

## THE WEEK IN WASHINGTON

Facing criminal prosecution in a Federal Court by the Department of Justice as an alternative, ASCAP's Board of Director's last night signed a Consent Decree. (p. 157)

C. E. Hooper reports that there has been no noticeable increase or decrease in the size of the radio audience as a result of the absence of ASCAP music in the majority of radio stations. Other BMI news, including the acquisition of new catalogs and the announcement of the formation of a special "Public Domain Lyrics Department," is found on pp. 158-161.

Samuel Rosenbaum, IRNA Chairman, answers Senator Wheeler's attack on radio commentators. (p. 161)

Asserting that he did not want to "promise" Chairman Fly of the FCC this week declared that the final monopoly report may be expected shortly, possibly next week. (p. 161)

A full report of the Fourth Annual Broadcast Engineering Conference, by Lynne Smeby, NAB Director of Engineering, including discussions of television, reallocation, FM coverage, is found on p. 162.

A new compilation of pending Federal and State legislation is given by NAB Counsel, Russel Place. (p. 165)

The Federal Communications Commission reports the operation of 881 stations as of February 1, 1941. (p. 167)

Reports from all over the country indicate industry-wide action in NAB's effort to bring about an orderly procedure for Radio's "Movin' Day." (p. 167)

Members will be particularly interested in the Appendix of this week's Report, showing the measurement of broadcast advertising volume by units and classification for November, which has just been compiled by the Research Department. This valuable information is of particular importance in control of sales efforts and in production of new business. Research Director Paul Peter shows managers how this information can mean more and better time sales. (p. 177)

Many stations, included in the itinerary have an opportunity to present the outstanding impressions of radio, magazine, and newsreel executives, who are being taken on an aerial tour to inspect Army camps and National

Defense preparation. Ed Kirby as Civilian Radio Advisor to the War Department, will be on hand to assist stations in lining up broadcasts. The complete itinerary of this trip is on p. 164.

## ASCAP CAPITULATES

Facing criminal prosecution in a Federal Court by the Department of Justice as an alternative, ASCAP's Board of Directors last night signed a Consent Decree.

While the details of the decree were still being negotiated at press time, Neville Miller declared "It will be necessary to make a careful study of the Consent Decree to ascertain its full effects upon the present music situation. We hope that its effect will be to create and maintain an open and competitive market for music. Such a competitive market is, in our opinion, necessary if American creative genius is to have freedom of opportunity."

Meanwhile a general meeting of ASCAP's membership was to be held last (Thursday) night at the Hotel Astor in New York City for the purpose of presenting the Decree for ratification.

After the signing of the Decree ASCAP issued the following statement:

### *ASCAP's Statement*

"The Board of Directors of the American Society of Composers, Authors and Publishers, at a special meeting held this (Wednesday) morning, unanimously approved and authorized signature by the Society of a Consent Decree, the terms of which were negotiated in its behalf with the Department of Justice by Special Counsel, Charles Poletti, and Milton Diamond, associated with General Counsel, Schwartz and Frohlich of the Society.

"This action marks the termination of litigation between the Department of Justice and the Society under the Anti-Trust Laws which has been in and out of the courts since 1934.

"The Decree as proposed by Assistant Attorney General Thurman Arnold, and accepted by ASCAP, modifies previous policies of the organization in respect to licensing the public performance for profit by broadcasters and others of copyrighted musical works, by providing that ASCAP may not as heretofore be an exclusive agent in behalf of its members, but that the members individually may deal directly with users if that is their preference. This privilege is, however, conditioned upon the member notifying ASCAP of the intention to deal directly, and also that any fees charged by the member shall be paid into ASCAP by the user and distributed according to ASCAP's royalty distributing formulae. The Decree further provides that individual members of ASCAP may not appoint any other agency than ASCAP for the re-sale of rights, and specifically prohibits them from appointing Broadcast Music, Inc., as an agent in that regard.

"The Decree also stipulates that any person who regularly prac-

*(Continued on page 158)*

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

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

## ASCAP CAPITULATES

(Continued from page 157)

tices the profession of songwriting shall be eligible to membership in ASCAP upon the production and regular publication of one song, instead of five compositions which has heretofore been the minimum requirement for eligibility to membership in the Society.

"Another provision of the Decree stipulates that the Board of Directors of ASCAP must be elected by the general membership as rapidly as the terms of present directorships expire. The practice heretofore has been for the Board of Directors itself to elect successors to vacancies.

"Another provision of the Decree provides for a broadcaster at his option to have the privilege of securing a license to utilize the ASCAP repertoire upon either a blanket basis as has heretofore prevailed, or a "per program" basis, in either case paying fees only in respect of such programs as make use of ASCAP music.

"In the case of network broadcasts, the Decree puts into effect a provision which has been a main source of contention of the existing controversy, that is, that as to such broadcasts the entire fee for the use of copyrighted music must be paid by the originating station, and no fee whatever paid by the interconnected stations.

"The Decree is to become effective ninety days after it is approved by the U. S. District Court for the Southern District of New York.

"Commenting upon the Decree, Gene Buck, President of the Society, said:

"ASCAP accepts this Decree in a completely conciliatory and cheerful spirit, and in utter good faith, and with every intention of meticulously fulfilling its every condition. We are entirely willing to accept its guidance as to our future policies, and we feel that while we have been in complete disagreement with the Department of Justice as to the alleged illegality of any phase of our operations or policies which have for more than a quarter of a century remained unchanged, we nevertheless believe that on the whole the Decree's conditions will clarify the whole atmosphere and certainly we are very pleased to at last be operating in full accord rather than in constant disagreement with the Department of Justice.

"I would like to say that while the Department of Justice has been firm and determined in its approach to and discussion of these differences, it has nevertheless shown a constant disposition to be fair within its construction of the law.

"ASCAP has no objection whatever to its Board of Directors being elected by the general membership, and in years past has frequently suggested such a procedure only to have the suggestion rejected by the general membership, which has preferred to continue the policies of more than a quarter of a century in this regard. Likewise, ASCAP has no objection whatever to reducing the requirement for eligibility for membership as to a person regularly practicing the profession of songwriting, to one published composition instead of five which has heretofore been the general rule, though to this there have been many exceptions. Also, we have no objection whatever to offering broadcasters their option of a license upon either a blanket basis as has heretofore prevailed or a "per program" basis relating only to programs which use ASCAP music.

"During past years many offers have been made to broadcasters of such an alternative, and repeatedly the National Association of Broadcasters has been requested to prepare the details of a formulae providing for a "per program" license plan. We have always believed that the most economical, efficient and generally satisfactory method of licensing the use of more than a million copyrighted musical compositions is to do so upon a blanket basis. We feel very confident that the broadcasters will find any other basis much

more costly. Our belief is based upon more than a quarter of a century of experience in licensing the use of copyrighted music in more than thirty thousand public amusement enterprises. We shall be glad to try another method in the case of such users as prefer it.

"ASCAP is of course especially pleased to note the government's complete agreement of the soundness and justice in the case of a network broadcast of the entire copyright fee being paid by the originating station. This has been a principal bone of contention between ASCAP and the broadcasters in connection with the proposed new licensing agreement.

"It is our sincere hope that the broadcasters, who have heretofore consistently refused to negotiate or discuss their differences with us, will now decide to do so, to the end that the American public may be no longer deprived of its opportunity to hear on radio the musical works of the foremost composers of the United States and Europe."

"A general meeting of ASCAP's membership will be held at the Astor Hotel on Thursday evening for the purpose of presenting the Decree for their ratification."

## BMI

### NO SIGNIFICANT CHANGE IN RADIO AUDIENCES

The most recent surveys both by the C. E. Hooper organization and by the Cooperative Analysis of Broadcasting (Crossley) show that there has been no noticeable increase or decrease in the size of the radio audiences and no marked change in listening habits as a result of the absence of ASCAP music from the majority of radio stations.

The latest regular C. A. B. Report is made the subject of a feature article in the current issue of *Variety*, which lists various musical programs showing gain and those showing loss. There is a danger in drawing conclusions from slight variations in the showing of programs because under the method by which any survey is conducted there is room for a certain amount of fluctuation without any actual change at all in the situation which is being investigated by the survey—in other words a variation which is regarded as a normal statistical fluctuation, having no significance. In the last C. A. B. Report only one evening commercial of an hour's length showed a change greater than this normal statistical allowance. That was Fred Allen's hour which showed a gain. Out of 80 half-hour evening programs only 17 showed a change greater than the margin allowed for purely statistical variations. Of these, 8 were musical shows or variety shows using music as a secondary appeal. Three of these showed gains. Of the 5 which showed losses, 2 were musical quizzes the change in which is probably to be accounted for by the fact that quiz programs of all kinds showed a drop. That leaves the programs which might be assumed to be affected by music showing exactly a 50-50 stand.

A similar conclusion is reached by the survey made by the Hooper organization making a comparison between December and February.



## PUBLIC BACKS THE BROADCASTERS

The February 17th issue of *Tap & Tavern* carries the following item:

Philadelphians sympathize with the broadcasters in their current battle with ASCAP, the Front Door Ballot Box, conducted by Dan E. Clark, II, of the *Evening Public Ledger*, found in a survey recently completed in that city.

In an effort to find out what popular sentiment is in a dispute which has kept all ASCAP music off the programs of the major radio networks since January 1, the Ballot Box polled a typical cross-section of Philadelphia's citizens.

Among other things, it discovered:

First. That practically one-third of the city (32 percent) is unaware that any dispute is going on, and

Second. That although a majority thinks that the barring of ASCAP tunes has lessened somewhat their enjoyment of the radio, they are, nevertheless, opposed to ASCAP and would like to see the radio stations win out.

Of those who had heard of the ASCAP dispute, the Front Door Ballot Box asked whom they favored, ASCAP or the radio stations. Results showed:

ASCAP	25 percent
Radio stations	42 percent
Neither	18 percent
No opinion	15 percent

Eliminating those who had no opinion or wanted neither side to win, the score stood:

ASCAP	38 percent
Radio stations	62 percent

## CONTINUITY DEPARTMENT VALUED BY MEMBER STATIONS

BMI's Continuity Department, which prepares introductions which announcers may use in presenting BMI numbers and plans scripts for programs of BMI's new music and standard arrangements, has been receiving expressions of approval and appreciation. An interesting example is a letter from Station KMYC at Marysville, California, saying:

"We have found the Continuity Department very helpful. You might also be interested in knowing that the first series of Gilbert & Sullivan scripts were used to close a long term contract with an account we had been seeking for several months."

The Continuity Department wishes all member stations to know that it is glad to cooperate with them in building continuities for specific purposes, commercial and otherwise. So many BMI stations have found the BMI scripts to be of great use with respect to spot announcements and partial commercial sponsorships that the department is anxious that all stations should understand the nature of this service which BMI is offering them.

## BMI GETS NEW CATALOGUES

Broadcast Music, Inc. announces the acquisition of a catalogue of selections of Golden Gate Publications, consisting chiefly of Hawaiian numbers. The new music came to BMI in accordance with the terms of an agreement with the Peer International Corporation. Among the

many songs are: *Dusky Hula Eyes*, *It Happened On the Beach at Waikiki*, *Moon O'er Hawaii*, *Love Song of Old Hawaii*, and *Sweet Hawaiian Maid*.

BMI has also acquired the performing rights in the catalogue of the Stevens Music Company, publishers of the currently popular song, *I Do, Do you*.

## SPECIAL PUBLIC DOMAIN LYRICS DEPARTMENT FORMED

Continuing to expand its activities in all phases of music production, Broadcast Music, Inc., announced the formation of a special Public Domain lyrics department, headed by Irving Weill. The new department, which is entirely separate from BMI's lyric department for popular songs, was created to meet the demand of performing artists and BMI stations for lyrics to use with BMI's Orchestral Library of Public Domain selections. Because ASCAP-owned copyrights of most P.D. numbers cover words as well as melody, BMI arrangements of public domain selections are being supplied with lyrics from either original source, or new copyrighted words written by free-lance writers. To date, lyrics for some 75 numbers, including those for *Melody In F*, *Dark Eyes* and *Martha*, have been written and hundreds are scheduled for future publication.

Mr. Weill joined BMI after some 20 years of experience in the music and radio field. He was for several years connected with M. Witmark & Sons before leaving the music business for work in radio. Mr. Weill has also been associated with the Columbia Broadcasting System as musical coach and director and prior to his affiliation with BMI did free lance musical work for the National Broadcasting Company and other radio stations in New York City.

## BMI TUNES IN NEW ROOSEVELT PICTURE

BMI tunes, *Hi, Si!, What's Cookin'*, *Broadway Caballero*, and *Peter Piper*, will be featured in James Roosevelt's forthcoming production, *Pot Of Gold*, which stars James Stewart and Paulette Goddard and Horace Heidt's orchestra. The tunes are by Lew Forbes and Henry Russel. A double set of lyrics will be issued for *Hi, Si!, What's Cookin'*—one for the rhythm or *hot* bands, and the other for straight performance. Release to BMI member stations some time next month is scheduled.

## CONTRACTS SIGNED FOR BMI SONG SHEETS

Lyrics of BMI songs are to appear in two song sheets to be issued monthly—one 16-page sheet to sell for five cents and one 32-page sheet to sell for ten cents. BMI has just signed contracts with the D. S. Publishing Company, Inc., and with the Charlton Publishing Cor-

poration granting these companies the right to use BMI lyrics in illustrated song sheets which will be devoted exclusively to songs published and licensed by BMI. Subject to cancellation provisions, the contracts run to March 31, 1944.

### BMI FEATURE TUNES

February 24-March 3

1. HIGH ON A WINDY HILL
2. YOU WALK BY
3. HERE'S MY HEART
4. WHERE'S THE CAPTAIN'S HAT
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. TALKING TO THE WIND
17. BREAKFAST FOR TWO
18. I LOOK AT YOU
19. SHADOWS IN THE NIGHT
20. STONE'S THROW FROM HEAVEN

*Billboard* this week restores its list of 20 songs with most radio plugs, announcing that it does in response to numerous requests. All numbers listed are, of course, covered by the BMI license. The record gives gratifying evidence of an increased diversification in radio programs. Of the 20 songs 4 come from the catalogue of the Southern Publishing Company, 3 from E. B. Marks, and 1 from the Stevens Music Company. The rest are BMI's own publications.

The 10 sheet music best sellers last week were all numbers published or licensed by BMI. And again 8 of the 10 leading records were also BMI numbers. In *Billboard's* record of the biggest money makers in the coin machines, 4 of the 7 were BMI numbers, including *There I Go*, heading the list and appearing for the eleventh week. The *Variety* lists, obviously made up from very different reports, showed 5 of the 10 leaders carrying the BMI flag including *Frenesi* and *I Hear a Rhapsody*, which stand at numbers 1 and 2 respectively.

### BMI BRINGS GEMS OF JAZZ

Hot Jazz is not dead on the airplanes, despite the protest of Tin Pan Alley publishers that the ASCAP-

Radio situation would kill swing. Prime platters of jazz evergreens that have been marked o. k. for broadcasting range from the new Hit Parade favorite *There'll Be Some Changes Made*, first made famous by Tesch and the Chicagoans, down to *Astoria Strut*, recorded in New Orleans in 1929 by a small combination lead by trumpeter Lee Collins.

Among the outstanding jazz jam tunes which radio stations and orchestras throughout the country have available for performance are *Cherry*, *Rockin' Chair*, *Georgia On My Mind*, *Lazy River*, *You Can Depend On Me*, *Jazz Me Blues*, *Shim-Me-Sha-Wabble* and *Song Of The Islands*.

Of especial interest to collectors and musicians is the fact that many compositions recorded by jazz combinations and never heard on the air before are now made available through BMI. Foremost among these selections are the classic *Minor Drag*, recorded by Fats Waller in 1930, and *Pleasin' Paul*, recorded by the great Luis Russel band with Trumpeter Henry (Red) Allen, Jr., and Trombonist J. C. Higginbottom.

Other tunes in the BMI books are *Moten Swing* and *Moten Stomp*, two of Bennie Moten's outstanding sides; King Oliver's *Mule Face Blues*, *Sugar Foot Strut*, recorded by Louis Armstrong on the old Okeh Label; *Balling the Jack*, Crescent City favorite *Mary Lou Williams'*, *Froggy Bottom*; and *Didn't He Ramble*, the old New Orleans marching tune, whose stirring melody has been swung along Perdido and Rampart Streets by every New Orleans jazzman from Buddy Bolden on.

### BMI'S ONE IN A THOUSAND

More than 1,000 manuscripts from hopeful tunesmiths pour into the offices of BMI each day, and in this mountain of music the general average of material suitable for publication and radio performance is about one in one thousand. Examination of the fifty most recent BMI publications, representing the pick of 50,000 submitted manuscripts, reveals that they have been created by many composers with diverse occupations, including nine profession musicians, among them Horace Heidt, the band leader; one newspaper man now drilling in the ranks of the selectees; and the American Household Poet, Edgar Guest, who has written *At Home*, *When Lights Are Low*, in collaboration with Maurice Wetzel, Chicago radio program director. Another of BMI's new songs, *Penthouse On The Palisades*, was written by a Philadelphia dentist and a postoffice clerk.

The desire of the office worker for the romance of the wide-open spaces is reflected in the novelty western song *Little Hobby Horse*, written by a mid-western bookkeeper, and published last month by BMI.

Milton Rettenberg, Chief Music Editor, offers the following advice:



"*I Love You* may be a welcome sentence to millions of American girls, but it has proven to be the stumbling block to more than one hopeful songwriter. Probably the greatest fault of the amateur songsmith is the lack of freshness of his work. Hundreds of songs on the 'love and you' theme are received by BMI each day, but it is the song with the new twist or an original approach that is accepted.

"Originality of the expression of a familiar idea in a different way is one of the major points to be remembered in the creation of a song and an ingenious title or phrase has been responsible for the success of many hits. Professional songwriters are always on the alert for some new phrase around which to build a song, amateurs, on the other hand, are content to write what they consider a good song without realizing that the same thing has been used in a thousand other songs."

## ROOKIE FATHERS A FEATHER

Walter Brevig of the New York Herald Tribune staff, composer of the new BMI tune *She Wears A Feather In Her Hat*, and *Miles Apart*, which was number six on the Hit Parade in February 1937, now carries the address Private Walter Brevig, G. Company, 1222nd Reception Center, Camp Upton, N. Y.

Cyrano said, "I have kept my plume" and Kay Vincent, Fashion Editor of the Herald Tribune, has kept hers despite Hitler. Thereon hangs the song *She Wears A Feather In Her Hat* which has been picked up by BMI. Brevig will soon hear it coming over the air at Camp Upton.

"When you see a gal wearing a feather in her hat," says Brevig, "while the talk of the country centers around lease-and-lend bills, crisis in the Balkans and the invasion of England, you are impressed. It is not too hard to get a tune."

Brevig comes from a musical family. He was born in Oslo, Norway, when his parents were on a visit there and has lived on McCord Avenue in Merritt, Long Island, since he was six. A cousin in Norway is director of a large glee club and McCord Avenue is named after Nancy McCord, Broadway musical star. Brevig began on the Tribune as a copy boy and recently was promoted to the telegraph desk. He hopes to write some tunes around army life, but so far, he says, "My only taste of military life is a two-mile hike through the rain."

## ROSENBAUM ANSWERS WHEELER'S CHARGE

In a statement released over the weekend, Samuel R. Rosenbaum, Chairman of the Independent Network Affiliates, answered the criticisms of Senator Wheeler concerning the alleged bias of radio commentators. Mr. Rosenbaum's statement follows:

"Senator Wheeler is quoted as stating that he questioned whether the affiliated stations have been as careful as the network originating stations to give equal time to both sides of every public question, particularly on the Lend-Lease Bill and American neutrality.

"Speaking for the affiliates, I am quite positive Senator Wheeler is not correctly informed. There is no class

of business men in the country more aware of public service obligation than the owners and operators of the network-affiliated stations. We are at all times eager to bring to our listeners views on both sides of current controversial questions.

"Apart from the legal requirement, it makes for vital and thought-provoking programs and that increases our listening audience, something every station desires.

"We have no editorial policies. We do not color our news. It may be that there is an overwhelming current of public opinion running one way or another, but we do not create it. Each listener draws his own conclusion.

"It would be a calamity for American freedom if it were otherwise. We want to preserve freedom in radio from unwarranted censorship or coercion.

"If Senator Wheeler believes that individual stations have knowingly departed from this standard, our group will be the first to see to it that it be maintained."

## Monopoly Report Soon—Fly

Monopoly report is in the works FCC Chairman James Lawrence Fly told a press conference early this week. Answering a specific question the Chairman said that it is possible that the Commission might receive a draft of the monopoly report from the Legal Department this week. However, Mr. Fly said that he did not want to "promise" this.

The Chairman told newsmen that the draft might be considered by the Commission next week. He stated that the general scope and extent of the Commission's report has already been discussed by the Commission and the Legal Department in outline form. "In other words," Mr. Fly said, "the Commission knows what it is going to get."

Chairman Fly told the correspondents that the Commission will take time on the report and "be sure to do the job right." He said that "a thoroughgoing and convincing Commission report is necessary."

Chairman Fly was asked regarding complaints received by the Commission in connection with news commentators. Mr. Fly said that he did not believe that a great many such complaints are received. He contended that the FCC in its administration of the Communications Act must see "that the avenues of free speech be kept open."

## Engineering

### REPORT ON ENGINEERING CONFERENCE

The fourth annual Broadcasting Engineering Conference opened on the campus of the Ohio State University at Columbus, February 10. Over 250 engineers from all

parts of the country were in attendance. All the meetings were presided over by Dr. W. L. Everitt, Director of the Conference.

F. V. Hunt of Harvard University, speaking on the subject "Sound Reproduction From Recordings," said that it was his opinion that a frequency range up to 15,000 cycles could be attained on transcriptions. He said, however, that the development of such transcriptions would probably be expensive.

### Television

The subject of "Television" was covered during five Conference periods. The first period, entitled "Television Standards," was conducted by W. R. G. Baker, Chairman of the National Television System Committee. Mr. Baker was assisted by the chairmen or their alternates of the nine NTSC panels and each one explained the part of the standards developed by his committee. Peter C. Goldmark, of the Columbia Broadcasting System, presented a paper entitled "Color Television" in which he illustrated with slides the work he has carried on in developing the CBS Color Television System. Harry Sadenwater of the RCA Manufacturing Company discussed the status of television. It was Mr. Sadenwater's belief that television can develop into the greatest entertaining and advertising medium we have ever known. Mr. Sadenwater pointed out the possibility that if television were allowed to grow on a normal basis that it could become a big factor in National Recovery at the end of the present crisis the same as Sound Broadcasting aided the nation in recovering after the World War.

The subject "Studio Acoustics" was discussed by Paul J. Washburn of Johns-Manville Corporation. He went into the factors involved in acoustically treating broadcasting studios.

### Polyphase Experiment

The Polyphase Broadcasting Experiment carried on at WHO was described by Paul Loyet, technical director of the Central Broadcasting Company. He said that there was a 50% saving in the modulator capacity of the transmitter and that the scheme probably was only feasible for high-powered stations.

### Re-Allocation

The re-allocation and high frequency broadcasting were the principal topics during the "General Discussion and Question Box," conducted by Andrew D. Ring, assistant chief engineer of the FCC with Lynne C. Smeby of NAB as chairman. Mr. Ring spent considerable time discussing the re-allocation problems and covered the various items in detail, using FCC release number 47182 as a guide. Mr. Ring told the engineers that the FCC had carefully investigated the obtaining of crystals before ordering the re-allocation into effect on such short notice.

He said that the FCC had been assured by the manufacturers that they would be able to produce the required crystals. Upon discussing the NAB request that the regular experimental period of 1 to 6 a. m. be extended to midnight to 7 a. m., Mr. Ring asked for a vote among the engineers present to see if they thought this would be desirable. A unanimous vote was registered by all of the engineers in support of the request. The NAB requested that this special authority be given until March 30. In discussing FM rules and regulations, Mr. Ring said that the FCC was studying modifications of its coverage requirements for commercial operation.

Recent developments in Speech Input Systems was discussed by C. M. Lewis and J. D. Colvin of the RCA. They discussed the additional problems involved in extending the frequency range of audio facilities from 10,000 to 15,000 cycles.

H. F. Olson of the Radio Corporation of America, spoke on the subject "Loud Speakers." Mr. Olson discussed the various factors involved in building loud speakers with a satisfactorily low distortion.

The members of the "Round Table on Receivers" were J. Kelly Johnson of the Hazeltine Corporation, E. B. Passow of the Zenith Radio Corporation and W. L. Dunn of the Belmont Corporation. Receiving sets were discussed in light of how they are correlated with the radio transmitters in order to form the complete broadcasting system. This subject became so interesting that an additional informal session was held on the subject.

The first paper on High Frequency Broadcasting was presented by Edwin H. Armstrong of Columbia University. The chief proponent of FM discussed the status of frequency modulation.

### FM COVERAGE

Stuart Bailey of Jansky & Bailey discussed the subject "FM Allocation and Coverage." He discussed the FCC procedure for determining the coverage FM stations should have under various conditions. He pointed out that it was sometimes necessary to modify an FM application more than once before the proper coverage could be arrived at.

One of the most interesting papers of the conference was that presented by Harvey Fletcher of the Bell Telephone Laboratories entitled "Hearing the Determining Factor for High Fidelity." Mr. Fletcher said that the hearing of over two million people was tested at the San Francisco and the New York World's Fairs. He discussed the tone and volume range of various music and set the limits for a perfect system. He then showed how these ideal conditions could be compromised in order to meet practical considerations and still render a high fidelity service to the listener. Mr. Fletcher discussed Binaural Transmission and described a series of tests made, using



Binaural and Diotic transmission. The Diotic system used had a frequency characteristic up to 15,000 cycles. A low pass cut-off filter was used on the Binaural system. The following table lists the low-pass cut-off frequency of the Binaural system and the percentage of the observers preferring the quality from the Binaural system as against the percent who preferred the 15,000 cycle Diotic system.

<i>Low-pass cut off</i>	<i>Binaural Percent</i>	<i>Diotic Percent</i>
8500 cycles	68	32
5500 "	58	42
4510 "	70	30
3750 "	50	50
2850 "	42	58

Mr. Fletcher continued that more extensive tests on this subject were needed. He felt that there is a great possibility of improvement in using a Binaural system of two 7,500-cycle channels as against a single channel of 15,000 cycles. He explained the effects produced on the ear by various sounds and said that there was very little to be gained in going above 8,000 cycles even when using one channel. Mr. Fletcher explained another experiment conducted by the Bell Laboratories. He said that a number of observers were asked to give their preference between a system cutting off at 5,000 cycles and another cutting off at 8,000. There was a preference of 20 to 1 in favor of the wider band. The same group was then subjected to a test between an 8,000 and a 15,000 cycle system. The votes between these two conditions were practically even.

M. L. Levy of the Stromberg Carlson Company discussed FM receivers. Mr. Levy covered the various design features involved in producing FM receivers.

### Transmission Lines

"UHF Antennas and Transmission Lines" was the subject of the presentation made by Andrew Alford of the Mackay Radio and Telegraph Company. Mr. Alford discussed in particular the turnstyle antenna invented by Dr. Brown and the horizontal ring antenna invented by himself. He also discussed the various methods of feeding UHF antennas. He pointed out that a coaxial transmission line could be unbalanced as much as three to one without introducing serious additional losses provided the line in the first place was an efficient one. He also pointed out that open transmission lines have much lower loss for the same amount of copper used provided the line is balanced. He showed that the radiation losses on a properly balanced open line are, for all practical purposes, negligible in comparison to the copper losses. Mr. Alford also pointed out that open lines have mechanical problems which are not present in coaxial lines such as sleet forming on the conductors, thereby changing characteristics.

Raymond F. Guy, National Broadcasting Company,

discussed the subject "FM Field Tests." He described the elaborate tests made by NBC, comparing amplitude modulation, frequency modulation with a deviation of 15 k.c. and FM with a 75 k.c. deviation. Mr. Guy played a set of test records showing the threshold effect with various deviations.

Kenneth A. Norton of the FCC Technical Information Department discussed UHF transmission. Mr. Norton showed how the atmosphere and ground conditions effect radio transmission with particular emphasis on the UHF spectrum. He also outlined the theory involved in reflection from the Ionosphere.

Mr. E. K. Jett, chief engineer of the FCC, was scheduled to talk on the subject "Communication and National Defense" on Tuesday night. Mr. Jett was not able to attend the conference because of an attack of flu and his place was taken by Gerald C. Gross, chief of the International Section of the FCC. Mr. Gross' talk covered the organization and functions of the Defense Communications Board. He pointed out that communication was of vital concern in our national defense.

Tuesday night, February 18, the conference was addressed by Mr. Homer Dudley on the subject "The Vocoder or Remaking Speech Electrically." Mr. Dudley demonstrated with the Vocoder the various elements involved in speech. He also showed how music could be remade from the words recited in a monotone.

The subjects of the conference during the first week and up through Wednesday of the second week have been covered. The balance of the program to be given on Thursday and Friday will be outlined in next week's NAB Reports.

### COMPLETE NTSC REPORTS AVAILABLE FOR SUBSCRIPTION

Notice from Bond Geddas, Executive Vice President of RMA and Trustee of NTSC, advises that the complete reports of the proceedings, including all standards and technical data, of the National Television System Committee which were presented January 27 to the FCC, are available for subscription. The reports of the NTSC main committee and its nine panels comprise 2,000 pages in 10 bound volumes and include, in addition to the recommendations of proposed television broadcasting transmission standards, the detailed record of the meetings and discussions of the NTSC main committee and all panels. This includes the wide range of technical papers, reports of studies, tests, investigations and demonstrations, bibliographies and correspondence developed in the minutes of the work by the entire NTSC membership, which totaled 168 experts and comprise some 40 organizations.

The 10 volumes of the NTSC reports comprise a most significant contribution yet made to the literature of

television, with the vast amount of material which has been developed.

A few sets of the complete reports of 10 volumes are available at cost, by subscription, and they are of especial interest to those who will be concerned in the public hearing ordered by the FCC on television, scheduled for March 20. Subscription orders at \$250 for each complete set and check should be sent to Mr. Bond Geddes, Trustee, National Television System Committee, c/o Radio Manufacturers Association, 1317 F Street, N. W., Washington, D. C.

## NOTICE TO ALL STANDARD BROADCAST LICENSEES

Supplementing the FCC's announcement concerning the North American Regional Broadcasting Agreement, all standard broadcast stations are permitted to test between 12 midnight and 7 a. m., local standard time, provided the operation between 12 midnight and 1 a. m. is restricted to unmodulated carrier only and precautions are taken to avoid interference to stations maintaining a regular schedule during the period from 12 midnight to 1 a. m. local standard time.

It is hoped that all broadcast licensees will cooperate in enabling adjustments to be made properly on the new frequencies. In cases where interference may be caused to regular operation, but program schedule has no particular or unusual significance, it is requested that such licensees cooperate in making the testing possible.

All testing should be done on a dummy antenna when feasible. Where no dummy antenna is available, the low power stages should be tuned completely before the last power stage is tuned.

It has been suggested that stations on local channels could check their frequency by observing the heterodyne note between their station and other stations on the channels at the outskirts of the service area. If it is found that the heterodyne note is in the order of a few cycles with the majority of the signals on the channels, it is reasonable to believe that the station is within the required tolerance of the assigned frequency. This method of checking should be used only for preliminary checking.

The monitoring schedule from March 10 to 15 has been cancelled. Monitoring schedule for the month of April should be observed at the same time as now scheduled.

Any broadcast licensee experiencing any particular difficulty which the Commission may be able to assist in resolving should advise the Commission of the facts promptly.

## ARMY AERIAL TOUR OFFERS PROGRAM POSSIBILITIES

A group of well-known radio, magazine and newsreel executives have been invited by the War Department

to make an aerial tour of inspection of Army camps and activities next week. Under the direction of Lieutenant Colonel Frank A. Allen Jr., chief, Pictorial and Radio Branch, the Bureau of Public Relations, the group will arrive at Dayton, Ohio, on the morning of February 27. Ed Kirby, NAB Director of Public Relations, on leave of absence as Civilian Radio Advisor to the War Department for radio, will be in the party.

To facilitate those stations who desire to broadcast the impressions of National Defense preparations of the prominent people on the tour, the itinerary and tentative arrival and departure schedule is given below.

To arrange for broadcasts, stations should contact the commanding officers at the posts concerned. Mr. Kirby will be available to assist the stations in completing preparations for any broadcasts upon arrival.

<i>Date</i>	<i>Station</i>
February 27	Arrive Wright Field, Dayton, Ohio, 11 a. m. Visit of inspection of Air Corps activities at that station. Leave Wright Field 3 p. m.; arrive Fort Knox, Kentucky, 5 p. m.
February 28	Visit of inspection of activities at Armored Force, Fort Knox, Kentucky. Leave Fort Knox 1:30 p. m. for Fort Sill, Oklahoma. Arrive Fort Sill, Oklahoma, 8 p. m.
March 1	Activities incident to Field Artillery School and Field Artillery Training, Fort Sill, Oklahoma. Leave Fort Sill 2 p. m.; arrive Tucson, Arizona, 8 p. m.
March 2	Leave Tucson, Arizona, 9 a. m.; arrive Los Angeles, California.
March 3	Los Angeles, California—activities incident to production of U. S. Army aircraft.
March 4	Los Angeles, California—activities incident to motion picture cooperation in furthering national defense interests.
March 5	Leave Los Angeles, California, 7:30 a. m.; arrive Fort Bliss (El Paso), Texas, 12:30 noon. Activities incident to training, 1st Cavalry Division, Fort Bliss, Texas.
March 6	Leave Fort Bliss 7:30 a. m. for San Antonio, Texas; arrive San Antonio 12:30 noon. Activities incident to Air Corps and Infantry, San Antonio, Texas.
March 7	Activities incident to Infantry and Air Corps training, San Antonio area.
March 8	Leave San Antonio 7:30 a. m., for Maxwell Field, Alabama. Arrive Maxwell Field 12:30. Activities incident to training of Air Corps personnel at that station.
March 9	Leave Maxwell Field 9 a. m. for Fort Benning, Georgia. Arrive Fort Benning, Georgia, 11 a. m.
March 10	Activities incident to Infantry School, Infantry Division, and Armored Force.
March 11	Leave Fort Benning 8 a. m. Arrive Fort Bragg 10 a. m. Activities incident to Field Artillery Firing Center and Infantry Division training. Leave Fort Bragg 2 p. m. Arrive Langley Field, Virginia, 4 p. m.
March 12	Activities incident to GHQ Air Force and Coast Artillery Training, Fort Monroe, Virginia. Depart for Washington, D. C., arrive Bolling Field.



## NEW REMOTE RECORD TOPS ALL—2,563 MILES

Business of reporting "record," single station, long-distance remote pick-ups continues. Latest record is for 2563 miles—Honolulu to Fresno, Cal.

Manager Clyde F. Coombs, claims premier honors for KARM, Fresno. His claim is based on the New Year's Day broadcast, from Honolulu, of the game between the Fresno State College Bulldogs and the Roaring Rainbows of Hawaii. Says Mr. Coombs:

"We sent Dick Wegener, our sportscaster, to Hawaii with the Bulldogs to cover the Pineapple Bowl Classic. Dick not only broadcast this game, but also presented a fifteen-minute greeting program, exclusively for KARM listeners, on Christmas night.

"He used equipment he took along with him, as well as some furnished by KARM's sister CBS station, KGMB. But neither of the broadcasts were released in the Islands. RCA short-waved the broadcasts across the Pacific to San Francisco. Telephone lines from there to Fresno completed the transmission facilities.

"It's 2563 miles from Honolulu to Fresno, and only 1627 miles from Peoria to Los Angeles, the last 'record' printed in NAB REPORTS."

## LISTENERS LIKE UTILITY SHOW

Broadcast stations continue to deliver for utility companies. Proof is the case of WROK, Rockford, Ill., and the Central Illinois Electric and Gas Company. The program is broadcast six times per week for a total of one and one half hours. Despite the fact that the original contract had a thirteen week cancellation clause, three 13-week periods have gone by with no cancellation in sight.

Recently, the utility's monthly mailing piece, "Home Fires," which goes to 30,000 Rockford homes each month, contained a story on the company's WROK program, "Town Crier." It was written without the station's knowledge. Tone of the article indicates the company's great satisfaction with the program.

The "Town Crier" gives publicity to meetings and special programs of religious, school, fraternal, civic and social organizations. It frequently contributes to public service by locating articles of value which have been lost and even finding pets which have strayed. One writer was quoted as saying the program was a "civic necessity."

According to Bill Traum, WROK promotion director, NAB's utility survey of January 16, 1940, was of assistance in getting the utility on the air.

## SAM HENRY'S NEW JOB

Samuel J. Henry, who resigned as supervisor of the NAB Bureau of Radio Advertising, effective February

1, has become radio director of Vincent Tutchings and Associates with offices in Washington, D. C.

## ED CRAIG'S TRIBUTE TO RADIO AT WMC CEREMONY

Tribute to the American System of Broadcasting and a plea that its riches be used to maintain democracy, not destroy it, was made by Edwin W. Craig, WSM, Nashville, and NAB District 6 director, on the recent dedication program of WMC studios, Memphis.

"The American System of Broadcasting, the finest and freest to be found in the world," said Mr. Craig, "is based squarely on the American principles of democracy. In comparatively recent years this new force has come into our possession. Its full possibilities and potentialities are yet unknown, but we all know that it has an educational force. As a social force it has the power to remake our national life; and, conversely, wrongly used, to turn forces capable of destroying our way of life and our civilization. Certainly it behooves us to give serious thought to radio in all its phases that it may be used here in America to promote the greatest good—that its power not be abused lest we find that its riches have been squandered and we, as a nation, have become the poorer.

"WMC, Memphis, Tennessee, has served to make American radio better radio, and this occasion marks but another milestone in its record of faithful public service. My hearty congratulations, my sincere good wishes!"

## Legislation

### FEDERAL HOUSE

H. R. 3331 (KRAMER, D-Calif.) COPYRIGHT—To amend section 8 of the Copyright Act of March 4, 1909, as amended, so as to preserve the rights of authors during the present emergency, and for other purposes. Referred to Committee on Patents.

H. R. 3456 (KENNEDY, D-N. Y.) To protect the public, sponsors of broadcasting programs, broadcasting stations, performers, and all persons interested in radio from being deprived of the enjoyment by means of radio broadcast of music. Referred to Committee on Interstate and Foreign Commerce.

### SENATE

S. 864 (BONE, D-Wash.) COPYRIGHT—To amend section 8 of the Act entitled "An Act to amend and consolidate the Acts respecting copyright", approved March 4, 1909, as amended, and for other purposes. Referred to Committee on Patents.

S. 918 (HATCH, D-N. M., and VAN NUYS, D-Ind.) To provide for the more economical, expeditious, and just settlement of disputes with the United States, and for other purposes. Referred to Committee on Judiciary.

### STATE

#### ARKANSAS:

H. 362 (GATES) BROADCASTING—LEGISLATIVE ACTIVITIES—To create a Board of Public Information, to provide for broadcast of proceedings of both House and Senate of General Assembly. Referred to Committee on Elections.

CALIFORNIA:

A. 354 (FIELD) FRAUDULENT ADVERTISING—JEWELRY—Tightens the unfair trade practices act to prevent fraudulent advertising of jewelry. Referred to Committee on Government Efficiency.

A. 2347 (DILLS, ET AL.) MUSIC BROKERS—An act relating to the regulation and licensing of music brokers. Referred to Committee on Judiciary General.

S. 1287 (KENNY) RADIO SOLICITATION—INITIATIVE PETITIONS—An act relating to improper radio solicitation on behalf of initiative petitions. Referred to Committee on Judiciary.

CONNECTICUT:

H. 1096 (MILLER) EMPLOYMENT AGENCIES—Concerning Private Employment Agencies. Referred to Committee on Judiciary.

H. 1635 (FAULKNER) COPYRIGHTS—MUSICAL COMPOSITIONS—Relates to copyrights and public performing rights in musical compositions and dramatico-musical compositions; repeals all laws in conflict herewith. Referred to Committee on Judiciary.

H. 1732 (CARPENTER) SLANDER—LIBEL—Concerning uttering slanderous or libelous remarks against any race or religion, providing for fine or jail sentence. Referred to Committee on Judiciary.

H. 2409 (Same as S. 1041) LIBEL—Concerning breach of the peace, intimidation and libel. Referred to Committee on Judiciary.

H. 2424 (Same as S. 1056) CORRUPT PRACTICES—Providing for changes in statutes referring to corrupt practices—sponsor of advertising, in printed form, on radio or in movies must be disclosed. Referred to Committee on Judiciary.

H. 2453 (Same as S. 1085) COPYRIGHTED MUSIC—Concerning copyrighted music, providing that no one other than true or original composer shall issue licenses or agreements for public rendition of copyrighted music unless licensed by secretary of state—licensors shall file organization papers with secretary of state—penalties for violation. Referred to Committee on Judiciary.

S. 1041 (GEEHAN) LIBEL—Concerning breach of the peace, intimidation and libel. Referred to Committee on Judiciary.

S. 1056 (COLES) CORRUPT PRACTICES—Amending the provisions of Chapter 39 of the General Statutes, providing for changes in statutes referring to corrupt practices—sponsor of advertising, in printed form, on radio, or in movies must be disclosed. Referred to Committee on Judiciary.

S. 1085 (SULLIVAN)—COPYRIGHTED—LICENSES—Concerning copyrighted music, providing that no person, firm, corporation or association, other than true or original composer, shall issue licenses or agreements for public rendition of copyrighted music unless licensed by secretary of state. Referred to Committee on Judiciary.

S. 1196 (MURPHY) DENTISTS—ADVERTISING—Amending Section 1014e of the 1939 Supplement to the General Statutes, providing for striking out subdivision twelve thereof referring to advertising by dentists. Referred to Committee on Public Health and Safety.

S. 1972 (Same as H. 1096) EMPLOYMENT AGENCIES—Concerning private employment agencies. Referred to Committee on Judiciary.

S. 2017 (Same as H. 1141) LIBEL—RETRACTION—Concerning actions of slander and libel, providing for no action of slander or libel shall be instituted until the defendant has refused to retract the alleged slanderous or libelous charge in writing after a reasonable time and providing for the filing of a bond by the plaintiff. Referred to Committee on Judiciary.

S. 2394 (Same as H. 1635) COPYRIGHTS—MUSICAL COMPOSITIONS—Concerning copyrights and public performing rights in musical compositions and dramatico-musical compositions and repealing all laws in conflict herewith. Referred to Committee on Judiciary.

S. 2491 (Same as H. 1732) SLANDER—LIBEL—Concerning uttering slanderous or libelous remarks against any race or religion, providing for fine or jail sentence. Referred to Committee on Judiciary.

GEORGIA:

H. 281 (DORSEY) SMALL LOANS—To regulate the business of making loans in the amount of \$300.00 or less. Referred to Committee on General Judiciary No. 1.

INDIANA:

H. 501 (KORN) COPYRIGHT INCOME TAX—Levies 20 per cent tax on incomes received from selling, licensing or otherwise

disposing of performing rights of copyrighted compositions, gives Secretary of State authority to license such business. Referred to Committee on Judiciary B.

MAINE:

H. 676 (ARZONICO) DENTISTRY—Relating to the practice of dentistry; provides for annual dental examining law. Referred to Committee on Public Health.

S. 345 (HILDRETH) ADVERTISING—To prevent fraudulent advertising. Referred to Committee on Judiciary.

MARYLAND:

H. 277 (CORDISH) INSURANCE COMPANIES—ADVERTISING—Providing that it shall be unlawful for any insurance company, association, society, exchange, adviser or other person to publish or broadcast advertisements regarding insurance in unlicensed companies, associations, etc., or persons to solicit insurance business or offer advice on insurance matters. Referred to Committee on Insurance and Loans.

H. 291 (KOPERS) RACIAL DISCRIMINATION—To add seven new sections to Article 27 of the Annotated Code of Maryland (1939 Edition), title "Crimes and Punishments", to be under subtitle "Racial or Religious Hatred, Propaganda Inciting", said new sections to be known as Sections 534A to 534G, inclusive, making unlawful any propaganda or acts inciting or tending to incite racial or religious hatred. Referred to Committee on Judiciary.

MINNESOTA:

H. 428 (MANN, ET AL.) MUSIC—Code to regulate ASCAP and BMI. Referred to Committee on Judiciary.

S. 469 (MULLIN) EMPLOYMENT AGENCIES—Relates to licensing and regulating employment agencies. Referred to Committee on Labor.

MISSOURI:

H. 56 (TURNER) TRUSTS AND POOLS—Repealing Section 8301, Article 1, Chapter 43, Revised Statutes, 1939, relating to pools, trusts, conspiracies and discriminations; enacting in lieu thereof, Sections 8301 and 8301a.

MONTANA:

H. 188 (JUDICIARY COMMITTEE) MUSICAL COMPOSITIONS—COPYRIGHTS—Relates to copyrights and public performance of musical compositions. Referred to Committee on Judiciary  
CCH H. 1572 (MURRAY, ET AL.) RADIO—TAX—REGULATION—Regulating radio broadcasting and taxing chain stations.

NEW HAMPSHIRE:

H. 278 (VELISHKA) PRACTICE OF DENTISTRY—Relating to the practice of dentistry. Referred to Committee on Public Health.

NEW JERSEY:

A. 54 (HERBERT) MUSIC—COPYRIGHTS—Regulates monopolistic activities under the guise of copyrights by price-fixing compensations and pools; defines a method whereby copyrighted musical works shall be used; substitutes a "per piece" system of fees. Referred to Committee on Taxation.

NEW MEXICO:

H. 81 (LOVE) MUSIC TEACHERS—LICENSE—To license music teachers and musical entertainers for hire. Referred to Committee on Educational Institutions.

NEW YORK:

A. 619 (WRIGHT) (Same as S. 455) INSURANCE SERVICE ORGANIZATIONS—Prohibits insurance service organizations from using phrase "supervised by the insurance department of the state of New York" or its equivalent or any part thereof. Referred to Committee on Insurance.

A. 703 (EHRlich) CHILD LABOR—Prohibits employment of children under 16 years of age in certain enterprises that are dangerous to life, limb or morals and authorizes education boards and districts to issue permits to child for singing, dancing, and theatrical exhibition and the making of motion pictures; exhibitions for church, academy or school or in amateur radio program at regular broadcasting station are excepted. Referred to Committee on Education.

S. 598 (HAMPTON) (Same as A. 703) CHILD LABOR—Prohibits employment of children under 16 years of age in certain enterprises that are dangerous to life, limb or morals and authorizes education boards and districts to issue permits to child for singing, dancing and theatrical exhibition and the making of motion pictures;



exhibitions for church, academy or school or in amateur radio program at regular broadcasting station are excepted. Referred to Committee on Education.

S. 800 (PERRY) BROADCASTS—RECORDINGS—Makes it petit larceny for person to sell, lease or license any recording of broadcast obtained without consent in writing of performer or of sponsor of broadcast or of owner of broadcasting station, and provides that records may be seized on warrant and destroyed by court order; broadcasts of lectures on political, educational, religious or civic nature are excepted. Referred to Committee on Codes.

#### OHIO:

H. 548 (COUGHLIN) MUSIC BROKERS—LICENSING—To provide franchise taxes on music brokers.

#### OREGON:

S. 281 (McKENNA, ET AL.) MUSIC PUBLISHERS—MONOPOLY—Prohibits a combination of two or more music publishers as monopoly; publishers to pay five cents copy fee to secretary of state.

#### SOUTH CAROLINA:

S. 120 (PARLER) SMALL LOANS—REGULATION—To define and regulate the business of making loans in the amount of three hundred (\$300.00) dollars or less. Referred to Committee on Banking and Insurance.

#### SOUTH DAKOTA:

H. 286 (TRIPPLER) COPYRIGHTED MUSIC—TAX—Provides for license and franchise tax for the rendition of copyrighted music.

#### TENNESSEE:

S. 790 (MAHONEY) EMPLOYMENT AGENCIES—Regulating public employment agencies.

#### TEXAS:

H. 377 (ALSUP, ET AL.) RADIO RECEPTION—Making it a misdemeanor, and imposing a fine of not less than one dollar and not more than twenty-five dollars for any person who shall intentionally interfere, obstruct, or willfully keep radio programs from being clearly brought in over radios. Referred to Committee on Criminal Jurisprudence.

#### WASHINGTON:

H. 264 (SCHUMANN) RADIO DEFAMATORY MATTER—Defines liability of station for broadcasting defamatory matter over radio, or by television. Referred to Committee on Judiciary.

Ray E. Dady, KWK, St. Louis, has accepted an appointment as Legislative Contact man at the Missouri capital. (NAB REPORTS, p. 32.)

## NOTICE TO ATTORNEYS

The FCC has invited the attention of attorneys appearing before it to its rule (Sec. 1.254) concerning the time for filing motions. This rule is designed not merely to afford other parties to the proceedings sufficient time within which to file oppositions to motions prior to the motions hearing date, but to allow sufficient time to the Commission itself for the study of such motions before the hearing thereon. The latter purpose is sometimes overlooked by attorneys, with the result that motions are filed a day or two before the next motions hearing date with the request that they be heard on such date. The Commission realizes that there may be circumstances which may make it impossible to file earlier, in which case the presiding commissioner may waive the

rule, but to expedite the orderly discharge of the Commission's business, such cases should be the exception.

Since there have been a number of inquiries concerning the day of commencement of the five-day period specified in the rule, the Commission also desires to point out that attorneys desiring to have their motions considered on Friday's Motions Docket should file such motions not later than the preceding Saturday.

## EDUCATIONAL PROGRAMS

Hugh B. Wood, professor of education at the University of Oregon, Eugene, Oregon, advises the NAB that he has available for broadcasters a series of inexpensive bulletins dealing with educational programs. Interested members should communicate with Professor Wood.

NAB will be represented at the annual meeting of the American Academy of Political and Social Science by Mr. James Aull, Publicity and News Director of Radio Station KYW, Philadelphia. The appointment was made by Lee B. Wailes, Manager of Broadcasting of the Westinghouse Radio Stations, with which KYW is affiliated.

## 881 STATIONS

During the month of January, 1941, the Federal Communications Commission issued operating licenses to five stations and granted one permit for the construction of a new station. One operating station and one CP station were deleted. A comparative table by months follows:

	Feb. 1	Mar. 1	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1
Operating .....	769	771	775	779	783	791	799	806	810	816	825	831	835
Construction .....	48	51	48	47	53	56	58	57	54	52	51	51	46
	817	822	823	826	836	847	857	863	864	868	876	882	881

## JOHN KIRBY?

Anyone desiring information about John Kirby should communicate with Joseph Lang, Secretary-Treasurer, Station WHOM, 29 West 57th Street, New York City.

## GEORGE H. BOWLES?

Information about George H. Bowles will be furnished by Frank Katzentine, President of WKAT, Miami Beach, Florida.

## Radio Movin' Day

### DANVILLE-LYNCHBURG-ROANOKE

Virginia's Tri-City group of stations, WBTV, Danville, WLVA, Lynchburg, and WSLR, Roanoke, are perfecting aggressive Movin' Day plans.

It is planned to hold a Radio Rally in each city, now that preliminary conversations with the radio trade have been completed. At each call servicemen will leave in listeners' homes a brochure which sells the stations' program service. A section will be devoted to plans which the station managers have for listeners in the months ahead. Window displays will be spotted in prominent locations in shopping district.

### HARTFORD

Movin' Day plans for stations in Hartford, Conn., have passed the preliminary stages, according to information via telephone this week. They plan to take Movin' Day in their stride.

### FIRST LEAFLET ORDER

James L. Howe, WBTM, Danville, Va., was first station manager to forward his order for the Movin' Day leaflets.

Imprinted with city, call letters and dial location, these two-color leaflets are ideal for distribution throughout a station's entire listening area. Delivery is free. It is anticipated that large numbers of these leaflets will be used as they do a nice job, economically. All stations have been mailed convenient order blanks.

### THREE GOVERNORS SAY "OK"

Three of the 48 Governors, up to Thursday, had agreed to issue Radio Movin' Day proclamations. West Virginia's Governor, Matthew M. Neely, was first to OK the proclamation. A few hours later Arkansas' Governor, Homer M. Adkins, came through. Governor Payne Ratner, Kansas, was next.

Orchids to Howard Chernoff, WCHS, Charleston, Ed Zimmerman, KARK, Little Rock, and Ben Ludy, Topeka, WIBW, for their fine work.

Gov. Ratner "will make this proclamation in all the official state papers as of March 15," said Mr. Ludy.

### THIS LETTER MAY HELP

The following letter has been mailed to the heads of the Department of Education of all 48 states and the District of Columbia:

"On March 29 approximately 90 per cent of all United States broadcast stations will change frequencies. Seven hundred and ninety-five out of 883 stations will come in at new dial locations on the sets used by the girls and boys of —(state).

"Reallocation occurs after more than three years of deliberation and planning by the government of the United States, Canada, Cuba, Mexico and Haiti. It is regarded as a major improvement in broadcasting and destined to improve over-all reception.

"Perhaps you will find it agreeable to communicate with the various school executives in —(state) to insure that all school programs be received without confusion or interruption on and after March 29. School principals and teachers, in turn, could notify their pupils of the changes and the reasons for them.

"Your cooperation will be sincerely appreciated.  
"Enclosure: New Frequency List."

It is hoped that these letters will induce a fanning out of Movin' Day information from state headquarters.

They are no substitutes for contracts which station managers have locally. They're intended only to supplement the more effective local effort.

### WHEN TO BEGIN

Several inquiries have been received concerning suggested dates for taking Movin' Day to the public. As seen here it will serve the broadcasters' purposes best to put on a "radio blitz" beginning about March 9 or a little later. Begin strong, increasing the pressure as the day approaches. This gives three weeks for "conditioning" listeners to the reasons for this major improvement in broadcasting and to make them familiar with new dial settings.

### FOUR TALKS TO COME

Commissioner T. A. M. Craven and E. K. Jett, FCC chief engineer, have accepted our invitation to prepare official talks on Reallocation for station use. These two talks with those of FCC Chairman Fly and NAB President Neville Miller will be mailed as soon as material is received.

Let us know what you plan to do. It may help some other fellow. Write Art Stringer.

### FIVE NEW FM GRANTS

More than 9,000,000 persons reside in the nearly 28,500 square miles of potential service area of five prospective FM broadcast stations which received construction permits from the FCC.

A population of 8,820,000 is in the contemplated 24,600 square mile service area of four FM stations of Westinghouse Radio Stations, Inc. One such station plans to serve 9,300 square miles with 4,500,000 population on 45,700 kilocycles from Philadelphia; another contemplates service to 6,700 square miles with 3,400,000 population on 46,700 kilocycles from Boston; a third, 2500 square miles with 500,000 population, on 48,100 kilocycles, from Springfield, Mass.; and the fourth, 6100 square miles, 42,000 population, on 44,900 kilocycles, from Fort Wayne, Indiana.

The other grant went to Rockford Broadcasters, Inc., at Rockford, Ill., which proposes to serve 3900 square miles with 270,000 population on 47,100 kilocycles.

Application of Columbia Broadcasting System, Inc., for a station at Boston to use 44,100 kilocycles to serve 16,230 square miles of area with more than 4,300,000 population was designated for hearing.

To date the Commission has authorized 39 FM stations to embark on full commercial operation.



## OVERTIME FOR RADIO INSPECTORS

House of Representatives with practically no debate this week passed H.R. 533 which amends section 4(f) of the Communications Act of 1934 to provide for extra compensation for overtime of inspectors in charge and radio inspectors of the Field Division of the Engineering Department of the FCC.

The bill as passed by the House provides: That section 4 (f) of the Communications Act of 1934, as amended (49 Stat. 1098), is hereby further amended by inserting after the letter "(f)" the figure "(1)" and by adding after section 4 (f) as so amended the following additional paragraph:

"(2) The Commission shall fix a reasonable rate of extra compensation for overtime services of inspectors in charge and radio inspectors of the Field Division of the Engineering Department of the Federal Communications Commission, who may be required to remain on duty between the hours of 5 o'clock p. m. and 8 o'clock a. m. or on Sundays or holidays to perform services in connection with the inspection of ship radio equipment and apparatus for the purposes of part II of title III of this act, on the basis of one-half day's additional pay for each 2 hours or fraction thereof of at least 1 hour that the overtime extends beyond 5 o'clock p. m. (but not to exceed  $2\frac{1}{2}$  days' pay for the full period from 5 o'clock p. m. to 8 o'clock a. m.) and 2 additional days' pay for Sunday or holiday duty. The said extra compensation for overtime services shall be paid by the master, owner, or agent of such vessel to the local United States collector of customs or his representative, who shall deposit such collection into the Treasury of the United States to an appropriately designated receipt account: *Provided*, That the amounts of such collections received by the said collector of customs or his representatives shall be covered into the Treasury as miscellaneous receipts; and the payments of such extra compensation to the several employees entitled thereto shall be made from the annual appropriations for salaries and expenses of the Commission; *Provided further*, That to the extent that the annual appropriations which are hereby authorized to be made from the general fund of the Treasury are insufficient, there are hereby authorized to be appropriated from the general fund of the Treasury such additional amounts as may be necessary to the extent that the amounts of such receipts are in excess of the amounts appropriated: *Provided further*, That such extra compensation shall be paid if such field employees have been ordered to report for duty and have so reported whether the actual inspection of the radio equipment or apparatus takes place or not: *And provided further*, That in those ports where customary working hours are other than those hereinabove mentioned, the inspectors in charge are vested with authority to regulate the hours of such employees so as to agree with prevailing working hours in said ports where inspections are to be made, but nothing contained in this proviso shall be construed in any manner to alter the length of a working day for the inspectors in charge and radio inspectors or the overtime pay herein fixed."

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

Following broadcast hearing is scheduled to be heard before the Commission during the week beginning, Monday, February 24. It is subject to change.

Wednesday, February 26

KFRO—Voice of Longview, Longview, Tex.—Modification of construction permit; 1340 kc., 5 KW, unlimited, DA night. Present assignment: 1340 kc., 1 KW, unlimited, DA night.

## FUTURE HEARINGS

During the past week the Commission has announced the following future dates for broadcast hearings. They are subject to change.

March 6

Consolidated Hearing

WGNY—WGNY Broadcasting Company, Inc., Newburgh, N. Y.—C. P., 1370 kc., 250 watts, unlimited.

NEW—Stephen R. Rintoul, Stamford, Conn.—C. P., 1370 kc., 250 watts, unlimited.

March 28

KGNO—The Dodge City Broadcasting Company, Inc., Dodge City, Kans.—Modification of license, 1340 kc., 500 watts night, 1 KW day, unlimited. Present assignment: 1340 kc., 250 watts night, 1 KW day, unlimited.

March 31

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—C. P., 1410 kc., 1 KW, unlimited, DA night.

NEW—KNOE, Inc., Monroe, La.—C. P., 1420 kc., 250 watts, unlimited.

April 7

Joint Hearing

NEW—The Yankee Network, Inc., Boston, Mass.—C. P., 44300 kc., coverage 19,230 square miles.

NEW—Worcester Telegram Publishing Co., Inc., Worcester, Mass.—C. P., 43100 kc., coverage 20,437 square miles.

April 15

Television

W1XG—General Television Corporation, Boston, Mass.—Modification of license (considered as construction permit); 50000-56000 kc., 500 watts visual, emission A-5, Sec. 4.4(a). Present assignment: 42000-56000, 60000-86000 kc., 500 watts visual, emission A-5, Sec. 4.4(a).

W1XG—General Television Corporation, Boston, Mass.—C. P., 42000-56000, 60000-86000 kc., 500 watts aural and visual, emission A-3 and A-5, Sec. 4.4(a). Present assignment: 42000-56000, 60000-86000 kc., 500 watts visual only, emission A-5, Sec. 4.4(a).

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### NEW STATION GRANTS

Hawaiian Broadcasting System, Ltd., Honolulu, T. H.—Granted construction permit for new broadcast station to operate on 1310 kc., 250 watts, unlimited time, subject to the condition that in any authorization to operate after March 29, 1941, the Commission may specify the frequency 1340 kc. in lieu of 1310 kc. (B-P-2978).

Vermont Radio Corp., Inc., St. Albans, Vt.—Granted construction permit for new broadcast station to operate on 1390 kc., with 1 KW daytime; requested facilities of station WQDM, which consents; order will be issued to dismiss renewal proceedings against WQDM (B1-P-3065).

Harbenito Broadcasting Co., Harlingen, Tex.—Granted construction permit for new broadcast station to operate on 1240 kc., power 250 watts, unlimited time (B3-P-2747).

Westinghouse Radio Stations, Inc., Philadelphia, Pa.—Granted construction permit for new high frequency (FM) broadcast station to operate on frequency 45700 kc., 9,300 square miles, population 4,500,000 (B2-PH-65).

Westinghouse Radio Stations, Inc., Boston, Mass.—Granted construction permit for new high frequency (FM) broadcast station to operate on frequency 46700 kc., 6,700 square miles, population 3,400,000 (B1-PH-62).

- Westinghouse Radio Stations, Inc., Fort Wayne, Ind.—Granted construction permit for new high frequency (FM) broadcast station to operate on **44900 kc.**, 6,100 square miles, 420,000 population (B4-PH-63).
- Westinghouse Radio Stations, Inc., Springfield, Mass.—Granted construction permit for new high frequency (FM) broadcast station to operate on **48100 kc.**, 2,500 square miles, 500,000 population (B1-PH-64).
- Rockford Broadcasters, Inc., Rockford, Ill.—Granted construction permit for new high frequency (FM) broadcast station to operate on frequency **47100 kc.**, 3,900 square miles, 270,000 population (B4-PH-56).

#### APPLICATIONS GRANTED

- W1XSN—Westinghouse Electric & Mfg. Co. (Assignor), East Springfield, Mass., Westinghouse Radio Stations, Inc. (Assignee).—Granted voluntary assignment of license from Westinghouse Electric & Mfg. Co. to Westinghouse Radio Stations, Inc., of high frequency broadcast station W1XSN (B1-ALHB-6).
- W1XK—Westinghouse Electric & Mfg. Co. (Assignor), Hull, Mass., Westinghouse Radio Stations, Inc. (Assignee).—Granted voluntary assignment of license from Westinghouse Electric & Mfg. Co. to Westinghouse Radio Stations, Inc., of high frequency broadcast station W1XK (B1-ALHB-7).
- WBZA-WEMA—Westinghouse Electric & Mfg. Co. (Assignor), Boston, Mass., Portable-Mobile, Westinghouse Radio Stations, Inc. (Assignee).—Granted voluntary assignment of license from Westinghouse Electric & Mfg. Co. to Westinghouse Radio Stations, Inc., of standard broadcast station WBZA and portable-mobile station WEMA (B1-AL-296).
- KDKA-WEMS-WEMO-WEMC-WAHA—Westinghouse Electric & Mfg. Co. (Assignor), Pittsburgh, Pa., Portable-Mobile, Westinghouse Radio Stations, Inc. (Assignee).—Granted voluntary assignment of license from Westinghouse Electric & Mfg. Co. to Westinghouse Radio Stations, Inc., of standard broadcast station KDKA and portable-mobile relay stations WEMS, WEMO, WEMC, and WAHA (B2-AL-295).
- KYW-WEMN—Westinghouse Electric & Mfg. Co. (Assignor), Philadelphia, Pa., Portable-Mobile, Westinghouse Radio Stations, Inc. (Assignee).—Granted voluntary assignment of license and construction permit from Westinghouse Electric & Mfg. Co. to Westinghouse Radio Stations, Inc., of standard broadcast station KYW and portable-mobile station WEMN (B2-APL-10).
- WPIT—Westinghouse Electric & Mfg. Co. (Assignor), Saxonburg, Pa., Westinghouse Radio Stations, Inc. (Assignee).—Granted voluntary assignment of license and construction permit from Westinghouse Electric & Mfg. Co. to Westinghouse Radio Stations, Inc., of international broadcast station WPIT (B1-APL-1).
- WBZ-WHER-WEMQ-WEMB—Westinghouse Electric & Mfg. Co. (Assignor), Boston, Mass., Portable-Mobile, Westinghouse Radio Station, Inc. (Assignee).—Granted voluntary assignment of license and construction permit (B1-P-2998), (construction permit for reinstatement of construction permit as modified, B1-P-2161), from Westinghouse Electric & Mfg. Co. to Westinghouse Radio Stations, Inc. (B1-ALP-11).
- WFOR—Forrest Broadcasting Co., Inc., Hattiesburg, Miss.—Granted construction permit to make changes in equipment and increase power from 100 watts to 250 watts, night and day (B3-P-3015).
- WGR—Buffalo Broadcasting Corp., Buffalo, N. Y.—Granted construction permit to move transmitter site to approximately 9 miles south of center of city and install directional antenna for nighttime use, subject to the condition that no interference is caused to Naval aeronautical communications on **542 kc.**; station operates on **550 kc.**, 1 KW night, 5 KW day (B1-P-2907).
- WEVD—Debs Memorial Radio Fund, Inc., New York, N. Y.—Granted construction permit to move transmitter to approximately 1000 feet from present location; increase power from 1 KW day and night to 5 KW day and night (Shares with WHAZ and WBER), install new equipment and directional antenna with different adjustments for day and night use (B1-P-2955).

#### DESIGNATED FOR HEARING

- WEEU—Berk Broadcasting Co., Reading, Pa.—Application for construction permit to increase time of operation from day-

time to unlimited and install directional antenna for night use; **830 kc.**, 1 KW LS. (B2-P-3048).

- WOOD—King-Trendle Broadcasting Corp. (Assignor), WOOD Broadcasting Corp. (Assignee), Grand Rapids, Mich.—Amended application for consent to voluntary assignment of license for station WOOD from King-Trendle Broadcasting Corp. to WOOD Broadcasting Corp.; station operates on **1270 kc.**, 500 watts, shares WASH (B2-AL-285).
- Columbia Broadcasting System, Inc., Boston, Mass.—Application for construction permit for new high frequency (FM) broadcast station to operate on frequency **44100 kc.**, 16,230 square miles, hours of operation: minimum 3 day, 3 night (B1-PH-79), designated for hearing.
- General Electric Co., Schenectady, N. Y.—Designated for hearing renewal applications of television relay stations W2XI and W2XD, together with main television station W2XB, which is located at New Scotland, N. Y.

#### MISCELLANEOUS

- WMC—Memphis Publishing Co., Memphis, Tenn.—Granted special temporary authority to operate with 5 KW power night, using directional antenna, for a period not to exceed thirty days, in order to overcome interference from Cuban Station CMBC, provided such operation with additional power terminates immediately when CMBC ceases operation on frequency **780 kc.**, reduces power so that additional interference is not involved, and pending reallocation effective March 29, 1941.
- WINS—Hearst Radio, Inc., New York, N. Y.—Granted special temporary authority to operate additional time March 8, 1941, in order to broadcast the Knights of Columbus Athletic Meet from Madison Square Garden only.
- WCNW—Arthur Faske, Brooklyn, N. Y.—Granted special temporary authority to operate with power of 250 watts from 10 p. m., February 12, 1941 to 2 a. m., EST, February 13, 1941, in order to broadcast the Brooklyn Boy Scout Dinner and the Annual Brooklyn Republican Dinner only.
- WJOB—O. E. Richardson and Fred L. Adair, Hammond, Ind.—Granted special temporary authority to operate from 5:30 p. m. to 8 p. m., February 27 and 28, from 6 p. m. to 8 p. m., March 1, from 6 p. m. to 8 p. m., March 8, 15, and 22, 1941, in order to broadcast basketball games described in letter dated January 30, 1941, only.
- WSVA—Shenandoah Valley Broadcast Corp., Harrisonburg, Va.—Granted special temporary authority to operate from 8:28 p. m. to 10 p. m., EST, on February 12, 1941, in order to broadcast an address by Honorable Robert P. Taft, Senator from Ohio, only.
- W2XOY—General Electric Co., Albany, N. Y.—Granted extension of special temporary authority to relay through high frequency broadcast station W2XOY the frequency modulated programs of high frequency broadcast station W2XMN for the period beginning February 11 to not later than March 1, 1941.
- W9XZR—Zenith Radio Corp., Chicago, Ill.—Granted special temporary authority to operate a high frequency experimental broadcast station on **32800 kc.**, 5000 watts power, special emission for frequency modulation, with transmitter located at 135 South LaSalle St., Chicago, Ill., instead of 505 N. Michigan Ave., Chicago, as authorized December 21, 1940, for the period ending in no event later than March 1, 1941.
- WBOS—Westinghouse Electric & Mfg. Co., Hull Mass.—Granted special temporary authority to operate international broadcast station WBOS with a power of 50 KW using two WL-895R tubes in lieu of tubes specified in construction permit application, File No. B1-PIB-23 for the purpose of obtaining data on performance of such tubes preparatory to securing final approval for a period not to exceed thirty days.
- KVAN—Vancouver Radio Corp., Vancouver, Wash.—Granted special temporary authority to operate simultaneously with station KLX from 10 p. m. to 11 p. m., PST, on February 11, 1941, in order to broadcast matter incidental to blackout in cooperation with the American Legion and National Defense Committee only.
- KOY—Salt River Valley Broadcasting Co., Phoenix, Ariz.—Granted construction permit to install a new transmitter (B5-P-3078).
- WIGM—George F. Meyer, Medford, Ore.—Granted modification of construction permit (B4-P-2501, authorizing new station to operate on **1500 kc.**, 100 watts, unlimited time), for ex-



- tension of commencement date to April 19, 1941 (B4-MP-1159).
- WPEN—Wm. Penn Broadcasting Co., Philadelphia, Pa.—Granted modification of construction permit (B2-P-2658 authorizing increase in power from 1 to 5 KW, using DA at night) for authority to install new transmitter and extend completion date to 180 days after grant (B2-MP-1160).
- KATE—Albert Lea Broadcasting Co., Albert Lea, Minn.—Granted modification of license to change name from Albert Lea Broadcasting Co. to Albert Lea-Austin Broadcasting Co., Inc. (B4-ML-1047).
- KGEK—Elmer G. Beehler, Sterling, Colo.—Granted authority to determine operating power by direct measurement of antenna input on **1230 kc.**, under NARBA in accordance with Sec. 3.54 (B5-Z-657).
- WEBC—Head of the Lakes Broadcasting Co., Duluth, Minn.—Granted authority to determine operating power by direct measurement of antenna input (B4-Z-659).
- WDSM—WDSM, Inc., Superior, Wisc.—Granted authority to determine operating power by direct measurement of antenna input (B4-Z-488).
- WEDC—Emil Denmark, Inc., Chicago, Ill.—Granted authority to determine operating power by direct measurement of antenna input (B4-Z-651).
- WMAN—Richland, Inc., Mansfield, Ohio.—Granted authority to determine operating power by direct measurement of antenna input (B2-Z-645).
- WJJD—WJJD, Inc., Chicago, Ill.—Granted authority to determine operating power by direct measurement of antenna input (B4-Z-664).
- WCBT—J. Winfield Grew, Jr., Roanoke Rapids, N. C.—Granted modification of construction permit (B3-P-2647, authorizing new station to operate on **1200 kc.**, 250 watts, unlimited time), for approval of studio site at 251 Roanoke Ave., Roanoke Rapids, N. C. (B3-MP-1161).
- KABR—Aberdeen Broadcast Co., Aberdeen, S. Dak.—Granted modification of construction permit (B4-P-2625 which authorized new equipment, changes in directional antenna system, increase in power to 5 KW day and night) for extension of completion date from February 25 to April 25 (B4-MP-1169).
- WBRY—American Republican, Inc., Waterbury, Conn.—Granted modification of construction permit (B1-P-2756, which authorized installation of new transmitter and DA for day and night use and increase in power) for extension of commencement date to February 22, 1941 (B1-MP-1165).
- WRLC—R. C. LeTourneau, Toccoa, Ga.—Granted modification of construction permit (B3-P-2767, authorizing a new station to operate on **1420 kc.**, 250 watts, unlimited time), for installation of new transmitter and change type of antenna (B3-MP-1166).
- WAPO—W. A. Patterson, Chattanooga, Tenn.—Granted modification of construction permit (B3-P-1929, which authorized increase in power to 1 KW night, 5 KW day; change in frequency to **1120 kc.**; new transmitter and installation of DA for night use; and move of transmitter), for changes in transmitting equipment and extension of commencement date to 30 days after grant and completion date to 180 days thereafter (B2-MP-1123).
- W45D—The Evening News Assn., Detroit, Mich.—Granted modification of construction permit (B2-PH-21, which authorized a new FM broadcast station) for approval of transmitter, antenna changes, and change in population from 5,641,981 to 2,498,000; **44500 kc.**; 6,820 square miles (B2-MPH-3).
- W63NY—Marcus Loew Booking Agency, New York City.—Granted modification of construction permit (B1-PH-3, which authorized a new FM broadcast station), for approval of transmitter and antenna and change population from 13,950,852 to 12,074,192; **46300 kc.**; 8,500 square miles (B1-MPH-1).
- W59NY—Frequency Broadcasting Corp., New York City.—Granted modification of construction permit (B1-PH-47, which authorized a new FM broadcast station) for approval of transmitter and change in population from 11,900,000 to 11,000,000; **45900 kc.**; 8,500 square miles (B1-MPH-6).
- W45CM—WBNS, Inc., Columbus, Ohio.—Granted modification of construction permit (B2-PH-8, which authorized a new FM broadcast station) for change in type of transmitter; **44500 kc.**; coverage 12,400 square miles (B2-MPH-5).
- WEIX—Memphis Publishing Co., Portable-Mobile (Area of Memphis, Tenn.).—Granted construction permit for increase in power of relay station from 5 to 22 watts, and install new transmitter (B3-PRE-378). Also granted license to cover same (B3-LRE-338).
- KRJJ—Star Printing Co., Miles City, Mont.—Granted modification of construction permit, which authorized a new station, for approval of studio and transmitter sites at U. S. Highway No. 212, south near intersection of road to Miles City Country Club; approval of antenna, and change in type of requested transmitting equipment; **1310 kc.**, 250 watts, unlimited time (B5-MP-1127).
- KEVR—Evergreen Broadcasting Corp., Seattle, Wash.—Granted petition for leave to amend application of KEEN (KVL, Inc.) for construction permit to change frequency from **1370 kc.** to **1420 kc.**, using 100 watts night, 250 watts day, unlimited time; to substitute Evergreen Broadcasting Corp. as applicant; and show change of call letters to KEVR; complete application to be filed on new form.
- WRVA—Larus & Brother Co., Inc., Richmond, Va.—Dismissed without prejudice, at request of petitioner, petition to intervene in the hearing on the application of Symons Broadcasting Co., Ellensburg, Wash., for a new station to operate on **1110 kc.**, 1 KW, unlimited time.
- KGIR—KGIR, Inc., Butte, Mont.—Granted motion for authority to take depositions in re application of KGNO, The Dodge City Broadcasting Co., Inc., Dodge City, Kans., for modification of license to increase power to 500 watts night, 1 KW day, on **1340 kc.**
- KGIR—KGIR, Inc., and State of Montana.—Granted petition to continue hearing on application of KGNO now scheduled for February 26, for a period of 30 days.
- State of Montana—Granted petition to intervene in the hearing on application of KGNO, subject to conditions Attorney General of Montana amend his petition to comply with rules within 10 days after receipt of order.
- WGNV—WGNV Broadcasting Co., Inc., Newburgh, N. Y.—Granted motion to consolidate hearing and continue hearing now set for February 17, for period of 20 days, on applications of WGNV, Newburgh, N. Y., and Stephen R. Rintoul, Stamford, Conn., for authority to operate on **1370 kc.**, 250 watts, unlimited time.
- Stephen R. Rintoul, Stamford, Conn.—Dismissed petition to intervene in the hearing on application of WGNV listed on previous page; new issue to be incorporated "to determine the radio service available in Stamford and Newburgh."
- Park Cities Broadcasting Corp., Dallas, Tex.—Granted motion for consent to amend application for new station to operate on **940 kc.**, 500 watts, unlimited time, so as to change frequency power and type of equipment, etc.
- KRBC—Reporter Broadcasting Co., Abilene, Tex.—Granted motion for continuance of deposition proceedings scheduled for February 20, and hearing now scheduled for February 28, on application for construction permit to operate on **940 kc.**, 1 KW, unlimited time, DA day and night, until Commission has acted on petition of KRBC for reconsideration.
- WDGY—Dr. Geo. W. Young, Minneapolis, Minn.—Granted petition to amend application for construction permit to operate on **1100 kc.**, 5 KW night, 10 KW local sunset, DA night, unlimited time, by substituting redesigned directional antenna system and in certain particulars pertaining to equipment.
- WOV—Greater New York Broadcasting Corp., New York City.—Dismissed without prejudice petition to intervene in the hearing on application of WDGY listed above.
- KTRB—KTRB Broadcasting Co., Inc., Modesto, Calif.—Granted special temporary authority to operate from 7:30 p. m., PST, to the conclusion of the Junior Chamber of Commerce Americanism Rally on February 20, 1941, in order to broadcast said rally only.
- WBAA—Purdue University, West Lafayette, Ind.—Granted special temporary authority to operate from 4 to 5 p. m. and from 7:15 to 9:30 p. m., March 1, from 7:15 to 9:30 p. m., March 3, from 7 to 11 p. m., March 7 and 8, from 4 to 5 p. m., March 8 and 15, and from 7:45 to 9:30 p. m., CST, March 15, 1941, in order to broadcast sports events listed in letter dated February 7, 1941, only.
- WBAL—The WBAL Broadcasting Co., Baltimore, Md.—Granted special temporary authority to operate simultaneously with station KTHS on **1060 kc.**, from 6 p. m. to 9:30 p. m., EST, February 15, 1941, in order to broadcast speech of Thomas S. Beck on the subject "Our South American Relations" only.
- W9XBK—Balaban & Katz Corp., Chicago, Ill.—Granted extension

of special temporary authority to operate two transmitter units to be installed and operated from the State-Lake Bldg., Chicago, Ill.; Link Transmitter Type No. 50-UTX, 100 watts aural; temporary steel tower to be used on roof of said building, in order to conduct tests, from February 18 to not later than March 19, 1941, in accordance with construction permit.

William H. Amesbury, Minneapolis, Minn.—Dismissed application for new broadcast station to operate on **630 kc.**, 1 KW power, unlimited time, using directional antenna night and day (B4-P-2746).

WAKR—Summit Radio Corp., Akron, Ohio.—Dismissed petition without prejudice to applicant filing an amended application showing the proposed antenna pattern, within such period as the Commission may determine. (Applicant requested construction permit to install new transmitter, make changes in directional antenna, and increase power from 1 KW to 5 KW.)

William D. and Violet Hutton Hudson, Clarkville, Tenn.—Granted petition for reconsideration and grant without hearing the application for a new station to operate on **1370 kc.**, 250 watts, unlimited time; cancelled the hearing now scheduled and granted application (B3-P-2983).

Clinton Broadcasting Corp., Clinton, Ia.—Adopted amended order to permit construction of new station authorized on February 4, to commence construction immediately.

Courier-Post Publishing Co., Hannibal, Mo.—Adopted amended order to permit construction of new station authorized on February 4, to commence construction immediately.

Burlington Broadcasting Co., Burlington, Ia.—Adopted decision and order to permit construction of new station to start immediately.

J. Leslie Doss, Bessemer, Ala.—Denied petition requesting Commission to reconsider its action of December 4, 1940, designating for hearing application for new station to use **1370 kc.**, 250 watts power, unlimited time.

## APPLICATIONS FILED AT FCC

### 570 Kilocycles

WNAX—WNAX Broadcasting Co., Yankton, S. Dak.—Modification of construction permit (B4-P-2579) which authorized installation of directional antenna for night use and increase power, requesting authority to make changes in directional antenna system.

### 590 Kilocycles

KGMB—Hawaiian Broadcasting System, Ltd., Honolulu, Hawaii.—Construction permit to move formerly licensed RDA 1-D 1 KW transmitter from fronting on Kapiolani Blvd., Honolulu, Hawaii, to Kapiolani Blvd., Honolulu, Hawaii, for use as an auxiliary transmitter.

### 610 Kilocycles

NEW—Inter-City Advertising Co., Charlotte, N. C.—Construction permit for a new station to be operated on **610 kc.**, 500 watts night, 1 KW day, unlimited time, directional antenna day and night, Class III-B. Amended re antenna and to give transmitter site as NW Charlotte, N. C.

### 620 Kilocycles

NEW—Yankee Broadcasting Co., Inc., New York, N. Y.—Construction permit for a new station to be operated on **620 kc.**, 1 KW, unlimited time, directional antenna day and night, Class III-B.

### 680 Kilocycles

WPTF—WPTF Radio Company, Raleigh, N. C.—Modification of construction permit (B3-P-2216) as modified, for new equipment, increase in power from 5 KW to 50 KW, changes in directional system, requesting extension of completion date from 3-16-41 to 4-16-41.

### 780 Kilocycles

KFDY—South Dakota State College, Brookings, S. Dak.—Authority to determine operating power by direct measurement of antenna power on **790 kc.** under North American Regional Broadcasting Agreement.

KFDY—South Dakota State College, Brookings, S. Dak.—Authority to make changes in automatic frequency control equip-

ment on **790 kc.** under North American Regional Broadcasting Agreement.

### 800 Kilocycles

WFAA—A. H. Belo Corp., Dallas, Tex.—Authority to determine operating power by direct measurement of antenna power on **820 kc.** under North American Regional Broadcasting Agreement.

WBAP—Carter Publications, Inc., Fort Worth, Tex.—Authority to determine operating power by direct measurement of antenna power on **820 kc.** under North American Regional Broadcasting Agreement.

### 920 Kilocycles

NEW—Alamance Broadcasting Co., Inc., Burlington, N. C.—Construction permit for a new station to be operated on **890 kc.**, **920 kc.** under the North American Regional Broadcasting Agreement, 1 KW, daytime, Class III.

### 940 Kilocycles

NEW—Park Cities Broadcasting Corp., Dallas, Tex.—Construction permit for a new station to be operated on **940 kc.**, 500 watts, unlimited time, Class III-B. Amended re stock ownership.

### 950 Kilocycles

WTRY—Troy Broadcasting Company, Inc., Troy, N. Y.—License to cover construction permit (B1-P-2910) to install directional antenna, change time from daytime to unlimited time, using 1 KW power night and day.

WTRY—Troy Broadcasting Company, Inc., Troy, N. Y.—Authority to determine operating power by direct measurement of antenna power.

WRC—National Broadcasting Co., Inc., Washington, D. C.—Modification of construction permit (B1-P-243) as modified for increase in power and installation of directional antenna for night use, requesting extension of completion date from 3-5-41 to 4-5-41.

### 1120 Kilocycles

WCOP—Massachusetts Broadcasting Corp., Boston, Mass.—Modification of construction permit (B1-P-2710) for change in hours of operation and installation of directional antenna for night use, requesting approval of directional antenna for night use and approval of transmitter site at 300 feet northeast of present site, Speedway West of Soldiers Field, Boston, Mass.

### 1140 Kilocycles

WAPI—Voice of Alabama, Inc., Birmingham, Ala.—Extension of special experimental authorization to operate unlimited time, directional antenna after sunset at Tulsa, Okla., period 8-1-40 to 8-1-41. Amended to change name from Alabama Polytechnic Institute, University of Alabama, Alabama College (Board of Control of Radio Broadcasting Station WAPI) to Voice of Alabama, Inc., and change period 8-1-40 to 8-1-41 to period beginning 3-29-41.

### 1170 Kilocycles

WCAU—WCAU Broadcasting Co., Philadelphia, Pa.—Authority to determine operating power by direct measurement of antenna power on **1170 kc.**, and under North American Regional Broadcasting Agreement **1210 kc.**

### 1180 Kilocycles

KOB—Albuquerque Broadcasting Co., Albuquerque, N. Mex.—Modification of construction permit (B5-P-2783) as modified, for changes in equipment, increase in power from 10 KW to 50 KW, requesting extension of completion date from 3-8-41 to 5-7-41.

### 1200 Kilocycles

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Authority to determine operating power by direct measurement of antenna power.

NEW—Mosby's Incorporated, Anaconda, Mont.—Construction permit for a new station to be operated on **1110 kc.**, 500 watts night, 1 KW day, unlimited time. Amended to change requested frequency from **1110 kc.** to **1200 kc.** (Class IV), power from 500 watts night, 1 KW day, to 250 watts;



make changes in requested antenna; change requested type of transmitter, and give transmitter and studio sites as Lincoln St., north of Front, Anaconda, Mont.

- WOLS—O. Lee Stone, Florence, S. C.—Authority to determine operating power by direct measurement of antenna power.
- WBLJ—Dalton Broadcasting Corp., Dalton, Ga.—Authority to transfer control of corporation from J. B. Roach to Kemer Brothers, 59 shares of common stock.
- WCED—The Tri-County Broadcasting Co., DuBois, Penna.—Authority to determine operating power by direct measurement of antenna power.
- KPHO—M. C. Reese, Phoenix, Ariz.—Construction permit to install a new transmitter.
- WJOB—O. E. Richardson & F. L. Adair, Hammond, Ind.—Authority to determine operating power by direct measurement of antenna power.

### 1210 Kilocycles

- WATN—Watertown Broadcasting Corp., Watertown, N. Y.—License to cover construction permit (B1-P-809) as modified for a new station.
- WATN—Authority to determine operating power by direct measurement of antenna power.
- WLAG—LaGrange Broadcasting Co., LaGrange, Ga.—Modification of construction permit (B3-P-2763) for a new station, requesting authority to install a new transmitter and make changes in antenna.
- WBAX—John H. Stenger, Jr., Wilkes-Barre, Penna.—Voluntary assignment of license from John H. Stenger, Jr., to Wilkes-Barre-Scranton Broadcasting Co., Inc.
- WGGA—Henry Estes, Austin Dean and L. H. Christian, d/b as Gainesville Broadcasters, Gainesville, Ga.—Modification of construction permit (B3-P-2627) for a new station, requesting approval of antenna, and approval of transmitter and studio sites at Atlanta Road, Gainesville, Ga. Amended to give transmitter and studio sites as Athens Road, Gainesville, Ga., make changes in requested antenna, and request frequency **1240 kc.** under North American Regional Broadcasting Agreement.

### 1230 Kilocycles

- NEW—Texas Star Broadcasting Co., Houston, Tex.—Construction permit for a new station on **1210 kc.**, 250 watts, unlimited time, Class IV. Amended to change frequency from **1210 kc.** to **1230 kc.** under North American Regional Broadcasting Agreement.
- WNAC—The Yankee Network, Inc., Boston, Mass.—Modification of construction permit (B1-MP-322) for increase in power, changes in equipment and installation of directional antenna for day and night use, requesting extension of commencement dates from 9-29-40 and 3-24-41 to 3-29-41 and 6-29-41 respectively.
- WFBM—WFBM, Inc., Indianapolis, Ind.—Modification of construction permit (B4-ML-354) to increase power using directional antenna at night requesting extension of completion date from 2-25-41 to 4-25-41.

### 1260 Kilocycles

- WHLN—The Niagara Falls Gazette Publishing Co., Niagara Falls, N. Y.—Authority to determine operating power by direct measurement of antenna power, under North American Regional Broadcasting Agreement **1290 kc.**
- KOIL—Central States Broadcasting Co., Lincoln, Nebr.—Authority to determine operating power by direct measurement of antenna power.

### 1300 Kilocycles

- WHBL—Press Publishing Company, Sheboygan, Wis.—Construction permit to increase power from 250 watts night, 1 KW day to 1 KW day and night, and install directional antenna for night use. Class III-A. Amended: re changes in directional antenna system.

### 1310 Kilocycles

- WBRK—Harold Thomas, Pittsfield, Mass.—Authority to install new automatic frequency control equipment on **1340 kc.** under North American Regional Broadcasting Agreement.
- KGFW—Central Nebraska Broadcasting Corp., Kearney, Nebr.—Authority to determine operating power by direct measurement of antenna power on **1340 kc.** under North American Regional Broadcasting Agreement.

### 1330 Kilocycles

- KGB—Don Lee Broadcasting System, San Diego, Calif.—Modification of construction permit (B5-P-2940) for changes in equipment, requesting extension of commencement and completion dates from 10-10-40 and 4-10-41 to 4-10-41 and 6-9-41 respectively.

### 1350 Kilocycles

- KTSM—Tri State Broadcasting Co., Inc., El Paso, Tex.—Modification of license to increase power from 500 watts to 1 KW. Amended: to request power of 500 watts night, 1 KW day.

### 1370 Kilocycles

- WCNC—Aubrey G. McCabe & Trim W. Aydtlett, d/b as Albemarle Broadcasting Co., Elizabeth City, N. C.—Voluntary assignment of license from Aubrey G. McCabe and Trim W. Aydtlett, d/b as Albemarle Broadcasting Co. to Albemarle Broadcasting Co. Amended: re corporate structure.
- KICA—Western Broadcasters, Inc., Clovis, N. Mex.—Construction permit to change frequency from **1370 kc.** to **1210 kc.**, increase power from 100 watts to 250 watts, and install new equipment.
- WDEF—Joe W. Engel, Chattanooga, Tenn.—Authority to determine operating power by direct measurement of antenna power.
- KELD—Radio Enterprises, Inc., El Dorado, Ark.—Authority to determine operating power by direct measurement of antenna power.
- WMBR—Florida Broadcasting Co., Jacksonville, Fla.—Authority to make changes in automatic frequency control equipment on **1400 kc.** under North American Regional Broadcasting Agreement.
- WABY—Adirondack Broadcasting Co., Inc., Albany, N. Y.—Modification of license to change frequency from **1370 kc.** to **1210 kc.**

### 1430 Kilocycles

- KGEZ—Donald C. Treloar, Kalispell, Mont.—Modification of construction permit (B3-P-2573) for new transmitter, increase in power and change of frequency, requesting authority to install directional antenna for night use.
- WOKO—WOKO, Inc., Albany, N. Y.—Authority to determine operating power by direct measurement of antenna power.
- KINY—Edwin A. Kraft, Juneau, Alaska.—Construction permit to make changes in equipment and antenna and increase power from 1 KW to 5 KW.

### 1500 Kilocycles

- WSYB—Philip Weiss, tr/as Philip Weiss Music Co., Rutland, Vt.—Construction permit to install new transmitter, directional antenna for night use, increase power from 250 watts to 1 KW, and change frequency from **1500 kc.** to **1350 kc.**
- WJBK—James F. Hopkins, Inc., Detroit, Mich.—Authority to transfer control of corporation from James F. Hopkins to Richard A. Connell, 110 2/3 shares of stock.

### 1550 Kilocycles

- WQXR—Interstate Broadcasting Co., Inc., New York, N. Y.—License to cover construction permit (B1-P-3027) to move old main transmitter to site of main transmitter, for use as auxiliary transmitter with power of 1 KW, emergency use only.

## FM APPLICATIONS

- NEW—Gibraltar Service Corporation, Philadelphia, Pa.—Construction permit for a new high frequency broadcast station to be operated on **46100 kc.**, 9,318 square miles, population 3,998,402.
- NEW—General Electric Co., Schenectady, N. Y.—Modification of construction permit (B1-PH-19) for a new high frequency broadcast station, requesting approval of transmitter, changes in antenna, and change population from 1,560,000 to 805,060.
- NEW—News Syndicate Co., Inc., New York, N. Y.—Construction permit for a new high frequency broadcast station to be operated on **44700 kc.**, 8,500 square miles, population 11,212,416. Amended to change type of transmitter.
- NEW—Knickerbocker Broadcasting Co., Inc., New York, N. Y.—Construction permit for a new high frequency broadcast station to be operated on **48300 kc.**, 9,110 square miles,

population 11,717,445. Amended to change coverage from 9,110 to 8,550 square miles, and population from 11,717,445 to 10,817,455.

NEW—The Yankee Network, Inc., New York, N. Y.—Construction permit for a new high frequency broadcast station to be operated on **46700 kc.**, 8,500 square miles, population 11,298,250, transmitter to be located at Palisades Park, Clifside, N. J. Amended to change frequency from **46760 kc.** to **44700 kc.**, and give location of studio as 25 W. 45th St., New York, N. Y.

NEW—Metro-Goldwyn-Mayer Studios, Inc., Los Angeles, Calif.—Construction permit for a new high frequency broadcast station to be operated on **45500 kc.**, 7,060 square miles, population 2,467,178, with directional antenna.

NEW—Seaboard Radio Broadcasting Corp., Philadelphia, Pa.—Construction permit for a new high frequency broadcast station to be operated on **48300 kc.**, 9,600 square miles, population 3,900,000. Amended to change coverage from 9,600 to 9,400 square miles.

### TELEVISION APPLICATIONS

NEW—Allen B. DuMont Laboratories, Inc., Portable-Mobile (Area of New York, N. Y.).—License to cover construction permit (B1-PVB-70) for a new television station.

NEW—Allen B. DuMont Laboratories, Inc., New York, N. Y.—Modification of construction permit (B1-PVB-30) as modified for a new television broadcast station, requesting extension of completion date from 2-13-41 to 4-13-41.

### MISCELLANEOUS APPLICATIONS

NEW—Columbia Broadcasting System, Inc., New York, N. Y.—Construction permit for a new special relay broadcast station to be operated on **330000, 333000, 336000 kc.**, or any three suitable frequencies in the band **330 to 350 mc.**, 25 watts, special emission for frequency modulation.

NEW—Columbia Broadcasting System, Inc., New York, N. Y.—Construction permit for a new special relay broadcast station to be operated on **330000, 333000, 336000 kc.**, or any three suitable frequencies in the band **330 to 350 mc.**, 25 watts, special emission for frequency modulation.

NEW—Columbia Broadcasting System, Inc., New York, N. Y.—Construction permit for a new special relay broadcast station to be operated on **330000, 333000, 336000 kc.**, or any three suitable frequencies in the band **330 to 350 mc.**, 25 watts, special emission for frequency modulation.

WEPA—Edwin H. Armstrong, Portable-Mobile (area of New York).—Modification of construction permit (B1-PRE-277) as modified for a new special relay broadcast station, for extension of commencement and completion dates from 10-7-40 and 4-20-41 to 60 days after grant and 180 days thereafter, respectively, and specify new group "I" frequencies of **156750, 158400, 159300 and 161100 kc.**

KRCO—Columbia Broadcasting System, Inc., Portable-Mobile (area of Los Angeles, Calif.).—License to cover construction permit (B5-PRE-377) for a new relay broadcast station.

NEW—Echo Park Evangelistic Association, Los Angeles, Calif.—Construction permit for a new relay broadcast station to be operated on **350000 kc.**, or any channel allotted by FCC, 20 watts, special emission for frequency modulation with 100 maximum swing for 100 per cent modulation.

NEW—Guy S. Cornish, Portable-Mobile (area of Cincinnati, Ohio).—License to cover construction permit (B2-PARE-1) for a new Class II experimental public address relay station.

KALW—Board of Education of the San Francisco Unified School District, San Francisco, Calif.—Modification of construction permit (B5-PED-14) to make changes in equipment.

NEW—Echo Park Evangelistic Association, Portable-Mobile (area of Los Angeles, Calif.).—Construction permit for a new relay broadcast station to be operated on **1622, 2058, 2150, 2790 kc.**, 40 watts, A-3 emission.

NEW—J. J. White, tr/as Greenville Broadcasting Co., Portable-Mobile (area of Greenville, N. C.).—Construction permit for a new relay broadcast station to be operated on **1622, 2058, 2150, 2790 kc.**, 40 watts, A-3 emission.

WBKY—University of Kentucky, Beattyville, Ky.—License to cover construction permit (B2-PED-17) for a new non-commercial educational station.

## 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.

**Continental Premium Mart**—Complaints have been issued charging Continental Premium Mart, Milwaukee, a distributor of novelty jewelry and other merchandise, and Irving Cohn, trading as Irvin Novelty Co., Danville, Ill., a distributor of candy and novelty merchandise, with the use of lottery methods in the sale of their products.

The respondents, according to the complaints, sell to dealers assortments of their merchandise so packed and assembled as to involve the use of a lottery scheme when the merchandise is sold to the consuming public.

Charging that the respondents' practices have been contrary to Federal Government public policy and the Federal Trade Commission Act, the complaints grant the respondents 20 days for filing answers. (4462-4464)

**Grand Rapids Furniture Company, Inc.**—A complaint has been issued charging Grand Rapids Furniture Co., Inc., 300-302 Monroe St., Passaic, N. J., with misrepresenting, through use of the name "Grand Rapids" in its corporate name and through representations made in its advertising and otherwise, that it deals exclusively in furniture manufactured and originating in Grand Rapids, Mich. Pointing out that furniture made in Grand Rapids has widespread good will and popularity, the complaint alleges that only a small portion of the respondent's furniture is made there. The complaint grants the respondent corporation 20 days for answering the charges. (4463)

### CEASE AND DESIST ORDERS

Commission has issued the following cease and desist orders:

**Eaula Candy Company**—Paul Botwin and Eaula Louise Botwin, trading as Eaula Candy Co., Columbia, S. C., have been ordered to cease and desist from selling or otherwise disposing of merchandise by means of a game of chance, gift enterprise or lottery scheme.

According to Commission findings, the respondents distribute candy and other merchandise to operators of, and concessionaires with, motion picture and burlesque theaters and tent shows.

The respondents are further ordered to cease selling or distributing any merchandise so packed and assembled that its sale to the public may be made by means of a lottery, and to discontinue supplying others with assortments of individual packages or boxes of candy, together with other articles of merchandise of varying values, or separately, which other articles may be distributed by means of a game of chance to purchasers of the individual packages or boxes of candy. (3249)

**Empire State Candy Company**—B. M. Bennett, trading as Empire State Candy Co., Athens, Ga., and York Cone Co., York, Pa., have been ordered to cease and desist from selling or otherwise disposing of merchandise by means of a game of chance, gift enterprise or lottery scheme.

Empire State Candy Co. is further ordered to cease selling or distributing candy or any merchandise so packed and assembled that its sale to the public may be made by means of a lottery, and to discontinue supplying others with push or pull cards, punch boards or other lottery devices, either with assortments of candy or other merchandise or separately, which devices may be used in selling such candy or merchandise to the public. (4400-3891)



**E. B. Hall**, trading as E. W. Hall, 3679 Olive St., St. Louis, has been ordered to cease and desist from disseminating advertisements representing that "Texas Wonder", a medicinal preparation, is a cure or remedy for inflammation of the bladder or kidneys, stones in the kidneys, tuberculosis of the kidneys, or any other bladder or kidney disorders, or for diabetes, rheumatism, swollen joints, weak or lame back, pains in the back, or lumbago.

The order also directs the respondent to discontinue advertising that the preparation possesses any therapeutic value in the treatment of any of the ailments mentioned, in excess of such slight symptomatic relief as it may afford in cases of swollen joints and pains in the back, because of its mild diuretic properties. (4330)

**Jacobs Candy Co., Inc.**, New Orleans, and H. & D. Sales Co., and Nathan J. Hubbard and Arthur Easton Davis, its officers, Knoxville, Tenn., have been ordered to cease and desist from selling or otherwise disposing of merchandise by means of a game of chance, gift enterprise or lottery scheme.

Jacobs Candy Co., Inc., manufacturer of candy and nut confections, is ordered to cease selling and distributing any merchandise so packed and assembled that its sale to the public may be made by means of a lottery, and to discontinue supplying others with assortments of merchandise, together with push or pull cards, punch boards or other devices, or separately, which devices may be used in selling merchandise to the public by means of a lottery scheme. (3586)

H. & D. Sales Co., and the respondents Hubbard and Davis, distributors of knives, fountain pens, flashlights and other merchandise, are directed to cease supplying to others any merchandise, together with punch boards, push or pull cards, or other lottery devices, or such devices either with assortments of merchandise or separately, which devices may be used in selling or distributing such merchandise to the public. (3956)

**Simmon's Cut Rate Drug Store**—Carl D. Bates, trading as Simmon's Cut Rate Drug Store, Canandaigua, N. Y., has been ordered to cease advertising that "Mrs. Bee Femo Caps," a medicinal preparation also known as "Femo Caps" and "Bee Caps," is competent for treating delayed menstruation, and is safe and harmless. The order also prohibits dissemination of advertising which fails to reveal that use of the preparation may cause gastro-intestinal disturbances and other serious ailments or conditions. (4366)

**Allen B. Wrisley Company**—An order of April 6, 1939, which had directed Allen B. Wrisley Co., and others, Chicago, to cease and desist from misrepresentation of the olive oil content of certain soaps, has been modified.

Respondents in the case are Allen B. Wrisley Co. and Allen B. Wrisley Distributing Co., also trading as Regal Soap Co., and Karl Mayer, George A. Wrisley and Wrisley B. Oleson, trading as Karl Mayer & Co., all of Chicago.

Upon petition of the respondents, the United States Circuit Court of Appeals, Chicago, had reviewed the Commission's order, and directed that it be modified in some particulars.

Under the Commission's order as modified, the respondents are directed to cease representing that a soap which does not contain olive oil to the exclusion of all other oils is an olive oil soap.

The respondent further is ordered to cease using the brand names or labels "Olivillo", "Royal Olive Oil Pure", "Purito Olive Oil Castile", "Olive-Skin Pure Toilet Soap", or "Del Gloria Castile Made With Pure Olive Oil" or other similar brand names or labels containing the word "Olive" or the letters "Oliv" or any equivalent term, to refer to soap the oil content of which is not wholly olive oil.

The order further provides that nothing contained therein shall prevent the respondents from using brand names containing the word "olive", or any derivative thereof or other similar words, to describe a soap containing olive oil combined with other oils if the respondent shall clearly and truthfully designate that such soap is not made wholly of olive oil, and if olive oil is present in an amount sufficient substantially to effect its detergent or other qualities.

The prohibitions of the Commission's modified order are not to apply to the trade names or labels "Palm and Olive Oil Soap", "Palm and Olive Soap", and "Oliv-Palm Complexion Soap." (3021)

## STIPULATIONS

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

**Arthrene Company**—F. B. Allderice, trading as Arthrene Co., Jacksonville, Fla., agrees to cease advertising that the product "Arthrene" produces circulation, reduces swelling, dissolves crystals or cleanses the blood of uric acid, and that it is an effective remedy or cure for arthritis, neuritis, sciatica, rheumatism or gout, or has any therapeutic value in the treatment of these ailments in excess of affording temporary symptomatic relief. (02729)

**Lillian M. Camp**, 246 Fifth Ave., New York, a dealer in products designed to improve personal appearance has entered into a stipulation to cease advertising that her product "Superior Hair Pencils" will have any effect on the roots of the hair; that her product "Leg Pads" are approved by the American Medical Association, and that she owns or controls a shop wherein she employs the makers of wigs and hair goods. The respondent further stipulates that she will desist from representing, by use of the brand name "Face Lifters" or otherwise, that she possesses a commodity that will alter the shape or structure of the face. (02731)

**Cooter Brokerage Company**—Paul M. Cooter, trading as Cooter Brokerage Co., Merchandise Mart, Chicago, has stipulated to cease advertising that "Moon Rose Complexion Soap" reconditions or fortifies the skin, replaces the oils of the skin, stimulates the oil glands of the skin, and causes the skin to breathe. The respondent further agrees to discontinue representing that Moon Rose Complexion Soap penetrates the pores or has any effect on the skin other than to cleanse the surface, and that use of the product prevents blemishes, enhances beauty, or causes one to look young. (02733)

**General Laboratories, Inc.**, Des Moines, Iowa, stipulates that it will discontinue using the word "Laboratories" in its trade name until such time as it shall own or control an adequately equipped and supervised laboratory. The respondent further agrees to cease representing that "Blue Cross Rat Killer" will prevent rats from destroying baby chicks; that the product is recommended by the United States Government; that it will kill rats instantly, rid rat-infested areas of rats, is the most effective or economical poison on the market, and that rats which consume a killing potion will not die on the premises. (02732)

**Mrs. W. W. Hadley**—Trading as Mrs. W. W. Hadley, Kate J. Hadley, 175 Tremont St., Boston, entered into a stipulation to cease advertising that "Indian Preparation", a depilatory, is an effective cure for superfluous hair; that it is not a depilatory or that no similar products are used by dermatologists or sold in the proprietary trade, and that the preparation will open the pores, loosen the hair follicles, gradually destroying the roots of the hair, or remove superfluous hair without injury to the skin. The respondent further agrees to cease representing, through use of the word "Indian" in the trade name or by pictorial representations, that the formula of her preparation was obtained from the Indian race. (02735)

**Link Chemical Co.**, 520½ Commercial St., Emporia, Kans., agrees to discontinue advertising that "G-I-M-P First Aid" is a competent treatment for strains, sprains, muscular aches and soreness and has any therapeutic value in treating these conditions in excess of affording a temporary relief from superficial pains. The respondent also agrees to discontinue representing that the preparation is effective for treating colds; that it is effective for treating athlete's foot in excess of affording temporary relief from itching; that the preparation penetrates into the tissues and kills infection and that there is no other germicide possessing equal germicidal properties which is equally safe. (02730)

**Login Corporation**, San Francisco, originally organized as L. P. Ginsburg & Co., Inc., and Louis P. Gainsborough, president

and principal owner, have entered into a stipulation to cease certain representations in the sale of peat moss.

The stipulation relates that in advertisements the respondents employed the name "Viking Swedish Peat Moss" and the trade name "Svenska Peat Aktiebolaget", accompanied by the words "Stockholm, Rotterdam, London", and "San Francisco Office, 149 California St." According to the stipulation, the respondent also advertised that "Arrangements have been perfected for exporting the finest of our Swedish Peat Moss to America for distribution direct-to-users at considerable savings."

However, according to the stipulation, Login Corporation with its principal place of business in San Francisco, is not a Swedish corporation with a San Francisco branch office and does not sell peat moss direct from Sweden to American consumers.

Under their stipulation, the respondents agree to cease making representations of this character.

The stipulation points out that Login Corporation, at its San Francisco headquarters, packs fruit and exports it to Europe where, in London and Rotterdam, respectively, it controls two subsidiary companies operating under the name L. P. Ginsburg & Co. (3036)

**John A. Martin**, 93 Atlantic St., Jersey City, N. J., a manufacturer of preparations for treating the hair or scalp, entered into a stipulation in which he agrees to discontinue the use in advertisements of the words "Nu Gro" or "Nu Hair" or any other words consisting of a combination of letters the resultant normal pronunciation of which simulates the words "New Grow" or "New Hair," as a trade designation for such products. The stipulation points out that the respondent's products so advertised will not cause hair to grow or promote its growth. (3035)

**N. J. Newman Advertising Agency**—N. J. Newman, trading as N. J. Newman Advertising Agency, 810 South Spring St., Los Angeles, in disseminating advertisements of "Entromul" on behalf of Thomas J. McBride, trading as The Entromul Co., Los Angeles, agrees to cease representing that the preparation will have a beneficial influence on an excess acid condition of the bowels or colon and that it has any significant value in the treatment of simple mucous colitis. (02734)

**Oneida Chemical Company**, Utica, N. Y., agrees to cease advertising that "Rat-Bombs" or "Oneida Ratsirup" are effective in destroying mice other than common house mice; that the products are endorsed by the United States Department of Agriculture, and that use of the products will make rats and mice go outside or underground to die, except in cases where their burrows or habitats are underground or outside of the homes or other buildings. (02727)

**Pompeian Company, Inc.**, 4201 Philadelphia Ave., Baltimore, has stipulated to cease advertising that "Pompeian Milk Massage Cream" works differently from regular or ordinary cosmetic cleansing creams; that its use will remove dirt to a greater extent than ordinary cleansing methods, including soap and water, and that use of the preparation will leave the face "looking years younger". (02736)

**Roy Tailors**—Roy D. Pastor and Abraham Nathan, trading as The Roy Tailors, 21 West Third St., Cincinnati, have entered into a stipulation in which they agree to cease using certain representations in the sale of men's clothing.

The respondents stipulate that they will discontinue employing the word "Virgin" to designate the wool fiber in any fabric used in manufacturing their garments, when such fiber is not new wool (wool which has never been reclaimed from any spun, woven, knitted, felted or otherwise manufactured product).

Under their stipulation, the respondents further agree to cease employing the words "wool", "woolen", "all wool", "worsted", "tropical worsted", "Cheviot" or any other term descriptive of wool to refer to any fabric or product not consisting wholly of wool. The stipulation provides that in the case of fabrics or products composed partly of wool and partly of other fibers, such terms may be used as descriptive of the wool content if there are also employed in immediate connection therewith and in conspicuous type other words truthfully designating each constituent fiber or material in the order of its predominance by weight, beginning with the largest single constituent. If any particular fiber

is not present in substantial amount by weight then the percentage in which it is actually present is to be disclosed.

The respondents further stipulate that they will cease using the word "silk" to refer to any fiber not obtained from the cocoon of the silkworm.

The respondents further agree that no provision of their stipulation shall be construed as permitting the labeling of any wool product in any manner other than in strict conformity with the provisions of the Wool Products Labeling Act of 1939, after its effective date, July 14, 1941. (02737)

**Frank R. Waxman**, Raymond-Commerce Building, Newark, N. J., in disseminating advertisements of "Bilaphen Tablets" on behalf of Victoria Chemical Company, Newark, stipulates that he will cease representing that the product will aid in relieving an upset stomach, unless limited to relief of the condition when due to constipation. The respondent also agrees to desist from advertising that Bilaphen Tablets will cause the liver to return to normal functioning and will cause normal or natural movements. (02728)

**Zehr & Company**—James A. Zehr and Jacob H. Zehr, trading as Zehr & Co., Pettisville, Ohio, have entered into a stipulation in which they agree to cease representing that "Zerco Dri-Cod", a poultry and livestock feed, when admixed to other feeds, assures a balanced ration at all times, when in fact such is not the case.

The respondents further agree to cease employing the word "balanced", alone or in connection with the word "completely", as descriptive of their product, and to desist from use of the statement "The completely balanced cod liver oil powder" or other similar representation implying that their feed is lacking in no essential nutritional factor. (3034)

## FTC CLOSES SEVERAL CASES

The Federal Trade Commission closed its proceeding against Clover Farm Stores Corporation and its wholly owned subsidiary, The Lane Lease Company, both of 4300 Euclid Ave., Cleveland, without prejudice to the Commission's right to resume proceedings, should the facts so warrant. The respondents had been charged with violation of the brokerage provision of the Robinson-Patman Act.

According to information received by the Commission, The Lane Lease Company has been dissolved; its brokerage business has been terminated and the Clover Farm Stores Corporation does not intend to assume the dissolved corporation's business or engage in the business of a food broker.

The Commission has also dismissed its complaint issued in April, 1938, charging the Gulf Refining Company, Pittsburgh, with violation of the Federal Trade Commission Act in the sale of lubricating oil.

Also the Commission closed its proceeding against Clover Farm Stores Corporation and its wholly owned subsidiary, The Lane Lease Company, both of 4300 Euclid Ave., Cleveland, without prejudice to the Commission's right to resume proceedings, should the facts so warrant. The respondents had been charged with violation of the brokerage provision of the Robinson-Patman Act.

According to information received by the Commission, The Lane Lease Company has been dissolved; its brokerage business has been terminated and the Clover Farm Stores Corporation does not intend to assume the dissolved corporation's business or engage in the business of a food broker.

The Commission closed its proceeding against Clover Farm Stores Corporation and its wholly owned subsidiary, The Lane Lease Company, both of 4300 Euclid Ave., Cleveland, without prejudice to the Commission's right to resume proceedings, should the facts so warrant. The respondents had been charged with violation of the brokerage provision of the Robinson-Patman Act.

According to information received by the Commission, The Lane Lease Company has been dissolved; its brokerage business has been terminated and the Clover Farm Stores Corporation does not intend to assume the dissolved corporation's business or engage in the business of food broker. (4334)

The Commission has closed its case against Merchant Calculating Machine Company, Oakland and Emeryville, Calif., and Dwight R. Cooke, its district manager for Washington, D. C. and certain areas of Virginia and Maryland, without prejudice to the Commission's right to resume proceedings, should the facts so warrant. The respondent had been charged with violation of the Federal Trade Commission Act in the sale of calculating machines. (3970)



# *November 1941 Broadcast Advertising Unit Report*

The volume of broadcast advertising in the month of November, in terms of time units, is presented on the following pages as reported by 203 broadcasting stations and the national networks. The report of national network business presented herein is complete since it includes the business of the Columbia Broadcasting System, the Mutual Broadcasting System and the National Broadcasting Company. Non-national network business presented herein (regional network, national spot and local business), is not complete for the entire industry; the figures represent the total of such business placed on the 203 stations reporting.

On the last page of this analysis, there appears a complete roster for the 203 stations for November business. There is included also in the list seven additional stations reporting for the month, but from which reports were received too late for inclusion in this tabulation.

A majority of the stations reporting November business had also reported for the months of September and October. However, there is not a constant sample of stations for the three months and this fact is mentioned because it impairs comparison of unit volume presented for those months. An analysis of the reporting stations discloses that of the 216 stations reporting for September, 43 failed to report in October. There were 32 new stations reporting in the month of October, bringing the total of October reports to 205. Of the 205 October reports, 25 stations failed to report November business and 30 new stations reported, bringing the November total to 210. Further, 9 of the 30 stations reporting November business which had not reported in October had reported in September and were renewing their cooperation.

It is obvious from the above discussion of the sample represented here that it is not possible to compare reliably the November reports with those of October and September. Two developments are needed in this Broadcast Advertising Volume Analysis to establish statistical stability—consistent month-by-month reporting of co-operating stations—and more stations cooperating.

## *The Legend*

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 busi-

nesses 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 November 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 and 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.

## *What Does It Show?*

In November, the 203 stations reporting and all national networks carried broadcast advertising amounting to 3,885,232 units, divided as follows: Program units, 3,591,708 and announcements units, 293,425.

Although direct comparison with October is not accurate, there is shown a decrease from October to November of about 15%. One factor seriously affecting November advertising volume is a thirty-day month against the thirty-one day October and the situation of October having five Tuesdays, Wednesdays and Thursdays for the month, as compared to November with five

Fridays and Saturdays. Also, the political advertising carried during October was more than two and one-half times as great as that placed in November. The third factor is that of the World Series baseball broadcasts sponsored by Gillette Safety Razor which, of course, did not repeat in November.

There are some significant gains in advertising by various retail classifications. Boots and Shoes increased in program units to offset a decrease in announcement units. There was a slight increase in program units of Department and Dry Goods Stores, although announcement units fell off. Drug Store experience was the same. Electric and Gas Appliances and Supplies rose in both program and announcement units. Furniture and Home Furnishings up in program units, off in announcement units. Grocers and Food Stores up sharply in program units, off in announcement units. Sporting Goods up in both program and announcement units. Stationers increased in both. Notable decreases are found in Amusements, Automotive, Bakers, Building Supplies, Heating and Plumbing, Hotels and Restaurants, Jewelers and Miscellaneous.

In General Advertising, gains are found in Agriculture, Automotive, Building Materials, Confections, Educational, Housing Equipment and Supplies, Jewelry and Silverware, Religion, Radio, Tobacco and Wearing Apparel. Notable decreases in General Advertising for November are found in Financial, Industrial, Insurance, Medical, Miscellaneous, Political, Professional, Public Utilities, Publications, Toilet Requisites (explained completely by Gillette World Series mentioned above), and Transportation.

These comparisons of November business with October must be made with realization of the difference of composition in days between the two months. Any increases shown are greater than the figures show and declines are actually less.

## How to Use It

Last week, the owner and manager of an NAB member station visited the Research Department and asked, "What good is this

report of Broadcast Advertising Units?" This gave your Research Director a welcomed opportunity. Before the manager left, he had discarded his request to discontinue reporting and substituted in his thinking a plan of action secured by a memorandum on his "things-to-do-today" pad.

On his memorandum appeared first a list of missing business developed by comparing his station's October report against the consolidated industry report for that month. There was a second list of business classifications in which he had substantial announcement business, but the industry report showed potential program unit business. The third list was drawn up because of the advance warning found in the consolidated report that he might have difficulty in holding a certain class of accounts. These were indicated by those classes of business in the consolidated report which showed an industry decline or faltered in trend from the previous month's report.

Of course, the NAB member, in drawing up his lists, referred to the tabulation of stations in the same classification as his own and to the business placed in cities of the approximate size in which he operates. Further, he pinned down the local situation he faced in signing retail and general advertising accounts. Naturally, he considered carefully where he gets his business; whether it is local, national spot, regional network or national network.

But the net result—when he left your Research Director's office, he had made a decision—to hold a sales meeting as soon as he could get back to his station.



TABLE I

## BROADCAST ADVERTISING—203 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.....	.....	.....	2,452,390	.....	2,452,390	.....
Regional Network.....	5,145	1,756	98,854	6,549	103,999	8,305
National Non-Network.....	57,316	5,596	416,281	87,855	473,597	93,451
Local.....	405,105	154,279	156,716	37,390	561,821	191,669
TOTAL other than National Network....	467,566	161,631	671,851	131,794	1,139,417	293,425
GRAND TOTAL.....	467,566	161,631	3,124,241	131,794	3,591,807	293,425
						3,885,232

TABLE II

BROADCAST ADVERTISING—203 STATIONS AND ALL NATIONAL NETWORKS  
BY TYPE OF SPONSORING BUSINESS AND BY SOURCE OF BUSINESSRETAIL ADVERTISING UNITS  
November 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.
<b>Amusements</b> .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
011 Theaters.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
019 Miscellaneous.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
<b>Automotive</b> .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
021 Aviation.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
022 Garages and Service Stations.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
024 Parts and Accessories.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
025 Passenger Cars.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
026 Tires and Tubes.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
027 Trucks.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
028 Tractors.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
029 Miscellaneous.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
<b>Bakeries</b> .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
030 Miscellaneous.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
<b>Book Stores</b> .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
049 Miscellaneous.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
<b>Boots and Shoes</b> .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
051 Men's.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
052 Men's and Women's.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
053 Women's.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
059 Miscellaneous.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
<b>Building Supplies and Contractors</b> .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
069 Miscellaneous.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
<b>Clothing Stores</b> .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
071 Men's.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
072 Men's and Women's.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
073 Women's.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
074 Credit Clothing.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
079 Miscellaneous.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
<b>Dairies</b> .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
099 Miscellaneous.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
<b>Department and Dry Goods Stores</b> .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
159 Miscellaneous.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
<b>Drug Stores</b> .....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
169 Miscellaneous.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....

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## GENERAL ADVERTISING UNITS

November 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.
<b>Agriculture</b> .....												
501 Cattle Foods.....	1,635	330	12,150	1,054	869		4,276	2,253	18,551	2,253	18,551	2,253
502 Seeds.....	600	123	7,225	435	89		1,365	713	9,190	713	9,190	713
503 Farm Machinery.....	130	198	1,235	335	72		240	695	1,605	695	1,605	695
504 Nurseries.....	690	3	1,845	38	60		390	116	2,385	116	2,385	116
505 Live Stock.....	195	---	2,035	---	---		---	---	2,035	---	2,035	---
506 10.....	---	---	---	---	67		2,373	417	2,768	417	2,768	417
509 380.....	---	---	---	---	104		208	402	548	402	548	402
<b>Alcoholic Beverages</b> .....												
511 Beers.....	4,410	500	30,338	6,208	1,092		3,430	7,800	38,268	7,800	38,268	7,800
512 Wines.....	3,880	500	28,103	5,277	832		2,740	6,609	34,723	6,609	34,723	6,609
513 Liquors.....	560	---	2,235	631	260		300	1,191	3,095	1,191	3,095	1,191
519 Miscellaneous.....	---	---	---	---	---		390	---	390	---	390	---
<b>Amusements</b> .....												
529 Miscellaneous.....	---	---	---	---	275		225	330	225	330	225	330
529 275.....	---	---	---	---	275		225	330	225	330	225	330
<b>Automotive</b> .....												
531 Aviation.....	13,810	528	46,889	2,520	905		4,677	3,953	66,585	3,953	210,335	3,953
533 Gas and Oil.....	14,409	414	41,295	1,757	470		3,912	2,641	50,616	2,641	155,526	2,641
534 Parts and Accessories.....	95,910	---	795	162	53		---	795	280	795	280	795
535 Passenger Cars.....	41,510	49	4,184	258	69		---	376	4,794	376	46,304	376
536 Tires and Tubes.....	6,390	---	180	47	285		115	333	295	333	6,685	333
537 Trucks.....	---	---	---	2	2		---	2	---	2	---	2
538 Tractors.....	---	---	315	---	26		390	26	705	26	705	26
539 Miscellaneous.....	---	---	120	294	1		260	380	295	380	295	380
<b>Building Materials</b> .....												
549 Miscellaneous.....	17,730	38	1,595	161	357		781	556	2,676	556	20,406	556
549 17,730.....	17,730	38	1,595	161	357		781	556	2,676	556	20,406	556
<b>Confections</b> .....												
559 Miscellaneous.....	48,370	194	10,600	3,968	210		380	4,372	11,975	4,372	60,345	4,372
559 48,370.....	48,370	194	10,600	3,968	210		380	4,372	11,975	4,372	60,345	4,372
<b>Educational</b> .....												
569 Miscellaneous.....	9,720	---	330	63	---		---	63	330	63	10,050	63
569 9,720.....	9,720	---	330	63	---		---	63	330	63	10,050	63
<b>Financial</b> .....												
571 Banks and Trust Companies.....	4,540	41	3,325	1,402	5,511		16,514	6,681	20,469	6,681	25,609	6,681
572 Real Estate and Home Financing.....	315	15	780	173	2,857		8,634	2,875	9,634	2,875	9,919	2,875
573 Stock and Bond Houses.....	---	---	125	31	295		255	276	380	276	760	276
579 Miscellaneous.....	4,225	26	2,620	852	2,583		5,020	7,693	7,693	3,461	11,920	3,461
579 4,225.....	4,225	26	2,620	852	2,583		5,020	7,693	7,693	3,461	11,920	3,461
<b>Groceries</b> .....												
581 Baking Products.....	934,335	2,069	152,665	24,398	8,610		29,265	33,107	218,017	33,107	1,172,352	33,107
582 Beverages.....	7,050	428	11,730	3,550	11,440		11,440	7,800	26,320	7,800	33,370	7,800
583 Coffee and Tea.....	---	161	12,710	1,695	3,335		3,335	2,448	18,040	2,448	78,610	2,448
584 Soft Drinks.....	15,510	163	21,326	4,425	1,645		3,335	4,906	38,871	4,906	4,906	4,906
589 Miscellaneous.....	32,325	---	3,530	736	315		632	713	37,492	713	37,492	713
585 Shortening.....	64,980	38	6,665	736	14		9,515	788	74,495	788	74,495	788
586 Cereals and Breakfast Foods.....	135,322	143	15,425	1,556	1,498		16,940	1,498	152,292	1,498	152,292	1,498
587 Condiments.....	1,515	---	1,245	543	41		1,365	727	4,005	727	4,005	727
588 Dairy Products.....	2,541	198	4,790	1,027	1,200		4,230	3,025	68,386	3,025	68,386	3,025
591 Meats-Fish-Poultry.....	56,775	26	8,980	1,634	1,880		1,880	1,715	19,025	1,715	19,025	1,715
592 Laundry Soaps and Cleansers.....	7,290	152	37,350	2,642	1,955		1,955	2,960	394,519	2,960	394,519	2,960
593 Flour.....	315,675	76	13,724	1,093	975		975	1,343	88,640	1,343	88,640	1,343
594 Sugar.....	68,956	---	---	10	297		---	327	615	327	615	327
595 Disinfectants and Exterminators.....	---	---	730	64	390		390	94	1,120	94	1,120	94
599 Miscellaneous.....	187,842	500	14,450	5,863	4,130		4,130	6,763	23,150	6,763	210,992	6,763
<b>Hotels and Resorts</b> .....												
609 Miscellaneous.....	---	---	---	---	---		---	---	---	---	---	---
<b>Housing Equipment and Supplies</b> .....												
611 Air Conditioning.....	21,540	81	11,597	1,231	362		4,420	1,691	17,757	1,691	39,297	1,691
612 Automatic Heating.....	---	---	---	---	---		---	---	750	---	750	---
613 Automatic Refrigeration.....	---	---	3,130	4	60		---	64	3,130	64	3,130	64
614 Fixtures.....	---	---	---	---	---		390	---	390	---	390	---
615 Fuel.....	18,900	---	720	---	---		---	---	19,620	---	19,620	---
616 Furniture and Furnishings.....	2,640	55	1,365	222	174		1,495	451	3,340	451	5,980	451
617 Heaters and Stoves.....	---	26	4,012	288	1,050		1,050	360	5,932	360	5,932	360
629 Miscellaneous.....	---	---	1,530	637	1,485		---	694	3,405	694	3,405	694
629 1,530.....	1,530	---	1,530	100	25		---	125	90	125	90	125
<b>Industrial</b> .....												
639 Miscellaneous.....	12,480	240	330	18	82		135	100	705	100	13,185	100
639 12,480.....	12,480	240	330	18	82		135	100	705	100	13,185	100





TABLE III

STATION BROADCAST ADVERTISING (OTHER THAN NATIONAL NETWORK)  
BY TYPE OF SPONSORING BUSINESS AND BY CLASS OF STATION

## RETAIL ADVERTISING UNITS

November 1940

	Clear Channel Stations				Regional Stations				Local Stations				Totals
	Unlimited		Part-Time		Unlimited		Limited & Day		Unlimited		Part-Time		
	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	
Total Commercial Operating Stations.....	45	29	8	5	240	87	68	31	360	64	10	0	788
Total Stations Reporting.....													203
Type of Sponsoring Business													
<b>Amusements</b> .....	270	236	45	73	5,953	2,824	792	645	7,669	4,299			11,799
011 Theaters.....	60	154	63	63	2,822	1,689	552	467	2,592	2,984			5,422
019 Miscellaneous.....	210	82	45	10	3,131	1,135	240	178	5,077	1,315			8,743
<b>Automotive</b> .....	1,395	716	15	91	25,206	6,673	2,362	1,698	334	19,517			48,555
021 Aviation.....						4		26		37			67
022 Garages and Service Stations.....	600	18	15	4	3,128	1,368	327	128	5,190	2,323			9,320
024 Parts and Accessories.....		48			11,377	645	240	135	103	658			12,275
025 Passenger Cars.....	565	558		87	9,345	4,036	1,735	332	30	201			23,836
026 Tires and Tubes.....	130	50			915	396	60	32		1,028			2,153
027 Trucks.....		4						1		75			75
028 Tractors.....		15				65				75			107
029 Miscellaneous.....	20	23			441	159		44		360			821
<b>Bakeries</b> .....	450	158	315		3,945	1,947	438	595	30	3,793			8,971
039 Miscellaneous.....	450	158	315		3,945	1,947	438	595	30	3,793			8,971
<b>Book Stores</b> .....					135	111	225	3		420			780
049 Miscellaneous.....					135	111	225	3		420			780
<b>Boots and Shoes</b> .....	810	93	15	30	3,805	1,719	216	335	18	3,657			8,711
051 Men's.....						24				130			130
052 Men's and Women's.....					45	80				73			120
053 Women's.....		4			255	106				78			255
059 Miscellaneous.....	810	89	15	30	3,505	1,539	216	335	18	3,482			8,236
<b>Building Supplies and Contractors</b> .....	510	94	60	77	5,358	2,108	342	628	56	8,207			14,477
069 Miscellaneous.....	510	94	60	77	5,358	2,108	342	628	56	8,207			14,477
<b>Clothing Stores</b> .....	5,216	1,025	870	220	37,118	12,321	2,851	3,046	240	431			64,331
071 Men's.....	2,646	423	165	62	18,110	4,082	458	1,250	240	62			28,749
072 Men's and Women's.....					480	740		44		345			825
073 Women's.....	1,095	330	105	43	6,360	3,515	1,953	972	348	3,956			13,469
074 Credit Clothing.....					520	1,194		167		795			1,315
079 Miscellaneous.....	1,475	272	600	115	11,648	2,700	440	613	21	5,830			19,993
<b>Dairies</b> .....	195	128			2,958	882	15	45	72	3,130			6,298
099 Miscellaneous.....	195	128			2,958	882	15	45	72	3,130			6,298
<b>Department and Dry Goods Stores</b> .....	4,645	674	30	37	28,107	6,765	8,078	958	130	77			60,800
159 Miscellaneous.....	4,645	674	30	37	28,107	6,765	8,078	958	130	77			60,800
<b>Drug Stores</b> .....	375	57	1,440		9,440	1,322	1,254	588	83	4			16,795
169 Miscellaneous.....	375	57	1,440		9,440	1,322	1,254	588	83	4			16,795
<b>Educational</b> .....	205	81	90	8	2,430	530	1,885	57	21	1,065			5,695
179 Miscellaneous.....	205	81	90	8	2,430	530	1,885	57	21	1,065			5,695
<b>Electric and Gas Appliances and Supply</b> .....	123			7	6,185	1,358	456	552	80	4,291			10,935
189 Miscellaneous.....	123			7	6,185	1,358	456	552	80	4,291			10,935
<b>Furniture and Home Furnishings</b> .....	1,563	690	270	156	27,615	5,514	6,072	1,701	259	21,816			57,356
219 Miscellaneous.....	1,563	690	270	156	27,615	5,514	6,072	1,701	259	21,816			57,356
<b>Grocers and Food Stores</b> .....	4,695	107		123	18,167	2,493	3,877	205	84	7,925			34,679
221 Chain.....					5,640	370	60			1,550			10,970
222 Independent.....													
239 Miscellaneous.....	975	100		123	12,527	2,123	3,817	205	84	6,375			23,709
<b>Heating and Plumbing</b> .....	340	149			4,000	2,110	525	261	148	3,020			7,885
249 Miscellaneous.....	340	149			4,000	2,110	525	261	148	3,020			7,885
<b>Hotels and Restaurants</b> .....	1,215	343		29	1,966	1,845	627	664	54	4,368			8,191
259 Miscellaneous.....	1,215	343		29	1,966	1,845	627	664	54	4,368			8,191
<b>Jewelers</b> .....	760	812	215	285	9,220	6,630	1,230	1,590	375	215			25,722
279 Miscellaneous.....	760	812	215	285	9,220	6,630	1,230	1,590	375	215			25,722
<b>Merchandized Chains</b> .....	630	16			445	161		67	21	495			1,570
299 Miscellaneous.....	630	16			445	161		67	21	495			1,570





## GENERAL ADVERTISING UNITS

November 1940

	Clear Channel Stations				Regional Stations				Local Stations				Totals		
	Unlimited		Part-Time		Unlimited		Limited & Day		Part-Time		Unlimited		Part-Time		Totals
	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	Pgm.	Ann.	
Total Commercial Operating Stations.....	45		8		240		68		31		360		26		788
Total Stations Reporting.....	29		5		87		15		2		64		1		203
Type of Sponsoring Business															
<b>Agriculture.....</b>	<b>4,760</b>	<b>332</b>	<b>1,115</b>	<b>137</b>	<b>9,036</b>	<b>942</b>	<b>1,590</b>	<b>405</b>	<b>195</b>		<b>1,855</b>	<b>417</b>			<b>18,551</b>
501 Cattle Foods.....	2,480	95	725	70	3,680	391	720	38	195		1,390	99			9,190
502 Seeds.....	730	211		53	1,615	114	260	139			1,260	88			1,605
503 Farm Machinery.....	390	21	390	9	1,395	56	210	30							2,385
504 Nurseries.....	450				1,605										2,055
505 Live Stock.....	440			5	1,603	207	400	27			325	178			2,708
509 Miscellaneous.....	270	25			1,138	174		151			140	52			548
<b>Alcoholic Beverages.....</b>	<b>3,845</b>	<b>121</b>	<b>825</b>	<b>126</b>	<b>16,238</b>	<b>3,692</b>	<b>3,610</b>	<b>579</b>	<b>160</b>	<b>151</b>	<b>13,530</b>	<b>3,221</b>			<b>38,298</b>
511 Beers.....	3,525	121	825	126	13,843	3,175	3,610	295	30	151	12,890	2,741			34,723
512 Wines.....	320				2,395	427		284	130		250	480			6,009
513 Liquors.....											390				390
519 Miscellaneous.....															
<b>Amusements.....</b>	<b>100</b>				<b>225</b>	<b>188</b>						<b>42</b>			<b>225</b>
529 Miscellaneous.....	100				225	188						42			225
<b>Automotive.....</b>	<b>13,097</b>	<b>410</b>	<b>1,122</b>	<b>45</b>	<b>33,502</b>	<b>2,263</b>	<b>3,794</b>	<b>242</b>	<b>855</b>		<b>11,215</b>	<b>963</b>			<b>66,585</b>
531 Aviation.....	11,080	290	1,122	21	30,080	1,685	3,734	62	855		12,715	583			59,016
533 Gas and Oil.....	333	20		14	195	94		50			600	102			736
534 Parts and Accessories.....	1,897	39		10	2,147	184					790	143			4,704
535 Passenger Cars.....					115	138	60	130			120	65			295
536 Tires and Tubes.....						2									2
537 Trucks.....															2
538 Tractors.....					705										705
539 Miscellaneous.....	120	91			200	160						41			26
<b>Building Materials.....</b>	<b>1,070</b>	<b>88</b>	<b>260</b>	<b>23</b>	<b>1,016</b>	<b>215</b>		<b>36</b>		<b>4</b>	<b>300</b>	<b>190</b>			<b>2,676</b>
549 Miscellaneous.....	1,070	88	260	23	1,046	215		36			300	190			2,676
<b>Confections.....</b>	<b>5,540</b>	<b>1,531</b>	<b>120</b>	<b>246</b>	<b>5,040</b>	<b>1,919</b>	<b>195</b>	<b>155</b>		<b>131</b>	<b>1,080</b>	<b>390</b>			<b>11,975</b>
559 Miscellaneous.....	5,540	1,531	120	246	5,040	1,919	195	155		131	1,080	390			11,975
<b>Educational.....</b>	<b>35</b>	<b>2</b>	<b>60</b>		<b>165</b>	<b>61</b>	<b>10</b>				<b>60</b>				<b>330</b>
569 Miscellaneous.....	35	2	60		165	61	10				60				330
<b>Financial.....</b>	<b>2,415</b>	<b>380</b>		<b>90</b>	<b>10,739</b>	<b>3,624</b>	<b>895</b>	<b>347</b>	<b>120</b>	<b>96</b>	<b>6,300</b>	<b>2,142</b>	<b>5</b>		<b>20,469</b>
571 Banks and Trust Companies.....	710	240		10	4,354	1,690	220	72		11	4,350	852			9,634
572 Real Estate and Home Financing.....	520	18		38	1,170	62	235			5	455	148			2,380
573 Stock and Bond Houses.....		23			760	49									760
579 Miscellaneous.....	1,185	99		42	4,455	1,823	440	275	120	80	1,495	1,142			7,695
<b>Groceries.....</b>	<b>46,950</b>	<b>5,768</b>	<b>9,320</b>	<b>646</b>	<b>110,595</b>	<b>17,765</b>	<b>9,915</b>	<b>1,369</b>	<b>2,190</b>	<b>257</b>	<b>38,657</b>	<b>9,162</b>	<b>300</b>		<b>218,017</b>
581 Baking Products.....	3,510	565	390	45	14,147	4,092	1,130	602		4	7,143	2,492			26,320
582 Beverages.....	3,470	434	935	115	9,755	1,640	1,890	26			2,590	228			18,640
583 Coffee and Tea.....	585	188	465		9,872	1,739	1,110	600		5	11,029	2,366			22,448
584 Soft Drinks.....	120	32	60		3,027	188	375	76			3,585	406	300		4,906
589 Miscellaneous.....	2,535	339	810	16	2,760	401			315	11	3,095	132			5,107
585 Shortening.....	6,445	432	1,005	147	7,240	741	990	26	630		630	132			9,515
586 Cereals and Breakfast Foods.....	710	154	40	24	7,390	414			105	52	120	83			16,940
587 Condiments.....	1,290	578		126	7,461	1,422	440	16			2,400	808			13,665
588 Dairy Products.....	2,340	378	105		7,550	987	350		75		1,365	397			8,727
591 Meats-Fish-Poultry.....	2,940	201	195		7,550	987	350		75		1,365	397			11,561
592 Laundry Soaps and Cleaners.....	13,985	797	1,545	38	26,209	1,628	2,220	34	615	72	1,320	391			11,735
593 Flour.....	3,900	245	2,740		10,414	692	900	41	325		4,270	455			22,960
594 Sugar.....	315	67	195		205	260					1,145				1,343
595 Disinfectants and Exterminators.....	315	68			805	20									613
599 Miscellaneous.....	7,590	1,068	940	135	10,760	3,571	560	78		25	3,360	1,346			14,120
<b>Hotels and Resorts.....</b>															
609 Miscellaneous.....															
<b>Housing Equipment and Supplies.....</b>	<b>5,400</b>	<b>274</b>	<b>315</b>	<b>33</b>	<b>8,412</b>	<b>1,148</b>	<b>630</b>	<b>99</b>			<b>3,000</b>	<b>140</b>			<b>17,757</b>
611 Air Conditioning.....					750										750
612 Automatic Heating.....						4		60							64
613 Automatic Refrigeration.....											390				390
614 Fixtures.....	330				390										720
615 Fuel.....	1,035	85			1,705	331					600	35			3,340
616 Furniture and Furnishings.....	2,370	4	315		1,897	297	240	7			1,110	52			5,932
617 Heaters and Stoves.....	1,575	165		33	540	435	390	8			900	53			3,405
629 Miscellaneous.....	90	20				81		24							90

<b>Industrial</b>	5	39	120	---	240	12	---	13	---	340	36	---	765	100
639 Miscellaneous	---	39	120	---	---	12	---	13	---	---	36	---	705	100
<b>Insurance</b>	1,770	57	630	102	2,955	502	980	112	65	260	348	---	6,660	1,121
640 Miscellaneous	1,770	57	630	102	2,955	502	980	112	65	260	348	---	6,660	1,121
<b>Jewelry and Silverware</b>	120	---	---	---	---	---	---	---	---	---	---	---	120	---
659 Miscellaneous	120	---	---	---	---	---	---	---	---	---	---	---	120	---
<b>Medical</b>	25,420	5,795	3,935	1,075	28,865	12,376	2,365	1,023	300	238	2,776	35	67,596	23,318
689 Miscellaneous	25,420	5,795	3,935	1,075	28,865	12,376	2,365	1,023	300	238	2,776	35	67,596	23,318
<b>Miscellaneous</b>	6,170	509	65	100	10,870	1,356	720	281	---	4,168	1,307	---	21,993	3,553
671 Cards and Stationery	---	17	---	---	2,000	592	360	---	---	2,090	858	---	5,335	1,544
672 Chamber of Commerce and Merchants Associations	285	36	---	---	800	179	---	---	---	828	117	---	3,163	380
673 Pet Foods	1,775	84	---	---	2,025	48	---	---	---	---	---	---	5,310	124
674 Phonograph Records	2,685	70	---	---	450	83	225	4	---	---	3	---	1,195	90
675 Veterinary and Animal Medicine	---	---	65	---	4,335	406	135	159	---	1,550	329	---	6,990	1,290
699 Miscellaneous	970	296	---	100	---	---	---	---	---	---	---	---	---	---
<b>Political</b>	3,146	313	537	49	11,568	1,824	937	405	105	6,225	1,404	---	22,518	4,608
701 Local	325	67	---	---	1,475	382	95	135	---	1,000	335	---	2,895	920
702 State	980	75	60	45	2,806	490	75	43	30	600	202	---	4,551	855
703 National	702	63	387	---	2,026	219	150	47	75	2,185	257	---	5,924	586
709 Miscellaneous	1,340	108	90	4	4,661	733	617	180	---	2,440	610	---	9,148	1,647
<b>Professional and Service</b>	270	267	60	9	6,907	3,460	460	397	105	104	2,716	36	9,672	6,889
711 Physicians-Optometrists	270	267	---	9	3,297	2,743	120	156	105	1,005	1,450	36	4,707	4,753
712 Chiropactors	---	---	60	---	2,295	45	85	91	---	970	192	---	3,800	1,757
713 Dentists	---	---	---	---	2,365	566	---	151	---	120	999	---	1,190	46
714 Physicians (Medical)	---	---	---	---	60	---	---	---	---	---	45	---	255	45
715 Hospitals	---	---	---	---	270	10	60	69	---	180	91	---	510	170
719 Miscellaneous	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Public Utilities</b>	1,165	286	60	---	10,630	1,658	390	128	---	6,605	1,700	330	18,600	3,781
721 Electric Companies	795	43	---	---	2,925	1,024	---	52	---	5,025	1,269	330	9,675	2,397
722 Gas Companies	---	142	60	---	2,865	299	390	24	---	135	125	---	3,450	590
723 Electric and Gas Companies	250	25	---	---	3,720	128	---	---	---	845	142	---	4,815	295
724 Telegraph Companies	---	16	---	---	---	128	---	52	---	---	99	---	---	---
725 Telephone Companies	---	60	---	---	480	74	---	---	---	---	65	---	480	199
729 Miscellaneous	120	---	---	---	60	5	---	---	---	---	---	---	180	5
<b>Publications</b>	2,130	176	915	---	5,961	936	1,213	307	---	6,128	1,108	160	16,407	2,657
731 Books	60	---	---	---	390	65	450	23	---	---	---	---	900	88
732 Magazines	---	---	55	---	1,920	70	273	87	---	450	28	---	3,283	185
733 Newspapers	1,485	174	890	---	3,651	773	520	165	---	5,678	318	160	12,224	1,590
739 Miscellaneous	---	2	---	---	---	28	---	32	---	---	762	---	---	824
<b>Religion</b>	4,210	8	90	---	23,587	73	5,250	55	2,280	3	21,535	360	57,842	221
749 Miscellaneous	4,740	8	90	---	23,587	73	5,250	55	2,280	3	21,535	360	57,842	221
<b>Radio</b>	1,535	108	---	6	2,335	207	300	156	---	135	37	---	4,823	514
751 Sets	---	---	---	6	2,475	186	300	156	---	---	---	---	4,330	460
752 Stations	---	---	---	---	---	---	---	---	---	---	---	---	---	---
753 Tubes	45	---	---	---	60	21	---	---	---	---	---	---	45	---
759 Miscellaneous	390	33	---	---	---	---	---	---	---	---	---	---	450	54
<b>Sporting Goods</b>	180	11	---	1	---	---	---	---	---	---	---	---	180	12
769 Miscellaneous	180	11	---	1	---	---	---	---	---	---	---	---	180	12
<b>Tobacco</b>	7,635	197	300	52	6,565	1,290	---	26	---	3,220	484	---	17,110	2,066
771 Cigars	1,185	38	---	26	1,830	296	---	26	---	480	110	---	3,495	496
772 Cigarettes	3,450	16	---	26	2,695	782	---	---	---	1,740	199	---	7,885	1,040
773 Tobacco	415	51	---	---	510	123	---	---	---	300	26	---	1,225	200
774 Miscellaneous Tobacco	1,965	4	300	---	1,530	42	---	---	---	120	116	---	3,915	162
779 Miscellaneous	40	88	---	---	---	47	---	---	---	580	33	---	620	168
<b>Toilet Requisites</b>	6,187	1,470	850	197	11,308	2,564	315	83	---	13	2,330	973	21,020	5,300
781 Antiperspirants	---	30	---	21	345	78	---	---	---	---	---	---	375	99
782 Dentifrices	605	91	---	---	1,353	139	---	---	---	315	347	---	2,273	577
783 Perfumes-Cosmetics-Lotions	1,320	904	70	37	825	750	45	---	---	310	93	---	2,590	1,721
784 Toilet Soaps	3,300	171	615	78	4,975	512	---	26	---	505	24	---	8,595	811
789 Miscellaneous	1,022	304	165	61	4,500	1,085	300	40	---	13	1,200	589	7,187	2,092
<b>Transportation</b>	1,710	454	---	61	2,175	1,656	---	219	---	8	950	1,113	4,835	3,511
791 Airways	---	---	---	---	---	3	---	---	---	---	---	---	---	3
792 Bus Lines	37	---	---	5	705	209	---	26	---	260	308	---	965	675
793 Railroads	1,635	67	---	13	390	326	---	18	---	---	---	---	2,025	424
794 Steamships	---	---	---	---	---	14	---	---	---	---	24	---	---	38
795 Tours	---	---	---	---	180	---	---	---	---	---	30	---	180	38
799 Miscellaneous	75	350	---	43	900	1,104	---	175	---	690	691	---	1,665	2,371
<b>Wearing Apparel</b>	2,220	322	510	119	3,275	610	---	34	---	13	188	88	6,733	1,223
801 Men's Wear	195	20	---	9	615	26	---	26	---	---	---	60	870	88
802 Women's Wear	---	---	---	---	---	26	---	---	---	---	---	---	---	32
809 Miscellaneous	2,025	302	510	140	3,100	558	---	2	---	188	88	---	5,823	1,103
<b>Watches</b>	3,300	---	---	612	192	5,314	---	---	---	30	1,292	---	192	10,548
819 Miscellaneous	---	---	---	612	192	5,314	---	---	---	30	1,292	---	192	10,548
<b>Totals</b>	147,285	22,368	21,239	3,759	322,551	65,505	33,659	6,671	6,373	1,078	139,692	32,160	671,851	131,794



188 — February 21, 1941

# STATION BROADCAST ADVERTISING (OTHER THAN NATIONAL NETWORK)

November 1940

Total Commercial Operating Stations.																																							
Total Stations Reporting-----																																							
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.	Pgm.	Ann.				
52	12	60	20	44	39	93	106	58	16	104	27	160	23	18	111	203	7-8	52	12	60	20	44	39	93	106	58	16	104	27	160	23	18	111	203	7-8				
Amusements-----																																							
60	27	178	415	2,065	241	865	3,222	1,035	723	1,610	712	2,960	780	1,480	1,087	1,167	8,118	60	27	178	415	2,065	241	865	3,222	1,035	723	1,610	712	2,960	780	1,480	1,087	1,167	8,118				
Theaters-----																																							
60	27	178	415	2,065	241	865	3,222	1,035	723	1,610	712	2,960	780	1,480	1,087	1,167	8,118	60	27	178	415	2,065	241	865	3,222	1,035	723	1,610	712	2,960	780	1,480	1,087	1,167	8,118				
Miscellaneous-----																																							
60	27	178	415	2,065	241	865	3,222	1,035	723	1,610	712	2,960	780	1,480	1,087	1,167	8,118	60	27	178	415	2,065	241	865	3,222	1,035	723	1,610	712	2,960	780	1,480	1,087	1,167	8,118				
Automotive-----																																							
281	5,196	697	11,855	1,397	8,964	3,444	2,783	1,792	1,900	1,468	3,814	4,990	2,814	3,043	2,216	48,555	17,392	281	5,196	697	11,855	1,397	8,964	3,444	2,783	1,792	1,900	1,468	3,814	4,990	2,814	3,043	2,216	48,555	17,392				
Aviation-----																																							
102	12	142	365	104	1,875	348	480	367	730	349	3,610	986	1,765	75	811	621	9,320	3,888	102	12	142	365	104	1,875	348	480	367	730	349	3,610	986	1,765	75	811	621	9,320	3,888		
Garages and Service Stations-----																																							
103	103	146	365	104	1,875	348	480	367	730	349	3,610	986	1,765	75	811	621	9,320	3,888	103	103	146	365	104	1,875	348	480	367	730	349	3,610	986	1,765	75	811	621	9,320	3,888		
Parts and Accessories-----																																							
136	4,585	395	1,950	968	3,874	2,588	1,611	1,086	485	4,696	4,696	1,239	2,610	1,421	2,075	1,173	23,836	9,871	136	4,585	395	1,950	968	3,874	2,588	1,611	1,086	485	4,696	4,696	1,239	2,610	1,421	2,075	1,173	23,836	9,871		
Passenger Cars-----																																							
136	4,585	395	1,950	968	3,874	2,588	1,611	1,086	485	4,696	4,696	1,239	2,610	1,421	2,075	1,173	23,836	9,871	136	4,585	395	1,950	968	3,874	2,588	1,611	1,086	485	4,696	4,696	1,239	2,610	1,421	2,075	1,173	23,836	9,871		
Tires and Tubes-----																																							
136	4,585	395	1,950	968	3,874	2,588	1,611	1,086	485	4,696	4,696	1,239	2,610	1,421	2,075	1,173	23,836	9,871	136	4,585	395	1,950	968	3,874	2,588	1,611	1,086	485	4,696	4,696	1,239	2,610	1,421	2,075	1,173	23,836	9,871		
Trucks-----																																							
136	4,585	395	1,950	968	3,874	2,588	1,611	1,086	485	4,696	4,696	1,239	2,610	1,421	2,075	1,173	23,836	9,871	136	4,585	395	1,950	968	3,874	2,588	1,611	1,086	485	4,696	4,696	1,239	2,610	1,421	2,075	1,173	23,836	9,871		
Tractors-----																																							
136	4,585	395	1,950	968	3,874	2,588	1,611	1,086	485	4,696	4,696	1,239	2,610	1,421	2,075	1,173	23,836	9,871	136	4,585	395	1,950	968	3,874	2,588	1,611	1,086	485	4,696	4,696	1,239	2,610	1,421	2,075	1,173	23,836	9,871		
Miscellaneous-----																																							
461	34	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	461	34	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---				
Bakeries-----																																							
75	53	705	178	450	49	2,175	259	1,090	732	720	643	3,230	891	418	843	108	8,971	4,248	75	53	705	178	450	49	2,175	259	1,090	732	720	643	3,230	891	418	843	108	8,971	4,248		
Miscellaneous-----																																							
180	---	135	26	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	180	---	135	26	---	---	---	---	---	---	---	---	---	---	---	---	---				
Book Stores-----																																							
583	125	825	175	790	232	2,845	764	1,075	558	115	365	2,655	672	390	759	203	331	8,741	4,481	583	125	825	175	790	232	2,845	764	1,075	558	115	365	2,655	672	390	759	203	331	8,741	4,481
Books and Shoes-----																																							
551	Men's	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	551	Men's	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---				
552	Men's and Women's	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	552	Men's and Women's	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---			
553	Women's	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	553	Women's	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---			
553	Miscellaneous	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	553	Miscellaneous	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---			
Building Supplies and Contractors-----																																							
26	26	403	159	220	140	4,769	1,227	909	394	1,005	606	3,602	1,032	2,080	1,429	752	14,477	5,306	26	26	403	159	220	140	4,769	1,227	909	394	1,005	606	3,602	1,032	2,080	1,429	752	14,477	5,306		
Clothing Stores-----																																							
1,610	1,395	9,697	1,427	7,114	2,742	19,346	5,796	10,979	3,939	2,172	3,166	6,202	4,717	4,550	2,933	2,581	2,093	64,351	28,427	1,610	1,395	9,697	1,427	7,114	2,742	19,346	5,796	10,979	3,939	2,172	3,166	6,202	4,717	4,550	2,933	2,581	2,093	64,351	28,427
Men's and Women's-----																																							
1,610	1,395	9,697	1,427	7,114	2,742	19,346	5,796	10,979	3,939	2,172	3,166	6,202	4,717	4,550	2,933	2,581	2,093	64,351	28,427	1,610	1,395	9,697	1,427	7,114	2,742	19,346	5,796	10,979	3,939	2,172	3,166	6,202	4,717	4,550	2,933	2,581	2,093	64,351	28,427
Men's-----																																							
1,610	1,395	9,697	1,427	7,114	2,742	19,346	5,796	10,979	3,939	2,172	3,166	6,202	4,717	4,550	2,933	2,581	2,093	64,351	28,427	1,610	1,395	9,697	1,427	7,114	2,742	19,346	5,796	10,979	3,939	2,172	3,166	6,202	4,717	4,550	2,933	2,581	2,093	64,351	28,427
Women's-----																																							
1,610	1,395	9,697	1,427	7,114	2,742	19,346	5,796	10,979	3,939	2,172	3,166	6,202	4,717	4,550	2,933	2,581	2,093	64,351	28,427	1,610	1,395	9,697	1,427	7,114	2,742	19,346	5,796	10,979	3,939	2,172	3,166	6,202	4,717	4,550	2,933	2,581	2,093	64,351	28,427
Credit Clothing-----																																							
1,610	1,395	9,697	1,427	7,114	2,742	19,346	5,796	10,979	3,939	2,172	3,166	6,202	4,717	4,550	2,933	2,581	2,093	64,351	28,427	1,610	1,395	9,697	1,427	7,114	2,742	19,346	5,796	10,979	3,939	2,172	3,166	6,202	4,717	4,550	2,933	2,581	2,093	64,351	28,427
Miscellaneous-----																																							
85	3,415	450	995	553	5,235	1,205	3,879	899	534	882	1,535	904	1,885	389	1,595	384	19,993	5,811	85	3,415	450	995	553	5,235	1,205	3,879	899	534	882	1,535	904	1,885	389	1,595	384	19,993	5,811		
Dairies-----																																							
195	7	435	270	135	467	90	381	2,188	109	135	71	1,470	269	1,305	197	345	24	6,298	1,786	195	7	435	270	135	467	90	381	2,188	109	135	71	1,470	269	1,305	197	345	24	6,298	1,786
Miscellaneous-----																																							
135	37	11,790	1,161	6,395	1,704	9,637	2,041	9,930	2,561	5,175	911	11,365	2,325	3,605	1,770	3,348	1,005	60,800	13,515	135	37	11,790	1,161	6,395	1,704	9,637	2,041	9,930	2,561	5,175	911	11,365	2,325	3,605	1,770	3,348	1,005	60,800	13,515
Department and Dry Goods Stores-----																																							
135	37	11,790	1,161	6,395	1,704	9,637	2,041	9,930	2,561	5,175	911	11,365	2,325	3,605	1,770	3,348	1,005	60,800	13,515	135	37	11,790	1,161	6,395	1,704	9,637	2,041	9,930	2,561	5,175	911	11,365	2,325	3,605	1,770	3,348	1,005	60,800	13,515
Drug Stores-----																																							
1,440	4	2,065	201	2,513	88	5,075	341	1,292	650	375	47	1,190	724	1,788	884	1,037	646	16,795	3,595	1,440	4	2,065	201	2,513	88	5,075	341	1,292	650	375	47	1,190	724	1,788	884	1,037	646	16,795	3,595
Miscellaneous-----																																							
1,440	4	2,065	201	2,513	88	5,075	341	1,292	650	375	47	1,190	724	1,788	884	1,037	646	16,795	3,595	1,440	4	2,065	201	2,513	88	5,075	341	1,292	650	375	47	1,190	724	1,788	884	1,037	646	16,795	3,595
Educational-----																																							
1,740	12	1,065	12	150	52	1,020	150	315	148	225	226	105	197	510	148	525	211	5,695	1,165	1,740	12	1,065	12	150	52	1,020	150	315	148	225	226	105	197	510	148	525	211	5,695	1,165
Miscellaneous-----																																							
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Electric & Gas Appliances & Supply-----																																							
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Furniture and Home Furnishings-----																																							
65	206	6,440	694	5,600	1,317	16,048	2,611	9,625	2,745	2,705																													

<b>Miscellaneous</b> .....	<b>920</b>	<b>73</b>	<b>3,447</b>	<b>391</b>	<b>9,840</b>	<b>1,453</b>	<b>13,730</b>	<b>3,467</b>	<b>8,151</b>	<b>1,902</b>	<b>2,060</b>	<b>1,551</b>	<b>8,343</b>	<b>2,618</b>	<b>6,413</b>	<b>2,439</b>	<b>4,832</b>	<b>1,664</b>	<b>57,736</b>	<b>15,558</b>
301 Agriculture.....		4	60	20	---	11	495	73	918	58	40	114	1,030	75	340	312	690	251	3,373	918
302 Auctions.....		---	---	---	---	---	---	---	60	2	---	4	5	62	---	5	---	---	65	73
303 Beverages.....		---	1,442	167	1,425	809	3,858	1,553	2,107	550	1,635	483	1,615	1,142	2,990	741	736	524	15,898	5,969
304 Cleaners-Dyers-Laundries.....		---	120	40	120	9	345	77	---	87	60	3	160	56	705	46	---	158	1,620	3,066
305 Farm and Orchards (Produce).....	110	---	100	43	60	71	3,560	82	385	141	85	97	755	138	313	265	158	158	3,476	1,000
306 Florists-Nurseries.....	---	5	---	---	60	27	295	27	240	100	---	---	415	159	335	80	2,495	78	4,429	1,471
307 General Stores.....	780	---	---	---	480	183	---	82	555	34	---	---	337	58	585	211	---	71	1,957	711
308 Confectionery (Ice Cream, etc.).....	---	30	---	---	---	---	105	45	---	33	---	53	---	60	---	82	---	11	861	337
311 Shoe Repairing.....	---	8	195	71	390	45	707	45	665	81	85	657	1,641	597	415	385	163	386	3,826	4,327
312 Specialty Shops.....	---	26	150	32	60	172	480	1,330	1,235	69	75	---	480	179	485	85	350	13	3,225	378
315 Undertakers.....	---	---	60	8	---	---	---	---	1,905	186	80	68	1,905	122	245	227	240	24	16,705	969
349 Miscellaneous.....	30	---	1,290	18	7,245	126	3,795	198	1,905	---	---	---	---	---	---	---	---	---	---	---
<b>Musical Instruments</b> .....	<b>780</b>	<b>4</b>	<b>1,920</b>	<b>66</b>	<b>200</b>	<b>113</b>	<b>680</b>	<b>370</b>	<b>775</b>	<b>135</b>	<b>178</b>	<b>91</b>	<b>1,165</b>	<b>184</b>	<b>405</b>	<b>584</b>	<b>15</b>	<b>325</b>	<b>6,008</b>	<b>1,875</b>
359 Miscellaneous.....	780	4	1,920	66	200	113	680	370	775	135	128	94	1,105	184	405	584	15	325	6,008	1,875
<b>Office Equipment</b> .....	<b>---</b>	<b>---</b>	<b>40</b>	<b>1</b>	<b>---</b>	<b>17</b>	<b>70</b>	<b>16</b>	<b>---</b>	<b>96</b>	<b>---</b>	<b>21</b>	<b>120</b>	<b>84</b>	<b>60</b>	<b>411</b>	<b>40</b>	<b>64</b>	<b>330</b>	<b>710</b>
369 Miscellaneous.....	---	---	40	1	---	17	70	16	---	96	---	21	120	84	60	411	40	64	330	710
<b>Radio</b> .....	<b>---</b>	<b>11</b>	<b>150</b>	<b>23</b>	<b>360</b>	<b>29</b>	<b>855</b>	<b>355</b>	<b>390</b>	<b>379</b>	<b>130</b>	<b>120</b>	<b>30</b>	<b>368</b>	<b>65</b>	<b>269</b>	<b>248</b>	<b>150</b>	<b>2,218</b>	<b>1,704</b>
409 Miscellaneous.....	---	11	150	23	360	29	855	355	390	379	120	120	30	368	65	269	248	150	2,218	1,704
<b>Real Estate</b> .....	<b>---</b>	<b>19</b>	<b>690</b>	<b>53</b>	<b>180</b>	<b>26</b>	<b>120</b>	<b>217</b>	<b>---</b>	<b>70</b>	<b>---</b>	<b>2</b>	<b>245</b>	<b>2</b>	<b>---</b>	<b>3</b>	<b>530</b>	<b>37</b>	<b>1,765</b>	<b>459</b>
419 Miscellaneous.....	---	19	690	53	180	26	120	217	---	70	---	2	245	2	---	3	530	37	1,765	459
<b>Sporting Goods</b> .....	<b>---</b>	<b>---</b>	<b>---</b>	<b>---</b>	<b>---</b>	<b>22</b>	<b>495</b>	<b>36</b>	<b>175</b>	<b>158</b>	<b>---</b>	<b>31</b>	<b>610</b>	<b>86</b>	<b>---</b>	<b>49</b>	<b>257</b>	<b>19</b>	<b>1,337</b>	<b>401</b>
439 Miscellaneous.....	---	---	---	---	---	22	495	36	175	158	---	31	610	86	---	49	257	19	1,337	401
<b>Stationers</b> .....	<b>---</b>	<b>---</b>	<b>---</b>	<b>---</b>	<b>60</b>	<b>42</b>	<b>180</b>	<b>107</b>	<b>300</b>	<b>77</b>	<b>---</b>	<b>5</b>	<b>---</b>	<b>107</b>	<b>---</b>	<b>25</b>	<b>130</b>	<b>12</b>	<b>670</b>	<b>375</b>
449 Miscellaneous.....	---	---	---	---	60	42	180	107	300	77	---	5	---	107	---	25	130	12	670	375
<b>Toilet Goods and Beauty Shops</b> .....	<b>---</b>	<b>4</b>	<b>30</b>	<b>58</b>	<b>380</b>	<b>88</b>	<b>40</b>	<b>97</b>	<b>50</b>	<b>141</b>	<b>55</b>	<b>81</b>	<b>30</b>	<b>108</b>	<b>75</b>	<b>181</b>	<b>12</b>	<b>522</b>	<b>672</b>	<b>1,280</b>
459 Miscellaneous.....	---	4	30	58	380	88	40	97	50	141	55	81	30	108	75	181	12	522	672	1,280
<b>Totals</b> .....	<b>12,298</b>	<b>2,636</b>	<b>57,124</b>	<b>8,690</b>	<b>55,392</b>	<b>13,260</b>	<b>107,999</b>	<b>29,729</b>	<b>65,692</b>	<b>23,610</b>	<b>21,646</b>	<b>11,507</b>	<b>75,358</b>	<b>28,335</b>	<b>41,974</b>	<b>24,058</b>	<b>30,083</b>	<b>16,806</b>	<b>467,566</b>	<b>161,621</b>



## GENERAL ADVERTISING UNITS

November 1940

		2,500,000 and over		1,000,000 to 2,500,000		500,000 to 1,000,000		250,000 to 500,000		100,000 to 250,000		50,000 to 100,000		25,000 to 50,000		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.	
Total Commercial Operating Stations.....																						
Total Stations Reporting.....		52	12	60	20	44	20	93	39	106	28	58	16	104	27	160	23	111	18	788	203	
Type of Sponsoring Business																						
Agriculture.....																						
501 Cattle Feeds.....	1,115	137	1,680	55	36	1,155	186	3,818	399	1,870	290	1,733	305	1,565	332	4,490	603	18,551	2,233	603	18,551	
502 Seeds.....	725	70	245	34	24	1,835	122	1,215	146	390	99	500	50	1,050	44	1,640	176	9,100	713	1,640	713	
503 Farm Machinery.....	390	9	390	1	240	56	310	146	390	3	4	855	6	88	200	136	1,005	605	1,005	605		
504 Nurseries.....	---	---	---	---	---	60	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
505 Live Stock.....	5	5	250	---	---	---	39	1,133	38	85	22	170	63	455	80	675	170	2,768	417	2,768	417	
509 Miscellaneous.....	---	---	---	20	12	30	25	---	---	---	---	---	---	208	151	180	78	548	402	548	402	
Alcoholic Beverages.....																						
511 Wines.....	1,295	361	4,415	268	718	6,403	1,625	5,330	836	1,500	646	6,150	2,327	5,400	401	2,200	615	38,208	7,500	38,208	7,500	
512 Vices.....	1,104	104	4,045	172	510	6,153	1,402	4,445	644	1,500	646	5,595	2,150	5,400	401	2,200	590	34,723	6,009	34,723	6,009	
513 Liquors.....	1,100	290	370	96	218	250	223	885	192	---	---	165	177	---	---	---	25	3,095	1,191	3,095	1,191	
519 Miscellaneous.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
Amusements.....																						
529 Miscellaneous.....	---	36	---	42	39	225	141	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
529 Miscellaneous.....	---	36	---	42	39	225	141	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
Automotive.....																						
531 Aviation.....	1,930	17	5,225	419	526	13,134	682	9,660	885	5,257	364	12,110	310	4,775	493	4,439	257	66,585	3,953	66,585	3,953	
533 Gas and Oil.....	---	---	---	289	8,895	---	379	8,775	713	4,595	257	11,890	229	3,165	384	4,439	188	59,616	2,641	59,616	2,641	
534 Parts and Accessories.....	1,780	---	---	21	26	---	46	---	50	195	25	---	---	47	600	8	---	280	280	280	280	
535 Passenger Cars.....	30	7	1,250	16	1,169	95	912	3	570	89	92	160	1	620	61	---	19	4,794	376	4,794	376	
536 Tires and Tubes.....	---	---	---	56	104	120	154	---	12	115	---	---	---	---	---	---	---	---	---	---	---	
537 Trucks.....	---	---	---	2	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
538 Tractors.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
539 Miscellaneous.....	120	---	---	85	---	---	100	---	315	---	---	---	---	26	390	---	---	705	295	705	295	
Building Materials.....																						
549 Miscellaneous.....	225	6	415	40	150	72	305	130	225	40	75	69	180	109	771	33	330	57	2,676	556	2,676	556
549 Miscellaneous.....	225	6	415	40	150	72	305	130	225	40	75	69	180	109	771	33	330	57	2,676	556	2,676	556
Confections.....																						
559 Miscellaneous.....	1,630	414	2,120	558	2,320	632	2,395	1,094	955	589	1,665	503	480	329	90	40	120	213	11,975	4,372	11,975	4,372
559 Miscellaneous.....	1,630	414	2,120	558	2,320	632	2,395	1,094	955	589	1,665	503	480	329	90	40	120	213	11,975	4,372	11,975	4,372
Educational.....																						
569 Miscellaneous.....	---	2	15	---	---	---	20	---	65	---	---	---	---	---	---	60	---	170	61	330	63	
569 Miscellaneous.....	---	2	15	---	---	---	20	---	65	---	---	---	---	---	---	60	---	170	61	330	63	
Financial.....																						
571 Banks and Trust Companies.....	955	165	1,945	322	2,160	720	5,377	995	2,383	1,098	2,039	759	3,885	1,261	1,310	670	415	481	20,469	6,684	20,469	6,684
572 Real Estate and Home Financing.....	455	29	1,075	163	890	271	1,367	544	813	525	441	478	2,505	498	480	255	355	112	9,684	2,875	9,684	2,875
573 Stock and Bond Houses.....	---	---	---	23	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
579 Miscellaneous.....	500	126	805	386	423	2,610	356	1,250	345	295	253	940	728	390	441	---	---	283	7,695	3,461	7,695	3,461
Groceries.....																						
581 Baking Products.....	9,290	1,980	28,155	3,534	4,894	44,754	6,197	38,654	4,600	17,859	3,359	26,058	3,826	4,449	1,080	2,572	15,988	4,965	218,017	35,107	218,017	35,107
582 Beverages.....	740	263	2,180	72	2,770	1,562	4,550	1,369	5,457	1,737	2,510	4,768	---	---	---	---	---	1,301	26,320	7,800	26,320	7,800
583 Coffee and Tea.....	1,105	219	2,235	328	1,320	112	3,800	---	500	3,140	273	435	640	263	2,145	132	2,040	150	18,640	2,448	18,640	2,448
584 Soft Drinks.....	300	444	1,320	358	1,980	166	6,055	979	2,400	1,000	1,993	511	3,550	1,018	4,125	408	1,578	832	28,361	4,406	28,361	4,406
589 Miscellaneous.....	---	---	---	11	510	107	143	96	1,697	190	295	---	---	1,495	205	315	2	1,045	---	713	---	
585 Shortening.....	---	32	765	68	630	87	2,625	258	3,680	65	750	136	---	---	---	---	---	---	---	---	---	
586 Cereals and Breakfast Foods.....	1,965	26	4,370	134	1,845	124	3,085	371	1,845	191	315	215	1,800	115	705	141	1,010	181	19,940	1,798	19,940	1,798
587 Condiments.....	570	112	80	49	275	158	130	156	195	65	30	37	5	---	---	---	---	---	---	---	---	
588 Dairy Products.....	240	410	1,475	247	2,055	989	915	426	1,305	134	1,356	216	1,440	214	1,250	303	1,595	181	11,563	3,025	11,563	3,025
591 Meats-Fish-Poultry.....	840	91	2,520	292	1,620	281	2,360	230	1,515	123	1,255	125	750	438	350	210	525	115	11,735	3,115	11,735	3,115
592 Laundry Soaps and Cleansers.....	380	135	6,660	577	4,975	277	11,094	461	8,845	426	3,650	298	6,430	345	2,665	90	3,955	351	48,841	2,400	48,841	2,400
593 Flour.....	510	---	1,170	56	1,110	64	6,020	179	3,690	83	2,160	309	2,400	131	474	138	2,090	383	19,681	1,345	19,681	1,345
594 Sugar.....	---	20	---	8	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
595 Disinfectants and Exterminators.....	---	---	---	300	16	315	42	390	---	---	---	---	---	---	---	---	---	---	---	---	---	
599 Miscellaneous.....	2,440	207	4,520	1,312	2,910	875	2,995	984	4,435	1,044	628	1,970	625	---	---	---	---	---	---	---	---	
Hotels and Resorts.....																						
609 Miscellaneous.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
Housing Equipment and Supplies.....																						
611 Air Conditioning.....	870	69	3,060	83	2,100	108	4,717	697	1,695	298	825	101	2,340	50	1,510	126	610	342	17,737	1,694	17,737	1,694
612 Automatic Heating.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
613 Automatic Refrigeration.....	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
614 Fixtures.....	380	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
615 Fuel.....	---	39	705	53	525	48	430	73	675	116	195	---	---	---	---	---	---	---	---	---	---	
616 Furniture and Furnishings.....	450	---	1,410	3	1,185	3	1,437	92	585	33	300	4	---	---	---	---	---	---	---	---	---	
617 Heaters and Stoves.....	---	10	945	25	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
629 Miscellaneous.....	---	90	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	

Industrial	639	Miscellaneous	120	13	120	30	12	120	5	5	39	420	18	60	---	---	---	420	13	765	100	
	---	---	120	13	120	30	12	120	5	5	39	120	18	60	---	---	---	130	13	705	100	
Insurance	245	---	1,175	30	380	980	82	1,335	75	330	179	75	177	1,285	191	855	309	855	309	6,660	1,121	
	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	6,660	1,121	
Jewelry and Silverware	649	Miscellaneous	120	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	
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Medical	669	Miscellaneous	7,480	1,365	8,245	3,250	7,045	3,322	4,500	3,281	6,032	6,291	1,881	5,975	1,061	5,075	4,621	67,596	23,318	4,621	67,596	
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Miscellaneous	1,415	437	5,080	256	4,285	3,250	7,045	3,322	4,500	3,281	6,032	6,291	1,881	5,975	1,061	5,075	4,621	67,596	23,318	4,621	67,596	
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Political	701	Local	1,362	195	3,092	468	1,445	188	4,905	3,277	6,032	6,291	1,881	5,975	1,061	5,075	4,621	67,596	23,318	4,621	67,596	
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Professional and Service	709	Miscellaneous	225	49	1,701	241	505	71	1,525	151	1,830	199	610	125	1,363	315	126	315	126	315	126	
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Religion	719	Miscellaneous	2,700	1	6,355	21	4,275	10	10,875	18	5,187	44	4,650	43	10,320	65	8,020	28	4,860	21	57,842	
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Radio	731	Books	1,275	414	725	164	2,335	800	5,793	435	2,910	161	425	29	610	418	1,811	432	793	321	16,407	
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Sporting Goods	749	Miscellaneous	2,700	1	6,355	21	4,275	10	10,875	18	5,187	44	4,650	43	10,320	65	8,020	28	4,860	21	57,842	
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Tobacco	771	Cigars	405	317	4,490	663	2,025	143	2,310	480	2,005	130	2,820	117	2,305	190	570	219	120	77	17,110	
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Toilet Requisites	781	Antiseptics	2,025	425	5,307	979	2,525	1,111	1,535	1,108	3,365	719	4,103	508	1,515	141	240	81	165	195	21,020	
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Transportation	791	Airways	1,635	39	585	360	310	466	435	4,071	785	381	450	405	105	322	210	633	20	114	4,835	
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Wearing Apparel	801	Men's Wear	1,120	103	2,130	196	865	71	780	279	370	149	1,235	264	293	12	---	---	---	---	---	
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Watches	819	Miscellaneous	38,567	7,719	89,566	43,718	73,330	17,469	134,260	26,212	98,074	19,111	53,495	11,553	83,856	47,007	54,356	8,107	46,587	10,768	671,851	
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Totals	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
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# STATIONS COOPERATING in the BROADCAST ADVERTISING UNIT VOLUME REPORT—NOVEMBER 1940

## DISTRICT 1

CONNECTICUT  
WICC—Bridgeport  
WDRG—Hartford  
WTHT—"  
MAINE  
WCOU—Lewiston  
MASSACHUSETTS  
WAAB—Boston  
WBZ—"  
WEEL—"  
WNAC—"  
WOCB—near Hyannis  
WLAW—Lawrence  
WLLH—Lowell  
WBZA—Springfield  
WORC—Worcester  
NEW HAMPSHIRE  
RHODE ISLAND  
WEAN—Providence  
VERMONT  
WCAX—Burlington

## DISTRICT 2

NEW YORK  
WABY—Albany  
WOKO—"  
WENY—Elmira  
WHCU—Ithaca  
WJTN—Jamestown  
WABC—New York City  
WEAF—"  
WINS—"  
WJZ—"  
WQXR—"  
WHDL—Olean  
WHAM—Rochester  
WHEC—"  
WTRY—Troy  
WIBX—Utica  
WFAS—White Plains

## DISTRICT 3

DELAWARE  
NEW JERSEY  
WSNJ—Bridgeport  
WCAM—Camden  
PENNSYLVANIA  
WHJB—Greensburg  
WHP—Harrisburg  
KYW—Philadelphia  
WCAU—"  
KDKA—Pittsburgh  
KQV—"  
WCAE—"  
WARM—Scranton  
WGBI—"  
WBAX—Wilkes-Barre  
WRAK—Williamsport

## DISTRICT 4

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

NORTH CAROLINA  
WWNC—Asheville  
WBT—Charlotte  
WBIG—Greensboro  
WGTC—Greenville  
WPTF—Raleigh  
WSTP—Salisbury  
WSJS—Winston-Salem  
SOUTH CAROLINA  
WIS—Columbia  
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  
FLORIDA  
WDBO—Orlando  
GEORGIA  
WGPC—Albany  
WAGA—Atlanta  
WSB—"  
WMGA—Moultrie  
WSAV—Savannah  
WTOC—"  
PUERTO RICO

## DISTRICT 6

ARKANSAS  
KFPW—Fort Smith  
KARK—Little Rock  
KUOA—Siloam Springs  
LOUISIANA  
KTBS—Shreveport  
KWKH—"  
MISSISSIPPI  
WJPR—Greenville  
TENNESSEE  
WOPI—Bristol

## DISTRICT 7

KENTUCKY  
WLBK—Bowling Green  
WAVE—Louisville  
WHAS—"  
OHIO  
WJW—Akron  
WKCY—Cincinnati  
WLW—"  
WSAI—"  
WCLE—Cleveland  
WGAR—"  
WTAM—"  
WBNS—Columbus  
WCOL—"  
WHIO—Dayton  
WLOK—Lima  
WPAY—Portsmouth  
WSPD—Toledo  
WFMJ—Youngstown  
WHIZ—Zanesville

## DISTRICT 8

INDIANA  
WFBM—Indianapolis  
WIRE—"  
MICHIGAN  
WELL—Battle Creek  
WJR—Detroit  
WWJ—"  
WJMS—Ironwood  
WKZO—Kalamazoo  
WKBZ—Muskegon

## DISTRICT 9

ILLINOIS  
WENR—Chicago  
WLS—"  
WMAQ—"  
WCLS—Joliet  
WMBD—Peoria  
WTAD—Quincy  
WROK—Rockford  
WHBF—Rock Island  
WDZ—Tuscola  
WISCONSIN  
WCLO—Janesville  
WIBA—Madison  
WEMP—Milwaukee  
WTMJ—"  
WRJN—Racine  
WHBL—Sheboygan

## DISTRICT 10

IOWA  
WKBB—Dubuque  
WMT—Cedar Rapids  
KRNT—Des Moines  
KSO—"  
WHO—"  
KMA—Shenandoah  
MISSOURI  
KFRU—Columbia  
KMBC—Kansas City  
WIL—St. Louis  
NEBRASKA  
KMMJ—Grand Island  
KGFV—Kearney  
KFAB—Lincoln  
KFOR—"  
KOIL—Omaha  
WOW—"

## DISTRICT 11

MINNESOTA  
KATE—Albert Lea  
WCCO—Minneapolis  
WTCN—"  
KFAM—St. Cloud  
KSTP—St. Paul  
NORTH DAKOTA  
SOUTH DAKOTA  
KABR—Aberdeen  
WNAX—Yankton

## DISTRICT 12

KANSAS  
KGNO—Dodge City  
KCKN—Kansas City  
OKLAHOMA  
KOCY—Oklahoma City  
KTOK—"

# DISTRICT 13

## TEXAS

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

# DISTRICT 14

## COLORADO

KFEL—Denver  
KOA—"  
KIUP—Durango

## IDAHO

KIDO—Boise

## MONTANA

KFBB—Great Falls  
KGVO—Missoula

## UTAH

KVNU—Logan  
KDYL—Salt Lake City  
KSL—""

## WYOMING

KWYO—Sheridan

# DISTRICT 15

## CALIFORNIA

KHSL—Chico  
KMJ—Fresno  
KYOS—Merced  
KROW—Oakland  
KFBK—Sacramento  
KROY—"  
KGO—San Francisco  
KJBS—"  
KPO—"  
KYA—"  
KQW—San Jose  
KWG—Stockton  
KHUB—near Watsonville

## HAWAII

KGMB—Honolulu

## NEVADA

KOH—Reno

# DISTRICT 16

## ARIZONA

KOY—Phoenix  
KYUM—Yuma

## NEW MEXICO

KICA—Clovis

## CALIFORNIA

KFOX—Long Beach  
KECA—Los Angeles  
KFI—"

# DISTRICT 17

## ALASKA

## OREGON

KALE—Portland  
KOIN—"  
KWJJ—"

## WASHINGTON

KVOS—Bellingham  
KWLK—Long View  
KIRO—Seattle  
KJR—"  
KOMO—"  
KFPY—Spokane  
KGA—"  
KHQ—"  
KVI—Tacoma