order to take depositions in re application for new station to operate on **1370 kc.**, 250 watts, unlimited time.
- South Jersey Broadcasting Co., Vineland, N. J.—Dismissed without prejudice petition to intervene in the hearing on application of WTEL, Philadelphia, Pa., for construction permit to change frequency from **1310 to 1500 kc.**, increase power from 100 to 250 watts, and hours of operation to unlimited.
- WSAY—Brown Radio Service & Laboratory, Rochester, N. Y.; Edward J. Doyle, Rochester, N. Y.—Granted motion for continuance of hearing on application of WSAY only, from January 27 to a date not before February 27, 1941, in re application to change frequency from **1210 to 1340 kc.**, increase power from 250 watts to 1 KW, unlimited time, DA.

William H. Amesbury, Minneapolis, Minn.—Granted motion for continuance of hearing and for Waiver of Rule 1.254, now scheduled for January 17 for a period of 30 days, on application for new station to operate on **630 kc.**, 1 KW, unlimited time; DA night and day.

KVAN—Vancouver Radio Corp., Vancouver, Wash.—Granted special temporary authority to operate simultaneously with KLX from 7:45 to 9:45 p. m., PST, January 11 and 24, in order to broadcast basketball games of the local High School Conference only; and from 7 to 9 p. m., PST, January 22, in order to broadcast Annual Award to the Senior and Junior First Citizens of the city of Vancouver.

WMRO—Martin R. O'Brien, Aurora, Ill.—Granted special temporary authority to operate from local sunset (January 4:45 p. m., CST) to 11 p. m., CST, on January 17, 18, 21, 24 and 31, in order to broadcast basketball games only.

KAXZ—United Air Lines Transport Corp., c/o Aeronautical Radio Inc., Washington, D. C.—Granted special temporary authority to operate already licensed aircraft radio transmitter aboard plane owned by United Air Lines Transport Corp., call letters, KHAZT, as a relay broadcast station, on frequency **2790 kc.**, to relay from plane to station KGO broadcast program in connection with dedication of new airlines consolidated terminal in New York City from 4 to 8 p. m., PST, on January 8, to the NBC Blue Network.

W2XWV—Allen B. DuMont Labs., Inc., New York City.—Granted extension of special temporary authority to operate a 50-watt television transmitter on **60000-86000 kc.** at 515 Madison Ave., N. Y., for the period January 9 to February 7, in order to conduct field tests.

KOA—National Broadcasting Co., Inc., Denver, Colo.—Granted special temporary authority to rebroadcast an interview of a U. S. Army pilot by an NBC announcer from 1:30 to 2 p. m., MST, on January 11, 1941 as a part of the "March of Dimes" special feature program transmitted from the airplane to be over an Army transmitter to be received by a special NBC receiving station located on top of a building at 1625 California St., Denver, Colo.

Harold R. Deal, Tide Water Asso. Oil Co., San Francisco, Calif.—Affirmed action taken by Commissioner Case on January 6, denying application of KWWJ Broadcast Co., Inc., Portland, Ore., for special temporary authority to operate night hours on **1040 kc.**, for basketball games on certain dates in January.

WPER—Tropical Broadcasting Co., DeLand, Fla.—Granted modification of construction permit which authorized a new broadcast station, for approval of antenna, install new transmitter and approval of transmitter and studio sites; **1310 kc.**, 250 watts, unlimited time.

WAPI—Alabama Polytechnic Institute, University of Alabama and Alabama College (Board of Control of Station WAPI), Birmingham, Ala.—Continued hearing now scheduled for January 10, 1941, until January 29, 1941, in re application for renewal of license of Station WAPI (Docket No. 5821).

KRMC—Roberts MacNab Co. (a partnership consisting of Arthur L. Roberts, R. B. MacNab and A. J. Breitbach), Jamestown, N. Dak.—Granted petition of Jamestown Broadcasting Company for reconsideration and grant without hearing the application for assignment of license of Station KRMC from Roberts MacNab Co. to Jamestown Broadcasting Co. (B4-AL-276).

WMMN—Monongahela Valley Broadcasting Co., Fairmont, W. Va.—Upon consideration of petition for rehearing filed by Purdue University (WBAA), W. Lafayette, Inc., the Commission modified its grant of October 22, 1940, of the application of Monongahela Valley Broadcasting Co. (WMMN) for construction permit to make changes in directional antenna for nighttime use and to increase power output from 1 KW night, 5 KW day, to 5 KW unlimited time on frequency **890 kc.**, so as to make such grant conditional upon the applicant obtaining from the Commission specific approval of a directive antenna which will enable Station WMMN to serve the Fairmont, W. Va., area, and at the same time will not cause a single limitation to Station WBAA greater than 4.7 mv/m.

Earle C. Anthony, Inc., Hughes Productions Division of Hughes Tool Co., Columbia Broadcasting System, Inc.—Granted (1) motion to dismiss petitions for rehearing filed December 6, 1940, by Columbia Broadcasting System, Inc., directed against the action of the Commission of November 15, 1940, granting the application of Earle C. Anthony, Inc., for construction permit for television station in Los Angeles

to operate on television channel No. 6, and making final its conditional grant of June 18, 1940, of application of Hughes Productions Div. of Hughes Tool Co. for construction permit for television broadcast station in Los Angeles to operate on television channel No. 2 instead of channel No. 3 as requested, and (2) to withdraw request filed December 6, 1940, by Columbia Broadcasting System, Inc., for hearing on its own application for construction permit for television broadcast station in Los Angeles to operate on television channel No. 3 instead of channel No. 8 as granted by the Commission November 15, 1940.

The Commission has announced the following action:

WMBD—WMBD Broadcasting Co., Peoria, Ill.; WEKI—Portable mobile; WPEO—Portable mobile; WEXH—Portable mobile; WAIN—Portable mobile.—Granted petition to reconsider and grant without hearing the application for assignment of license of Broadcast Station WMBD and four associated relay stations from WMBD Broadcasting Co. to Peoria Broadcasting Company; dismissed motion to strike the second issue upon which said application was scheduled to be heard; set aside Commission action in designating said application for hearing; and granting the application as requested.

APPLICATIONS FILED AT FCC

550 Kilocycles

WSVA—Shenandoah Valley Broadcasting Corporation, Harrisonburg, Va.—Modification of construction permit (B2-P-2578) as modified, requesting extension of required date of completion from January 28, 1941 to July 28, 1941.

KOY—Salt River Valley Broadcasting Co., Phoenix, Ariz.—Construction permit to install a new transmitter and increase power from 1 KW to 1 KW, 5 KW, local sunset.

590 Kilocycles

WKZO—WKZO, Incorporated, Kalamazoo, Mich.—Construction permit to increase power from 1 KW to 1 KW, 5 KW, local sunset and install new transmitter (using directional antenna night). Amended: To change type of requested transmitter, make changes in directional antenna for night use and change requested power from 1 KW, 5 KW, local sunset, to 5 KW day and night.

610 Kilocycles

KFAR—Midnight Sun Broadcasting Co., Fairbanks, Alaska.—Authority to determine operating power by direct measurement.

620 Kilocycles

WROL—Stuart Broadcasting Corp., Knoxville, Tenn.—License to cover construction permit (B3-P-2435) for a new transmitter, and directional antenna for night use, increase in power, change in frequency and move.

WROL—Stuart Broadcasting Corp., Knoxville, Tenn.—Authority to determine operating power by direct measurement of antenna power.

880 Kilocycles

WJHL—WJHL, Incorporated, Johnson City, Tenn.—License to cover construction permit (B3-P-2656) as modified, for equipment changes, installation of D. A. for night use, increase in power, change in frequency and move of transmitter.

WJHL—WJHL, Incorporated, Johnson City, Tenn.—Authority to determine operating power by direct measurement.

1200 Kilocycles

WENY—Elmira Star Gazette, Inc., Elmira, N. Y.—Construction permit to install new transmitter, directional antenna for day and night use, change in frequency from **1200 to 590 kc.**, increase power from 250 watts to 1KW.

1210 Kilocycles

KGY—KGY, Inc., Olympia, Wash.—Construction permit to install new vertical antenna and change hours of operation

from unlimited time except when KTW is operating to unlimited time.

1300 Kilocycles

KFH—Radio Station KFH Co., Wichita, Kans.—Modification of construction permit (B4-P-2462) as modified for new transmitter, increase in power, move of transmitter, installation of directional antenna for night use, requesting extension of completion date from February 18, 1941 to July 18, 1941.

NEW—Findlay Radio Co., Findlay, Ohio.—Construction permit for new station on **1420 kc.**, 250 watts, unlimited operation. Class IV station. Amended: To request **1300 kc.**, daytime operation.

1310 Kilocycles

WCMI—Ashland Broadcasting Co., Ashland, Ky.—Authority to determine operating power by direct measurement of antenna power.

WFHR—William F. Huffman, Wisconsin Rapids, Wisc.—Modification of license to increase power from 100 watts 250 watts Local Sunset to 250 watts day and night.

1340 Kilocycles

NEW—Hawaiian Broadcasting System, Ltd., Honolulu, Territory of Hawaii.—Construction permit for a new station on **1340 kc.** (under North American Regional agreement), 250 watts. Unlimited time. Transmitter and studio sites: 1129 Kapiolani Boulevard, Honolulu, Territory of Hawaii. Amended: To change requested frequency from **1340 kc.** under North American Regional Agreement to **1319 kc.** (**1340 kc.** under North American Regional Agreement) and change type of requested transmitter.

NEW—John and Marcia Arrington, d/b as Arrington & Arrington, Covington, Va.—Construction permit for new station: **1310 kc.** (**1340** under North American Regional Agreement), 250 watts, unlimited time. Studio and transmitter to be determined, Covington, Virginia.

1360 Kilocycles

WQBC—Delta Broadcasting Co., Inc., Vicksburg, Miss.—Modification of construction permit (B3-P-3000) for changes in equipment, requesting further changes in equipment, change hours of operating from daytime to unlimited time using 500 watts night, 1 KW daytime, and extend commencement and completion dates from February 5, 1941 and August 5, 1941 to 10 days after grant and 30 days thereafter, respectively. Facilities of WTJS.

1370 Kilocycles

KVRS—Wyoming Broadcasting Co., Rock Springs, Wyo.—Authority to install automatic frequency control equipment.

NEW—Greensboro Broadcasting Co., Inc., Greensboro, N. C.—Construction permit for new station on **1370 kc.**, 100 watts, unlimited time. Studio and transmitter site to be located at Greensboro, North Carolina. Amended: Request **1250 kc.**, Class IV, 250 watts, day operation only, contingent on WAIR going to new frequency. Antenna changes.

NEW—Macon Telegraph Publishing Co., Macon, Ga.—Construction permit for a new station on **1370 kc.**, 250 watts, unlimited time. Transmitter site to be determined, in or near Macon, Georgia. Studio site to be determined, Macon, Georgia. Antenna to be determined. Amended: To change applicant from Martin Anderson (individual) to Macon Telegraph Publishing Co. (a corporation).

WDEF—Joe W. Engle, Chattanooga, Tenn.—License to cover construction permit (B3-P-2483) as modified for a new station.

WDEF—Joe W. Engel, Chattanooga, Tenn.—Authority to determine operating power by direct measurement of antenna power.

NEW—Roy G. Terry, trading as Terry Broadcasting Company, Tyler, Tex.—Construction permit for a new station to be operated on **1370 kc.**, 250 watts, unlimited time, Class IV.

WDAS—WDAS Broadcasting Station, Inc., Philadelphia, Penn.—Authority to determine operating power by direct measurement of antenna power.

1390 Kilocycles

NEW—Vermont Radio Corporation, Inc., St. Albans, Vt.—Construction permit for a new broadcast station to be operated on **1390 kc.**, 1 KW, daytime operation. Requests facilities of WQDM.

1420 Kilocycles

WKMO—Kokomo Broadcasting Corp., Kokomo, Ind.—Modification of construction permit (B4-P-2842) for a new station, requesting approval of vertical antenna, approval of transmitter site at Southeast Corner Morgan and Ohio Streets, Kokomo, Indiana, and install a new transmitter.

NEW—Chattahoochee Broadcasting Co., Columbus, Ga.—Construction permit for a new station on **1420 kc.** (Class IV station), 250 watts, unlimited time. Transmitter site to be determined, Columbus, Georgia. Studio site, corner of Front and 13th Streets, Columbus, Georgia. Amended: To change applicant from Arthur Lucas and Wm. K. Jenkins, d/b as Chattahoochee Broadcasting Co. (a partnership) to Chattahoochee Broadcasting Company (a corporation).

1460 Kilocycles

KSTP—KSTP, Inc., St. Paul, Minn.—Modification of license to make changes in directional antenna.

1500 Kilocycles

WERC—Presque Isle Broadcasting Co., Erie, Penn.—Modification of construction permit (B2-P-2251) as modified, for a new station, requesting installation of new type transmitter, and extend commencement dates from January 28, 1941, and July 28, 1941, to 60 days after grant and 180 days thereafter respectively.

WMRN—The Marion Broadcasting Co., Marion, O.—License to cover construction permit (B2-P-2862 as modified) for new broadcast station.

WMRN—The Marion Broadcasting Co., Marion, O.—Authority to determine operating power by direct measurement of antenna power.

FM APPLICATION

NEW—Frequency Broadcasting Corp., Brooklyn, N. Y.—Modification of construction permit (B1-PH-47) for a new high frequency broadcast station, requesting approval of transmitter, and change population from 11,900,000 to 11,000,000. (W.E. 506-A1, Maximum 10 kilowatts).

TELEVISION APPLICATION

W9XMJ—The Journal Company (The Milwaukee Journal), Milwaukee, Wisc.—Modification of construction permit (B4-PVB-20, which authorized a new television station) requesting approval of transmitter site and antenna: 720 East Capitol Drive, Milwaukee, Wisc.

MISCELLANEOUS

WBOS—Westinghouse Electric & Manufacturing Co., Pittsburgh, Penn.—Modification of construction permit (B1-PIB-23, which authorized move of station from Pittsburgh, Penn., to Hull, Mass., increase power to 50 kilowatts and changes in equipment) requesting extension of completion from January 7, 1941, to June 7, 1941.

WEIX—Memphis Publishing Co., Portable-Mobile—Construction permit to increase power from 5 watts to 22 watts and install new transmitter (already constructed under B3-PRE-352 by former owners).

WEIX—Memphis Publishing Co., Portable-Mobile—License to cover construction permit.

NEW—WHP, Inc., Area of Harrisburg, Pa.—Construction permit for new relay station. Frequencies: **33380, 35020, 37620, 39820 kc.** Power: 25 watts. Emission: A3. Location: Portable-Mobile. Area of Harrisburg, Pennsylvania.

KRLM—Royal Miller, Area of Sacramento, Calif.—Construction permit to change frequencies from **30820, 33740, 35820, 37980 to 1622, 2058, 2150, 2790**, increase power from 10 watts to 50 watts and make changes in equipment.

FEDERAL TRADE COMMISSION ACTION

COMPLAINTS

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

Fretted Instrument Manufacturing Corporation; United Guitar Corporation; John Garner, individually and as an officer of each corporation; Morris Brooks, individually and as an officer of Fretted Instrument Manufacturing Corporation; and Frank Solvino and Frank Masiello, individually and as officers of United Guitar Corporation, all of 45 Corneilson Ave., Jersey City, N. J., engaged in the manufacture and sale of various kinds of musical instruments including guitars and mandolins, are charged, in a complaint, with unfair and deceptive acts and practices in commerce.

The complaint charges that since 1928 various concerns in the United States have manufactured certain stringed instruments, such as guitars and mandolins, containing a resonating or amplifying device consisting of a delicate metal cone capped by a wooden bridge over which the strings are drawn. Stringed instruments equipped with this device produce, when played, a quality of tone alleged to be different from, more resonant than, and far superior to that produced by stringed instruments not so equipped. A perforated cover plate is affixed to the top of the body portion of the instrument as a protection for the resonating or amplifying device.

The complaint charges that with a view to capitalizing upon the acknowledged superior quality and excellent reputation of stringed instruments so equipped, the respondents proceeded to manufacture, sell and place in the hands of various retail dealers for resale, mandolins and guitars which simulate in appearance but do not actually possess the superior resonating or amplifying device. In soliciting the sale of such products, the complaint continues, the respondents have caused advertisements to be placed in music magazines having a wide circulation in the various States, and that typical of such representations made by the respondents is:

"\$9.90 List
GUITAR OR MANDOLIN
DISC TOP
MARVELOUS TONE"

The complaint charges that through the use of the perforated disc or plate in the manner described and by constructing and finishing the interior of their instruments so as to have them simulate instruments equipped with the amplifying or resonating device, the respondents have represented directly or through implication to members of the purchasing public that their instruments are equipped with a resonating or amplifying device, when such is not the fact, and that by use of said perforated disc or plate in the manner aforesaid, the respondents have placed in the hands of unscrupulous dealers a means by which innocent purchasers may be led to believe they are acquiring an instrument equipped with a resonating or amplifying device, when such is not the fact.

In fact, the complaint charges, the stringed instruments manufactured and sold by the respondents are not and have not been equipped with an amplifying or resonating device, nor is such device part of their standard equipment. (4444)

Lincoln Chair & Novelty Company—Alleging unfair and deceptive practices in the sale of wooden furniture and allied items in violation of the Federal Trade Commission Act, a complaint has been issued against A. M. Druckman, trading as Lincoln Chair & Novelty Co., 146 West 46th St., New York.

The complaint alleges that the respondent, a furniture distributor, offers and sells to retail dealers, furniture made in factories which he does not own, control or operate; that in advertising matter circulated in commerce he offers such merchandise under the name of the Lincoln Chair & Novelty Co. as the maker, and that

such merchandise, shipped to purchasers by the factories which manufacture it on the respondent's order, bears the labels and shipping tags of the Lincoln Chair & Novelty Co. and is shipped upon the respondent's bill of lading.

Trade magazine advertisements of the respondent's merchandise, according to the complaint, contain a list of "factories" purportedly located at Gardner, Mass., Jamestown, N. Y., Richmond, Ind., and Springfield, Mo., with "executive offices" at 146 West 46th St., New York.

The complaint alleges that the respondent's representations are misleading and untrue in that the Lincoln Chair & Novelty Co. does not make the merchandise advertised; neither does the respondent own or control any furniture factories where such merchandise is made, nor are there any furniture factories maintaining their executive offices at the respondent's New York business address. (4445)

CEASE AND DESIST ORDERS

Commission has issued the following cease and desist orders:

Mendoza Fur Dyeing Works, Inc., 722 East 133rd St., New York, engaged in the dyeing of furs for fur coats and clothing, has been ordered to cease and desist from certain misrepresentations.

The Commission finds that in the course of its business and for the purpose of inducing customers to forward pelts for dyeing and processing, the respondent furnishes to some customers various sketches or designs for use in the manufacture of fur garments, and also labels to be attached to such garments designating them as "Mendoza Furs."

The respondent further advertised, the Commission finds, in various circulars, newspapers and periodicals, that the sketches supplied by it are adaptations of designs by famous Parisian couturiers. The respondent also represented that furs processed by it have won a prize or award in a competitive competition in Paris, France. These various advertisements carry reproductions of the various labels which the respondent allegedly furnished and which purport to be labels of Parisian couturiers such as Schiaparelli, Vionnet, Heim, Max and Jeanne Lavin, and others.

In truth, the Commission finds, the sketches and designs furnished by the respondent were not prepared by any Parisian couturiers, and the garments to which such labels are attached were not manufactured in Paris, France, and no garment of the respondent ever won a prize or award in a competition with garments of others in Paris, France, except that the respondent, in 1928, was awarded Grand Prix, a gold medal and diploma by the "Exposition d'Economie Domestique", held at Paris, France, "for its excellent process of the imitation of skins of beaver, fox" and other furs.

The respondent is ordered to cease and desist from representing, through use of their names on labels, or in any other manner, that garments made of furs processed by the respondent are made or designed by Schiaparelli, Vionnet, Heim, Max or Jeanne Lavin, or any other couturier, when such is not the fact; using the names of well-known designers of women's clothing on labels or in any other manner to designate, describe or refer to garments not in fact designed by the person or persons whose names are used; representing that sketches or designs furnished by the respondent to its customers are sketches or designs prepared by Parisian couturiers, and that the labels supplied with such sketches or designs are the labels supplied by such couturiers for use in garments made from such sketches or designs, and that respondent is authorized to use their names in connection with the manufacture and sale of fur garments; and from using the term "Grand Prix Paris" or other words of similar meaning to describe or refer to a prize received by the respondent from "Exposition d'Economie Domestique" in 1928, unless accompanied by a statement equally conspicuous, showing the nature of the award or prize with the date thereof. (3824)

Pronto File Corporation, 349 Broadway, New York, engaged in the manufacture, sale and distribution of steel card cabinets, has been ordered to cease and desist from certain unfair methods of competition and unfair and deceptive acts and practices in commerce.

The Commission finds that the respondent, in selling its cabinets, has caused to be published and distributed to its dealer purchasers and prospective purchasers located in the various States, certain

folders, cards and circulars in which its products are pictorially and descriptively represented, and on which folders, cards and circulars it is stated that the products are being offered at a 50 per cent reduction in price. In juxtaposition with the pictorial representations, the findings continue, and descriptions of the products offered, a price is set forth in black numerals, which are struck through with red lines, and a price of half as much is substituted in red numerals in each case. Such method of stating the selling price, the Commission finds, is generally understood by dealers and the consuming public to be a representation that the price in black type and cancelled by the red line, is the regular and customary selling price of the product to which it applies, and the substituted price in red type is a reduced price.

The respondent is ordered, in connection with the sale and distribution of steel card cabinets in commerce, to cease representing that the price at which the cabinets are offered for sale constitute special or reduced or clearance sale prices, when such prices are the usual and customary prices at which such products are offered for sale and sold by the respondent in the normal and regular course of business. (3717)

Vendol Company—David H. Fulton, trading as Vendol Company, 1 West Biddle St., Baltimore, engaged in the sale and distribution of a medicinal preparation known as "Vendol", offered as a treatment for constipation and related conditions, has been ordered to cease and desist from certain misrepresentations.

The Commission finds that the respondent, in advertisements in newspapers and periodicals having a general circulation, in continuities broadcast from radio stations, and in other printed matter distributed in commerce, has represented that the preparation is a cure and an effective remedy for constipation, stomach disorders, liver ailments, muscle, joint and body pains, and other ailments; that in all cases it brings relief to sufferers from constipation, stomach and liver disorders, pains in muscles and back, and headache and rheumatism; that it assures good digestion and enables one to eat all kinds of food without fearing acid indigestion; that it prevents acidity, gas and similar ailments; is a tonic and benefits and tones the system, soothes the nerves and relieves and ends sleeplessness and insomnia; strengthens the stomach and digestive organs; is an appetizer; and will overcome or cure "irregularity" of the bowels.

The Commission finds that these representations are false and misleading in that "Vendol" has no therapeutic value in excess of that afforded by a laxative with mild diuretic and anti-acid effects.

The respondent is ordered to cease and desist from representing that the preparation is a cure or remedy for constipation, or constitutes a competent or effective treatment therefor, in excess of furnishing temporary relief for such condition; that the preparation is a cure or remedy for stomach disorders, liver ailments, skin disorders, dyspepsia, or that it constitutes a competent or effective treatment therefor, in excess of furnishing temporary relief when such conditions are due to constipation or the need of a mild diuretic; that the preparation is a cure or remedy for muscular or bodily pains, rheumatism, headaches, dizziness, excess acidity, gas, cramps, indigestion, bad breath, palpitation, bloating, stiffness or heart flutterings, or that it is a cure or remedy for any disease or malady of which such ailments may be symptoms, or that it has any therapeutic value in the treatment of such symptoms in excess of the temporary relief afforded by a laxative with mild diuretic and slightly anti-acid effects. (3895)

STIPULATIONS

Following stipulations have been entered into by the Commission during the past week:

American Exchange—Nancy Jordan and Samuel I. Turoff, operating under the firm names of Nancy Jordan Club and American Exchange, General Post Office Box 376, New York, have entered into a stipulation in which they agree, in connection with the sale or distribution of lists of names for the alleged purpose of promoting social intercourse, that they will cease and desist from representing that satisfactory results are sure; that testimonials have been sworn to, when such is not the fact; that any offer of membership is limited in number or time, when such is not a fact; that thousands everywhere have found happiness through their method,

or that any fee is a complete fee, when any charge is thereafter made in connection with the sale of the lists.

Nancy Jordan and Samuel I. Turoff further agree to cease and desist from making claims with reference to the financial standing, character, education or social position of any person listed with them which are not in accordance with the known facts, and unless in direct connection therewith the source of their information is stated. They also agree to advise a prospective purchaser in contact literature that the transmittal of only one list of names is included in the membership fee, and that a charge is made for all lists which may be transmitted thereafter. They further agree to desist from misdescribing applicants or filled-in application blanks. (02700)

Ambofa Products Company, Hastings, Nebr., engaged in selling a preparation recommended for such conditions as dandruff, itching scalp and falling hair, designated as "Ambofa Hair Tonic" and "Ambofa Cream for Hair", has entered into a stipulation in which it agrees to cease and desist from representing that the preparation will make hair healthy or will impart to hair its natural shade; will restore to hair its natural beauty, color or luster; will bring instant results; will stop, eradicate or get at the cause of hair or scalp troubles or scalp infections; is of value for all scalp or hair troubles or is of value for any scalp or hair trouble unless such scalp or hair trouble is such that it may be benefited by the application of a mild antiseptic, rubefacient or emollient; will give life to the hair or aid in causing hair to become luxuriant; will kill dandruff germs or rid the scalp of or stop dandruff; is a competent and effective treatment for eczema of the scalp; will serve to prevent hair from falling out or fading; will stop itching scalp condition or will do more than afford temporary relief for itching scalp, or will relieve itching scalp within any definite period of time; is a "specific" treatment or a new discovery, or is the result of years of research; that any of its ingredients will penetrate the scalp; or, by the use of the name "Ambofa Cream for Hair" or in any other manner, representing that the preparation is in the form of a cream. (02701)

Bair-Collins Co., Roundup, Montana, engaged in selling coal designated "Keene Coal", has stipulated to discontinue representing that one-eighth inch of soot reduces coal efficiency 45 per cent; that the user of Keene Coal will get all of its heat value; that Keene Coal does not produce injurious gases and is free from sulphur; that Keene Coal does not contain destroying sulphuric acid, and is sootless, dustless or smokeless; that Keene Coal produces 96.45 per cent heat, and that after burning Keene Coal a stove is clean inside or free from soot. (02699)

Berlou Manufacturing Company—Bernhardt Peterson, trading as Berlou Manufacturing Company, Marion, Ohio, engaged in the manufacture and sale of an alleged mothproof preparation designated as "Berlou", has entered into a stipulation in connection with the advertisement, sale or distribution of his product, to cease and desist from use of the word "permanent" or "life-time", or of any other words of similar implication as descriptive of the protection against moths allegedly afforded to fabrics treated with his product, and from use of the word "permanent" or "life-time" or other words or representations the effect of which may tend to convey the belief to purchasers that the moth immunizing effect of his product will last, continue or endure forever. (3016)

L. Buchman Company, Inc., 24 Johnson Ave., Brooklyn, manufacturer of comforters and other related items containing feathers and down, has stipulated that in the advertisement or sale of its products it will cease and desist from using the words "Handcrafters", "Hand-Makers", or similar words the effect of which tends to convey the belief that the products are hand-made or hand-stitched. The corporation also stipulates that it will discontinue selling or offering its products which are composed of or contain rayon without clear and unequivocal disclosure in all invoices, advertising or sales promotional matter of the fact that the products are composed of or contain rayon. (3019)

Carnation Company, Milwaukee and Seattle, has entered into a stipulation in which it agrees to cease and desist from certain representations in the sale of "Carnation Irradiated Evaporated Milk".

The respondent corporation stipulates that it will cease representing, directly or by implication in its advertising, by use of such ex-

pressions as "Producers of Irradiated Carnation Evaporated Milk" or otherwise, that it produces the milk from which its product is processed.

In its stipulation the respondent corporation states that it does not produce the milk from which its evaporated milk is processed and also avers that "Irradiated Carnation Evaporated Milk" is cows' milk which it produces from dairy farms which it inspects and which meet the sanitary requirements of the company, and that the product then is processed according to its own method in its own plants.

The respondent corporation further avers that the words "Producers of", when used in the phrase "Producers of Irradiated Carnation Evaporated Milk", were used by it with the intent to convey to the public that its product had been packed under the conditions above mentioned. (02703)

Chekit Company—Hogan G. Smith, trading as Chekit Company, 1710 First Ave., South, Minneapolis, packager and seller of a powder product for use in treating hosiery and other garments, in a stipulation entered into with the Commission, agrees to cease representing that use of his product as a treatment for silk or rayon hosiery or lingerie will (1) prevent runs, rips, snags or breaks in, or the shrinkage of fading of, such fabrics; (2) double or improve the wearing quality of hosiery or lingerie which has already been given a treatment of this character; (3) reduce the user's hosiery expense by one-half, and (4) make such hosiery proof against rain spotting or do more than increase its resistance to spotting by rain. (3021)

Cole and Company, a corporation, Sterick Building, Memphis, Tenn., conducting an advertising agency which disseminated advertisements for a cosmetic preparation designated "Nix Deodorant Cream", on behalf of The Nix Cosmetics Company, Memphis, has stipulated that it will cease and desist from disseminating any advertisements which represent that the application of Nix Deodorant Cream stops the flow of perspiration or stops perspiration odor for days; that Nix affects perspiration or perspiration odors in a new way or in a way different from that of other preparations; or that Nix neutralizes or has any other substantial effect upon perspiration acids.

The respondent further agrees to cease and desist from misrepresenting, by the use of misleading headlines or otherwise, that any girls are "wanted", or from otherwise representing that The Nix Cosmetics Company has any employment to offer. (02696)

Foley & Company, 945 George St., Chicago, engaged in selling a medicinal preparation recommended for the treatment of coughs, designated "Foley's Honey & Tar Syrup," has entered into a supplemental stipulation in which it agrees to cease and desist from representing that the preparation has any therapeutic action in excess of temporary relief for coughing due to irritations of the throat and respiratory tract when these symptoms are due to mild inflammation of the mucous membranes of these structures; that it stimulates the irritated tissues of the bronchial tubes, other than their mucous secreting glands, or that it will give continuous comfort to the user without continuous administration. (01454)

John E. Lucey Shoe Company, and Leonard & Barrows Shoe Company, 191 Center St., Middleboro, Mass., two corporations having the same officers and a single place of business, and engaged in the manufacture and sale of shoes, have stipulated with the Federal Trade Commission that they will cease and desist from representing, as through the use of the words "London, England", or the word "British", that their domestically made products are British products, and from the use of those words or other words of similar implication as a mark, stamp, brand or label for their products or in any other way so as to convey the belief that the products have been imported from London, England. (3015)

New Jersey Pulverizing Company, 205 West 34th St., New York, in a stipulation entered into with the Commission, agrees to desist from use of the coined word "Pummy" as a trade name for its product closely simulating pumice in appearance and designed for use in dental laboratories as a prophylactic or in the polishing of plates, the main ingredient of the product being sand. The re-

spondent also agrees to desist from employing the word "Pummy" or "Pumice" or any phonetic or other simulation of "Pumice", the effect of which tends to convey the impression that the product is pumice, a volcanic ash or dust, as the term pumice is accepted and understood to mean. The respondent, according to the complaint, also sells other products, including pumice or pumice stone. (3020)

Newman Products Company—William Newman, trading as Newman Products Company and as The Newman Institute, 135 Lorimer St., Brooklyn, engaged in the sale and distribution of medicinal preparations designated "Williams KornX", "Williams Foot Balm", "Williams Foot Shampoo" and "Williams Foot Powder", has entered into a stipulation in which he agrees to cease and desist from use of the word "Institute" as part of or in connection with his trade name; issuing any so-called "Certificate" or similar document in which representations are made that the bearer or any person whose name is written or inscribed thereon has completed a course of study, has received or passed an examination in chiropody or any other course, or is qualified to lecture or advise concerning foot health or care; representing, by use or display of signs or placards bearing the words "Foot Health Clinic" or "Foot Health Remedy", or otherwise, that his salesmen or agents are conducting clinics or are qualified to conduct clinics or examine and treat patients, or that his products are competent remedies for maladies, diseases or ailments of the feet generally; representing as the customary or regular price of his products prices which are fictitious and in excess of the prices at which such products are customarily sold; representing by direct statement or by reasonable inference, either in his advertising media or by statements by his canvassing salesmen or agents, that his commodities were manufactured by or purchased from J. B. Williams Company, that his business is connected with that of the J. B. Williams Company in any way, or that he or his salesmen or agents are employed by or otherwise connected with that company; that any of the preparations offered for sale by him is a competent remedy or effective treatment for athlete's foot, swollen ankles or ingrown toenails, or for tired, aching, burning or swollen feet generally; that any of such preparations constitute a speedy, prompt or permanent cure or remedy for corns, callosities or warts and prevents their recurrence, relieves pain or soreness incident to bunions, ingrown toenails or ailments of the feet generally, and that use or application of the preparations will result in the relief or alleviation of headaches, backaches or fatigue, or the pain or discomfort incident thereto. (3017)

Lydia E. Pinkham Medicine Company, Lynn, Mass., engaged in selling medicinal preparations designated "Lydia E. Pinkham's Vegetable Compound" and "Lydia E. Pinkham's Vegetable Compound Tablets", has stipulated that it will forthwith cease and desist from representing, directly or by implication:

- (a) That either product is of benefit to, or an effective remedy for female functional disorders, menstrual aberrations or menopause, in excess of relief of symptoms associated with and caused by menstrual aberrations and symptoms associated with and caused by menopause, and as a uterine sedative;
- (b) That either product is of benefit for any symptoms, ailments or conditions that are due to organic disease;
- (c) That either product will overcome melancholia, act as an aphrodisiac or enhance the attractiveness of the user;
- (d) That either product is a general system tonic;
- (e) That either product will afford permanent relief from nervousness;
- (f) That the products are fully identical in purpose and effect.

The Lydia E. Pinkham Medicine Company further agrees that whenever reference is made to the brand name of the tablets in advertising, it will state, in direct connection therewith, in appropriate terms, that the product contains added iron.

The company further agrees not to publish or cause to be published any testimonial containing any representation contrary to the foregoing agreement. (02702)

Quill Club—Violet F. Bezirjian, operating as The Quill Club, 3503 South Broadway, Englewood, Colo., engaged in selling lists of names purporting to be names of members of The Quill Club, for the alleged purpose of promoting social intercourse, has agreed to

cease and desist from representing that The Quill Club is a permanently established organization, or an organization of any kind; that she guarantees or assures the introduction of applicants to congenial people of the ages specified, or issues guaranties; that her statements relating to the financial or other standing, education, character, age, occupation or profession of those whose names appear on lists, are other than the mere statements of those persons themselves in the absence of some reasonable investigation into the truth or falsity of such statements, or that her method is exclusive, unique, or different from the methods of others engaged in competition with her in promoting social intercourse. (02697)

E. A. Stephens & Company, Inc., 1843 Wazee St., Denver, Colo., engaged in the purchase of raw furs from trappers and dealers, has entered into a stipulation in which it agrees to cease and desist from the use in its advertisements, and advertising or printed matter, or in any other way, of the picturization of any building, either alone or in connection with its corporate or trade name, or in any other manner the effect of which may convey the belief to customers or prospective customers that it occupies or conducts its business from such building, when such is not the fact. (3014)

Trabulsi Textile Company, Inc., 387 Fourth Ave., New York, engaged in the sale and distribution of men's neckware, has stipulated that it will forthwith discontinue selling or offering for sale any silk product which contains any metallic weighting, without full and non-deceptive disclosure, in or on the labels, tags, or brands attached to the merchandise and in the invoices and all advertising matter, sales promotional descriptions or

representations however disseminated or published, of the presence of such metallic weighting together with the proportion or percentage thereof, as, for example, "Silk with 55% Metallic Weighting," or "Silk, Weighted up to 55%," with the word "weighting" and the percentage thereof printed in conspicuous type. (3018)

Valortone Herb Company—The Julius Skinder, Clinton, Ind., operating under the trade names Valatone Herb Co. and Lavelle Sales Co., has entered into a stipulation in which he agrees to cease advertising that "Valortone," a cosmetic, restores natural luster and loveliness to hair; is an herbal hair treatment and achieves results not obtainable by use of any other preparation.

Under his stipulation, the respondent further agrees to discontinue representing that the preparation is a color restorer; will enable users to regain natural color or health of hair, and will stop or banish dandruff or falling hair, or, by any other terminology, that it is a competent treatment or an effective remedy for either of these conditions.

The respondent also agrees to cease advertising that any offer is "special," unless it is for an expressly limited time, after which acceptances of the offer are refused. (02704)

FTC DISMISSES COMPLAINT

The Federal Trade Commission has dismissed a complaint charging the Robeson-Rochester Corporation, Rochester, N. Y., with unfair practices in the sale of pocket knives so marked as to indicate that they were approved by The Boy Scouts of America. The Commission was informed that the respondent corporation has been dissolved and is out of business.

October 1940 Broadcast Advertising Unit Report

Broadcast advertising volume, in terms of units, is presented on the following pages as reported by 200 broadcasting stations and the national networks. The report is complete for national networks, including the business of the Columbia Broadcasting System, the Mutual Broadcasting System and the National Broadcasting Company. Regional network, national non-network and local business are not complete for the entire industry; the figures represent the total of such business placed on the 200 stations reporting.

On the last page of this analysis, there appears a complete roster of the 200 stations reporting their October business. There is included also in the list five additional stations whose reports were received too late for inclusion in this tabulation.

Comparison with the list of stations reporting September business discloses that a majority of stations reported their business for both months. The total stations reporting October business is 200 as compared with 206 for September. However, some stations reporting October business had not submitted September business. The significance of this situation is that there is not a constant sample as between the two months which will permit of direct accurate comparison.

What Does It Show?

All stations having national network affiliation carried 3,058,101 program units of network business in the month of October. This represents a 58% increase over the 1,938,928 program units reporting for September. Since these are complete figures for national network business, the comparison is completely accurate. The increases in network business were as follows:

Political advertising rose from September program units of 28,863 to an October total of 480,091, an increase of 1,563.7%. Since political business is carried largely as a substitute for existing business, it is notable that there were other substantial increases which, by far, offset the expected decreases by business classifications. In general advertising, the building materials classification rose 180%; toilet requisites rose 71.9%; jewelry and silverware increased 69.2%; medical up 56.9%; groceries up 25.4%; automotive up 25.2%; publications up 22.6%. The most notable decreases were found in transportation with a decrease of 38.5%, wearing apparel down 20.6% and miscellaneous down 38.6%.

In the field of station business, exact movements of business between September and October cannot be given. However, it is obvious that station business increased upward of 9%. In retail advertising, station business held its own or possibly decreased slightly. National spot retail business rose sharply, but with small unit volume did not offset the material drop in locally placed retail advertising.

Station business in general advertising increased to the order of 12%. Some of this is due to a 170% increase in political advertising. In so far as unit volume is concerned, the increase is most largely to be accounted for in a 56% increase in toilet requisites advertising, wearing apparel increase of 46%, a 99% increase in the medical classification, a 6.7% increase in agriculture, and a building materials increase of 104%. All of the above percentages are based on program units without reference to announcement units. Announcement units rose approximately 20%; in retail classification the increase was approximately 11%, and in the general classification an increase of approximately 33%.

To Review

A program unit equals one minute of program time. An announcement unit is equal to one announcement, unless the time consumed is one and one-half minutes or longer, in which case the units are calculated to the nearest number of minutes.

Advertising business placed in radio is classified under two major headings—"Retail" and "General." Retail advertising is defined as the advertising placed by businesses which sell direct to consumers. General is that advertising placed by businesses which sell for resale and not direct to consumers.

In retail advertising the analysis presented here classifies retail businesses according to their principal retail line. No attempt is made to classify according to specific product advertised. This classification is most useful to the broadcasting industry since advertising is placed by the individual retail store and such buying units as have similar business are grouped together.

In general advertising the classification is primarily an analysis of the products advertised by businesses engaged in selling to others for resale. The significance of this to the radio industry is that

advertising campaigns are carried for individual products and in this analysis similar products are grouped together. Also included in the general classification are such service businesses as financial, insurance, professional and service, and transportation which, because of their nature, could not properly be considered retail.

There appears on the following page Table I of the October, 1940 Broadcast Advertising Unit Report. In this table, program and announcement units are presented for retail and general advertising with a total of the two showing the source of such business by national network, regional network, national non-network and local placement. The tables which follow present: Table II program units by type of sponsoring business and source of business, first for retail and then for general advertising. Table III presents program and announcement units by type of sponsoring business by class of station, first for retail advertising and then for general advertising. Table IV presents program and announcement units by type of sponsoring business and by station metropolitan district or city population, first for retail, then for general advertising.

How to Use It

In the September unit report, it was pointed out that the value of this analysis could be found in the comparison of your station's business with that of the industry as a whole or with the business of stations like yours—same power, same Commission classification, etc.; and, further, with stations located in cities approximately the same size as the one in which your station operates. The purpose of such comparison is to determine whether you have succeeded in selling all of those types of business which are using radio advertising. For example, if drug stores are using radio advertising anywhere in the United States and continue over a period of time to do so, your logical conclusion would be to approach the drug stores in your city fortified with this report which shows that drug stores are using radio advertising.

Going beyond the suggestions made in the September report, the October report furnishes new clues of value in your sales activity. Let's consider first your quest for new business. In retail advertising, which is largely locally placed, amusements are making a greater use of radio. One encouraging aspect of this increase is that program units are completely accountable for the increase since there was a slight decrease in announcement units. In theatre advertising both program units and announcement units are up. In miscellaneous program units are materially up and announcement units down. There's a double clue—go after your local theatre and amusement people to place advertising. And, if you already have them as announcement accounts, use this material to convert their business to programs. Building supplies and contractors show an increase in business placed. Drug stores are materially up. Heating and plumbing program units increased more than 150%.

In general advertising, agriculture is up; building materials more than 100% up; hotels and restaurants materially increased; housing equipment and supplies 50% up. Industrial advertising, though small in volume, increased more than six times in units. Medical up almost 100%. Public utilities increased; publications increased; toilet requisites and wearing apparel rose sharply.

There is another side to examine in this analysis. Where business is dropping off, there is an indication for sales effort and service to hold accounts. Automotive advertising, both retail and general, declined in non-national network business. True enough this is largely due to auto show advertising in the month of September which did not repeat in October, but the automotive field is a large one and the station will want to make every effort to hold that business. Professional and service advertising dropped sharply. The business placed by opticians-optometrists and chiropractors accounts largely for the decreases, although dentists placed materially more advertising.

It is realized that there exists serious limitation in the use of the unit report since only two months' analyses are available. However, with each successive month, the value of the report increases.

Future Reports

The NAB Research Committee at its meeting January 10th heard a report of the unit plan operation. The Committee was pleased with the cooperation of the industry in this undertaking. However, it is not satisfied that a sufficient number of stations are reporting to enable industry projection at this time. They were particularly reluctant to attempt estimates of industry totals on a sample of cooperating stations which changes from month to month.

In the near future the unit analysis will be presented in summary form in the NAB Reports and the complete analysis will be sent to only those stations cooperating.

The reference filed by advertiser is receiving special attention at this time and this work is progressing rapidly. When the file is complete, reference work will be done for cooperating stations on a cost basis.

The value of the broadcast advertising unit analysis is dependent upon the cooperation of the industry. By all means, see to it that your station is included.

TABLE I

BROADCAST ADVERTISING—200 STATIONS AND ALL NATIONAL NETWORKS

Source of Business	Retail		General		Total	
	Pgm. Units	Ann. Units	Pgm. Units	Ann. Units	Pgm. Units	Ann. Units
National Network.....	3,058,101	3,058,101
Regional Network.....	3,292	479	87,838	6,082	91,130	6,561
National Non-Network.....	42,328	8,751	399,356	76,247	441,684	84,998
Local.....	438,524	176,853	224,566	50,890	663,090	227,743
TOTAL other than National Network..	484,144	186,083	711,760	133,219	1,195,904	319,302
Grand TOTAL.....	484,144	186,083	3,769,861	133,219	4,254,005	319,302
						4,573,307

TABLE II

BROADCAST ADVERTISING—200 STATIONS AND ALL NATIONAL NETWORKS
BY TYPE OF SPONSORING BUSINESS AND BY SOURCE OF BUSINESS

RETAIL ADVERTISING UNITS

October 1940

Type of Sponsoring Business	National Network		Regional Network		National Non-Network		Local		Total Other Than National Network		Totals	
	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.
Amusements	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
011 Theaters.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	24,961	9,316
019 Miscellaneous.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	9,471	5,385
Automotive	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	15,490	3,931
021 Aviation.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	54,868	26,341
022 Garages and Service Stations.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	18,360	5,618
024 Parts and Accessories.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	14,354	5,618
025 Passenger Cars.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	2,315	2,315
026 Tires and Tubes.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	29,571	15,887
027 Trucks.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	3,849	1,687
028 Tractors.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	60	199
029 Miscellaneous.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	282	352
Bakeries	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	3	265
039 Miscellaneous.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	11,072	4,333
Book Stores	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	11,072	4,333
049 Miscellaneous.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	219	166
Books and Shoes	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	219	166
051 Men's.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	7,787	4,518
052 Men's and Women's.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	220	199
053 Women's.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	170	30
059 Miscellaneous.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	139	159
Building Supplies and Contractors	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	7,537	4,020
069 Miscellaneous.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	15,493	6,081
Clothing Stores	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	15,493	6,081
071 Men's.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	59,514	28,462
072 Men's and Women's.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	26,470	10,077
073 Women's.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	1,050	937
074 Credit Clothing.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	13,779	9,338
079 Miscellaneous.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	4,584	2,184
Dairies	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	13,631	5,926
099 Miscellaneous.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	5,950	2,599
Department and Dry Goods Stores	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	5,950	2,599
139 Miscellaneous.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	60,341	15,020
Drug Stores	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	60,341	15,020
169 Miscellaneous.....	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	15,842	4,215

TABLE II—Continued
GENERAL ADVERTISING UNITS

October 1940

Type of Sponsoring Business	National Network		Regional Network		National Non-Network		Local		Total Other Than National Network		Totals	
	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.
Agriculture												
501 Cattle Foods	1,229	183	10,025	860	6,291	1,837	17,545	2,880	17,545	2,880	17,545	2,880
502 Seeds	360	76	6,533	249	7,255	1,050	7,878	1,050	7,878	1,050	7,878	1,050
503 Farm Machinery	254	76	1,105	337	1,110	186	2,469	599	2,469	599	2,469	599
504 Nurseries	405		1,362	60	1,485	162	3,252	222	3,252	222	3,252	222
505 Live Stock			585		1,420		1,005		1,005		1,005	
509 Miscellaneous	210	31	140	101	1,701	404	2,051	536	2,051	536	2,051	536
			300	113	590	360	890	473	890	473	890	473
Alcoholic Beverages												
511 Beers	3,544	468	22,200	3,145	13,470	2,894	39,214	6,507	39,214	6,507	39,214	6,507
512 Wines	2,969	468	20,255	2,748	12,750	2,476	35,974	5,692	35,974	5,692	35,974	5,692
513 Liquors	575		1,710	397	315	34	2,600	781	2,600	781	2,600	781
519 Miscellaneous												
Amusements												
529 Miscellaneous	45		315	12	865	72	1,225	84	1,225	84	1,225	84
Automotive												
531 Aviation	11,445	314	42,938	3,347	9,128	2,632	63,511	6,293	204,286	6,293	204,286	6,293
533 Gas and Oil	11,053	173	34,123	1,252	7,419	2,104	52,595	3,529	142,150	3,529	142,150	3,529
534 Parts and Accessories	217	81	150	209	298	144	635	434	635	434	635	434
535 Passenger Cars	175	60	8,050	1,843	871	159	9,096	2,062	53,896	2,062	53,896	2,062
536 Tires and Tubes			60	4	135	169	195	173	6,615	173	6,615	173
537 Trucks				13				13				13
538 Tractors			555	7	405		960	7	960	7	960	7
539 Miscellaneous				19	30	56	30	75	30	75	30	75
Building Materials												
549 Miscellaneous	255	49	1,570	273	2,455	463	4,310	785	18,260	785	18,260	785
Confections												
559 Miscellaneous	713	162	8,300	4,169	810	311	9,823	4,642	58,803	4,642	58,803	4,642
Educational												
569 Miscellaneous		22	865	44	120	11	985	77	3,130	77	3,130	77
Financial												
571 Banks and Trust Companies	235	20	2,390	741	18,079	6,938	20,724	7,699	25,359	7,699	25,359	7,699
572 Real Estate and Home Financing	129	20		11	8,550	3,481	8,679	3,512	9,090	3,512	9,090	3,512
573 Stock and Bond Houses	75		275	74	2,420	458	2,779	458	2,779	458	2,779	458
579 Miscellaneous	60		15	83	410	43	425	126	425	126	425	126
Groceries												
581 Baking Products	32,331	1,754	154,417	21,591	47,565	12,028	234,456	35,373	1,223,836	35,373	1,223,836	35,373
582 Beverages	3,000	228	9,755	2,949	13,100	4,272	25,885	7,449	31,525	7,449	31,525	7,449
583 Coffee and Tea	2,985	208	13,805	888	3,855	1,123	20,675	2,219	78,635	2,219	78,635	2,219
584 Soft Drinks	495		28,775	6,923	5,300	1,829	34,579	8,752	51,799	8,752	51,799	8,752
589 Miscellaneous	405		1,335	46	796	228	2,536	33,496	33,496	274	33,496	274
595 Shortening	2,415	67	3,975	979	345	70	8,735	1,116	79,235	1,116	79,235	1,116
596 Cereals and Breakfast Foods	750	121	14,715	1,215	360	188	15,825	1,524	147,244	1,524	147,244	1,524
597 Condiments	60		200	172	300	22	659	211	3,479	211	3,479	211
598 Dairy Products	1,862	175	4,345	1,084	4,510	933	10,717	2,188	70,547	2,188	70,547	2,188
599 Meats-Fish-Poultry	115	27	9,065	1,477	4,335	1,104	13,515	1,608	23,895	1,608	23,895	1,608
591 Laundry Soap and Cleansers	124		35,893	2,807	4,655	410	50,033	3,341	376,528	3,341	376,528	3,341
593 Flour	4,475	124	12,400	427	3,298	492	20,173	1,071	95,182	1,071	95,182	1,071
594 Sugar	585		54	161	270		630	285	780	285	780	285
595 Disinfectants and Exterminators			310	28	270	72	380	100	680	100	680	100
599 Miscellaneous	2,902	511	16,485	3,323	10,243	1,285	29,630	5,119	230,777	5,119	230,777	5,119
Hotels and Resorts												
609 Miscellaneous				17	726	24	726	41	726	41	726	41
Housing Equipment and Supplies												
611 Air Conditioning	480	246	6,752	1,274	6,199	2,125	13,431	3,645	37,401	3,645	37,401	3,645
612 Automatic Heating				3								
613 Automatic Refrigeration			195	74	90	52	285	126	285	126	285	126
614 Fixtures			125	68	225	97	350	165	350	165	350	165
615 Fuel			165	35	810	25	975	60	22,425	60	22,425	60
616 Furniture and Furnishings	255	52	1,275	208	1,053	1,043	2,583	1,303	5,103	1,303	5,103	1,303
617 Heaters and Stoves	225		3,552	183	2,655	498	6,432	681	6,432	681	6,432	681
629 Miscellaneous		24	1,425	645	1,076	336	2,501	1,151	2,501	1,151	2,501	1,151
			15	58	290	41	305	123	305	123	305	123
Industrial												
639 Miscellaneous	60	2	315	1	870	85	1,245	88	16,005	88	16,005	88

Insurance	16,845	480	32	5,805	521	3,204	773	9,489	1,326	26,304	1,326
649 Miscellaneous	16,845	480	32	5,805	521	3,204	773	9,489	1,326	26,304	1,326
Jewelry and Silverware	6,600				23				23	6,600	23
659 Miscellaneous	6,600				23				23	6,600	23
Medical	279,295	11,705	1,150	57,377	19,234	1,596	961	70,678	21,345	349,973	21,345
669 Miscellaneous	279,295	11,705	1,150	57,377	19,234	1,596	961	70,678	21,345	349,973	21,345
Miscellaneous	21,990	1,760	89	8,969	1,680	5,828	1,888	16,557	3,637	38,547	3,637
671 Cards and Stationery	2,595	240		195	18	2,091	1,035	2,526	1,180	12,846	1,180
672 Chamber of Commerce and Merchants Associations	10,320	75		1,660	216	905	114	1,825	330	3,595	330
673 Pet Foods	1,770	690		3,810	471	705	19	5,205	490	5,205	490
674 Phonograph Records		65		410	57	465	78	940	158	940	158
675 Veterinary and Animal Medicine	7,305	690	66	2,894	773	2,477	642	6,061	1,481	13,366	1,481
699 Miscellaneous											
Political	*80,191	9,866	321	7,076	1,344	23,418	4,005	40,360	5,673	59,551	5,673
701 Local		270	3	165	31	2,117	765	3,352	802	3,352	802
702 State		2,346	91	1,225	279	3,708	429	9,339	799	9,339	799
703 National	480,191	5,720	217	2,530	730	3,700	386	12,010	1,363	212,325	1,363
709 Miscellaneous		1,530	13	3,156	281	10,973	2,415	13,639	2,709	13,639	2,709
Professional and Service			18	1,070	70	15,485	5,597	16,555	5,685	16,555	5,685
711 Opticians-Optometrists			18		55	5,150	4,476	5,150	4,549	4,549	4,549
712 Chiropractors						875	231	875	231	875	231
713 Dentists						7,180	713	7,180	713	7,180	713
714 Physicians (Medical)						540	9	540	9	540	9
715 Hospitals				270	15	280	63	550	63	550	63
719 Miscellaneous				800		1,400	120	2,200	120	2,200	120
Public Utilities	10,760	270	62	12,050	1,581	9,201	904	21,521	2,547	32,281	2,547
721 Electric Companies			62	5,090	829	3,530	275	8,620	1,166	8,620	1,166
722 Gas Companies	150			570	187	1,026	336	1,746	523	1,746	523
723 Electric and Gas Companies				5,355	145	2,740	69	8,095	214	8,095	214
724 Telegraph Companies				244		405		405	214	405	214
725 Telephone Companies	10,760			1,035	147	690	108	1,695	255	12,455	255
729 Miscellaneous		120			29	840	116	960	145	960	145
Publications	21,465	165	41	5,220	590	5,823	1,651	11,208	2,282	32,673	2,282
731 Books	4,950			810	7	3	82	813	89	5,763	89
732 Magazines	16,515	150	41	3,150	266	60	32	3,300	339	10,875	339
733 Newspapers				240	175	5,700	1,133	6,000	1,308	6,000	1,308
739 Miscellaneous		15		1,020	142		404	1,035	546	1,035	546
Religion	36,540	6,160		9,420	12	41,888	461	57,468	476	94,008	476
749 Miscellaneous	36,540	6,160		9,420	12	41,888	461	57,468	476	94,008	476
Radio				3,390	393	990	460	4,370	853	4,370	853
751 Sets				2,780	371	990	391	3,770	762	3,770	762
752 Stations											
753 Tubes				60				60		60	
759 Miscellaneous				540	22		69	540	91	540	91
Sporting Goods					6		31		37		37
769 Miscellaneous					6		31		37		37
Tobacco	268,480	2,325	112	10,417	1,219	3,025	1,003	15,767	2,369	254,247	2,369
771 Cigars	21,825	300	58	2,147	92	120	234	2,637	384	24,452	384
772 Cigarettes	180,225	1,005	54	3,305	978	600	14	4,910	1,046	185,135	1,046
773 Tobacco	66,430	240	13	2,045	113	140	60	2,425	186	68,855	186
774 Miscellaneous Tobacco			17	710		2,165	643	2,875	660	2,875	660
779 Miscellaneous		690		2,210	36		57	2,900	93	2,900	93
Toilet Requisites	645,675	3,690	116	23,680	4,587	1,695	734	29,065	5,437	674,740	5,437
781 Antisepsics	2,505			150	81	150	139	2,655	139	2,655	139
782 Dentifrices	94,695	405	22	2,290	207	1,380	200	4,165	429	98,880	429
783 Perfumes-Cosmetics-Lotions	20,205	20	2	1,625	2,213	180	420	1,825	2,635	32,040	2,635
784 Toilet Soaps	173,235	130	24	8,610	755		11	8,740	790	181,975	790
789 Miscellaneous	325,065	3,045	68	11,005	1,364	135	22	14,185	1,441	339,250	1,441
Transportation	3,300	585	51	465	833	4,328	2,729	5,318	3,613	8,618	3,613
791 Airways	600				28	600	14		42	600	42
792 Bus Lines		120	43		345	800	501	920	889	920	889
793 Railroads	2,700	465			208	1,640	119	2,125	327	4,825	327
794 Steamships				405	25		2	405	27	405	27
795 Tours						270		270		270	
799 Miscellaneous			8		227	1,508	2,063	1,508	2,328	1,508	2,328
Wearing Apparel	5,550	272	372	4,260	548	572	115	5,054	1,035	10,601	1,035
801 Men's Wear	4,950			435	18	50	3	485	21	5,435	21
802 Women's Wear				3,825	54		9		63		63
809 Miscellaneous	600	272	372		476	472	103	4,569	951	5,169	951
Watches			465	140	8,132	1,015	150	1,155	8,747	1,155	8,747
819 Miscellaneous			465	140	8,132	1,015	150	1,155	8,747	1,155	8,747
MBS Locally Sponsored	19,080									19,080	
Totals	3,038,101	87,838	6,082	399,356	76,247	234,566	50,890	711,760	133,219	3,769,861	133,219

66 — January 17, 1941

RETAIL ADVERTISING UNITS

[illegible]

January 17, 1941 — 67

GENERAL ADVERTISING UNITS

October 1940

Total Commercial Operating Stations	Clear Channel Stations				Regional Stations				Local Stations				Totals		
	Unlimited		Part-Time		Unlimited		Limited & Day		Unlimited		Part-Time				
	45	23	8	5	240	86	67	19	31	4	361	61		10	25
Type of Sponsoring Business															
Total Stations Reporting															
Agriculture															
501 Cattle Foods	3,411	366	1,040	118	7,581	1,480	1,968	338	240	59	3,305	519			17,545
502 Seeds	1,470	43	515	23	3,325	756	1,138	70	210	57	1,470	101			2,880
503 Farm Machinery	869	211		68	1,495	122	105	145			1,470	53			1,050
504 Nurseries	517		405	10	630	72	230	36				104			3,469
505 Live Stock	30				850		95		30						2,222
506 Miscellaneous	345	39		17	1,191	301	380	64		2	135	113			1,005
509 Miscellaneous	180	73	120		90	229	23				500	148			2,051
Alcoholic Beverages															
511 Beers	4,685	123	870	121	14,335	3,411	3,030	281	1,520	104	14,774	2,467			39,214
512 Wines	4,060	123	870	121	12,110	2,898	2,945	281	1,380	104	14,609	2,165			35,974
513 Liquors	625				1,670	479			140		165	302			5,692
519 Miscellaneous					555	34	85								2,600
Amusements															
520 Miscellaneous	15	4			120	14	310	42			780	24			3
529 Miscellaneous	15	4			120	14	310	42			780	24			640
Automotive															
531 Aviation	12,451	712	1,191	153	34,567	3,594	4,855	553	760	54	9,684	1,209		18	63,511
533 Gas and Oil	9,214	167	906	23	28,491	2,287	4,795	115	600	27	8,529	910			52,595
534 Parts and Accessories	534	24			9,944	2,140		190			2,245	78			3,329
535 Passenger Cars	3,240	514	285	130	4,561	1,036		118	100	25	910	221		18	9,009
536 Tires and Tubes					135	43	60	130							2,062
537 Trucks						13									173
538 Tractors		7			900										13
539 Miscellaneous					30	75									900
Building Materials															
549 Miscellaneous	1,025	133	60	29	1,505	320	25	37		4	1,695	262			4,310
549 Miscellaneous	1,025	133	60	29	1,505	320	25	37		4	1,695	262			785
Confections															
559 Miscellaneous	5,188	1,577		362	3,595	2,267	120	4		149	920	383			9,823
559 Miscellaneous	5,188	1,577		362	3,595	2,267	120	4		149	920	383			4,642
Educational															
569 Miscellaneous			180	24	310	31	495	22							985
569 Miscellaneous			180	24	310	31	495	22							77
Financial															
571 Banks and Trust Companies	2,200	297		29	11,017	4,114	1,880	357	130	91	5,527	2,811			20,724
572 Real Estate and Home Financing	1,185	130	14	13	4,152	1,502	740	194		14	2,563	1,659			8,670
573 Stock and Bond Houses	405	49		16	1,055	216	220			2	1,039	175			2,779
579 Miscellaneous	75	28			270	81					80	17			425
579 Miscellaneous	475	90			5,540	2,315	890	163	130	75	1,815	960			8,850
Groceries															
581 Baking Products	50,919	4,922	8,790	526	119,991	18,176	14,600	3,198	2,325	265	46,211	8,166		740	234,156
582 Beverages	3,655	340	210	123	12,750	4,460	1,405	505			7,245	2,021		620	25,885
583 Coffee and Tea	3,590	500	1,055		10,190	1,157	2,520	30	345	13	2,975	219		75	20,675
584 Soft Drinks	925	324	465		4,944	2,253	2,805	2,088		40	20,410	3,927		120	34,579
589 Miscellaneous	315	2	255		1,746	198	120	34			100				2,536
585 Shortening	2,585	329	1,260		3,900	984			345		635	103			18,735
586 Cereals and Breakfast Foods	5,710	358	960	148	7,305	867	600	74	345	15	705	82			13,825
587 Condiments	136	107			404	104									639
588 Dairy Products	2,245	408		66	6,497	1,101	250	8			1,725	605			10,717
591 Meats-Fish-Poultry	3,440	153	300	20	7,093	1,984	1,953	53			985	298			13,515
592 Laundry Soaps and Cleansers	13,920	1,010	1,260	67	23,733	1,973	2,280	91	690	92	4,130	208			30,033
593 Soap	3,610	265	1,710	27	12,110	546	765	110	600	26	1,378	97			20,173
594 Sugar		249	195		780	285									1,285
595 Disinfectants and Exterminators		45		75	11,327	3,215	2,910	205		79	5,923	467			20,680
599 Miscellaneous	8,470	1,078	1,060												5,119
Hotels and Resorts															
609 Miscellaneous					726	17		24							726
609 Miscellaneous					726	17		24							41
Housing Equipment and Supplies															
611 Air Conditioning	4,755	323	329		5,211	1,424	1,580	1,084		45	1,605	740			13,431
612 Automatic Heating					285	74		52				33			285
613 Automatic Refrigeration					225	76			13		125	76			350
614 Fixtures	120				45	60					810				975
615 Fuel	66				1,218	271		867		6	450	93			2,583
616 Furniture and Furnishings	2,335	24	300		2,312	273	1,425	43		26	60	315			6,432
617 Heaters and Stoves	1,365	219		29	1,111	636		105			25	162			2,501
629 Miscellaneous		14			15	31	155	17			135	61			305

Industrial	60	2	60	13	1	51	1,125	21	1,245	88
	639			13	1	51	---	---	1,245	88
	Miscellaneous						---	---		
Insurance	1,565	97	865	132	4,464	467	800	201	9,489	1,326
	649			132	4,464	467	800	201	9,489	1,326
	Miscellaneous								4	
Jewelry and Silverware										23
	659									23
	Miscellaneous									
Medical	21,148	3,757	4,645	1,171	29,314	11,011	1,075	1,956	70,678	21,345
	669			1,171	29,314	11,011	1,075	1,956	70,678	21,345
	Miscellaneous								113	
Miscellaneous	5,800	466		78	8,728	1,973	1,004	251	16,537	3,657
	671			9				9		18
	Cards and Stationery				1,706	463	315	54	2,526	1,180
Photography	15	58		13	775	246			1,825	330
	672								1,825	330
	Chat Rooms				1,755	382		15	5,205	490
Photography	3,450	93			585	118	210	17	940	158
	674								940	158
	Photograph Records				3,957	764	479	180	6,061	1,481
Veterinary and Animal Medicine	1,090	181		56				4		
	675									
	Miscellaneous									
Political	5,855	217	2,231	203	21,256	2,503	2,010	45	40,369	5,673
	701									
	Local				1,739	438	120	9	3,352	802
State	385	33	30		5,324	442	505	124	9,339	792
	702								12,010	1,360
	National				47	8,160	822	610	15,639	2,709
National	3,210	72	1,556	156	6,033	801	775	45		
	703									
	Miscellaneous									
Professional and Service	210	189	60		11,725	3,105	805	329	16,555	5,655
	711				3,510	2,518	375	232	5,150	4,549
	Opticians-Optometrists				5,920	410	150		8,755	231
Chiropractors								23	7,180	713
	712								540	9
	Dentists				220	24	255		550	63
Physicians (Medical)					1,315	63	25	10	2,260	120
	713									
	Hospitals									
Miscellaneous	120									
	719									
	Miscellaneous									
Public Utilities	1,720	210	75	46	12,831	1,158	1,500	178	4,955	920
	721								3,660	348
	Electric Companies				645	630	119	35	8,620	35
Gas Companies	420	19	255	46	931	147	405	24	1,746	523
	722								8,095	214
	Electric and Gas Companies				6,960	55			405	244
Telegraph Companies	265	3			131	405	27	82	1,695	255
	724								960	145
	Telephone Companies				660	102	78		11,298	2,252
Miscellaneous	1,035	45			840					
	729									
	Miscellaneous									
Publications	1,518	188	470		5,860	1,137	580	211	11,298	2,252
	731				545	87	135	1	813	89
	Books				1,715	192	310	130	195	17
Magazines	1,333	1	25						3,360	339
	732								3,360	339
	Newspapers				2,580	728	135	68	2,480	325
Miscellaneous	300	187	445		1,020	130		12	1,085	546
	739									
	Miscellaneous									
Religion	4,785				21,873	81	3,770	33	22,025	337
	748								22,025	337
	Miscellaneous				21,873	81	3,770	33	22,025	337
Radio	1,293	67		10	1,560	418	60	127	4,370	853
	751			10					4,370	853
	Sets				1,020	396	60	108	1,455	181
Stations										
	752									
	Tubes									
Miscellaneous	60									
	759									
	Miscellaneous									
Sporting Goods		6								
	769									
	Miscellaneous									
Tobacco	7,292	289	825	96	3,930	1,198				
	771			27	865	229				
	Cigars			69	855	692				
Cigarettes	2,475	97								
	772									
	Tobacco			32	605	141				
Miscellaneous	1,070	32	465							
	774				875	164				
	Tobacco			191	380					
Toilet Requisites	2,150	34			759	2				
	779									
	Miscellaneous									
Antiseptics	6,353	1,358	1,200	177	13,795	2,379	1,785	746	29,065	5,437
	781									
	Antiseptics				150	127				
Deodorants	615	33		23	2,200	144				
	782									
	Perfumes-Cosmetics-Lotions			345	127	685	834	210	665	
Toilet Soaps	585	911		14	4,340	588				
	783									
	Toilet Soaps			150	13	4,315	210			
Miscellaneous	1,725	250								
	789									
	Miscellaneous									
Transportation	2,145	266		26	2,325	1,612	75	119	3,613	3,613
	791									
	Airways									
Bus Lines		23		4	920	378				
	792									
	Bus Lines			14	385	216				
Railroads	1,680	41								
	793									
	Steamships									
Tours	405									
	794									
	Miscellaneous									
Wearing Apparel	60	202		8	751	978	75	96	712	984
	799									
	Miscellaneous									
Men's Wear	2,835	203	495	75	1,602	583				
	801									
	Men's Wear									
Women's Wear	345	21			95					
	802									
	Women's Wear									
Miscellaneous	2,490	182	495	48	1,507	583				
	809									
	Miscellaneous									
Watches										
	819									
	Miscellaneous									
Totals	150,245	19,785	23,357	3,861	329,457	66,003	44,297	11,063	711,760	133,219

TABLE IV
STATION BROADCAST ADVERTISING (OTHER THAN NATIONAL NETWORK)
BY TYPE OF SPONSORING BUSINESS AND BY STATION METROPOLITAN DISTRICT OR CITY POPULATION
RETAIL ADVERTISING UNITS
October 1940

October 1940																																											
Total Commercial Operating Stations.				2,500,000 and over				1,000,000 to 2,500,000				500,000 to 1,000,000				250,000 to 500,000				100,000 to 250,000				50,000 to 100,000				25,000 to 50,000				10,000 to 25,000				Less than 10,000				Totals			
Type of Sponsoring Business				Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.						
Total Stations Reporting-----				52	10	60	18	44	17	93	41	105	28	58	17	104	29	160	19	110	21	787	200																				
Amusements -----				405	52	6,009	817	960	165	2,333	1,551	3,190	1,471	3,773	931	4,969	1,523	1,640	1,656	1,682	850	24,961	9,316																				
011 Theaters-----				210	14	30	340	160	193	764	929	1,625	883	2,770	538	2,005	732	440	1,138	1,467	618	9,471	5,385																				
019 Miscellaneous-----				195	38	5,979	477	800	272	1,569	622	1,565	588	1,003	393	2,964	791	1,200	518	215	282	15,490	3,931																				
Automotive -----				450	209	5,019	1,191	4,650	1,550	6,371	9,195	8,469	2,711	3,530	2,116	14,825	3,303	3,309	2,729	5,715	3,304	54,868	26,311																				
021 Aviation-----				---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---																					
022 Garages and Service Stations-----				38	195	140	270	138	750	1,439	1,808	560	945	478	6,212	1,011	2,339	700	1,835	1,114	14,354	5,618																					
024 Parts and Accessories-----				103	60	73	2,220	143	830	574	130	66	345	276	949	356	60	269	75	455	479	4,719	2,315																				
025 Passenger Cars-----				450	59	4,614	827	2,010	1,137	4,691	6,724	5,287	1,910	3,275	1,269	5,894	1,232	2,105	1,421	3,245	1,278	29,571	15,887																				
026 Tires and Tubes-----				9	150	113	150	132	600	377	1,194	164	950	80	1,680	556	730	167	395	89	5,849	1,087	---																				
027 Trucks-----				---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---																					
028 Tractors-----				---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---																					
029 Miscellaneous-----				---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---																					
Bakeries -----				69	11	965	135	120	99	1,315	154	2,955	1,061	990	270	3,162	1,162	773	854	402	567	11,072	4,333																				
039 Miscellaneous-----				60	41	965	125	120	99	1,345	154	2,955	1,061	990	270	3,402	1,162	773	854	402	567	11,072	4,333																				
Book Stores -----				---	---	210	51	---	2	---	4	---	---	---	---	---	---	---	---	---	---	---																					
049 Miscellaneous-----				---	---	210	51	---	2	---	4	---	---	---	---	---	---	---	---	---	---	---																					
Boots and Shoes -----				1,035	52	1,110	93	765	163	1,515	1,701	1,250	795	305	225	1,105	711	370	196	332	303	7,787	1,548																				
051 Men's-----				---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---																					
052 Men's and Women's-----				---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---																					
053 Women's-----				---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---																					
059 Miscellaneous-----				52	1,110	93	705	169	1,395	1,594	1,210	586	305	170	1,075	667	370	486	332	203	7,537	4,020																					
Building Supplies and Contractors -----				34	315	236	165	165	186	1,955	1,277	5,028	641	645	786	3,433	3,133	2,875	3,133	1,077	618	15,493	6,081																				
069 Miscellaneous-----				34	315	236	165	165	186	1,955	1,277	5,028	641	645	786	3,433	3,133	2,875	3,133	1,077	618	15,493	6,081																				
Clothing Stores -----				2,710	371	10,724	1,633	5,955	2,208	14,405	8,907	8,619	3,716	3,371	3,071	6,817	4,282	3,198	2,439	3,655	2,082	59,514	28,467																				
071 Men's-----				45	1,845	3,615	602	3,905	1,139	6,630	5,070	994	1,474	54	125	1,251	1,251	1,251	1,251	1,251	1,251	26,470	10,077																				
072 Men's and Women's-----				---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---																					
073 Women's-----				---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---																					
074 Credit Clothing-----				540	267	2,310	93	615	123	1,215	794	174	581	60	335	2,154	996	1,047	1,660	996	13,779	9,338																					
079 Miscellaneous-----				355	42	2,804	472	450	314	3,745	2,495	1,895	568	917	419	1,515	1,077	400	305	1,580	234	13,631	5,926																				
Dairies -----				128	150	396	---	---	---	326	390	454	1,785	148	125	111	1,539	511	1,820	212	150	53	5,950	2,589																			
099 Miscellaneous-----				128	150	396	---	---	---	326	390	454	1,785	148	125	111	1,539	511	1,820	212	150	53	5,950	2,589																			
Department and Dry Goods Stores -----				1,310	66	9,630	1,673	7,430	1,913	8,265	2,079	10,607	2,418	5,885	1,337	2,999	2,335	4,300	1,509	4,825	1,564	60,311	15,020																				
139 Miscellaneous-----				1,310	66	9,630	1,673	7,430	1,913	8,265	2,079	10,607	2,418	5,885	1,337	2,999	2,335	4,300	1,509	4,825	1,564	60,311	15,020																				
Drug Stores -----				1,629	3	2,755	185	2,890	75	2,895	374	615	658	1,365	452	427	607	1,198	826	2,087	1,035	15,812	4,215																				
169 Miscellaneous-----				1,629	3	2,755	185	2,890	75	2,895	374	615	658	1,365	452	427	607	1,198	826	2,087	1,035	15,812	4,215																				
Educational -----				135	2	1,890	99	110	70	2,037	674	297	137	165	201	51	156	80	110	405	51	5,230	1,523																				
179 Miscellaneous-----				135	2	1,890	99	110	70	2,037	674	297	137	165	201	51	156	80	110	405	51	5,230	1,523																				
Electric & Gas Appliances & Supply -----				7	210	154	60	201	60	2,010	554	2,210	688	418	146	1,722	681	810	741	730	518	8,260	3,690																				
189 Miscellaneous-----				7	210	154	60	201	60	2,010	554	2,210	688	418	146	1,722	681	810	741	730	518	8,260	3,690																				
Furniture and Home Furnishings -----				30	43	8,965	732	6,125	735	13,183	5,068	7,990	3,123	1,660	1,123	9,065	2,315	4,085	1,569	4,717	965	55,850	15,693																				
219 Miscellaneous-----				30	43	8,965	732	6,125	735	13,183	5,068	7,990	3,123	1,660	1,123	9,065	2,315	4,085	1,569	4,717	965	55,850	15,693																				
Grocers and Food Stores -----				210	19	1,010	223	3,780	417	5,010	1,041	4,121	356	1,215	171	4,226	907	1,493	787	3,529	1,031	21,534	5,322																				
221 Chain-----				---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---																					
222 Independent-----				---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---																					
239 Miscellaneous-----				210	19	3,780	417	3,780	417	5,010	1,041	4,121	356	1,215	171	4,226	907	1,493	787	3,529	1,031	21,534	5,322																				
Heating and Plumbing -----				64	115	20	195	335	335	1,340	1,374	1,850	823	2,165	576	1,991	643	1,000	441	412	361	9,698	4,900																				
249 Miscellaneous-----				64	115	20	195	335	335	1,340	1,374	1,850	823	2,165	576	1,991	643	1,000	441	412	361	9,698	4,900																				
Hotels and Restaurants -----				1,455	113	3,190	1,112	120	195	1,760	2,145	1,503	602	190	392	1,394	1,047	698	761	658	654	10,968	7,021																				
259 Miscellaneous-----				1,455	113	3,190	1,112	120	195	1,760	2,145	1,503	602	190	392	1,394	1,047	698	761	658	654	10,968	7,021																				
Jewelers -----				63	97	5,006	1,317	480	994	1,365	1,675	3,215	2,933	6,218	1,093	6,150	3,400	1,410	1,686	285	2,201	27,159	17,776																				
279 Miscellaneous-----				63	97	5,006	1,317	480	994	1,365	1,675	3,215	2,933	6,218	1,093	6,150	3,400	1,410	1,686	285	2,201	27,159	17,776																				
Merchandized Chains -----				---	---	345	36	---	---	930	218	---	---	58	295	60	---	---	---	---	---	---	---																				

Miscellaneous.....	375	112	4,449	454	6,740	1,180	17,062	7,561	10,044	2,366	3,174	1,415	10,465	2,798	7,030	2,099	8,182	2,368	67,221	20,353
301 Agriculture.....	---	10	---	6	310	14	1,030	101	1,570	53	---	---	1,435	120	1,155	241	1,457	341	7,052	1,035
302 Auctions.....	---	---	---	---	---	---	2,002	---	---	---	---	---	---	---	---	6	---	173	2,002	13
303 Beverages.....	---	---	3,195	69	1,430	757	5,825	5,165	4,149	1,100	1,995	---	2,705	1,208	2,870	749	774	630	22,943	10,121
304 Cleaners-Dyers-Laundries.....	---	18	---	2	90	10	60	37	---	129	---	---	255	78	65	45	44	32	1,734	311
305 Farm and Orchards (Produce).....	---	8	225	35	60	80	225	313	340	173	70	---	209	154	270	202	395	264	1,734	1,349
306 Florists-Nurseries.....	---	---	24	---	60	13	60	40	---	79	---	141	405	92	---	21	3,225	159	3,894	485
307 General Stores.....	---	---	---	60	120	63	---	871	680	88	---	156	35	27	570	207	140	159	1,565	1,532
308 Confectionery (Ice Cream, etc.).....	---	22	60	60	5	54	---	71	60	78	---	98	12	34	63	26	28	28	397	287
311 Shoe Repairing.....	---	9	30	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
312 Specialty Shops.....	75	42	655	193	---	152	800	644	1,190	434	324	277	2,032	501	1,235	274	162	222	6,473	2,829
315 Undertakers.....	---	3	60	40	210	8	750	141	960	112	60	---	885	162	425	190	140	52	3,370	686
349 Miscellaneous.....	300	---	200	49	4,455	29	6,310	178	1,110	181	360	258	2,332	185	275	158	1,835	366	17,177	1,404
Musical Instruments.....	---	4	1,269	27	120	104	1,535	325	740	142	754	71	1,590	91	360	472	610	87	6,969	1,323
359 Miscellaneous.....	---	4	1,260	27	120	104	1,535	325	740	142	754	71	1,590	91	360	472	610	87	6,969	1,323
Office Equipment.....	---	---	---	4	120	---	40	14	75	25	120	17	30	52	60	141	---	---	445	254
369 Miscellaneous.....	---	---	---	4	120	---	40	14	75	25	120	17	30	52	60	141	---	---	445	254
Radio.....	42	42	120	---	---	102	195	1,191	2,505	432	350	134	420	541	---	213	120	336	3,710	2,991
409 Miscellaneous.....	---	---	---	---	---	102	195	1,191	2,505	432	350	134	420	541	---	213	120	336	3,710	2,991
Real Estate.....	36	36	885	104	495	22	440	203	---	43	300	27	364	31	440	29	960	30	3,884	531
419 Miscellaneous.....	---	---	885	104	495	22	440	209	---	43	300	27	364	31	440	29	960	30	3,884	531
Sporting Goods.....	---	---	---	---	420	10	310	29	41	93	---	---	192	27	---	26	55	36	1,018	235
439 Miscellaneous.....	---	---	---	---	420	10	310	29	41	93	---	---	192	27	---	26	55	36	1,018	235
Stationers.....	---	---	---	---	---	---	180	20	255	54	---	---	---	59	---	3	---	---	435	136
449 Miscellaneous.....	---	---	---	---	---	---	180	20	255	54	---	---	---	59	---	3	---	---	435	136
Toilet Goods and Beauty Shops.....	---	---	180	13	330	75	255	235	30	106	55	3	62	234	480	242	167	1,396	1,559	2,304
459 Miscellaneous.....	---	---	180	13	330	75	255	235	30	106	55	3	62	234	480	242	167	1,396	1,559	2,304
Totals.....	9,885	1,528	64,512	10,771	42,020	11,719	90,686	51,259	77,424	25,898	37,428	15,133	81,998	28,896	39,574	20,372	40,917	20,507	484,144	186,083

TABLE IV—Continued

GENERAL ADVERTISING UNITS

October 1940

Total Commercial Operating Stations... Total Stations Reporting.....	2,500,000 and over		1,000,000 to 2,500,000		500,000 to 1,000,000		250,000 to 500,000		100,000 to 250,000		50,000 to 100,000		25,000 to 50,000		10,000 to 25,000		Less than 10,000		Totals	
	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.
Type of Sponsoring Business																				
Agriculture																				
501 Cattle Foods.....	1,190	118	840	31	1,395	48	1,300	207	3,019	247	2,022	396	2,216	293	1,185	298	1,178	1,242	17,545	2,880
502 Seeds.....	635	23	---	7	320	24	1,300	33	1,300	42	1,390	108	15	64	1,020	110	1,798	639	1,798	1,050
503 Farm Machinery.....	---	68	660	---	405	9	---	54	449	89	---	167	---	24	135	105	105	122	2,469	569
504 Nurseries.....	30	10	---	---	---	---	---	---	---	---	112	9	---	72	53	55	78	3,252	222	222
505 Live Stock.....	17	---	90	---	60	---	---	---	---	---	---	---	---	30	---	675	---	1,005	---	---
509 Miscellaneous.....	120	---	---	24	---	15	---	87	960	61	90	72	---	43	58	635	198	2,051	536	---
Alcoholic Beverages																				
511 Beers.....	1,975	75	5,365	588	4,550	633	8,915	978	5,219	1,035	1,660	830	6,335	1,512	3,965	354	2,000	502	39,214	6,307
512 Wines.....	570	75	5,225	536	4,215	463	8,695	603	4,490	839	510	830	6,295	1,460	3,965	354	2,000	502	35,474	5,602
513 Liquors.....	1,405	---	140	52	335	140	135	375	345	162	---	---	240	52	---	---	---	---	2,600	781
519 Miscellaneous.....	---	---	---	---	85	---	---	---	405	34	---	---	---	---	---	---	---	---	640	34
Amusements																				
529 Miscellaneous.....	---	12	---	---	30	6	520	38	15	---	---	---	570	24	---	---	90	4	1,225	84
Automotive																				
531 Aviation.....	2,295	157	3,943	319	8,435	1,578	13,891	1,245	7,677	1,087	6,469	497	10,843	461	4,468	632	5,490	237	63,511	6,293
533 Gas and Oil.....	1,905	---	2,038	97	6,100	1,352	11,776	487	5,617	620	5,944	86	10,252	238	3,463	522	5,490	127	52,595	3,529
534 Parts and Accessories.....	---	2	---	28	28	28	203	485	20	150	40	---	---	14	---	29	---	70	635	434
535 Passenger Cars.....	390	165	1,905	222	2,335	298	2,115	400	990	340	210	371	521	145	600	81	---	40	9,096	2,062
536 Tires and Tubes.....	---	---	---	---	---	---	---	---	---	---	---	---	60	4	---	---	---	---	195	173
537 Trucks.....	---	---	---	2	---	---	---	13	---	---	---	---	---	---	---	---	---	---	---	13
538 Tractors.....	---	---	---	---	---	---	---	4	555	1	---	---	---	---	405	7	---	---	960	7
539 Miscellaneous.....	---	---	---	---	---	---	---	4	30	71	---	---	---	---	---	---	---	---	30	75
Building Materials																				
549 Miscellaneous.....	135	29	195	55	360	96	900	107	180	57	320	81	1,095	137	750	137	465	66	4,310	785
Confections																				
559 Miscellaneous.....	1,315	258	883	414	2,540	625	1,820	1,495	665	661	2,060	574	540	427	---	19	---	169	9,823	4,642
Educational																				
569 Miscellaneous.....	6	6	100	---	120	---	120	---	630	21	---	---	---	---	25	---	110	47	985	77
Financial																				
571 Banks and Trust Companies.....	1,125	4	1,265	852	2,565	569	4,770	1,425	3,219	893	1,370	671	3,257	2,103	2,218	834	905	256	20,724	7,699
572 Real Estate and Home Financing.....	705	---	237	23	220	277	2,085	701	1,465	342	930	295	1,062	1,310	1,093	344	650	6	8,770	3,512
573 Stock and Bond Houses.....	270	2	235	44	425	---	215	37	334	44	200	80	875	116	15	101	130	34	2,779	488
579 Miscellaneous.....	60	---	565	516	1,920	292	2,470	660	1,360	477	240	296	1,050	652	---	17	---	246	8,850	3,603
Groceries																				
581 Baking Products.....	11,682	1,612	19,160	3,266	30,920	4,727	45,251	8,992	37,076	4,348	25,831	3,130	32,739	4,578	13,800	1,861	17,937	2,956	234,456	35,373
582 Beverages.....	1,670	412	870	391	3,430	1,383	4,135	1,437	5,170	1,306	3,015	554	4,140	755	1,220	416	2,235	794	25,885	7,449
583 Coffee and Tea.....	1,175	23	1,925	358	2,895	138	3,460	312	3,255	224	2,205	427	1,120	245	1,820	141	---	---	20,675	7,219
584 Soft Drinks.....	390	14	1,000	800	1,505	384	8,590	3,539	3,244	512	7,885	365	5,295	1,646	4,540	536	2,160	926	34,579	8,752
589 Miscellaneous.....	---	---	---	2	45	9	585	30	345	90	30	53	---	23	345	12	---	26	2,536	274
585 Shortening.....	48	---	795	83	1,725	61	2,805	293	1,445	300	840	108	780	146	---	44	345	63	8,735	1,176
586 Cereals and Breakfast Foods.....	---	---	---	69	2,070	248	2,700	332	2,145	221	345	2	2,655	161	390	20	930	199	15,825	1,524
587 Condiments.....	75	---	135	6	65	29	---	82	---	15	---	---	---	---	54	---	---	---	659	211
588 Dairy Products.....	1,770	60	2,220	29	4,400	839	555	283	1,635	106	962	83	1,085	172	480	243	960	35	10,717	2,188
591 Meats-Fish-Poultry.....	930	73	1,125	54	2,400	366	3,455	290	1,170	108	1,290	84	450	449	150	103	600	5	13,515	1,608
592 Laundry Soaps and Cleaners.....	1,542	195	4,095	560	7,785	311	7,511	704	10,670	550	4,335	303	7,800	303	2,263	97	4,030	272	50,033	3,341
593 Flour.....	555	37	285	73	2,085	24	4,360	298	4,955	69	2,760	251	2,485	126	45	---	206	206	20,173	1,071
594 Sugar.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	639	285
595 Disinfectants and Exterminators.....	---	---	---	14	165	9	---	45	---	32	345	---	---	---	---	---	---	---	780	100
599 Miscellaneous.....	2,075	175	2,590	636	4,095	926	6,510	1,227	2,957	691	1,765	516	6,238	511	2,545	175	---	262	29,630	5,119
Hotels and Resorts																				
609 Miscellaneous.....	---	---	---	30	---	---	---	4	720	---	---	---	6	---	---	---	---	7	726	41
Housing Equipment and Supplies																				
611 Air Conditioning.....	765	53	1,070	93	2,130	443	1,250	1,607	2,543	342	2,110	121	1,653	179	405	127	1,475	677	13,431	3,615
612 Automatic Heating.....	---	---	---	---	---	3	---	28	---	---	---	---	---	5	---	---	---	---	---	36
613 Automatic Refrigeration.....	---	---	---	---	---	62	125	108	---	---	---	24	---	---	---	---	---	---	---	126
614 Fixtures.....	---	---	---	7	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	165
615 Fuel.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
616 Furniture and Furnishings.....	765	40	240	24	585	66	120	926	600	107	315	---	---	---	405	64	120	47	3,583	500
617 Ranges and Stoves.....	---	---	---	62	1,545	273	1,005	89	997	45	---	---	---	---	---	---	---	---	---	---
629 Miscellaneous.....	---	---	---	---	---	39	---	335	626	160	---	---	---	---	---	---	---	---	---	---

Industrial	639	Miscellaneous	13	2	51	120	1	930	21	195	---	---	---	1,245	88							
Insurance	649	Miscellaneous	785	17	138	2,995	265	764	256	900	172	1,135	231	9,489	1,326							
Jewelry and Silverware	659	Miscellaneous	23	---	---	---	---	---	---	---	---	---	---	---	23							
Medical	669	Miscellaneous	7,055	2,448	5,402	6,650	2,377	9,010	2,024	9,715	1,020	2,005	1,954	70,678	21,345							
Miscellaneous	671	Cards and Stationery	4,080	347	2,265	2,040	503	369	734	325	55	1,794	379	16,557	3,657							
Political	701	Local	7,270	112	2,961	324	6,692	875	1,134	845	1,134	738	3,818	1,306	5,673							
Professional and Service	711	Opticians-Optometrists	2,875	188	1,410	584	4,555	1,051	145	304	1,980	596	645	301	16,555							
Public Utilities	721	Electric Companies	3,780	170	195	1,120	1,785	511	2,389	105	135	5	865	184	1,750							
Religion	731	Books	1,775	163	823	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775							
Radio	741	Miscellaneous	2,990	15	15	2,715	300	11,525	14	5,970	11	4,275	11	4,275	11							
Sels	751	Sets	1,410	14	14	1,410	1,410	1,410	1,410	1,410	1,410	1,410	1,410	1,410	1,410							
Sporting Goods	761	Miscellaneous	1,410	14	14	1,410	1,410	1,410	1,410	1,410	1,410	1,410	1,410	1,410	1,410							
Tobacco	771	Cigars	1,525	377	377	1,525	1,525	1,525	1,525	1,525	1,525	1,525	1,525	1,525	1,525							
Toilet Requisites	781	Antiseptics	3,355	663	663	3,355	3,355	3,355	3,355	3,355	3,355	3,355	3,355	3,355	3,355							
Transportation	791	Airways	1,680	21	21	1,680	1,680	1,680	1,680	1,680	1,680	1,680	1,680	1,680	1,680							
Wearing Apparel	801	Men's Wear	1,110	27	27	1,110	1,110	1,110	1,110	1,110	1,110	1,110	1,110	1,110	1,110							
Watches	819	Miscellaneous	1,402	1,402	1,402	1,402	1,402	1,402	1,402	1,402	1,402	1,402	1,402	1,402	1,402							
Totals			42,668	6,344	75,321	12,204	80,978	16,994	134,554	31,665	103,607	17,150	63,376	12,163	102,659	16,720	54,735	8,038	54,262	11,941	711,760	133,219

STATIONS COOPERATING in the BROADCAST ADVERTISING UNIT VOLUME REPORT

DISTRICT 1

CONNECTICUT

WICC—Bridgeport
WDRG—Hartford
WHTT—"
WELL—New Haven

MAINE

WCOU—Lewiston
WCSH—Portland

MASSACHUSETTS

WAAB—Boston
WBZ—"
WNAC—"
WLAW—Lawrence
WLLH—Lowell
WBZA—Springfield
WORC—Worcester

NEW HAMPSHIRE

WHEB—Portsmouth

RHODE ISLAND

WEAN—Providence

VERMONT

WCAX—Burlington

DISTRICT 2

NEW YORK

WABY—Albany
WOKO—"
WENY—Elmira
WHCU—Ithaca
WJTN—Jamestown
WABC—New York City
WQXR—"
WHDL—Olean
WHAM—Rochester
WHEC—"
WTRY—Troy
WFAS—White Plains

DISTRICT 3

DELAWARE

NEW JERSEY

WSNJ—Bridgeton
WCAM—Camden
WOR—Newark

PENNSYLVANIA

WHJB—Greensburg
WHP—Harrisburg
WJAC—Johnstown
KYW—Philadelphia
WCAU—"
KQV—Pittsburgh
WCAE—"
WGBI—Scranton
WBAX—Wilkes-Barre

DISTRICT 4

DISTRICT OF COLUMBIA

WJSV—Washington
WMAL—"
WOL—"
WRC—"

MARYLAND

WCBM—Baltimore
WFBR—"
WTBO—Cumberland
WBOC—Salisbury

NORTH CAROLINA

WWNC—Asheville
WBT—Charlotte
WBIG—Greensboro
WGTC—Greenville
WPTF—Raleigh

WRAL—Raleigh
WSTP—Salisbury
WSJS—Winston-Salem
SOUTH CAROLINA
WTMA—Charleston
WCOS—Columbia
WIS—"

VIRGINIA

WCHV—Charlottesville
WSVA—Harrisonburg
WLVA—Lynchburg
WGH—Newport News
WTAR—Norfolk
WPID—Petersburg
WRNL—Richmond

WEST VIRGINIA

WJLS—Beckley
WMMN—Fairmont
WSAZ—Huntington
WPAR—Parkersburg
WWVA—Wheeling

DISTRICT 5

ALABAMA

WSGN—Birmingham

FLORIDA

WDBO—Orlando

GEORGIA

WGPC—Albany
WAGA—Atlanta
WSB—"
WMGA—Moultrie
WSAV—Savannah
WTOG—"

PUERTO RICO

DISTRICT 6

ARKANSAS

KFPW—Fort Smith
KARK—Little Rock
KUAO—Siloam Springs

LOUISIANA

WNOE—New Orleans
KTBS—Shreveport
KWKH—"

MISSISSIPPI

TENNESSEE

WOPI—Bristol

DISTRICT 7

KENTUCKY

WLBj—Bowling Green
WHAS—Louisville

OHIO

WJW—Akron
WICA—Ashtabula
WCKY—Cincinnati
WLW—"
WSAI—"
WCLE—Cleveland
WGAR—"
WHK—"
WBNS—Columbus
WCOL—"
WHIO—Dayton
WLOK—Lima
WPAY—Portsmouth
WSPD—Toledo
WHIZ—Zanesville

DISTRICT 8

INDIANA

WFBM—Indianapolis
WIBC—"

WIRE—Indianapolis
MICHIGAN
WELL—Battle Creek
WJR—Detroit
WWJ—"
WKZO—Kalamazoo
WKBZ—Muskegon

DISTRICT 9

ILLINOIS

WENR—Chicago
WLS—"
WMAQ—"
WCLS—Joliet
WMBD—Peoria
WTAD—Quincy
WHBF—Rock Island
WDZ—Tuscola

WISCONSIN

WTAQ—Green Bay
WCLO—Janesville
WIBA—Madison
WTMJ—Milwaukee
WRJN—Racine
WHBL—Sheboygan

DISTRICT 10

IOWA

WMT—Cedar Rapids
KRNT—Des Moines
KSO—"
WHO—"
KMA—Shenandoah

MISSOURI

KFRU—Columbia
KMBC—Kansas City
WIL—St. Louis
KMOX—"

NEBRASKA

KMMJ—Grand Island
KGFV—Kearney
KFAB—Lincoln
KFOR—"
KOIL—Omaha
WOW—"

DISTRICT 11

MINNESOTA

KATE—Albert Lea
WCCO—Minneapolis
WTCN—"
KSTP—St. Paul

NORTH DAKOTA

SOUTH DAKOTA

WNAX—Yankton

DISTRICT 12

KANSAS

KCKN—Kansas
KFBI—Wichita

OKLAHOMA

KOCY—Oklahoma City
KTOK—"

DISTRICT 13

TEXAS

KFDA—Amarillo
KGNC—"
KFDM—Beaumont
KRIS—Corpus Christi

WFAA—Dallas
KTSM—El Paso
KGKO—Fort Worth
WBAP—"
KPRC—Houston
KPDN—Pampa
KPAC—Port Arthur
KONO—San Antonio
WOAI—"
KRGV—Weslaco

DISTRICT 14

COLORADO
KIDO—Boise
KFEL—Denver
KIUP—Durango
IDAHO
KRLC—Lewiston
MONTANA
KFBB—Great Falls
KGVO—Missoula
UTAH
KVNU—Logan
KDYL—Salt Lake City
KSL—"
WYOMING

DISTRICT 15

CALIFORNIA
KHSL—Chico
KYOS—Merced
KROW—Oakland
KFBK—Sacramento
KROY—"
KJBS—San Francisco
KYA—"
KQW—San Jose
KWG—Stockton

HAWAII
KGMB—Honolulu
NEVADA
KOH—Reno

DISTRICT 16

ARIZONA
KOY—Phoenix
KYUM—Yuma
NEW MEXICO
KICA—Clovis
KAWM—Gallup

CALIFORNIA
KFOX—Long Beach
KECA—Los Angeles
KFI—"
KNX—"
KTMS—Santa Barbara

DISTRICT 17

ALASKA
OREGON
KBND—Bend
KALE—Portland
KOIN—"
KWJJ—"
WASHINGTON
KVOS—Bellingham
KWLK—Long View
KIRO—Seattle
KJR—"
KOMO—"
KFPY—Spokane
KGA—"
KHQ—"
KVI—Tacoma