

SEPTEMBER 7, 1942

SECTION 2

# BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

*Census of*

**RADIO HOMES IN THE UNITED STATES**

**by States and Counties**

**including**

**CENSUS OF RETAIL SALES AND STORES**



**POPULATION OF ALL COUNTIES AND**

**PLACES OVER 2,500**



**UP-TO-DATE STANDARD BROADCAST**

**STATION LOG AS OF SEPT. 1, 1942**



# AP

Just a few simple but compelling reasons why Press Association's Special AP Radio Wire provides unequalled service:

- 1
- 2
- 3
- 4
- 5

Superior coverage, including state and regional news.

Superior adaptation of that coverage for radio.

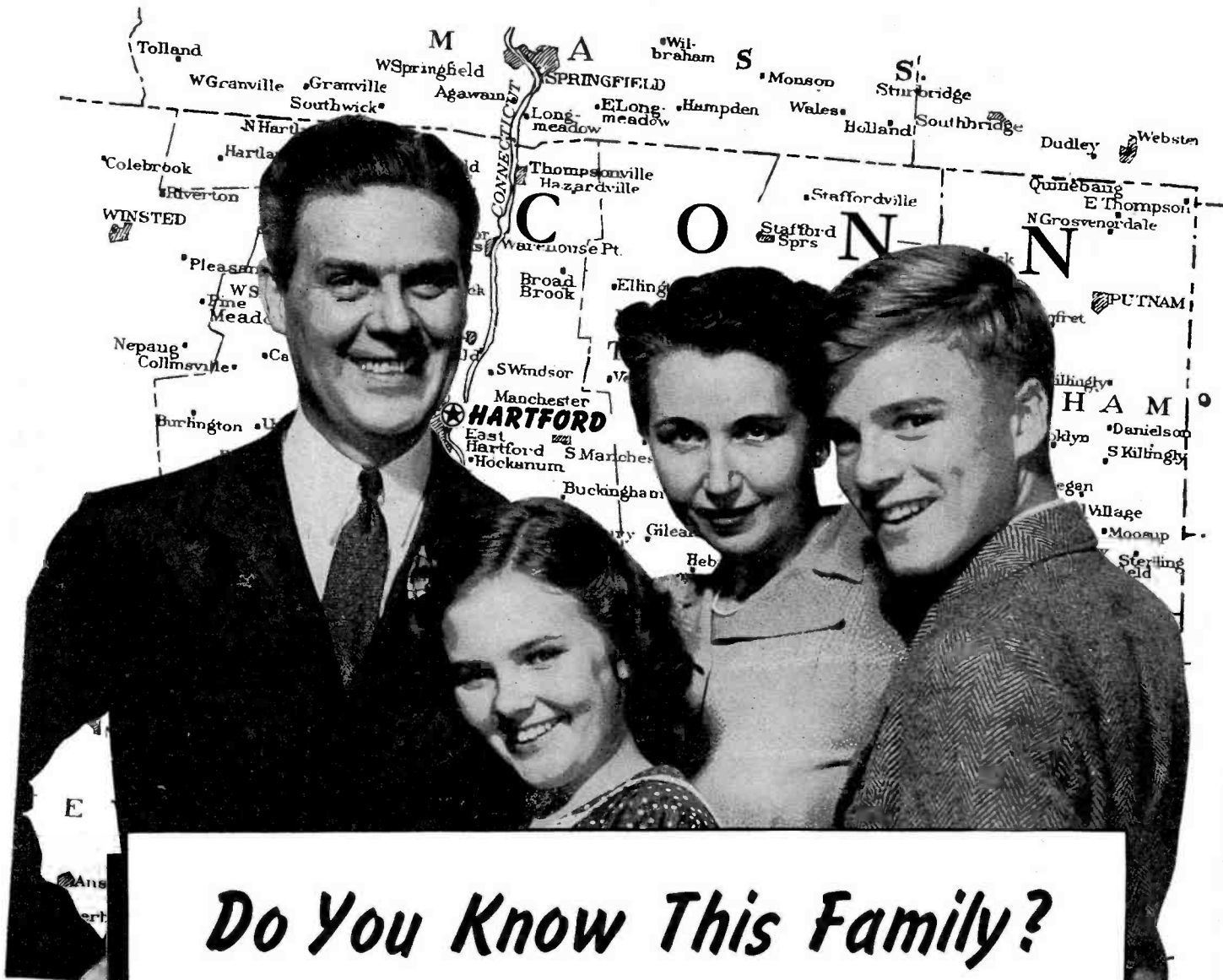
Money-making Telescripts—the only real radio feature scripts provided by any news association . . . written to specific time-lengths and cued for music or sound effects.

Extra service of a 24-hour radio news wire without additional assessment.

Extra service of the only news association Station Relations and Promotion Departments, for the exclusive benefit of affiliated stations, also without additional assessment.

**AP NEWS FOR RADIO**  
*is available exclusively through*  
**Press Association, Inc.**  
**50 Rockefeller Plaza, New York, N. Y.**





## Do You Know This Family?

THE PROSPERITY of the Average Family in WDRC's Primary Area is not just a war-time phenomenon. Of course, business is zooming here with defense factories working three shifts a day—just as it is in similar markets throughout the country. But the thing to remember about Hartford is that it's first in peace-time too. This is assured by the diversity and stability of employment here.

WDRC's Average Family topped the 48 states in Effective Buying Income before the war *and still does*. Equally important, we believe it will continue to hold this pre-eminent position. This is a significant consideration for the many companies who are

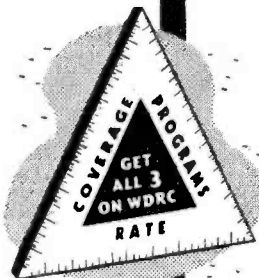
wisely continuing their advertising today with an eye to the future.

Write Wm. Malo, Commercial Manager, for the full story of this desirable market, comprising more than a million people in WDRC's Primary Area.

**BASIC CBS HARTFORD**

# WDRC

CONNECTICUT'S PIONEER BROADCASTER





**Buffalo's  
Most  
Powerful  
Transmitter  
Plant**

MAKES

**WKBW**

Buffalo's only

**50,000**

**WATT STATION**

Blanketing 11 Eastern  
Seaboard States  
227,000 Square Miles  
Over 12,000,000 people

**BASIC  
COLUMBIA  
1520 K. C.**



New \$350,000 Transmitter Plant  
**BUFFALO  
BROADCASTING CORPORATION**

National Representatives:  
**FREE & PETERS, INC.**

# BROADCASTING

The Weekly Newsmagazine of Radio

National Press  
Bldg.

Broadcast Advertising

Washington,  
D. C.

SECTION 2 • RADIO CENSUS SUPPLEMENT

SEPTEMBER 7, 1942

## INDEX TO CONTENTS

	Page
Capitulation of Radio Homes in United States by Regions and States.....	8
Summary of Growth of Radio Families.....	10
Density Map of Radio Homes in U. S.....	12

Radio Homes and Station Logs	Population Retail Stores Retail Sales	Radio Homes and Station Logs	Population Retail Stores Retail Sales
Page	Page	Page	Page
Alabama ----	14	Nebraska ----	63
Arizona ----	16	Nevada ----	66
Arkansas ----	17	New Hampshire	67
California ----	18	New Jersey --	68
Colorado ----	20	New Mexico --	69
Connecticut --	22	New York --	70
Delaware ----	24	North Carolina	72
D. of C. ----	26	North Dakota..	74
Florida ----	28	Ohio ----	76
Georgia ----	29	Oklahoma --	78
Idaho ----	32	Oregon ----	80
Illinois ----	34	Pennsylvania..	82
Indiana ----	36	Rhode Island..	84
Iowa ----	38	South Carolina	85
Kansas ----	40	South Dakota..	86
Kentucky ----	43	Tennessee --	88
Louisiana --	46	Texas ----	90
Maine ----	48	Utah ----	94
Maryland ----	50	Vermont ----	95
Massachusetts	52	Virginia ----	96
Michigan ----	54	Washington --	98
Minnesota --	56	West Virginia..	100
Mississippi --	58	Wisconsin --	101
Missouri ----	59	Wyoming --	102
Montana ----	62		

## EXPLANATORY NOTES AND SYMBOLS

Number of Occupied Dwelling Units as reported by Bureau of the Census in advance releases. Percent radio-equipped calculated by NAB Research Dept., Paul F. Peter, director, from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

Log of Broadcasting Station, Symbols: \*—Non-Commercial station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Service Authorization. U—Unlimited. CP—Construction Permit Issued.

**Buffalo's  
Most  
Powerful  
Transmitter  
Plant**

GIVES

**WGR**

**BUFFALO'S LARGEST  
REGIONAL COVERAGE**

5000 WATTS BY DAY  
1000 WATTS DIRECTIONALLY  
INTENSIFIED BY NIGHT

**BASIC  
MUTUAL  
550 K. C.**



New \$350,000 Transmitter Plant  
**BUFFALO  
BROADCASTING CORPORATION**

National Representatives:  
**FREE & PETERS, INC.**





## HOT NUMBERS

... for Spot Advertisers whose Budgets  
must go farther today!

Your nearest NBC Spot Sales Office is *your* key to successful Spot Radio campaigns at lowest cost.

The 11 NBC Key Stations represented by that office have proved for many years their ability to deliver sales-messages into homes *where sales-potentials are highest and sales-resistances lowest* ... your best bets *today!* In New York, Chicago, San Francisco, Washington, Denver. In Cleveland and Schenectady—in Boston and

Philadelphia—in Pittsburgh and Fort Wayne! But that's not all. Any NBC Spot Sales Office will be glad to give you *the data you need* to win those markets! The listening-habits of Fort Wayne, for instance ... the buying-habits of Boston. The reasons why Pittsburgh is a "department-store city" while Cleveland is not.

The data, in short, that lets you make full use of the inherent *flexibility* of Spot Radio. The data that lets you match your *methods* to your markets!

## NBC SPOT and LOCAL SALES

### Representing

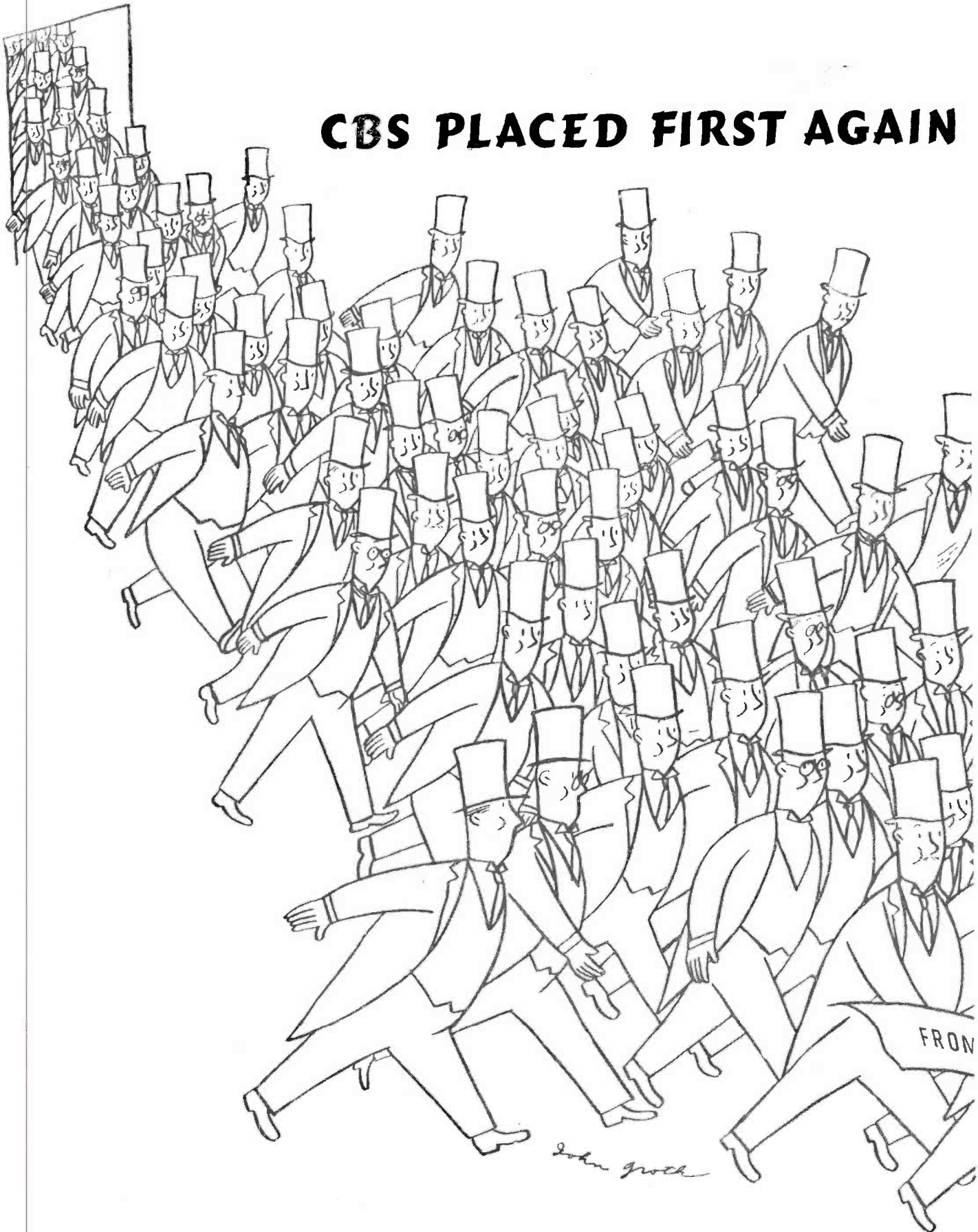
WBZ Boston  
WBZA Springfield  
WEAF New York

WGY Schenectady  
KYW Philadelphia  
WRC Washington

KDKA Pittsburgh  
WTAM Cleveland  
WOWO Fort Wayne

WMAQ Chicago  
KOA Denver  
KPO San Francisco

# CBS PLACED FIRST AGAIN





# BY 100 LEADING ADVERTISERS

In 1941, for the seventh straight year, CBS was first choice among the 100 leading advertisers of the United States.

... 21 per cent more of the 100 leading advertisers used CBS than the next most popular network.\*

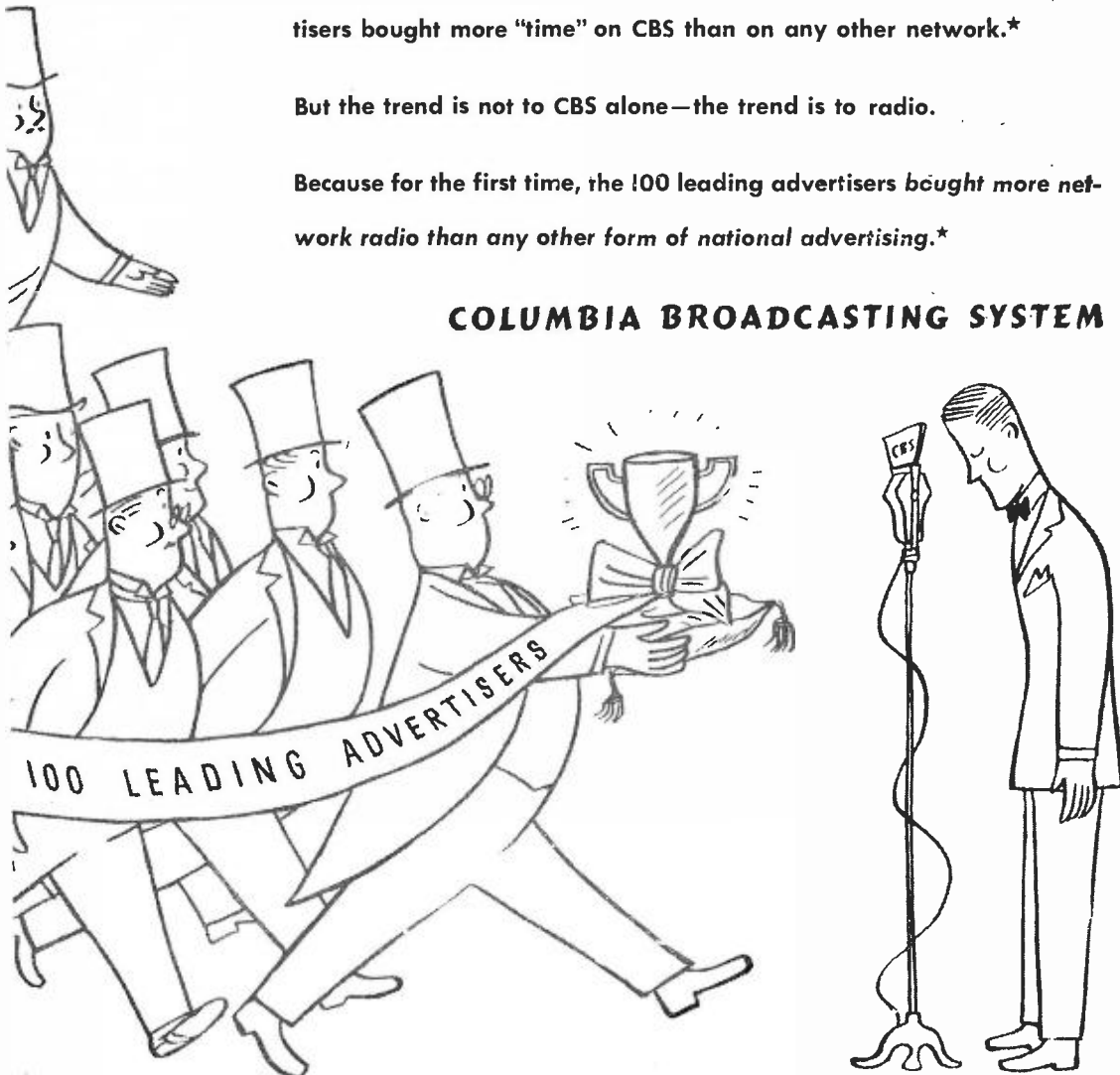
... CBS had 73% more exclusive advertisers than any other network.\*

... And in 1941, for the second year in a row, the 100 leading advertisers bought more "time" on CBS than on any other network.\*

But the trend is not to CBS alone—the trend is to radio.

Because for the first time, the 100 leading advertisers bought more network radio than any other form of national advertising.\*

## COLUMBIA BROADCASTING SYSTEM



\*Based on actual expenditures for 1941 as reported by: Bureau of Advertising, ANPA; Publishers' Information Bureau; and CBS Research Department.

DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS  
WASHINGTON

August 13, 1942

Dear Mr. Codel:

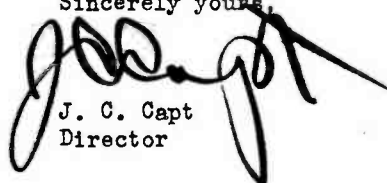
I have been informed that you plan to publish Census radio statistics for the States, cities and counties of the country under one cover for the convenient use of the broadcasting and broadcast advertising businesses. This utilization of the 1940 Census of Housing will, I am sure, be of great value to the enterprises in your field.

It occurs to me that you might also call the attention of your readers, particularly those concerned with market analysis, to other features of the Census of Housing which will be made available in a second series of State bulletins and later in a summary volume for all States, as fast as our overburdened facilities can produce them.

I refer to our counts of dwelling units by tenure and color; average and median value and rent; type of structure, exterior material and year built; state of repair and plumbing equipment; water supply, toilet and bathing equipment; refrigeration, lighting and heating equipment; heating and cooking fuel.

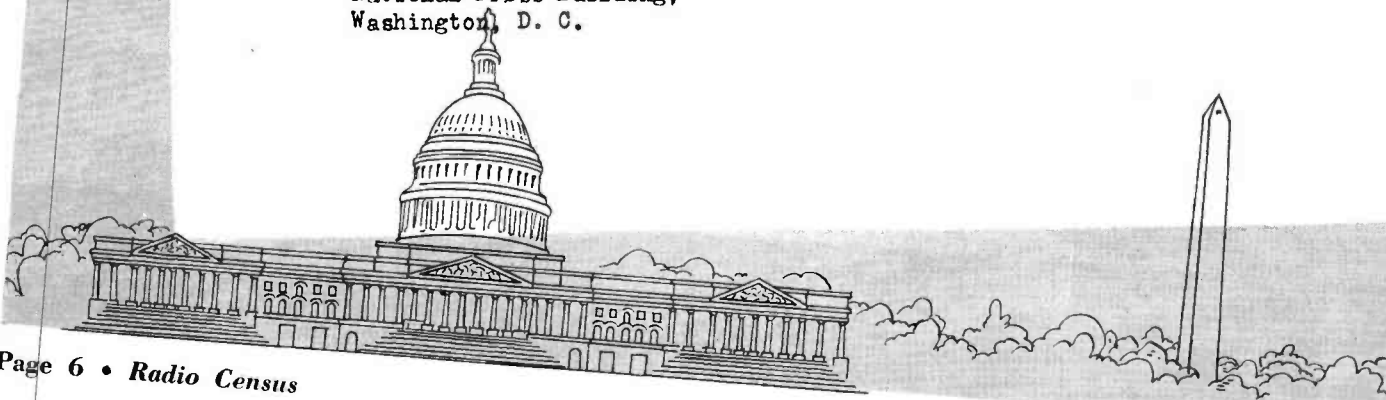
These and other data contained in the Census of Housing, it would seem, would also be of practical value to market analysts in the advertising fields, paralleling the radio homes statistics which are of most immediate interest to them.

Sincerely yours,



J. C. Capt  
Director

Mr. Martin Codel, Publisher,  
Broadcasting Magazine,  
National Press Building,  
Washington, D. C.





# BMI

**The 804  
BMI Licensees  
are located in  
523 communities**

*They represent 96%  
of the dollar volume of  
the broadcasting industry*

*From Federal census  
figures it is conservatively  
estimated that*

**BMI Licensees  
reach over 97%  
of all  
receiving sets**

**BROADCAST MUSIC, INC.**

**Los Angeles**

\*

**New York**

\*

**Chicago**

# RADIO HOMES IN THE UNITED STATES, 1940

Estimated by NAB Research Dept. from 1940 U. S. Census of Housing data. Number of occupied dwelling units and percent radio-equipped as reported by U. S. Census, and number of dwellings having radio estimated from census data by projecting percent ownership to the number of units not answering the radio question, applied separately to Urban, Rural-Nonfarm and Rural-Farm units for each county.

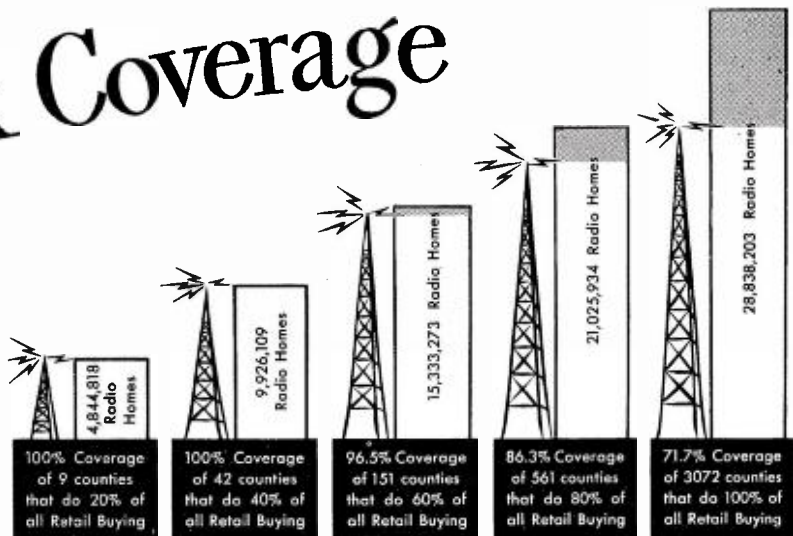
	ALL UNITS			URBAN UNITS			RURAL-NONFARM UNITS			RURAL-FARM UNITS		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
<b>NEW ENGLAND</b>												
Maine	218,968	86.5	189,300	88,406	93.2	82,384	90,186	84.0	75,756	40,876	77.2	31,160
New Hampshire	132,936	90.0	119,664	75,355	93.3	70,288	41,550	86.9	36,087	16,031	82.9	13,289
Vermont	92,435	88.6	81,905	32,465	95.5	31,022	35,164	87.6	30,806	24,806	80.9	20,077
Rhode Island	187,706	95.7	179,652	171,286	96.1	164,515	13,850	92.6	12,835	2,810	88.2	2,802
Massachusetts	1,120,694	96.2	1,077,642	1,002,433	96.6	968,046	94,541	98.5	88,406	23,720	89.3	21,190
Connecticut	448,682	95.7	429,260	304,364	96.4	293,316	120,205	95.3	114,605	24,113	88.5	21,339
<b>MIDDLE ATLANTIC</b>												
New York	3,662,113	95.5	3,498,754	3,055,529	96.7	2,953,894	423,279	92.4	391,218	183,305	88.8	153,642
New Jersey	1,100,260	95.5	1,050,612	899,687	96.2	865,508	167,675	93.2	156,229	82,948	87.6	75,875
Pennsylvania	2,515,524	92.4	2,323,980	1,711,133	95.5	1,634,454	695,341	88.7	627,953	209,050	77.3	161,873
<b>EAST NORTH CENTRAL</b>												
Ohio	1,897,796	91.7	1,739,399	1,291,248	95.1	1,227,295	388,164	87.8	296,949	268,384	80.2	215,155
Indiana	961,498	88.2	848,325	541,073	93.5	505,704	208,010	85.6	177,944	212,415	77.5	164,677
Illinois	2,192,724	92.3	2,023,969	1,633,017	95.3	1,555,687	310,446	86.3	267,839	249,261	80.4	200,493
Michigan	1,396,014	93.4	1,304,149	924,913	96.4	891,661	252,211	90.9	229,949	218,890	83.7	183,140
Wisconsin	827,207	91.7	758,449	463,231	95.5	446,813	161,089	88.9	143,154	202,887	83.0	168,482
<b>WEST NORTH CENTRAL</b>												
Minnesota	728,859	91.2	664,296	383,386	95.8	367,149	135,689	87.4	118,641	209,334	85.3	178,506
Iowa	701,824	90.2	638,168	312,393	93.7	292,724	161,077	87.6	141,059	228,354	87.3	199,885
Missouri	1,068,642	79.9	853,299	673,347	90.8	620,489	204,507	76.8	156,926	290,788	60.5	175,884
North Dakota	152,043	88.4	134,437	34,069	94.6	32,245	47,024	85.7	40,295	70,360	87.2	61,897
South Dakota	165,428	84.6	139,854	43,558	92.5	40,291	49,548	81.8	40,495	72,322	81.7	69,063
Nebraska	360,744	84.7	305,681	146,259	92.7	135,628	89,390	82.9	74,068	125,095	76.7	95,985
Kansas	511,109	83.0	424,457	224,314	90.4	202,770	128,059	82.4	105,543	158,736	73.2	116,144
<b>SOUTH ATLANTIC</b>												
Delaware	70,541	87.0	61,380	37,070	92.3	34,215	21,830	86.5	18,890	11,641	71.1	8,275
Maryland	465,683	88.1	410,164	286,505	93.4	267,652	124,112	84.4	104,655	55,066	68.7	37,857
District of Columbia	173,445	93.7	162,446	173,445	93.7	162,446						
Virginia	627,532	67.1	421,078	244,105	84.0	205,124	174,219	87.6	117,801	209,208	46.9	98,153
West Virginia	444,815	75.1	334,239	140,556	89.7	126,098	192,771	75.4	145,255	111,488	56.4	62,876
North Carolina	789,659	61.8	487,353	239,917	77.7	186,386	217,703	67.6	147,035	332,039	46.4	153,932
South Carolina	434,968	49.6	215,636	123,503	67.1	82,831	126,119	60.0	75,609	185,346	30.9	57,296
Georgia	752,241	52.5	394,755	238,818	68.2	196,864	170,595	57.6	98,273	292,828	34.0	99,618
Florida	519,887	64.8	336,803	294,410	76.1	224,020	152,395	55.1	83,394	73,082	39.4	28,789
<b>EAST SOUTH CENTRAL</b>												
Kentucky	698,538	65.3	456,633	238,283	84.0	200,161	179,890	65.7	118,144	280,365	49.3	138,328
Tennessee	714,894	62.5	446,943	276,056	77.7	214,862	152,197	65.1	99,046	286,641	46.6	133,535
Alabama	673,815	49.4	332,776	227,309	69.7	158,305	157,226	54.5	85,651	289,280	30.8	88,820
Mississippi	534,966	39.9	213,312	120,360	61.5	74,048	95,920	50.9	48,834	318,676	28.4	90,423
<b>WEST SOUTH CENTRAL</b>												
Arkansas	495,825	50.9	252,148	123,528	72.4	89,442	111,636	53.7	59,891	260,661	39.5	102,815
Louisiana	592,528	53.3	315,261	262,927	72.6	190,789	136,615	52.5	71,689	192,986	27.3	52,783
Oklahoma	610,481	68.8	420,182	254,779	83.5	212,531	139,605	64.6	90,161	216,097	54.4	117,490
Texas	1,678,396	66.9	1,122,042	802,601	78.6	630,911	359,745	65.7	236,144	516,050	49.4	254,987
<b>MOUNTAIN</b>												
Montana	159,963	86.2	137,900	64,148	91.3	58,536	49,787	84.4	41,998	46,078	81.1	37,366
Idaho	141,727	86.4	122,471	50,774	91.3	46,353	41,235	84.1	34,689	49,718	83.3	41,429
Wyoming	99,374	84.4	83,531	27,332	91.5	25,003	22,842	83.2	19,011	19,200	75.7	14,517
Colorado	316,000	84.5	267,295	174,759	91.5	159,932	77,956	78.1	60,877	63,285	73.5	46,486
New Mexico	129,475	53.2	69,053	46,713	72.5	33,951	43,097	47.6	20,554	39,665	36.7	14,548
Arizona	131,138	69.0	90,394	48,924	82.4	40,328	55,813	69.3	38,646	26,396	43.8	11,420
Utah	139,487	92.4	128,923	81,758	95.0	77,679	37,115	90.2	33,465	20,614	86.3	17,779
Nevada	33,291	81.4	27,119	13,284	89.2	11,859	15,795	77.4	12,227	4,212	72.0	3,033
<b>PACIFIC</b>												
Washington	537,337	90.6	486,684	302,208	92.7	280,136	141,673	89.2	126,339	93,456	85.8	80,209
Oregon	337,492	88.7	299,226	172,560	93.1	160,599	92,667	86.1	79,811	72,265	81.4	58,816
California	2,138,343	92.9	1,987,204	1,568,552	95.1	1,490,991	393,950	88.5	348,375	175,841	84.1	147,838
<b>UNITED STATES</b>	<b>34,854,582</b>	<b>82.8</b>	<b>28,838,208</b>	<b>20,596,500</b>	<b>91.9</b>	<b>18,923,885</b>	<b>7,151,473</b>	<b>79.0</b>	<b>5,643,130</b>	<b>7,106,569</b>	<b>60.2</b>	<b>4,271,688</b>

# Blue Network Coverage

in the counties that count...

There are 3,072 counties in these U. S. A. But exactly 561 of them do exactly 80% of all the retail buying. And 86% of Blue Network coverage, from coast-to-coast is concentrated in these counties that count. That's why the thrifty and efficient BLUE can carry your message into more homes per dollar than any other medium.

The Blue Network Company, A Radio Corporation of America Service







# Are you prospecting for "Pay Air"?

"Pay air" is the broadcaster's equivalent for the miner's "pay dirt." It means air that assays rich enough in listeners to make a radio program pay dividends to its sponsor.

You'll find most of the "pay air" over the 561 coast-to-coast counties that do 80% of the nation's retail buying. And it is no coincidence at all that the Blue Network delivers 86% coverage of those 561 counties.

Such concentration is one reason why the BLUE delivers your advertising message at the *lowest cost per family* of any medium . . . entering the home.

There are other reasons as well. They have to do with the

BLUE's policy of competitive showmanship . . . and its radically new methods of audience promotion.

Your BLUE representative can give you the full story in a very few minutes. Why not call him in? The efficiency factors that have brought more new sponsors to the BLUE in '42 than to any other network may apply as well to your wartime advertising problem.

The Blue Network Company, A Radio Corporation of America Service

the **blue** network



## A LETTER TO SOL TAISHOFF

Dear Sol:

It was nice of you to ask me to write you a letter on local radio for this special issue of BROADCASTING. Although you didn't say so, it would be my guess that you want to give your readers a little more "dope" on local radio and what it means in these days of advertising rationing. I'm flattered to have been asked and, to the best of my ability, here goes:

Let's get it absolutely straight that local radio is not "ersatz radio." The advertiser using local radio to hold a market against the day of blooming and booming appropriations need have no fear that he is giving out with tasteless, inadequate fodder. We in the independent field can disprove that. The national advertiser who uses local radio is paying his customers a subtle compliment by using their own medium—for local stations belong to the people of the community they serve, as surely as do newspapers, local theatres, churches, ball parks and all the other civic interests.

Sol, I resent that word "local." It has an erroneous connotation fostered by the Brotherhood of Railway Employees! These fellows mean "slow" when they say "local" — and, Mr. Taishoff, local radio is anything but slow.

Wait a minute, I don't know but I'll take that back. A local train on a railroad makes all stops instead of skipping from one big shot city to another at express speed. Maybe the Brotherhood has something. That's us. Sol. We make all the stops. We don't miss any.

The other evening I helped out WMCA's War Bond sales by taking pledges telephoned to the Station. Our switchboard was all lit up like Broadway, B.H. (before Hitler) and we all had to pitch in. In rapid order, I talked to a doctor, a Bronx Italian, a most cultured lady from Park Avenue and a refugee at one of New York's lesser hotels. They all bought bonds—ranging from \$5,000.00 to \$25.00. All stops! I'll say!

Radio is really a terrific medium, isn't it, Sol? We have an English commentator on WMCA named Sydney Moseley and last night he got himself in a delightful predicament by fooling round with our 5,000 watts. Toward the end of his broadcast, Sydney got rampant on the subject of War Bonds. He offered to buy a bond himself, to be the equivalent of the first three pledges received by WMCA. That was a grand patriotic gesture on Sydney's part, but you can't fool with radio like that!

Twenty-five lines come into WMCA and their twenty-five lights went on—bang! In a few minutes Sydney was knee deep in bonds. The first three pledges were for \$2,000.00, \$100.00 and \$500.00—a neat total which Sydney had to match, and did with a heart-warming smile that makes the term "United Nations" something of which to be proud. Incidentally, Sol, I particularly liked that \$100.00 bond. I've a hunch that customer had to dig deeper than the chap with the \$5,000.00 purchase. Great, isn't it? And it's radio, Sol, local radio—making all the stops.

I'd like to tell you another story, Sol. We were chosen by the New York Times as the voice for their hourly news bulletins — and we're proud of it. Every hour on the hour from 8:00 A.M. to 11:00 P.M. since December 1st, 1941, WMCA has brought the New York listener "all the news that's fit to hear." We don't let anything interrupt that service to our local market except the President or a Cabinet

# SUMMARY OF GROWTH OF RADIO FAMILIES

## By States and Geographic Areas

State and Area	*APRIL, 1930			†JANUARY 1, 1938			‡APRIL, 1940		
	Total Families	% Radio	Radio Families	Total Families	% Radio	Radio Families	Total Families	% Radio	Radio Families
<b>NEW ENGLAND</b>									
Connecticut.....	388,645	54.7	212,779	437,000	92.0	402,100	448,682	95.7	429,260
Maine.....	197,826	39.2	77,618	221,000	91.0	201,100	218,968	86.5	189,800
Massachusetts.....	1,021,160	57.6	588,552	1,104,000	92.3	1,019,200	1,120,694	96.2	1,077,842
New Hampshire.....	119,337	44.4	53,022	135,000	91.5	124,400	132,936	90.0	119,664
Rhode Island.....	165,343	57.1	94,480	139,000	92.0	155,500	187,706	95.7	179,652
Vermont.....	89,188	44.6	39,783	99,000	89.5	88,600	92,435	88.6	81,905
Total.....	1,981,499	53.8	1,066,234	2,166,000	91.9	1,990,900	2,201,421	94.4	2,077,423
<b>MIDDLE ATLANTIC</b>									
New Jersey.....	985,636	63.4	624,865	1,098,000	93.1	1,022,500	1,100,260	95.5	1,050,612
New York.....	3,153,124	57.9	1,825,723	3,372,000	92.9	3,132,800	3,662,113	95.5	3,498,754
Pennsylvania.....	2,235,620	48.1	1,075,127	2,452,000	90.0	2,206,400	2,515,524	92.4	2,323,980
Total.....	6,374,380	55.3	3,525,715	6,922,000	91.9	6,361,200	7,277,897	94.4	6,873,346
<b>EAST NORTH CENTRAL</b>									
Illinois.....	1,929,396	55.6	1,072,995	2,063,000	90.0	1,857,100	2,192,724	92.3	2,023,969
Indiana.....	843,066	41.6	351,090	934,000	87.5	816,800	961,498	88.2	848,325
Michigan.....	1,180,554	50.6	597,629	1,220,000	92.0	1,122,200	1,396,014	93.4	1,304,149
Ohio.....	1,697,918	47.7	809,142	1,777,000	92.4	1,641,500	1,897,796	91.7	1,739,399
Wisconsin.....	711,889	51.0	363,265	735,000	83.4	612,700	827,207	91.7	768,449
Total.....	6,362,823	50.2	3,194,121	6,729,000	89.9	6,050,300	7,275,239	91.7	6,674,291
<b>WEST NORTH CENTRAL</b>									
Iowa.....	635,704	48.5	308,448	680,000	85.0	577,800	701,824	90.2	633,168
Kansas.....	487,188	38.9	189,398	501,000	73.4	367,800	511,109	83.0	424,457
Minnesota.....	606,496	47.3	286,886	652,000	85.4	556,900	723,859	91.2	664,296
Missouri.....	939,476	37.4	351,298	1,072,000	76.8	822,800	1,068,642	79.9	853,239
Nebraska.....	342,999	47.9	164,159	352,000	80.7	284,100	360,744	84.7	305,681
North Dakota.....	145,005	40.9	59,246	156,000	76.7	119,600	152,043	88.4	134,437
South Dakota.....	161,013	44.2	71,245	167,000	79.6	132,900	165,428	84.6	139,854
Total.....	3,317,881	43.1	1,480,680	3,580,000	79.9	2,861,900	3,688,149	85.6	3,155,192
<b>SOUTH ATLANTIC</b>									
Delaware.....	59,092	45.9	27,114	67,000	86.1	57,600	70,541	87.0	61,980
District of Columbia.....	125,554	52.9	67,840	168,000	91.0	152,900	173,445	93.7	162,446
Florida.....	376,499	15.4	58,128	443,000	67.2	297,900	519,887	64.8	336,803
Georgia.....	652,793	9.9	64,543	716,000	51.7	370,800	752,241	52.5	394,755
Maryland.....	385,179	42.9	165,149	410,000	86.6	355,100	465,683	88.1	410,164
North Carolina.....	644,033	11.2	72,059	708,000	55.5	408,600	789,659	61.8	487,353
South Carolina.....	365,680	7.6	27,889	407,000	50.9	207,900	444,968	49.6	215,636
Virginia.....	529,089	18.2	96,307	613,000	65.3	400,200	627,532	67.1	421,078
West Virginia.....	373,941	23.3	87,042	417,000	83.5	348,300	444,815	75.1	334,239
Total.....	3,511,860	19.0	665,871	3,977,000	65.3	2,598,700	4,278,771	66.0	2,823,854
<b>EAST SOUTH CENTRAL</b>									
Alabama.....	591,625	9.5	56,285	670,000	56.0	375,200	673,815	49.4	332,776
Mississippi.....	609,405	13.3	111,217	708,000	69.9	494,900	698,538	65.3	456,633
Tennessee.....	471,704	5.4	25,357	494,000	41.9	207,000	534,956	39.9	213,312
Texas.....	600,625	14.3	85,962	689,000	66.7	459,900	714,894	62.5	446,943
Total.....	2,273,359	12.3	278,771	2,561,000	60.0	1,537,000	2,622,203	55.3	1,449,664
<b>WEST SOUTH CENTRAL</b>									
Arkansas.....	438,639	9.1	40,096	501,000	50.8	254,800	495,825	50.9	252,148
Louisiana.....	485,363	11.2	54,135	510,000	58.3	297,400	592,528	53.3	315,261
Oklahoma.....	564,164	21.6	121,702	619,000	73.4	454,300	610,481	68.8	420,182
Texas.....	1,380,096	18.6	256,804	1,516,000	68.2	1,033,500	1,678,396	66.9	1,122,042
Total.....	2,868,262	16.5	472,737	3,146,000	64.8	2,040,000	3,377,230	62.5	2,109,633
<b>MOUNTAIN</b>									
Arizona.....	105,992	18.1	19,167	104,000	76.5	79,600	131,133	69.0	90,394
Colorado.....	267,324	37.8	100,569	228,000	81.0	233,500	316,000	84.5	267,295
Idaho.....	108,044	30.3	32,772	124,000	79.6	98,700	141,727	86.4	122,471
Montana.....	136,210	31.9	43,442	142,000	80.7	114,600	159,963	86.2	137,900
New Mexico.....	95,546	11.5	11,348	102,000	61.1	62,900	129,475	53.2	69,053
Nevada.....	25,469	30.6	7,795	30,000	95.0	28,500	33,291	81.4	27,119
Utah.....	115,936	41.1	47,632	123,000	90.2	111,000	139,487	92.4	123,923
Wyoming.....	56,887	34.1	19,372	62,000	80.3	49,800	69,374	84.4	58,531
Total.....	914,408	30.9	282,487	975,000	79.8	778,000	1,120,450	80.5	901,686
<b>PACIFIC</b>									
California.....	1,610,030	52.0	836,705	1,818,000	94.5	1,719,800	2,138,343	92.9	1,987,204
Oregon.....	266,328	43.5	115,948	299,000	95.6	285,400	337,492	88.7	299,226
Washington.....	423,833	42.3	179,493	468,000	94.7	443,800	537,337	90.6	486,684
Total.....	2,300,191	49.2	1,132,146	2,585,000	94.7	2,448,500	3,013,172	92.0	2,773,114
<b>TOTAL UNITED STATES.....</b>	<b>29,904,663</b>	<b>40.3</b>	<b>12,048,762</b>	<b>32,641,000</b>	<b>81.7</b>	<b>26,666,500</b>	<b>34,854,532</b>	<b>82.8</b>	<b>28,338,203</b>

\* Official U. S. Census of 1930. † Estimates of Joint Committee on Radio Research. ‡ Official U. S. Census of 1940, as projected by NAB Research Bureau.

Member. So—during one of the twilight or night games of the Giants and the Yankees we interrupted a gent stealing second with a news bulletin on an even more important second—the second front.

Baseball fans are pretty much that way, if you know what I mean. But outside of a couple of birds who must have had a certain inning in the betting pool, we've had nothing but praise. I like that, don't you? Makes you feel that the local radio listener is a fellow who likes his amusement, but also wants the straight dope as to what's going on in the world.

Which brings me to where I should have been in the second paragraph. Local radio is good radio—and you get back proportionately what you put in. Folks don't listen to wave lengths, call letters or millivolts — they listen to programs. You put out and they'll take in. Of recent years, the independent stations have been putting out. We have an audience, Sol, and a big one—and we can truly say to any advertiser that that audience is willing and able to hear his story. You don't have to spend a fortune either. Good programs aren't always measured by Social Security payments. We know—we've got

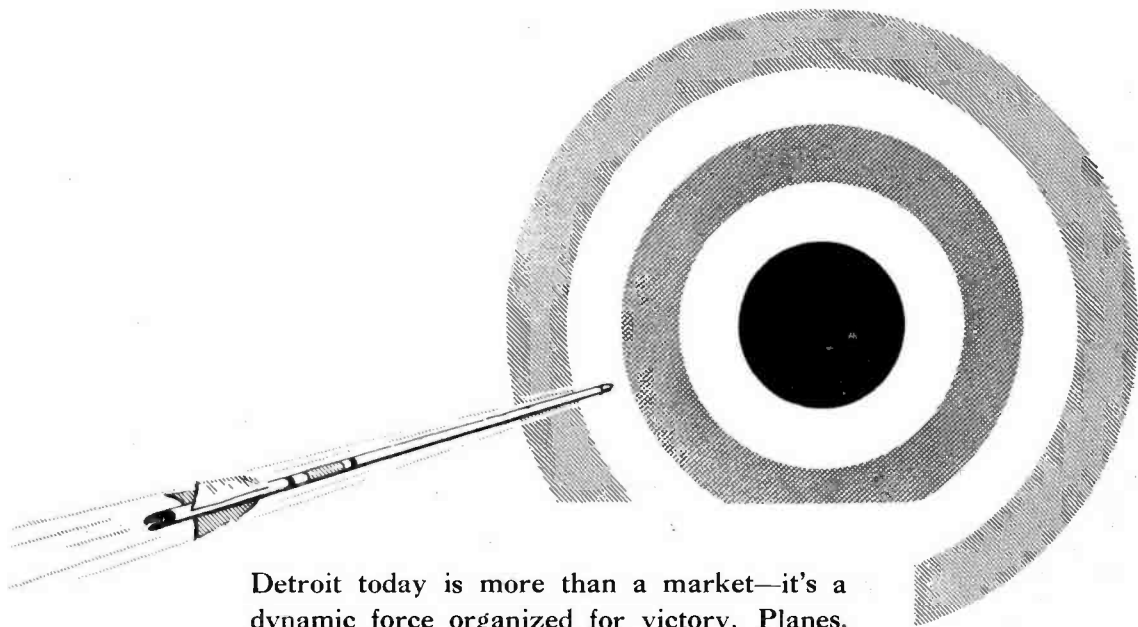
good programs on the air. Our advertisers know—they've bought some of them.

No, Sol—tell your advertising readers not to hesitate about using local radio, even for their biggest accounts. We'll produce. We're local radio—we make all the stops.

Cordially yours,

DON SHAW,  
Vice-President and General Manager,  
WMCA—New York.

# Straight to Buying Power...



Detroit today is more than a market—it's a dynamic force organized for victory. Planes, tanks, trucks, guns, and shells are rolling from production lines in the greatest industrial war effort the world has ever witnessed. Already 550,000 are employed in war work here; 660,000 will be employed by November. Hourly paid workers, alone, in this area receive an estimated 29 MILLION DOLLARS weekly in wages.

If you have merchandise to sell or a good name to uphold, tell Detroit about it now. WWJ, the most-listened-to radio station in Detroit, will take your message straight to the heart of this tremendous buying power. Investigate the present and future possibilities of Detroit and WWJ—NOW.

**WWJ**

*National Representatives*

**George P. Hollingbery Company**

New York -- Chicago -- Atlanta  
San Francisco -- Los Angeles

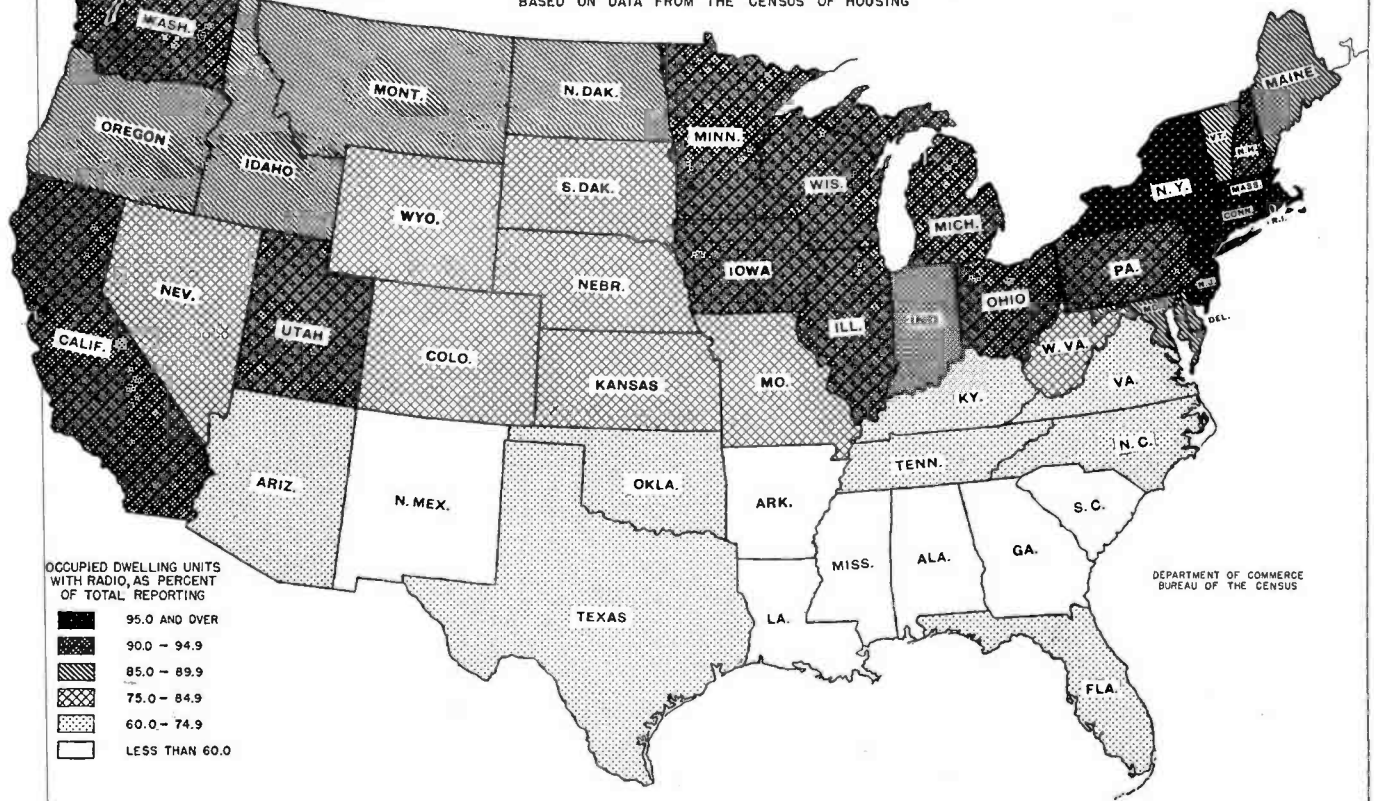
*Associate Station  
W45D—FM*

*Owned and Operated by  
The Detroit News*



# HOME RADIOS IN THE UNITED STATES, BY STATES: 1940

BASED ON DATA FROM THE CENSUS OF HOUSING



## This Map is the ACN Sales Story

● Examine this map. The blackest area pictures 95% or more radio homes.

	<b>BASIC NETWORK</b>	
Here, linked by	WNEW—New York . . . . .	10,000
	WPEN—Philadelphia . . . . .	5,000
	WFBR—Baltimore . . . . .	5,000
Class "A" lines	WNBC—Hartford . . . . .	5,000
throughout, are	WFCI—Pawtucket, Providence . . . . .	1,000
	WELI—New Haven . . . . .	(Day) 1,000
the ten stations		(Night) 500
of the Atlantic	WCOP—Boston . . . . .	500
	WWDC—Washington . . . . .	250
Coast Network:	(100 watt booster)	
	<b>SUPPLEMENTARY NETWORK</b>	
	WBOC—Solisbury, Md. . . . .	250
	WJEJ—Hagerstown, Md. . . . .	250

Then check the location and coverage of ACN stations . . . eight basic and two supplementary outlets in major markets from Boston to Washington, D. C.

That's your cue for sales. The ACN market is "waste-free". It's yours at the cost of one major New York City station.

**JUST OFF THE PRESS**—complete coverage and market data brochure. Write for your copy.

## ATLANTIC COAST NETWORK Inc.

501 MADISON AVENUE • NEW YORK CITY

John Blair & Company • National Representatives

# *More* about Chicago's **NEW** *radio operation!*

● Last week we told you about the new ideas and ideals, the new radio *operation*, we are trying to build here in the Chicago area.

Now about our new broadcasting *philosophy*, and the new *market* to which we have dedicated ourselves.

Our new *broadcasting philosophy* is simply this—that America has had its industrial revolution, that Mrs. Lorgnette Heavydough Jones is gone, and that America's elite are now typified by Joe W. Citizen, the man whose sweat and work and votes and *consuming-power* are the commercial present-and-future of the world. You take "the carriage trade", if you can find it—we'll broadcast to Joe and his family!

*Our new market* is simply a couple of million big and little Joes and Janes who live in the Calumet Corner. We think that nobody has done a good job with our people before. First,

because until recently they were the underprivileged one-third who didn't count very much. Second, because everybody was so busy catering to farmers or to "the Joneses" out in the North Shore section that they didn't hear the roar of the blast furnaces out on the south shore. Third, it's difficult to speak convincingly to both Mrs. Lorgnette H. Jones and to Mr. Joe W. Citizen, at one and the same time.

Here at WJWC, we don't have any of those difficulties. Our transmitter is located in the heart of the great Calumet Corner industrial section (four billion in war contracts), where we pour our primary signal down Joe's collar. Our speech is not only intelligible to Joe and his family—it's downright *fascinating*, because it's *beamed to his mind* as well as to his neighborhood. . . .

We have only told you the high spots of the story. May we have the opportunity to give you all the facts, either through one of our representatives or through Free & Peters?

# WJWC

HAMMOND-CHICAGO

**Supercharged Coverage of Chicago's New Wealth—the Working People!**

General Offices: 165 N. Michigan Avenue, Chicago



**FREE & PETERS, INC.**

Exclusive National Representatives





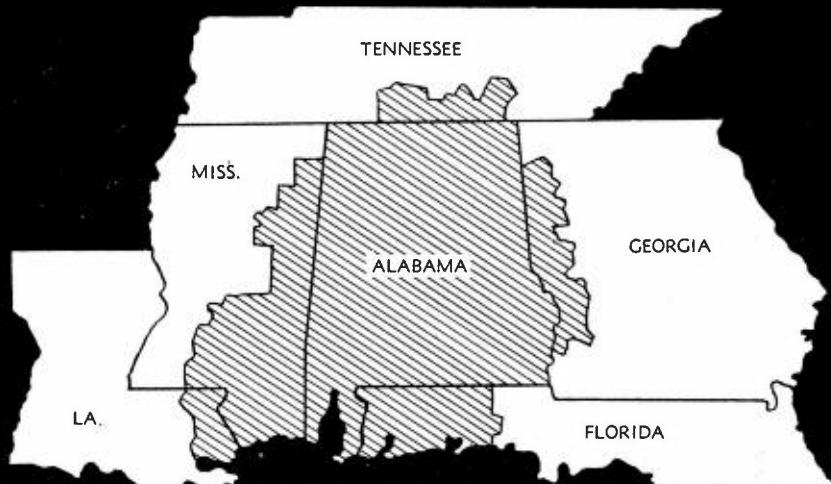


# For COMPLETE COVERAGE of ALABAMA'S RADIO FAMILIES

use

## The ALABAMA TRIO

ALL OF THIS  
at a  
**10%**  
SAVING



### WSGN

BIRMINGHAM

With its 5,000 watt daytime power (1,000 watts after local sunset) and its 610 "preferred position", WSGN has the widest rural coverage of any Birmingham station—in fact, a recent field intensity survey indicates that WSGN has the widest coverage in the state. To blanket Alabama's radio families, use WSGN and all the Alabama Trio.

610 kc.

Here's proof that WSGN does the trick: right now WSGN is carrying almost *twice* as many local commercial quarter-hour units as the Number 2 station in this respect, and almost *three* times as many as the Number 3 station—this despite the fact that WSGN's local rate is in many instances higher than the other stations!

### WSFA

MONTGOMERY

Figures do not lie—but times do change. And what has happened to WSFA's trading area since 1940 census figures were compiled has been little short of phenomenal. WSFA covers an area blistering with defense production and Army Base activity. To blanket Alabama's radio families, use WSFA and all the Alabama Trio!

1440 kc.

Here's proof of what's happened to WSFA's trading area: Montgomery's civilian population has skyrocketed from 78,000 in 1940 to 129,000 in 1942, with a still greater total indicated by 150,000 sugar ration books. And this does not include Montgomery's tremendous military population! War projects in the millions and defense industries working overtime explain why the curve of Montgomery retail sales is going steadily up.

### WALA

MOBILE

With its 5,000 watts day and night, WALA covers the now teeming Gulf Coast area. It's the "hit" shows that count—and NBC standouts are aired over WALA, with morning-to-night audiences kept loyal by local programs attuned to sectional preferences. To blanket Alabama's radio families, use WALA and all the Alabama trio.

1410 kc.

Here's proof that the Mobile area is a booming market: the number of shipworkers in August 1942 was *forty* times that of 1939; driving licenses in Mobile County upped 30% over 1941; gas consumption jumped from a 1940 total of 2,867,427,000 cubic feet to 1,928,454,000 cubic feet for the FIRST QUARTER of 1942, and Metropolitan Mobile population from Sugar Ration statistics, indicates an increase of 77,363 over 1940.

REPRESENTED BY HEADLEY-REED CO.

ARIZONA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
	Apache	5,240	27.5	1,433	.....	.....	.....	1,971	59.2	1,167	3,269	8.1
Cochise	9,190	77.5	7,126	3,991	82.5	3,294	3,902	76.0	2,966	1,297	66.8	866
Cocconino	4,677	52.7	2,469	2,061	74.9	1,543	926	67.2	623	1,690	17.3	293
Gila	6,616	73.2	4,844	3,094	83.1	2,571	2,897	70.1	2,031	625	38.8	242
Graham	2,894	64.9	1,878	.....	.....	.....	1,822	70.6	1,287	1,072	55.2	591
Greenlee	2,185	73.4	1,602	659	71.9	474	1,215	77.7	944	311	59.3	184
Maricopa	50,455	73.8	37,208	23,273	82.6	19,226	17,779	69.3	12,316	9,403	60.3	5,666
Mohave	2,654	64.6	1,713	.....	.....	.....	2,301	67.4	1,551	353	46.0	162
Navajo	5,911	44.2	2,629	1,272	84.1	1,070	1,999	64.7	1,293	2,640	10.1	266
Pima	19,050	79.3	15,092	9,964	86.0	8,568	8,015	75.2	6,025	1,071	46.6	499
Pinal	6,979	54.7	3,815	.....	.....	.....	4,906	62.5	3,066	2,073	36.1	749
Santa Cruz	2,377	66.6	1,582	1,277	72.0	919	801	61.9	496	299	55.8	167
Yavapai	7,822	72.4	5,666	1,917	81.2	1,556	4,932	70.0	3,452	973	67.6	658
Yuma	5,083	65.9	3,347	1,416	78.2	1,107	2,347	60.9	1,429	1,320	61.4	811
State Total	131,133	69.0	90,394	48,924	82.4	40,328	55,813	69.3	38,646	26,396	43.3	11,420

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Phoenix	19,287	84.2	16,249
Tucson	9,964	86.0	8,568

Broadcasting Stations

City	Call Letters	Power in Watts
GLOBE	KWJB 1240	250
JEROME	KCRJ 1340	250
LOWELL	KSUN 1230	250
PHOENIX	KOY 550	1,000 CP-5,000-LS
	KPHO	250
	KTAR 620	5,000
PRESCOTT	KYCA 1490	250
SAFFORD	KGLU 1450	250
TUCSON	KTUC 1400	250
	KVOA 1290	1,000
YUMA	KYUM 1240	250

TO

*Sell* **ARIZONA--**

Use **KOY** and the  
**ARIZONA NETWORK**  
**KTUC** Tucson **KSUN** Bisbee-Lowell

1000 Watts on

**550**

"That Explains the Coverage"



Represented by  
**JOHN BLAIR & COMPANY**

**CBS**

**PHOENIX**

Affiliated with Station **WLS** Chicago

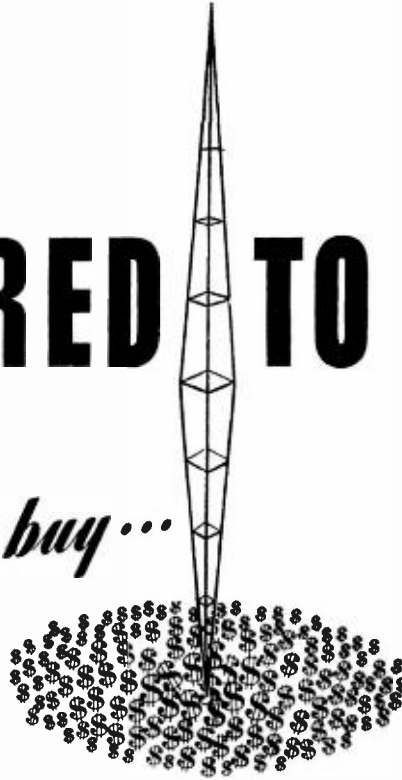






# POWERED TO SELL

*where there's power to buy...*



Sugar ration applications tell a sweet story for Pacific Coast advertisers.

They indicate that in the Coast's metropolitan districts population has increased 12% since the 1940 census. Studies based on U. S. Department of Commerce figures show retail sales in these populous markets leaping 26% in the same period.

So the Golden West is richer than ever before . . . and it is also vastly different. Its gold now is industrial, with increasing thousands in well-paid jobs. And efficient advertisers are concentrating where the bulk of the sales will be made — in the bonanza *metropolitan districts*.

*Network radio* is the effective way to concentrate that advertising. For network radio's power is most intense within these metropolitan districts.

It reaches the newcomers quickly, before their living and buying habits are set, while it continues to cover the well-established and settled. At no additional cost network radio blankets the families in faraway communities, too, as no other single medium can.

Columbia-Pacific is the efficient way to sell the West Coast. Every one of the Coast's metropolitan districts is within the *intensive* primary coverage area of a Columbia-Pacific station. The concentration of *power* goes where the concentration of *sales* will be found.

Ask the nearest Radio Sales office for information about the *new* Columbia-Pacific station setup. More than ever, it's the way to cover the golden empire of the West.

## COLUMBIA PACIFIC NETWORK



A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM • Palace Hotel, San Francisco; Columbia Square, Los Angeles • Represented nationally by Radio Sales: New York, Chicago, St. Louis, Charlotte

# COLORADO

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	5,602	81.7	4,577	1,765	85.2	1,503	1,645	83.1	1,367	2,192	77.9	1,707
Alamosa	2,731	79.2	2,151	1,529	85.6	1,308	541	65.4	354	661	74.0	489
Arapahoe	8,977	89.2	8,007	3,242	95.2	3,086	4,347	87.1	3,784	1,388	81.9	1,137
Archuleta	969	53.0	514	.....	.....	.....	514	52.4	269	455	53.7	245
Baca	1,707	64.9	1,107	.....	.....	.....	881	68.7	605	826	60.8	502
Bent	2,422	77.6	1,879	930	75.9	706	641	81.3	521	851	76.6	652
Boulder	11,327	90.2	10,213	6,402	93.8	6,008	2,954	86.4	2,552	1,971	83.9	1,653
Chaffee	2,398	82.4	1,977	1,494	86.0	1,284	564	76.0	429	340	77.5	264
Cheyenne	826	80.1	662	.....	.....	.....	382	84.2	322	444	76.6	340
Clear Creek	1,172	84.8	994	.....	.....	.....	1,122	85.1	955	50	78.0	39
Conejos	2,566	50.7	1,295	.....	.....	.....	1,372	53.2	730	1,184	47.7	565
Costilla	1,635	40.8	670	.....	.....	.....	909	36.3	330	726	46.9	340
Crowley	1,405	76.0	1,069	.....	.....	.....	745	80.1	597	660	71.5	472
Custer	677	67.6	458	.....	.....	.....	317	66.2	210	360	68.9	248
Delta	4,509	76.5	3,449	1,069	79.8	853	1,311	77.3	1,014	2,129	74.3	1,582
Denver	96,777	93.7	90,651	96,777	93.7	90,651	.....	.....	.....	.....	.....	.....
Dolores	533	66.2	353	.....	.....	.....	279	67.7	189	254	64.5	164
Douglas	1,033	81.3	840	.....	.....	.....	495	88.1	436	538	75.0	404
Eagle	1,495	78.3	1,171	.....	.....	.....	1,038	80.5	835	457	73.5	336
Elbert	1,537	76.0	1,169	.....	.....	.....	475	82.0	390	1,062	73.3	779
El Paso	16,532	90.9	15,026	11,842	92.7	10,982	3,257	91.7	2,986	1,433	73.9	1,058
Fremont	5,246	81.9	4,298	2,417	86.3	2,086	1,721	78.4	1,350	1,108	77.8	862
Garfield	3,063	74.7	2,288	.....	.....	.....	1,848	79.2	1,464	1,215	67.8	824
Gilpin	580	76.0	441	.....	.....	.....	523	75.9	397	57	77.2	44
Grand	1,023	79.3	812	.....	.....	.....	716	79.6	570	307	78.8	242
Gunnison	1,763	81.4	1,435	.....	.....	.....	1,363	83.4	1,137	400	74.4	298
Hinsdale	124	82.8	78	.....	.....	.....	90	84.4	48	34	87.9	30
Huerfano	4,066	58.7	2,384	1,620	65.3	1,057	1,646	56.9	937	800	48.7	390
Jackson	525	74.4	392	.....	.....	.....	301	68.1	205	224	83.4	187
Jefferson	8,763	90.9	7,966	976	95.9	936	5,478	91.6	5,019	2,309	87.1	2,011
Kiowa	819	76.8	629	.....	.....	.....	389	79.6	310	430	74.3	319
Kit Carson	1,399	73.4	1,067	.....	.....	.....	916	81.8	749	1,083	66.3	718
Lake	2,301	66.9	1,740	1,411	89.0	1,256	82	67.6	47	19	63.2	12
LaPlata	4,112	72.2	2,966	1,677	85.2	1,429	1,197	64.0	767	1,238	62.2	770
Larimer	10,324	88.2	9,104	5,637	92.8	5,230	2,128	84.9	1,806	2,559	80.8	2,068
Las Animas	8,220	61.5	5,056	3,530	73.4	2,590	3,164	54.0	1,708	1,526	49.7	758
Lincoln	1,656	78.8	1,304	.....	.....	.....	814	86.3	703	842	71.4	601
Logan	4,663	83.3	3,880	2,081	90.7	1,888	713	78.7	561	1,869	76.5	1,431
Mesa	9,156	80.5	7,370	3,574	89.8	3,211	2,223	74.1	1,647	3,359	74.8	2,512
Mineral	294	79.5	234	.....	.....	.....	243	82.2	200	51	68.7	34
Moffat	1,556	75.1	1,169	.....	.....	.....	942	80.5	758	614	67.0	411
Montezuma	2,679	65.6	1,757	.....	.....	.....	1,477	66.0	975	1,202	65.0	782
Montrose	4,080	76.8	3,133	1,360	83.4	1,134	930	70.3	654	1,790	75.2	1,345
Morgan	4,470	84.8	3,787	1,439	93.7	1,348	1,165	83.1	968	1,866	78.8	1,471
Otero	6,446	77.9	5,021	3,070	84.1	2,581	1,714	78.1	1,253	1,662	71.4	1,187
Ouray	625	81.4	509	.....	.....	.....	438	86.0	377	187	70.7	132
Park	1,059	75.9	803	.....	.....	.....	661	79.0	522	398	70.6	281
Phillips	1,395	84.5	1,179	.....	.....	.....	724	84.2	609	671	84.9	570
Pitkin	569	76.9	437	.....	.....	.....	364	77.8	283	205	75.3	154
Prowers	3,299	79.0	2,607	1,292	87.7	1,133	865	76.3	660	1,142	71.2	814
Pueblo	18,232	86.9	15,839	13,941	90.0	12,552	2,711	77.4	2,097	1,580	75.3	1,190
Rio Blanco	851	78.9	671	.....	.....	.....	441	80.7	356	410	76.8	315
Rio Grande	3,135	71.5	2,245	910	83.6	761	1,110	61.7	685	1,115	71.6	799
Routt	3,028	79.8	2,417	.....	.....	.....	2,124	82.0	1,741	904	74.8	676
Saguache	1,556	62.7	976	.....	.....	.....	908	60.5	550	648	65.8	426
San Juan	393	83.5	328	.....	.....	.....	393	83.5	328	.....	.....	.....
San Miguel	1,028	69.2	709	.....	.....	.....	804	73.4	590	224	53.1	119
Sedgwick	1,385	84.2	1,164	.....	.....	.....	752	90.8	683	683	76.0	481
Summit	666	73.7	490	.....	.....	.....	594	72.8	432	72	80.6	58
Teller	2,009	83.5	1,678	.....	.....	.....	1,767	85.7	1,515	242	67.2	163
Washington	2,200	76.3	1,680	.....	.....	.....	703	82.2	578	1,497	73.6	1,102
Weid	16,865	83.2	14,038	4,774	91.3	4,359	5,148	81.5	4,184	6,943	79.0	5,485
Yuma	3,257	79.3	2,582	.....	.....	.....	1,388	82.4	1,144	1,869	76.9	1,438
State Total	316,000	84.5	267,295	174,759	91.5	159,932	77,956	78.1	60,877	63,285	73.5	46,486

City	Units	% Radio	Radio Units
Colorado Springs	11,842	93.4	10,984
Denver	96,777	93.7	90,651
Pueblo	13,941	90.0	12,552

City	Call Letters	Power in Watts
ALAMOSA	KGIW 100 1450 CP-250 SH-KIDW	100
COLORADO SPRINGS	KVOR 1,000 1800	1,000
DENVER	KFEL 5,000 950	5,000
	KLZ 5,000 560	5,000
	KMYR 250 1340	250
	KOA 50,000 850	50,000
	*KPOF 1,000 910 ST-KFKA	1,000
	KVOD 5,000 630	5,000
DURANGO	KIUP 250 1400	250
GRAND JUNCTION	KFXJ 1,000-LS 920 500-N	1,000
GREELEY	KFKA 1,000 910 ST-KPOF	1,000
LA JUNTA	KOKO 250 1400	250
LAMAR	KIDW 100 1450 SH-KGIW	100
PUEBLO	KGHF 500 1350	500
STERLING	KGEK 100 1230-SH	100

## TWO TRUE SUCCESS STORIES

On KOA—all 10 of the 10 top-rated daytime programs—PLUS all 10 of the 10 highest Hooper-rated evening programs... an over-all audience greater than the second and third-ranking Denver stations combined!

Three years ago, a breakfast-food account placed a small spot-announcement schedule on KOA... with the admission that because of a limited budget, the campaign had to show results. After running this schedule continuously for three years, the advertiser doubled it!

A milling company, advertising on KOA for five years, has long used a Sunday 15-minute program. Recently, this client bought five additional early morning programs per week, on a 52-week contract.

Among 60 cities, Denver is America's best test market. KOA is "first in Denver" in sales results. To reach more people at less cost... have your say on KOA!

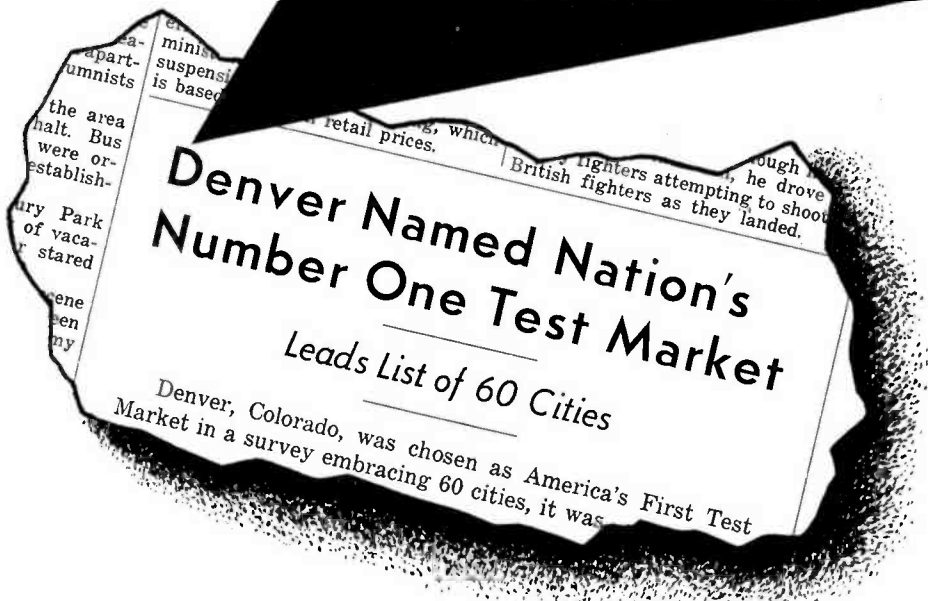
Such success stories — proof of results KOA brings — are commonplace on this 50,000-watt NBC Denver station. You, too, will find it pays to have your say on KOA!

REPRESENTED NATIONALLY BY SPOT SALES OFFICES



# BEST FOR TESTS!

# KOA



IN EVALUATING the favorable factors of 60 cities for advertising "test" campaigns, an Eastern newspaper† recently named Denver "America's First Test Market."

KOA is *first in sales results* in this Number One test market. Dollar for dollar, KOA reaches *more people at less cost* than any other medium in the Rocky Mountain region.

If you're contemplating a test campaign in *any* market, it will pay you to *first* get the facts about Denver and KOA. Proof of KOA's power to sell goods is yours for the asking. Simply phone, write, or wire your nearest NBC Spot Sales Office. or write us direct.

† Name on request



From Every Vantage Point ...



REPRESENTED NATIONALLY BY  SPOT SALES OFFICES

## CONNECTICUT

County										Cities of 25,000 Or More Population						
	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			City	Units	% Radio	Radio Units
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	
Fairfield.....	110,235	96.5	106,428	77,124	96.4	74,379	29,997	97.1	29,130	3,114	93.7	2,919	Bridgeport...	39,386	96.4	37,937
Hartford.....	116,448	96.8	112,775	84,126	97.3	81,850	27,564	96.2	26,506	4,758	92.9	4,419	Bristol.....	7,629	97.9	7,471
Litchfield.....	23,304	93.6	21,824	9,112	95.6	8,714	10,867	93.4	10,146	3,325	89.1	2,964	Hartford.....	44,253	97.1	42,970
Middlesex.....	14,084	94.6	13,319	5,791	96.1	5,567	6,878	94.4	6,493	1,415	89.0	1,259	Meriden.....	10,790	96.2	10,384
New Haven.....	128,057	96.2	123,139	101,601	96.2	97,734	23,529	96.7	22,751	2,927	90.7	2,654	Middletown...	5,791	96.1	5,567
New London....	82,884	92.3	30,290	16,861	94.3	15,899	12,602	82.4	11,643	3,371	81.5	2,748	New Britain..	17,256	96.5	16,655
Tolland.....	8,491	90.3	7,668	3,170	94.3	2,989	2,841	90.9	2,581	2,480	84.6	2,098	New Haven..	42,480	96.2	40,856
Windham.....	15,229	90.7	13,817	6,579	94.0	6,184	5,927	90.4	5,355	2,723	83.7	2,278	New London..	8,157	94.6	7,719
State Total...	448,682	95.7	429,260	304,364	96.4	293,316	120,205	95.3	114,605	24,113	88.5	21,339	Norwalk.....	10,904	95.8	10,443
													Stamford....	12,246	96.9	11,868
													Torrington...	7,035	95.9	6,749
													Waterbury...	25,387	96.2	24,429
													West Hart-			
													ford town..	8,915	98.9	8,818
													West Haven			
													town.....	8,085	97.5	7,884

Broadcasting Stations		
City	Call Letters Freq. in Kc.	Power in Watts
BRIDGEPORT.....	WICC 600	1,000-LS 500-N
	WNAB 1450	250
HARTFORD.....	WDRC 1360	5,000
	WNBC 1410	5,000
	WTHT 1280	250
	WTIC 1080	50,000
NEW HAVEN.....	WELI 960	1,000-LS 500-N
NEW LONDON....	WNLC 1490	250
STAMFORD.....	WSRR 1400	250
WATERBURY.....	WATR 1320	1,000
	WBRY 1590	1,000

**" . . . very pleased with the program content  
and listener response."**

**KGKB**

● If you are an ASCAP-licensed station you are entitled,  
without cost, to the shows prepared by the ASCAP Radio  
Program Service. Almost five hundred stations are using these  
programs to help turn music costs into music profits. Write  
or wire at once.

# ASCAP

## Radio Program Service

30 Rockefeller Plaza, New York

*We mean it when we say*

**"THERE'S NOT ANOTHER LIKE IT!"**

According to the latest report by the Bureau of Census, 82.8% of the Nation's homes have radios. That's very interesting, of course, but within WTIC's primary area 95.7% of the homes are equipped with one or more radios. Figure it out for yourself. That means a radio ownership of 12.9% above national average.

**1.**

Statistical item number two concerns the fact that the per family effective buying income — in the 17 counties in Connecticut, Massachusetts, New York, Vermont and New Hampshire covered by WTIC — is 50.8% higher than the figure for the whole United States.\*

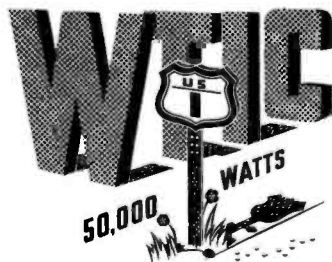
**2.**

Lastly, but far from least, the listener loyalty and respect for WTIC evidenced by radio audience studies makes WTIC the best buy for your money.

**3.**

Put WTIC to work for your product and you'll soon understand why wise national advertisers agree with us that

**"THERE'S NOT ANOTHER LIKE IT!"**



*\* Sales Management, April 10, 1942*

**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**

*The Travelers Broadcasting Service Corporation*

*Member of NBC Network*

*Representative: WEED & COMPANY*

*New York • Chicago • Detroit • San Francisco • Los Angeles*

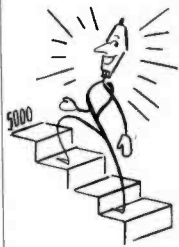
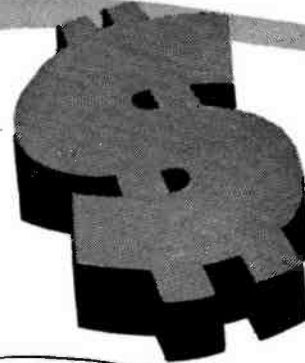
## DELAWARE

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population											
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units								
														Wilmington...	29,293	93.2	27,308							
Kent.....	9,672	75.2	7,278	2,278	83.9	1,910	4,180	77.3	3,230	3,214	66.5	2,138	<b>Broadcasting Stations</b>  <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>City</th> <th>Call Letters</th> <th>Power in Watts</th> </tr> </thead> <tbody> <tr> <td>WILMINGTON.....</td> <td>WDEL 1150</td> <td>5,000</td> </tr> <tr> <td></td> <td>WILM 1450</td> <td>250</td> </tr> </tbody> </table>			City	Call Letters	Power in Watts	WILMINGTON.....	WDEL 1150	5,000		WILM 1450	250
City	Call Letters	Power in Watts																						
WILMINGTON.....	WDEL 1150	5,000																						
	WILM 1450	250																						
New Castle.....	45,948	92.8	42,656	32,332	93.3	30,158	11,416	93.1	10,624	2,200	85.2	1,874												
Sussex.....	14,921	76.7	11,446	2,460	87.3	2,147	6,234	80.8	5,036	6,227	68.5	4,263												
State Total...	70,541	87.0	61,380	37,070	92.3	34,215	21,830	86.5	18,890	11,641	71.1	8,275												

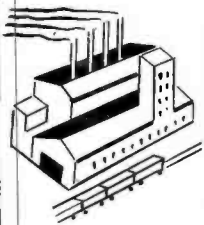
# WDEL

**1150 K.C.—WILMINGTON, DEL.**

## OFFERS - A BETTER SALES BUY THAN EVER



**5000 WATTS DAY AND NIGHT**—For years this station has done an outstanding sales-producing job in the Delmarva Peninsula and Southern New Jersey. Our recent step-up in power to 5,000 watts assures even wider and more concentrated coverage.



**IN ONE OF THE LEADING PRODUCTION AREAS**—This market reached by WDEL is normally rich and productive. Now, because of the tremendous increase in war industrial and agricultural activity, it offers advertisers greater sales potentials than ever before.



**DOMINANT NBC STATION IN THIS AREA**—WDEL augments its foremost network programs with an excellent local service. This combination builds strong listener loyalty and produces profitable sales for the advertiser.

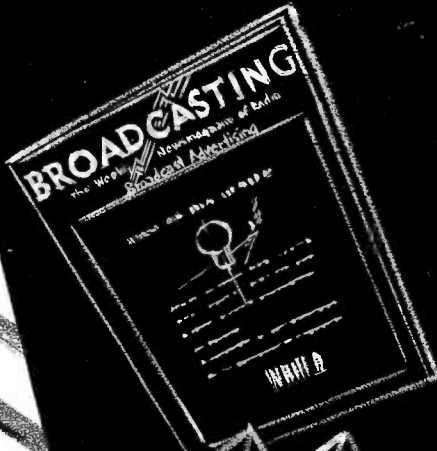


**ECONOMICAL COVERAGE**—WDEL reaches this thriving trading area at exceptionally low cost. For complete facts and figures, contact Station WDEL, Wilmington, Delaware or:

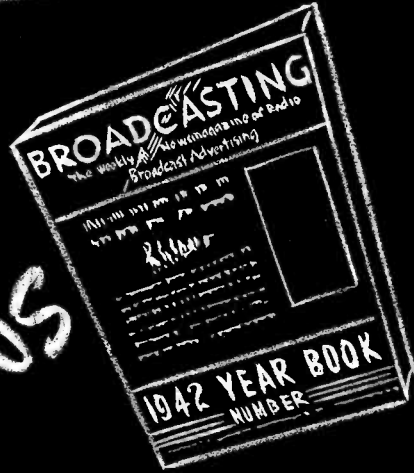
**PAUL H. RAYMER COMPANY**  
New York                      Chicago                      San Francisco



# TIMEBUYING MADE EASIER!



PLUS



PLUS

PLUS



## 4 FOR 1—A BIG SUBSCRIPTION VALUE!

Any of these four is a "must" for the busy timebuyer. They're the tools of his trade. You get all of them (52 weekly issues of BROADCASTING, the 452-page BROADCASTING Yearbook, the 1942 Radio Outline Map, the new 128-page Radio Census Supplement) at the cost of one subscription. Enter your order today. You'll get a big \$5.00 worth.

4 FOR 1—AT \$5.00 A YEAR

# BROADCASTING

The Weekly  Newsmagazine of Radio  
Broadcast Advertising

National Press Bldg., Washington, D. C.

DISTRICT OF COLUMBIA

District of Columbia . . . . .	Broadcasting Stations														
	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			City	Call Letters Freq. in Kc.	Power in Watts
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	WASHINGTON . . . . .	WINX 1340	250
	173,445	93.7	162,446	173,445	93.7	162,446	.....	.....	.....	.....	.....	.....		WJSV 1500	50,000
														WMAL 630	5,000
														WOL 1260	1,000
														WRC 980	5,000
														WWDC 1460	250

WASHINGTON'S OWN RADIO STATION

# WINX

## ST IN Washington

**WITH THE NEWS**  
Originators of NEWS every HOUR ON THE HOUR

**IN NUMBER OF LOCAL SPONSORS**  
More than any other Washington Station

**IN INCREASED LISTENING AUDIENCE**  
C. E. Hooper Surveys

**IN WASHINGTON WITH PLUS COVERAGE**  
250 watts PLUS booster  
2 mv signal over Washington and nearby Maryland and Virginia. (1,125,000 largest per capita spenders in the world.)

**IN AFTERNOON SPORTS**  
17.2% of the listeners, more than any other Sports show in Washington. (News on the Hour, Sports Flashes and Music.)

**IN INCREASE IN ADVERTISERS**  
Increase of 160% . . . since 1940.

1340 Kc.

Representatives  
**E. FOREMAN CO.**  
New York Chicago  
or WINX, Washington, D. C.

# How's your arithmetic?

---

Successful advertising must pay out on a dollars-and-cents basis. The biggest station doesn't always mean the best buy. On a cost-per-sale basis *WWDC* has a wonderful record. Some of the smartest mail order advertisers in America tell us *WWDC* has given them the lowest cost per order on their list. Write us for list of big audience availabilities. They're going fast!

---

**WWDC** ☆ ☆ ☆ ☆ ☆ ☆  
WASHINGTON, D. C.

WASHINGTON KEY STATION ☆ ATLANTIC COAST NETWORK  
REPRESENTED NATIONALLY BY BURN-SMITH COMPANY, INC., NEW YORK, CHICAGO, SAN FRANCISCO AND LOS ANGELES







GEORGIA—(Continued)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Mitchell.....	5,282	31.6	1,672	1,404	48.6	683	394	31.3	123	3,484	24.9	866
Monroe.....	2,503	36.5	912	.....	.....	.....	1,101	47.7	525	1,402	27.6	387
Montgomery.....	2,061	29.9	616	.....	.....	.....	820	33.5	274	1,241	27.5	342
Morgan.....	3,092	36.8	1,139	.....	.....	.....	1,035	52.9	548	2,057	28.7	591
Murray.....	2,362	55.9	1,322	.....	.....	.....	650	65.9	429	1,712	52.2	898
Muscogee.....	19,503	64.2	12,513	14,143	67.0	9,471	4,319	61.7	2,664	1,041	36.3	378
Newton.....	4,486	59.0	2,641	1,808	77.3	1,397	755	62.5	472	1,923	40.1	772
Oconee.....	1,771	41.3	730	.....	.....	.....	332	68.2	226	1,439	35.0	504
Oglethorpe.....	2,741	36.4	998	.....	.....	.....	588	53.7	315	2,153	31.7	683
Paulding.....	2,788	47.4	1,322	.....	.....	.....	602	68.0	410	2,186	41.7	912
Peach.....	2,572	41.8	1,073	1,307	54.6	713	221	37.6	83	1,044	26.5	277
Pickens.....	2,074	53.3	1,103	.....	.....	.....	803	78.5	630	1,271	37.2	473
Pierce.....	2,587	35.3	913	.....	.....	.....	912	42.0	383	1,675	31.6	530
Pike.....	2,319	40.6	941	.....	.....	.....	523	54.8	287	1,796	36.4	654
Polk.....	6,428	66.7	4,294	3,078	77.9	2,399	1,438	63.1	939	1,862	51.3	956
Pulaski.....	2,492	33.2	824	924	51.3	474	120	35.9	43	1,448	21.2	307
Putnam.....	1,957	36.5	708	.....	.....	.....	755	56.9	480	1,202	23.1	278
Quitman.....	743	21.3	156	.....	.....	.....	190	34.0	65	553	16.8	98
Rabun.....	1,712	41.5	712	.....	.....	.....	629	52.4	330	1,083	35.2	382
Randolph.....	3,968	30.3	1,199	969	46.7	452	559	37.3	209	2,440	22.0	538
Richmond.....	21,201	62.0	13,159	17,510	63.4	11,097	2,107	64.5	1,359	1,584	44.4	703
Rockdale.....	1,324	50.1	624	.....	.....	.....	780	66.3	517	1,044	39.0	407
Schley.....	1,127	35.5	400	.....	.....	.....	301	50.7	153	826	29.9	247
Scriven.....	4,636	27.8	1,284	695	46.3	322	818	33.1	271	3,123	22.1	691
Seminole.....	1,906	32.2	613	.....	.....	.....	638	41.5	265	1,268	27.5	348
Spalding.....	7,106	64.2	4,560	3,514	67.9	2,387	1,915	76.4	1,463	1,677	42.3	710
Stephens.....	2,372	58.7	1,746	1,336	69.1	923	394	62.5	246	1,242	46.4	577
Stewart.....	2,338	27.1	646	.....	.....	.....	895	39.7	356	1,503	19.3	290
Sumter.....	6,287	36.0	2,267	2,682	51.2	1,378	534	47.3	253	3,071	20.9	641
Talbot.....	1,334	23.5	431	10	10.0	1	743	31.0	230	1,081	18.5	200
Taliaferro.....	1,372	29.0	397	.....	.....	.....	413	44.1	182	959	22.4	215
Tattnall.....	3,448	42.4	1,458	.....	.....	.....	1,289	49.2	634	2,159	38.2	824
Taylor.....	2,482	35.8	876	.....	.....	.....	825	45.4	374	1,657	30.3	502
Telfair.....	3,428	35.0	1,234	.....	.....	.....	1,628	40.9	666	1,800	31.6	568
Terrill.....	4,123	26.2	1,080	1,116	44.9	501	365	42.9	157	2,642	16.0	422
Thomas.....	7,779	48.6	3,784	3,506	59.1	2,073	1,215	50.4	612	3,058	36.0	1,099
Tift.....	4,548	45.7	2,080	1,448	61.2	887	1,244	32.3	402	1,856	42.6	791
Toombs.....	3,734	41.4	1,547	1,043	54.8	572	792	41.0	325	1,899	34.2	650
Towns.....	1,063	45.4	479	.....	.....	.....	211	59.0	125	842	42.0	354
Treutlen.....	1,521	32.6	528	.....	.....	.....	576	36.6	211	1,045	30.3	317
Troup.....	10,608	52.9	5,607	7,480	61.3	4,586	1,024	45.0	461	2,104	26.6	560
Turner.....	2,567	37.2	954	.....	.....	.....	903	50.8	459	1,664	29.8	495
Twiggs.....	1,985	23.8	472	.....	.....	.....	330	48.2	159	1,655	18.9	313
Union.....	1,706	32.6	558	.....	.....	.....	206	53.6	110	1,500	29.9	448
Upson.....	5,890	58.0	3,410	3,432	72.4	2,485	988	45.7	461	1,470	32.2	474
Walker.....	7,296	69.0	5,018	1,781	88.7	1,448	2,708	70.7	1,912	2,862	57.9	1,658
Walden.....	4,898	55.2	2,698	1,148	71.0	815	903	64.2	580	2,842	45.9	1,303
Ware.....	6,710	57.7	3,878	4,291	65.5	2,812	1,132	42.4	480	1,287	45.1	581
Warren.....	2,899	29.3	702	.....	.....	.....	686	48.6	334	1,718	21.5	368
Washington.....	5,704	31.6	1,800	1,004	43.5	437	1,083	40.0	434	3,617	25.7	929
Wayne.....	2,987	38.7	1,158	701	54.9	385	858	28.2	240	1,433	38.2	533
Webster.....	1,019	26.9	274	.....	.....	.....	179	45.3	81	840	23.0	198
Wheeler.....	1,827	39.2	716	.....	.....	.....	584	40.5	216	1,293	38.7	500
White.....	1,394	42.2	585	.....	.....	.....	394	58.7	231	1,000	35.4	354
Whitfield.....	6,080	73.8	4,497	2,638	85.9	2,266	1,324	75.0	994	2,118	58.4	1,237
Wilcox.....	2,875	33.2	954	.....	.....	.....	819	43.8	359	2,056	28.9	595
Wilkes.....	3,618	32.2	1,160	1,074	46.4	498	225	46.2	104	2,314	24.1	568
Wilkinson.....	2,640	36.0	949	.....	.....	.....	1,268	43.9	557	1,372	28.5	392
Worth.....	4,884	30.4	1,488	.....	.....	.....	1,233	47.7	588	3,651	24.7	900
State Total...	752,241	52.5	394,755	288,818	68.2	196,864	170,595	57.6	98,278	292,828	34.0	99,618

"This program has met with favorable response from our listeners, and the announcers are enthusiastic."

WJPF

● More than five hundred radio stations are using programs prepared by ASCAP Radio Program Service. They are written by writers experienced in the problems of both the Program and Commercial Departments. They are available, without cost, to any ASCAP-licensed station. Write or wire at once.

ASCAP

Radio Program Service

30 Rockefeller Plaza, New York

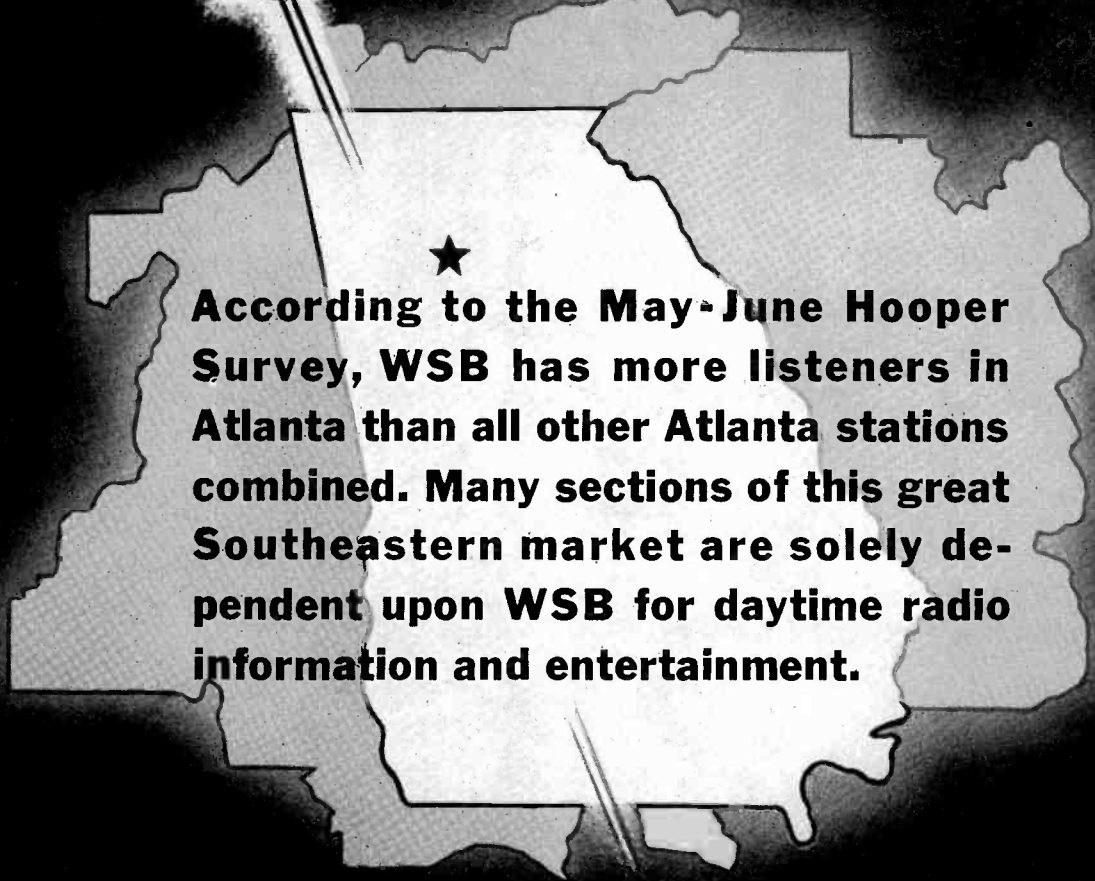


**WSB**

**NBC**

# **1<sup>ST</sup> CHOICE**

**OF GEORGIA LISTENERS SINCE 1922**



★  
**According to the May-June Hooper Survey, WSB has more listeners in Atlanta than all other Atlanta stations combined. Many sections of this great Southeastern market are solely dependent upon WSB for daytime radio information and entertainment.**

**50,000 Watts**

# **WSB**

**750 K. C.**

*"The Voice of the South"*

**ATLANTA, GEORGIA**

**Affiliated with the Atlanta Journal**

*Represented Nationally by Edward Petry & Co., Inc.*

# IDAHO

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 2,500 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Ada.....	14,423	91.1	13,140	7,866	93.3	7,337	3,600	88.1	3,172	2,957	89.0	2,631	Boise.....	7,866	93.3	7,337
Adams.....	971	74.5	724	.....	.....	.....	510	74.5	380	461	74.6	344	Alameda.....	635	94.1	597
Banrock.....	8,892	90.5	8,048	5,574	94.1	5,244	1,463	88.4	1,293	1,855	81.4	1,511	Pocatello.....	4,939	94.1	4,647
Bear Lake.....	1,961	94.6	1,855	734	95.4	700	548	94.0	515	679	94.3	640	Montpelier.....	734	95.4	700
Benewah.....	2,103	81.7	1,718	.....	.....	.....	1,350	83.5	1,128	753	78.3	590	Blackfoot.....	1,034	94.3	975
Bingham.....	4,964	87.2	4,325	1,034	94.3	975	1,340	88.8	1,190	2,590	83.4	2,160	Sandpoint.....	1,347	83.0	1,118
Blaine.....	1,473	82.6	1,216	.....	.....	.....	1,132	83.3	943	341	80.1	273	Idaho Falls.....	4,010	89.1	3,571
Boise.....	753	70.4	530	.....	.....	.....	533	70.0	373	220	71.5	157	Caldwell.....	2,154	89.4	1,925
Bonner.....	4,606	76.4	3,517	1,347	83.0	1,118	1,440	76.9	1,108	1,819	71.0	1,291	Nampa.....	3,521	90.4	3,189
Bonneville.....	6,467	89.0	5,757	4,010	89.1	3,571	494	88.6	438	1,963	89.1	1,748	Burley.....	1,399	87.1	1,219
Boundary.....	1,657	81.8	1,355	.....	.....	.....	828	85.4	707	829	78.2	648	Preston.....	1,060	95.1	998
Butte.....	504	76.8	386	.....	.....	.....	217	75.6	164	287	77.3	222	St. Anthony.....	700	84.6	592
Camas.....	369	89.3	330	.....	.....	.....	164	91.9	151	205	87.3	179	Emmett.....	919	92.4	849
Canyon.....	11,225	87.9	9,864	5,675	90.1	5,114	1,229	80.8	993	4,321	87.0	3,757	Gooding.....	726	88.6	643
Caribou.....	630	88.2	555	.....	.....	.....	415	91.2	378	215	82.2	177	Jerome.....	931	88.7	826
Cassia.....	3,488	85.3	2,977	1,399	87.1	1,219	507	85.8	435	1,582	83.6	1,323	Coeur d'Alene.....	3,209	91.9	2,948
Carroll.....	276	88.5	244	.....	.....	.....	360	93.5	150	116	81.0	94	Moscow.....	1,850	94.7	1,752
Cearwater.....	2,254	78.4	1,766	.....	.....	.....	1,689	78.7	1,266	645	77.6	500	Rexburg.....	862	93.8	809
Custer.....	1,008	75.7	764	.....	.....	.....	626	73.1	458	382	80.2	306	Rupert.....	907	85.3	774
Elmore.....	1,549	79.9	1,237	.....	.....	.....	1,066	85.9	916	483	66.5	321	Lewiston.....	3,394	90.4	3,069
Franklin.....	2,357	93.5	2,203	1,050	95.1	998	338	94.2	318	969	91.5	887	Malad.....	683	93.9	642
Fremont.....	2,430	86.8	2,109	700	84.6	592	798	88.9	709	932	86.7	808	Payette.....	1,017	87.4	889
Gem.....	2,691	84.0	2,186	919	92.4	849	460	78.7	362	1,222	79.8	975	Kellogg.....	1,245	94.8	1,180
Gooding.....	2,451	82.3	2,018	726	88.6	643	1,926	77.8	1,498	1,617	79.9	1,292	Wallace.....	1,063	93.3	991
Idaho.....	3,543	78.7	2,790	.....	.....	.....	.....	.....	.....	.....	.....	.....	Twin Falls.....	3,459	90.9	3,145
Jefferson.....	2,522	88.3	2,227	.....	.....	.....	1,099	88.9	977	1,423	87.8	1,250	Weiser.....	1,120	86.5	968
Jerome.....	2,546	85.5	2,178	931	88.7	826	281	84.1	236	1,334	83.7	1,116				
Kootenai.....	6,723	86.2	5,796	3,209	91.9	2,948	1,566	82.3	1,289	1,948	80.0	1,559				
Latah.....	5,356	88.9	4,738	1,850	94.7	1,752	1,411	87.8	1,239	2,094	84.4	1,767				
Lemhi.....	1,890	73.0	1,381	.....	.....	.....	1,236	71.9	889	654	75.2	492				
Lewis.....	1,302	89.0	1,159	.....	.....	.....	750	88.8	666	552	89.4	493				
Lincoln.....	1,137	79.5	904	.....	.....	.....	601	84.8	510	536	73.6	394				
Madison.....	2,098	89.4	1,876	862	93.8	809	290	84.8	246	946	86.8	821				
Minidoka.....	2,563	86.6	2,221	907	85.3	774	371	84.9	315	1,285	88.1	1,132				
Nez Perce.....	5,620	88.0	4,948	3,394	90.4	3,069	801	82.9	664	1,425	85.3	1,215				
Owyhee.....	1,285	90.1	1,159	683	93.9	642	100	88.0	88	602	85.4	429				
Owyhee.....	1,526	68.2	1,041	.....	.....	.....	648	71.6	464	878	65.8	577				
Payette.....	2,687	85.0	2,285	1,017	87.4	889	563	79.5	448	1,107	85.6	948				
Power.....	1,033	82.7	854	.....	.....	.....	551	84.2	461	482	80.9	390				
Shoshone.....	6,073	90.4	5,489	2,308	94.1	2,171	3,508	88.7	3,112	257	80.2	206				
Teton.....	817	82.2	672	.....	.....	.....	374	86.1	322	443	78.9	350				
Twin Falls.....	9,979	89.7	8,948	3,459	90.9	3,145	2,728	87.2	2,378	3,792	90.3	3,425				
Valley.....	1,162	78.8	916	.....	.....	.....	827	82.6	683	335	69.5	233				
Washington.....	2,454	83.4	2,045	1,120	86.5	968	297	78.6	233	1,087	81.4	844				
State Total.....	141,727	86.4	122,471	50,774	91.3	46,353	41,235	84.1	34,689	49,718	83.3	41,429				

### Broadcasting Stations

City	Call Letters	Power in Watts
BOISE.....	KIDO 1380	2,500-LS 1,000-N
IDAHO FALLS.....	KID 1350	5,000-LS 500-N
LEWISTON.....	KRLC 1400	250
NAMPA.....	KFXD 1230	250
POCATELLO.....	KSEI 930	1,000-LS 250-N
TWIN FALLS.....	KTFI 1270	1,000
WALLACE.....	KWAL 1450	250

# 52% OF IDAHO'S PEOPLE HAVE 52% OF THE BUYING POWER

**KTFI**  
TWIN FALLS

**KSEI**  
POCATELLO

ARE *Perfectly* GEARED  
TO THE MAJOR  
PORTION OF THE  
**Idaho**  
MARKET  
Plus SECTIONS OF  
UTAH • WYOMING  
NEVADA  
NBC DAYTIME AREA

National Representatives  
THE WALKER CO.  
HOMER GRIFFITH CO. •



# INDUSTRY ANSWERS THE CALL!

**A WAR MESSAGE**  
to  
**ALL EMPLOYERS**  
From the United States Treasury Department

Wherever you live is going to take the mightiest effort America has ever made—in men, materials, and money! As important part of the billions of dollars required to produce the planes, tanks, ships, and guns our Army and Navy need must come from the sale of Defense Bonds. Only by regular pay-day or pay-day investment of the American people can this be done.

Facing these facts, your Government needs, especially, your cooperation with your employers in immediately installing each time by allotments accumulated to an amount sufficient to purchase a bond. You are under an obligation, either to your own interest in the future of your country, to install the Plan after you and your employees have given it consideration.

**WHAT THE PAY-ROLL SAVINGS PLAN DOES**

- 1. It provides immediate cash over to purchase the first bond. It gives every employee an Army and Navy pay-day investment to use.
- 2. It gives every American wage earner the opportunity for financial participation in National Defense.
- 3. By saving up every cent for the interest needed for our country's defense, it reduces the amount of money that must be advanced while they are scarce, thus reducing the cost of our defense.
- 4. It reduces the percentage of Defense Bonds that must be advanced while they are scarce, thus reducing the cost of our defense.
- 5. It builds a reserve fund for the post-war purchase of bonds.
- 6. It gives your employees a chance to help our country.

**A PAY-ROLL SAVINGS PLAN**  
The voluntary Pay-Roll Savings Plan (approved by regulated labor) provides for regular purchases by your employees of Defense Bonds through voluntary deductions from their pay. All pay-day small funds accumulated from pay-roll savings are deposited in a separate account and used to purchase Defense Bonds in the company.

To get full facts on installing the Pay-Roll Savings Plan, write TODAY to: Treasury Department, Section B, 709 12th Street, N.W., Washington, D. C.

**U. S. Defense BONDS \* STAMPS**

This space contributed to National Defense by  
**YOUR NAME HERE**

DSB 317-25

**32,145 Firms With Over 17,700,000 Employees Have Installed the . . . PAY-ROLL SAVINGS PLAN**



## Have YOU Started the Pay-Roll Savings Plan in YOUR Company?

Like a strong, healthy wind, the Pay-Roll Savings Plan is sweeping America! Already more than 32,000 firms, large and small, have adopted the Plan, with a total of over seventeen million employees—and the number is swelling hourly.

*But time is short!* . . . More and more billions are needed, and needed fast, to help buy the guns, tanks, planes, and ships America's fighting forces must have. The best and quickest way to raise this money is by giving every American wage earner a chance to participate in the regular, systematic purchase of Defense Bonds. The Plan provides the one perfect means of sluicing a part of ALL America's income into the Defense Bond channel regularly every pay-day in an ever-rising flood.

Do your part by installing the Pay-Roll Savings Plan now. For truly, in this war, this people's war, **VICTORY BEGINS AT THE PAY WINDOW.**

### Plan Easy to Install

Like all efficient systems, the Pay-Roll Savings Plan is amazingly easy to install, whether your employees number three or ten thousand.

For full facts and samples of free literature, send the coupon below—today! Or write, Treasury Department, Section C, 709 Twelfth Street NW., Washington, D. C.

## MAIL THIS COUPON NOW

Treasury Department, Section C  
709-12th St., N.W.  
Washington, D. C.

We want to do our part. Please rush full information regarding the Pay-Roll Savings Plan.

NAME . . . . .

POSITION . . . . .

COMPANY NAME . . . . .

ADDRESS . . . . .

NUMBER OF EMPLOYEES . . . . .

**MAKE EVERY PAY-DAY . . . BOND DAY!**  
**U. S. Defense BONDS \* STAMPS**

This space is a contribution to NATIONAL DEFENSE by BROADCASTING Magazine



PUT YOUR  
**SPOT**  
BROADCASTS

WHERE THEY WILL BE  
IN THE  
**SPOTLIGHT**



U. S. Census Figures Show  
**MORE RADIO HOMES IN CHICAGO . . .**

. . . . . Total **891,841**

Than in the Combined Cities of . . .

ATLANTA	DES MOINES	PORTLAND
DENVER	LOUISVILLE	BIRMINGHAM
OMAHA	MEMPHIS	RICHMOND
HARTFORD	HOUSTON	PROVIDENCE
	OKLAHOMA CITY	MIAMI

. . . . . Total **886,629**

**U**SE Radio Station WJJD and you can buy circulation at a lower cost-per-listener in Chicago . . . *assuming only a three per cent audience . . .* than you can buy it in any of the cities listed with a network show of the Jack Benny caliber:

Almost any spot on the WJJD schedules has a three per cent Chicago audience or better . . . and there are few programs that have the listeners like a show of the Benny type.

Many programs on WJJD are among the most listened to in Chicago. A good show on this station can result in a saving of from 40 to 80 per cent of the cost-per-listener of using proven shows on key network stations in Chicago. (Ask us for survey with figures to prove this.)

There are three reasons why you can make that radio dollar go from 2 to 10 times farther on WJJD:

1. There are 891,841 radio homes in Chicago; 1,060,563 in Cook County.
2. WJJD has a consistently good program service and 20,000 watts of power to cover the market, and
3. WJJD offers rates that assure success.

Chicago is a tremendous area where you can surely use additional coverage . . . an area where you can increase your results by putting WJJD on your list to replace the station in that questionable secondary market.

This combination of factors makes WJJD a real buy for the advertiser who considers circulation costs.

**WJJD** 230 NORTH MICHIGAN AVENUE  
CHICAGO, ILLINOIS  
TELEPHONE STATE 5466

20,000 WATTS . . . 1160 KILOCYCLES

NATIONAL REPRESENTATIVE

**John E. Pearson  
Company**

342 Madison Avenue  
NEW YORK, N. Y.





HERE ARE 27,509\*

★ EXTRA CUSTOMERS

... at no extra cost!

Official tabulations reveal that 27,509 people have moved to the Indianapolis area (Marion County) in two years' time. That's equivalent to the population of an average Indiana county. These newcomers are spending more than \$2,000,000 yearly for food; \$400,000 yearly for drug items. These extra customers are yours ... at no added cost! ... when you use WFBM.

★  
\* Marion County, comprising Indianapolis and suburban areas, showed a population of 460,926 in the 1940 census. Today that population has increased to 488,435 ... an increase of 27,509 ... and is growing steadily every day.



**WFBM**

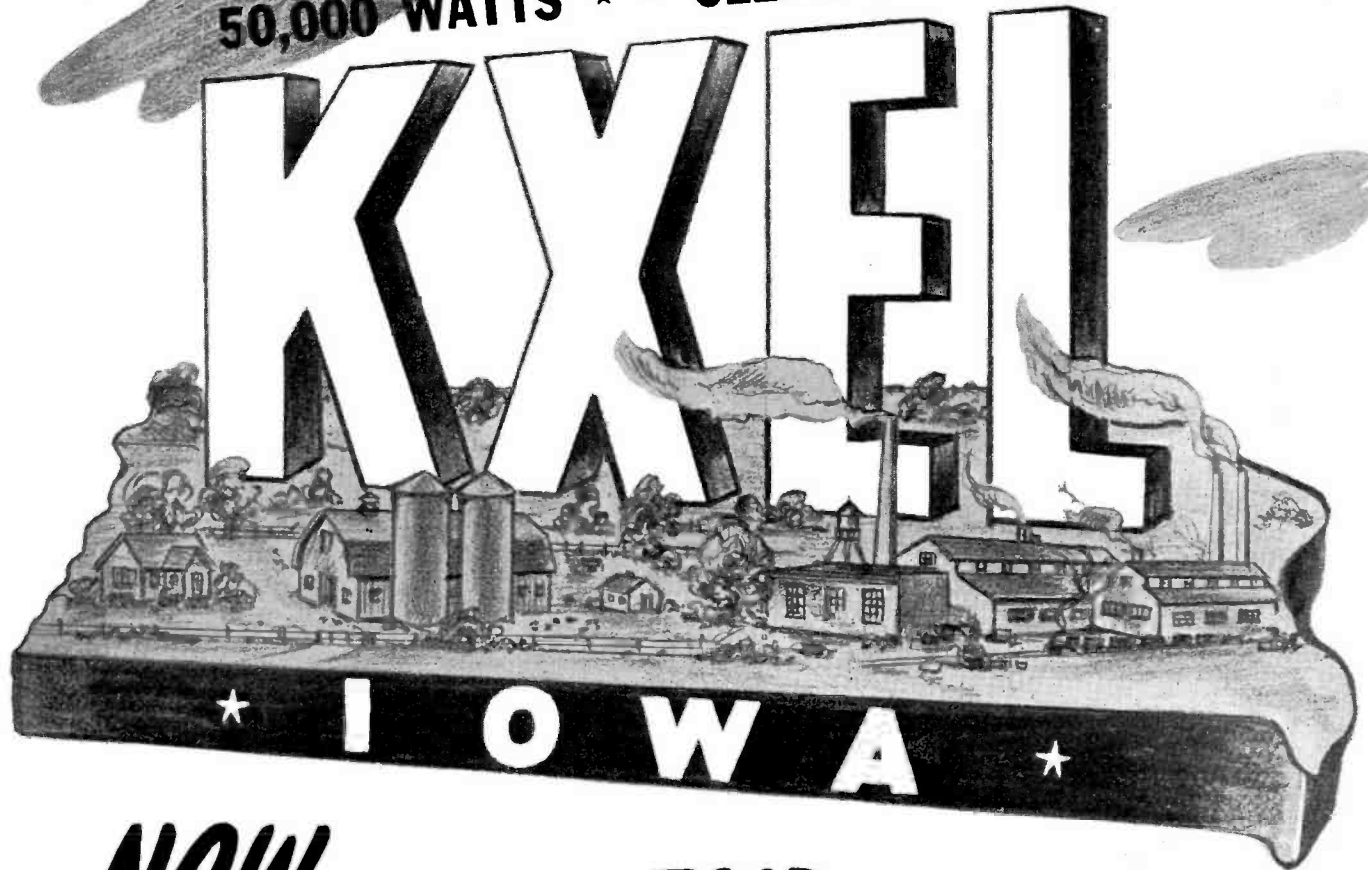
"THE HOOSIER STATION"

REPRESENTED  
BY  
THE KATZ AGENCY, INC.

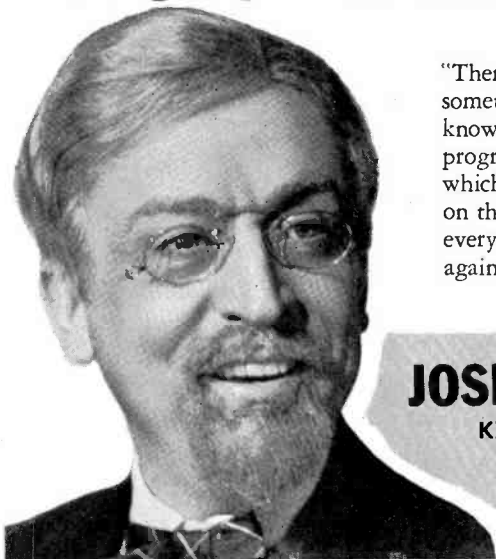


# The NEW VOICE OVER ALL IOWA

50,000 WATTS ★ ★ CLEAR CHANNEL



**NOW** IT CAN BE **TOLD** --- SAYS JOSH HIGGINS



"There's a stir inside of you when you know a promise has been fulfilled. When I said something was going to happen to Iowa radio when KXEL went on the air, I didn't know the half of it. Of course, I was sure what folks out here wanted in the way of programming, because I've been a part of 'em for years. But, the enthusiasm with which KXEL's 'bell clear' reception was received just about flabbergasted me. We are on the air and now it can be told that KXEL has not only fulfilled, BUT EXCEEDED, every promise made for it. And, to top it off, has DISPROVED every statement made against it."

## **JOSH HIGGINS BROADCASTING COMPANY**

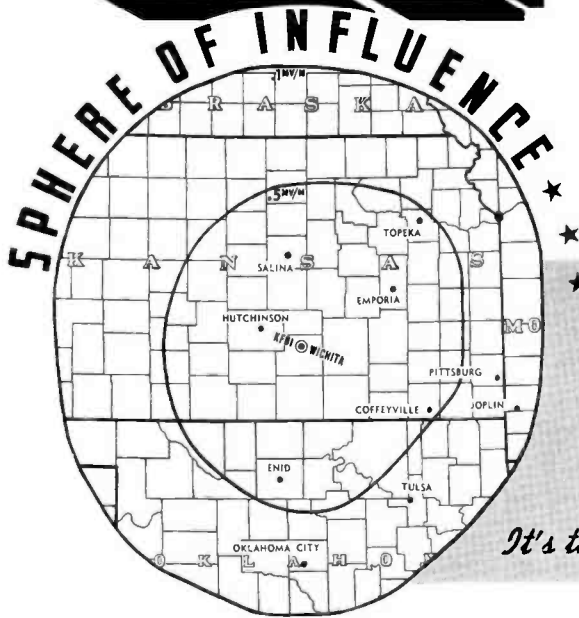
KXEL — JOSH HIGGINS VOICE OF AGRICULTURE — WATERLOO, IOWA

BASIC BLUE NETWORK

REPRESENTED BY—JOHN BLAIR & COMPANY



# KFBI



**BILLIONS AND BILLIONS OF DOLLARS POUR INTO THIS AREA FOR FOOD, PLANES AND OIL. MORE THAN TWO MILLION PEOPLE WITH EARNINGS MANY TIMES GREATER THAN EVER BEFORE.**

*It's the nation's bright spot by all authoritative calculations*

Here is a buying market, rich in war essentials. Plenty of raw materials, foodstuffs, plus booming war factories from one corner of the territory to the other. Business activity reports prove that this region is tops. ¶ Sales opportunities are plentiful—especially if you use KFBI, the friendly, influential station that is carefully programmed to serve war-enriched listeners of the region. ¶ The Wichita Market has the buying power—KFBI has the selling power. Put them together for a sales winner!

Write for the **FILE OF FACTS**

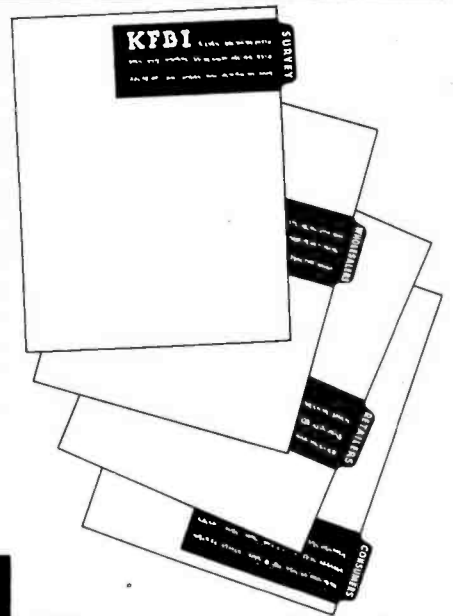


Makes Wichita Market and Media details readily available.

**ADDRESS RADIO STATION KFBI**  
Ray Linton, General Manager

## Merchandising

Sound, definitely planned merchandising assistance backs up campaigns scheduled on KFBI. Regularly, advertisers receive factual reports on KFBI activities regarding surveys, wholesale, retail and consumer selling.



**5000 WATTS ★ ★ ★ 1070 KC**  
**BLUE AND MUTUAL NETWORKS**



KANSAS—(Continued)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Sumner.....	7,602	85.1	6,469	2,146	90.3	1,938	2,575	84.2	2,167	2,881	82.1	2,364
Thomas.....	1,747	83.9	1,466	.....	.....	.....	1,020	86.7	884	727	80.1	582
Trego.....	1,462	77.4	1,180	.....	.....	.....	680	82.1	517	832	73.7	618
Wabaunsee.....	2,608	72.4	1,883	.....	.....	.....	1,044	81.9	855	1,559	65.9	1,028
Wallace.....	598	71.6	428	.....	.....	.....	285	81.3	232	313	62.7	196
Washington.....	4,600	75.8	3,486	.....	.....	.....	1,910	82.5	1,576	2,690	71.0	1,910
Wichita.....	564	75.0	423	.....	.....	.....	263	78.7	207	301	71.8	216
Wilson.....	5,244	77.6	4,076	2,218	89.9	1,994	1,114	73.2	815	1,912	66.3	1,267
Woodson.....	2,323	71.0	1,648	.....	.....	.....	1,189	81.4	968	1,134	59.9	680
Wyandotte.....	40,551	90.4	36,676	34,068	91.5	31,168	4,830	86.9	4,196	1,653	79.7	1,318
State Total...	511,109	83.0	424,457	224,314	90.4	202,770	128,059	82.4	105,543	158,736	73.2	116,144

# CORRECTION PLEASE!

The figures below are two years old  
*There is a new Wichita now!*

WICHITA POPULATION		WICHITA RETAIL SALES		SEDGWICK COUNTY RADIO FAMILIES	
<u>THEN</u>	<u>NOW</u>	<u>THEN</u>	<u>NOW</u>	<u>THEN</u>	<u>NOW</u>
113,540	188,000	\$53,243,000	\$100,000,000	38,356	50,000
* 1943 Estimate—265,000				Approximately	

The dominant popularity, prestige  
 and acceptance of

# KFH

... has kept pace with Greater Wichita

**CALL ANY EDWARD PETRY OFFICE**

*KFH is the only full time CBS outlet in Kansas  
 and is by far the leading station in the leading  
 market in Kansas and Northern Oklahoma*



KENTUCKY—(Continued)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Robertson.....	948	69.5	659	.....	.....	.....	225	72.8	164	723	68.4	495
Rockcastle.....	3,711	38.4	1,240	.....	.....	.....	1,311	46.6	611	2,400	26.2	629
Rowan.....	2,731	54.9	1,500	.....	.....	.....	1,309	68.5	896	1,422	42.4	604
Russell.....	2,984	39.8	1,187	.....	.....	.....	581	44.2	257	2,403	33.7	830
Scott.....	3,942	73.3	2,892	1,398	77.6	1,085	617	62.6	386	1,927	73.7	1,421
Shelby.....	4,770	78.5	3,606	1,348	75.7	1,021	821	69.2	568	2,601	73.7	1,917
Simpson.....	3,123	59.8	1,868	1,144	67.0	766	124	45.9	57	1,855	56.8	1,045
Spencer.....	1,649	64.2	1,058	.....	.....	.....	419	69.6	291	1,230	62.4	767
Taylor.....	3,381	59.5	2,013	.....	.....	.....	1,250	68.6	857	2,131	54.3	1,156
Todd.....	3,717	47.7	1,771	.....	.....	.....	1,467	54.5	799	2,250	43.2	972
Trigg.....	3,131	49.6	1,553	.....	.....	.....	828	54.6	452	2,303	47.8	1,101
Trimble.....	1,443	67.5	973	.....	.....	.....	271	73.2	198	1,172	66.1	775
Union.....	4,890	69.6	3,057	839	68.8	577	1,988	67.6	1,344	1,563	72.7	1,136
Warren.....	9,797	61.0	5,987	4,251	71.2	3,028	1,545	57.5	889	4,001	51.7	2,070
Washington.....	3,049	65.5	1,997	.....	.....	.....	849	72.2	613	2,200	62.9	1,384
Wayne.....	3,734	39.3	1,466	.....	.....	.....	985	46.7	460	2,749	36.6	1,006
Webster.....	5,874	57.1	3,066	1,340	63.5	851	2,179	60.9	1,326	1,855	47.9	889
Whitley.....	7,228	47.1	3,434	1,574	78.8	1,240	2,653	49.6	1,317	3,061	28.6	877
Wolfe.....	2,068	31.6	654	.....	.....	.....	376	48.7	183	1,692	27.8	471
Woodford.....	2,971	73.7	2,194	760	81.5	620	917	62.7	575	1,294	77.2	999
State Total...	698,538	65.3	456,633	238,283	84.0	200,161	179,890	65.7	118,144	280,365	49.3	138,328

" . . . has been sponsored by three local merchants from the very first broadcast."

**WSAR**

● ASCAP Radio Program Service provides, without cost to any ASCAP-licensed station, programs of proved salability. If you are not using them write or wire us at once.

**ASCAP**

**Radio Program Service**

30 Rockefeller Plaza, New York



# **MOSSY BOTTOM (Ky.)**

## **AIN'T EXACTLY**

## **FUNDAMENTAL!**

Believe it or not, Mossy Bottom (Pike County, Ky.) is fairly typical of hundreds of small towns in this here State! But take a look at the opposite page, and you'll see that the whole of Pike County boasts only 7,284 radio homes (with buying power more or less in proportion)! Whereas the Louisville Trading Area has 242,077 radio homes—and 35.5% more buying power than the rest of Kentucky combined!

This sort of proves what we've been telling you all these years: That, laid end to end, all the Mossy Bottoms together can't hold a candle, so to speak, to the Louisville Trading Area as a market for your merchandise!

Incidentally, WAVE's "primary area" extends far beyond the Louisville Trading Area—but we aren't basing our story on *that*. Our pride is that WAVE reaches every radio home in the Louisville Trading Area *at lowest cost*—gets listeners because it's the *only* NBC outlet for nearly 100 miles around! Send for all the dope now—or just ask Free & Peters.

# **LOUISVILLE'S**

# **WAVE**

5000 Watts

**FREE & PETERS, INC.**



970 K. C. - N. B. C. Basic Red

**NATIONAL REPRESENTATIVES**

**BROADCASTING • Broadcast Advertising**

*Radio Census • Page 45*



## LOUISIANA

Parishes	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Acadia.....	10,971	39.2	4,300	3,816	54.2	2,068	2,182	43.3	923	5,023	26.1	1,309
Allen.....	4,464	42.3	1,933	1,091	54.1	590	1,892	48.7	922	1,481	28.4	421
Ascension.....	5,182	39.7	2,060	997	61.1	610	1,784	39.5	705	2,401	31.0	745
Assumption.....	4,263	32.7	1,391	.....	.....	.....	2,052	35.3	723	2,211	30.2	688
Avoyelles.....	9,500	36.9	3,511	951	68.4	608	2,813	42.2	1,186	5,736	80.0	1,722
Beauregard.....	3,772	41.2	1,551	1,050	55.0	578	882	32.2	284	1,840	37.4	689
Bienville.....	5,671	37.8	2,142	.....	.....	.....	1,814	57.1	1,085	3,857	28.7	1,197
Bossier.....	8,100	42.6	3,422	1,569	77.1	1,210	1,980	60.1	1,191	4,561	25.9	1,978
Caddo.....	40,350	65.6	26,484	26,909	76.3	20,534	6,501	68.2	4,431	6,940	21.9	1,519
Calcasieu.....	14,522	68.2	9,179	7,882	72.3	5,888	5,191	55.9	2,902	1,949	48.2	989
Caldwell.....	2,902	46.5	1,348	.....	.....	.....	1,346	56.9	766	1,556	37.4	582
Cameron.....	1,698	47.8	813	.....	.....	.....	772	58.8	454	926	38.8	369
Catahoula.....	3,522	28.1	1,019	.....	.....	.....	1,074	42.1	452	2,448	23.2	567
Claborn.....	7,036	38.4	2,693	988	69.8	686	1,480	63.0	1,006	4,568	24.2	1,106
Concordia.....	4,131	28.1	1,161	925	41.6	385	896	38.3	343	2,310	18.8	433
DeSoto.....	7,897	30.3	2,378	1,197	64.6	774	1,460	46.8	683	5,240	17.6	921
East Baton Rouge.....	23,016	71.0	16,314	9,130	78.0	7,124	11,472	70.7	8,114	2,414	44.6	1,076
East Carroll.....	5,206	30.0	1,582	1,192	40.1	477	398	35.2	132	3,616	26.9	921
East Feliciana.....	3,263	27.3	889	1,234	67.0	190	1,583	51.4	326	4,346	15.9	978
Evangeline.....	7,678	29.9	1,827	1,060	61.0	541	1,752	36.8	645	4,866	13.2	641
Franklin.....	7,981	34.9	2,792	874	60.2	526	697	53.0	369	6,410	29.6	1,897
Grant.....	3,915	39.4	1,549	.....	.....	.....	2,323	46.0	1,070	1,592	30.1	479
Iberia.....	8,904	50.7	4,519	4,442	63.9	2,839	1,765	49.8	878	2,697	29.7	902
Iberville.....	7,001	35.9	2,512	1,867	57.0	780	3,062	37.9	1,162	2,572	22.2	570
Jackson.....	4,855	51.3	2,231	734	76.3	560	1,805	60.9	1,099	1,816	31.5	572
Jefferson.....	12,726	74.9	9,581	4,022	71.6	2,880	8,396	76.6	6,428	308	72.4	223
Jefferson Davis.....	6,046	44.9	2,711	1,959	62.8	1,231	1,935	43.1	834	2,152	30.0	646
Lafayette.....	10,321	43.7	4,523	4,942	64.8	3,204	1,366	44.5	608	4,013	17.8	716
LaFourche.....	8,638	40.3	3,474	1,398	68.1	952	3,992	41.1	1,641	3,248	27.1	881
LaSalle.....	2,737	48.3	1,322	.....	.....	.....	1,901	51.4	977	886	41.8	345
Lincoln.....	6,005	46.9	2,824	1,924	64.9	1,249	647	56.7	387	3,494	35.2	1,208
Livingston.....	4,258	41.6	1,771	.....	.....	.....	1,610	46.2	743	2,648	38.8	1,028
Madison.....	5,012	31.2	1,561	1,759	48.7	857	366	29.8	109	2,887	20.6	595
Morehouse.....	7,244	34.7	2,511	1,932	62.3	2,005	1,147	49.2	565	4,165	17.8	741
Natchitoches.....	9,851	32.5	3,197	1,918	57.2	1,096	1,959	40.9	800	5,974	21.8	1,301
Orleans.....	133,040	77.2	102,649	133,040	77.2	102,649	.....	.....	.....	.....	.....	.....
Ouachita.....	15,836	63.5	10,035	10,323	71.5	7,378	2,527	66.1	1,670	2,986	33.1	987
Plaquemines.....	2,918	49.8	1,454	.....	.....	.....	1,979	50.5	999	939	48.5	455
Pointe Coupee.....	5,767	31.5	1,815	.....	.....	.....	1,460	52.5	767	4,307	24.3	1,048
Rapides.....	17,651	52.8	9,309	8,354	67.0	5,598	4,593	47.8	2,194	4,704	32.2	1,517
Red River.....	3,896	30.3	1,180	.....	.....	.....	862	58.6	505	3,094	22.2	675
Richland.....	7,112	35.5	2,549	.....	.....	.....	1,895	60.5	1,146	5,217	26.9	1,408
Sabine.....	5,605	36.3	2,020	.....	.....	.....	2,713	44.2	1,199	2,892	23.4	821
St. Bernard.....	1,779	61.4	1,093	.....	.....	.....	1,589	60.4	961	190	69.5	132
St. Charles.....	2,896	49.8	1,441	.....	.....	.....	2,371	53.1	1,259	524	34.7	182
St. Helena.....	2,215	30.3	672	.....	.....	.....	316	45.3	143	1,899	27.9	529
St. James.....	3,799	33.4	1,270	.....	.....	.....	2,449	36.1	885	1,350	28.5	385
St. John the Baptist.....	3,393	42.7	1,449	.....	.....	.....	2,625	46.2	1,213	768	30.7	286
St. Landry.....	15,676	32.2	5,021	3,641	62.7	2,282	3,234	38.4	1,241	8,701	17.2	1,498
St. Martin.....	5,672	32.0	1,812	845	47.1	398	1,642	44.7	734	3,185	21.3	680
St. Mary.....	7,633	46.8	3,569	2,837	63.5	1,802	2,640	44.2	1,167	2,156	27.8	600
St. Tammany.....	5,974	52.8	3,158	1,852	69.7	1,292	2,758	46.1	1,271	1,364	43.6	595
Tangipahoa.....	11,263	44.3	5,089	2,788	59.4	1,655	2,696	54.7	1,474	5,879	33.3	1,960
Tensas.....	4,489	28.4	1,050	.....	.....	.....	1,160	42.9	498	3,329	16.6	552
Terrebonne.....	8,152	44.1	3,590	2,250	69.4	1,561	3,344	38.8	1,297	2,558	28.6	732
Union.....	5,004	45.5	2,298	.....	.....	.....	1,338	63.7	852	3,666	39.4	1,446
Vermilion.....	8,959	39.0	3,495	2,422	57.2	1,385	2,402	39.0	987	4,135	28.4	1,173
Vernon.....	4,765	42.3	2,019	817	60.3	492	1,625	41.0	666	2,323	37.0	861
Washington.....	3,683	52.7	4,526	4,080	68.1	2,743	1,033	57.0	589	3,520	33.9	1,194
Webster.....	8,430	51.0	4,295	2,636	67.5	1,780	2,074	66.3	1,374	3,720	30.7	1,141
West Baton Rouge.....	3,007	35.2	1,061	.....	.....	.....	1,242	54.8	682	1,765	21.5	379
West Carroll.....	4,515	46.6	2,103	.....	.....	.....	1,031	51.5	531	3,484	45.1	1,572
West Feliciana.....	2,182	21.8	473	.....	.....	.....	681	36.8	250	1,501	14.9	223
Winn.....	4,180	40.9	1,731	1,280	61.5	787	1,041	29.9	312	1,859	34.0	632
State Total.....	592,528	53.3	315,261	262,927	72.6	190,789	136,615	52.5	71,689	192,986	27.3	62,783

### Cities of 25,000 Or More Population

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

### Broadcasting Stations

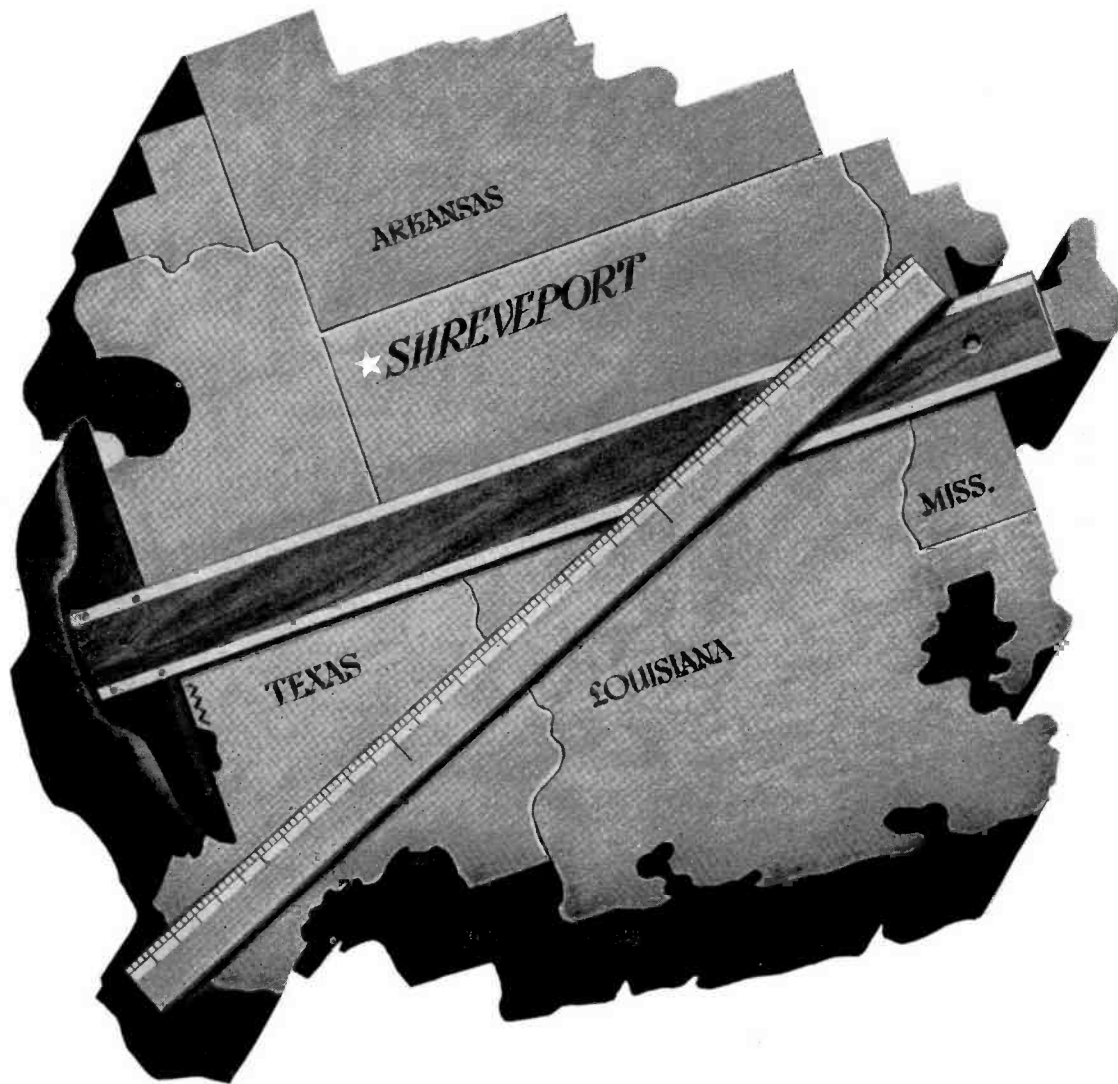
City	Call Letters	Freq. in Kc.	Power in Watts
ALEXANDRIA.....	KALB	1240	250
BATON ROUGE....	WJBO	1150	5,000
LAFAYETTE.....	KVOL	1340	250
LAKE CHARLES...	KPLC	1490	250
MONROE.....	KMLB	1230	250
NEW ORLEANS....	WDSU	1280	1,000
	WJBW	1230	250
	WNOE	1450	250
	WSMB	1350	5,000
	WWL	870	50,000
SHREVEPORT....	KRMD	1340	250
	KTBS	1480	1,000
	KWKH	1130	50,000

# The Greatest Selling Power in the South's Greatest City

**870 KC • CBS • 50,000 Watts • Clear Channel**

Represented Nationally by the Katz Agency, Inc.





# Put Your Measuring Stick on this Market!

Income is on the increase in East Texas, North Louisiana and South Arkansas. Heavy military spending, more than 300 million dollars in war construction, better crop prospects plus normal spending from the world's richest oil and gas field all spell greater opportunities for KWKH advertisers. Include KWKH on your "A" schedule. No other medium covers the area's 370,000 radio families\* so effectively.

\* CBS sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000. Member South Central Quality network. Ask Branham Company for details.



# MAINE

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 2,500 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Androscoggin.....	19,562	92.8	18,150	14,739	94.5	13,933	3,108	90.9	2,825	1,715	81.2	1,392	Bangor.....	7,420	95.9	7,117
Aroostook.....	19,853	73.3	14,559	1,977	88.6	1,751	11,227	70.3	7,888	6,649	74.0	4,920	Lewiston.....	9,259	94.4	8,739
Cumberland.....	38,636	93.3	36,033	28,505	95.2	27,137	6,852	89.2	6,115	3,279	84.8	2,781	Portland.....	19,643	95.1	18,687
Franklin.....	5,332	81.5	4,348	.....	.....	.....	3,783	84.7	3,205	1,549	73.8	1,143				
Hancock.....	9,390	82.6	7,757	1,116	81.7	912	6,455	83.4	5,382	1,819	80.4	1,463				
Kennebec.....	19,250	87.6	16,868	11,117	90.4	10,047	4,879	86.5	4,219	3,254	80.0	2,602				
Knox.....	8,176	83.9	6,859	2,564	88.4	2,267	4,054	83.5	3,385	1,558	77.5	1,207	AUGUSTA.....	WRDO 1400		100
Lincoln.....	4,846	82.8	4,012	.....	.....	.....	2,899	85.8	2,486	1,947	78.4	1,526	BANGOR.....	WABI 910	250 CP-5,000	
Oxford.....	11,011	83.6	9,204	1,929	90.2	1,741	6,404	84.7	5,425	2,678	76.1	2,038		WLBZ 620	1,000-LS 500-N CP-5,000-U	
Penobscot.....	24,307	89.1	21,649	10,986	95.4	10,482	9,242	86.7	8,009	4,079	77.4	3,158		WCOU 1240	250	
Piscataquis.....	5,086	83.2	4,232	.....	.....	.....	3,999	85.7	3,428	1,087	73.9	804	LEWISTON.....	WCSH 970	5,000	
Sagadahoc.....	5,346	87.2	4,662	2,816	92.1	2,593	1,946	83.2	1,619	584	77.1	450		WGAN 560	5,000	
Somerset.....	10,213	83.3	8,509	1,665	91.7	1,526	5,482	86.3	4,731	3,066	73.5	2,252	PORTLAND.....	WAGM 1450-SH	100	
Waldo.....	5,943	78.6	4,667	1,578	86.6	1,367	2,005	78.0	1,563	2,360	73.6	1,737				
Washington.....	10,164	79.7	8,102	2,373	88.5	2,099	5,355	78.6	4,211	2,436	73.5	1,792				
York.....	21,858	90.1	19,689	7,041	92.7	6,529	12,496	90.2	11,265	2,316	81.8	1,895	PRESQUE ISLE....			
State Total...	218,968	86.5	189,300	88,406	93.2	82,384	90,186	84.0	75,756	40,376	77.2	31,160				

**"We consider it a highlight among our local musical presentations."**

**WDNC**

● Expertly written and commercially proved radio programs are available to any ASCAP-licensed station without cost. If you are not using these programs write or wire us at once, as a new series is ready.

**ASCAP**  
**Radio Program Service**  
 30 Rockefeller Plaza, New York



# Radio's War Aims

**R**ADIO'S OWN war aims can be stated quite simply:

- 1. To exert every human effort and every physical facility toward victory over the common enemy.**
- 2. To maintain and heighten the morale of both our fighting forces and the home front—to keep 'em smiling, even laughing, while yet impressing upon them the grim purposes and the vital realities of this war.**
- 3. To operate plant, maintain personnel and conduct business in the best interests of country, of audience and of the American broadcasting system's social and economic integrity.**

**Today, nothing else matters.**

—An Editorial in **BROADCASTING**, August 10

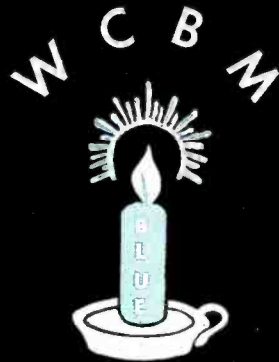
**BROADCASTING**

The Weekly Newsmagazine of Radio

Special Advertising

# MARYLAND

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population					
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units	Broadcasting Stations	
																	Call Letters	Power in Watts
Allegany.....	21,842	88.9	19,427	13,245	92.6	12,265	7,237	86.5	6,261	1,360	66.3	901	Baltimore.....	227,582	93.9	213,790	WBAL	50,000
Anne Arundel.....	15,115	82.9	12,527	2,564	88.1	2,259	9,843	86.2	8,483	2,708	65.9	1,785	Cumberland..	10,339	92.7	9,585	WCAO	5,000
Baltimore.....	37,533	94.2	35,341	7,582	97.4	7,383	24,662	95.3	23,491	5,239	84.5	4,467	Hagerstown..	8,784	93.2	8,185	WCBM	250
Baltimore City....	227,582	93.9	213,790	227,582	93.9	213,790	905	68.1	616	1,477	45.4	670				WFBR	5,000	
Calvert.....	2,382	53.9	1,286				2,807	77.7	2,182	2,055	64.5	1,325				WITH	250	
Caroline.....	4,862	72.1	3,507				4,553	86.5	3,940	3,500	79.6	2,785				WTBO	250	
Carroll.....	9,493	85.2	8,090	1,440	94.8	1,365	3,443	81.9	2,820	1,937	75.3	1,459				L-WBAP, WFAA		
Cecil.....	6,333	81.1	5,136	953	90.0	857	1,773	61.2	1,086	2,006	41.0	822				WFMD	500	
Charles.....	3,779	50.4	1,907				2,600	65.1	1,694	1,827	64.5	1,179				WJEJ	250	
Dorchester.....	7,239	69.5	5,040	2,812	77.0	2,167	4,971	78.9	3,923	4,092	76.4	3,126				WBOC	250	
Frederick.....	14,306	82.5	11,793	5,243	90.5	4,744	2,636	73.1	1,928	2,317	57.8	1,339						
Garrett.....	4,953	65.9	3,267				3,531	84.1	2,970	3,423	77.8	2,663						
Harford.....	8,274	82.4	6,823	1,320	90.1	1,190	2,432	83.5	2,031	1,533	74.7	1,146						
Howard.....	3,965	80.1	3,176				1,841	63.6	1,171	1,012	77.5	784						
Ken.....	3,702	70.6	2,613	849	77.5	658	16,513	93.5	15,432	3,127	73.9	2,312						
Montgomery.....	21,740	91.0	19,771	2,100	96.5	2,027	13,179	88.0	11,600	3,291	66.6	1,863						
Prince Georges....	21,353	85.3	18,216	4,883	97.3	4,753	2,255	65.3	1,472	1,658	66.8	1,107						
Queen Annes.....	3,913	65.9	2,579				1,471	43.2	635	1,613	42.0	678						
St. Marys.....	3,084	42.6	1,313	1,115	71.1	793	2,806	61.5	1,726	1,623	61.7	1,002						
Somerset.....	5,544	63.5	3,521				2,237	70.9	1,585	1,684	70.4	1,185						
Talbot.....	5,267	75.5	3,970	1,346	89.2	1,200	6,131	83.2	5,098	2,782	72.7	2,022						
Washington.....	17,697	86.5	15,306	8,784	93.2	8,185	3,320	74.5	2,473	2,625	70.7	1,856						
Wicomico.....	9,744	77.9	7,697	3,799	86.0	3,268	2,966	68.8	2,039	2,127	65.0	1,382						
Worcester.....	5,981	69.4	4,169	888	84.2	748												
State Total.....	465,683	88.1	410,164	286,505	93.4	267,652	124,112	84.4	104,655	55,066	68.7	37,857						



## Candle in the Dark

showing the way to greater sales volume in the Baltimore area through that rich region's most economical major network station.

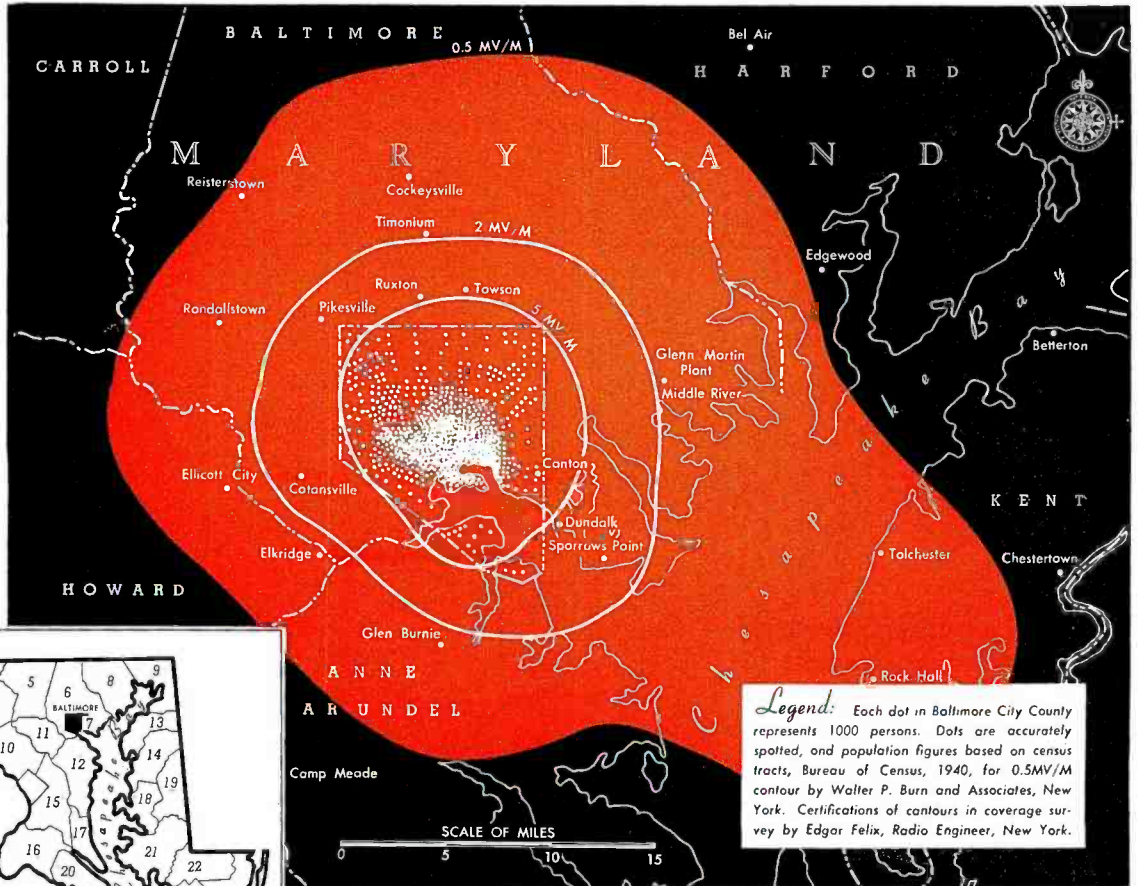
**WCBM**  
 BLUE NETWORK  
 BALTIMORE

John Elmer,  
 President

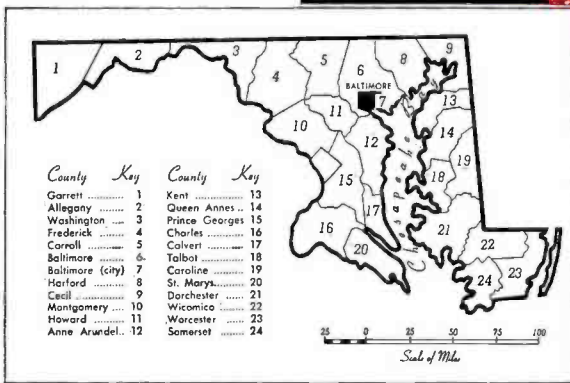
National Representatives:  
**SPOT SALES, INC.**  
 New York - Chicago - San Francisco

George H. Roeder,  
 General Manager

and **60%** of the radio homes in Md. can hear your **Spot or Program** on station **W-I-T-H**



Map of Maryland Counties



REPRODUCED BY COURTESY OF S. R. & D. SERVICE

*Legend:* Each dot in Baltimore City County represents 1000 persons. Dots are accurately spotted, and population figures based on census tracts, Bureau of Census, 1940, for 0.5MV/M contour by Walter P. Burn and Associates, New York. Certifications of contours in coverage survey by Edgar Felix, Radio Engineer, New York.

● WRITE for FULL information NOW on how W-I-T-H productions have successfully built up listening audiences that prefer W-I-T-H. Productions tailored to fit the product and SELL it!

# W I T H

## BALTIMORE

Represented Nationally by HEADLEY-REED Company





# MASSACHUSETTS

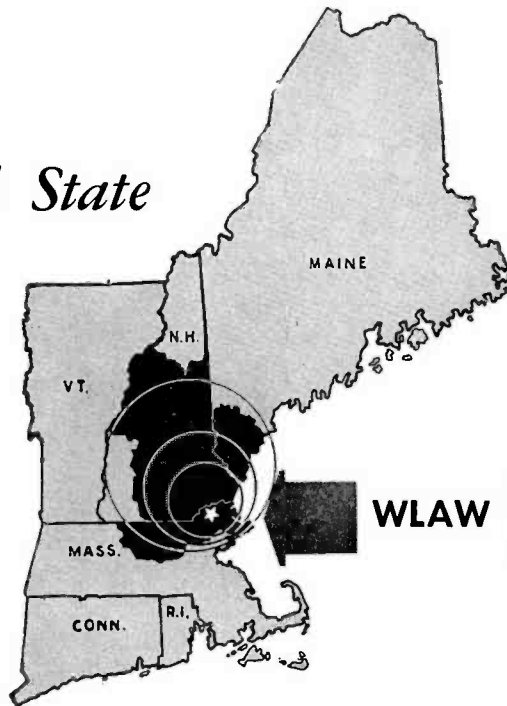
County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Barnstable.....	11,047	89.0	9,825	3,466	90.8	3,146	6,587	89.2	6,872	994	81.2	807	Beverly.....	6,987	97.4	6,803
Berkshire.....	32,629	94.8	30,822	26,150	96.0	25,115	4,992	90.4	4,511	1,477	87.7	1,295	Boston.....	197,393	96.1	189,656
Bristol.....	96,741	94.9	91,776	87,226	95.2	83,014	7,178	92.9	6,666	2,337	89.7	2,096	Brockton.....	18,137	95.9	17,399
Dukes.....	1,699	89.3	1,517	.....	.....	.....	1,499	90.2	1,352	200	82.4	165	Cambridge.....	28,717	97.3	27,941
Essex.....	133,919	95.7	128,173	125,838	95.9	120,646	6,865	93.3	6,405	1,216	92.2	1,122	Chelsea.....	9,966	95.2	9,474
Franklin.....	13,708	92.7	12,704	8,130	94.9	7,716	3,239	90.7	2,937	2,339	91.6	2,051	Chicopee.....	10,082	97.0	9,782
Hampden.....	87,360	97.1	84,826	80,349	97.4	78,229	5,240	95.3	4,992	1,771	90.6	1,604	Everett.....	11,763	98.4	11,580
Hampshire.....	17,835	94.7	16,883	13,945	95.3	13,363	2,117	90.5	1,916	1,773	90.5	1,604	Fall River.....	29,799	95.1	28,347
Middlesex.....	244,829	97.3	238,208	225,290	97.5	219,724	16,887	94.8	16,013	2,682	92.1	2,471	Fitchburg.....	10,951	95.3	10,437
Nantucket.....	989	96.5	955	989	96.5	955	.....	.....	.....	.....	.....	.....	Haverhill.....	13,193	93.6	12,344
Norfolk.....	83,251	98.1	81,689	73,061	98.3	71,854	9,246	96.6	8,928	944	96.1	907	Holyoke.....	14,716	96.8	14,245
Plymouth.....	47,965	94.8	45,487	34,645	96.0	33,247	10,018	93.2	9,342	3,302	87.3	2,898	Lawrence.....	21,987	95.2	20,935
Suffolk.....	220,304	96.2	211,842	220,304	96.2	211,842	.....	.....	.....	.....	.....	.....	Lowell.....	24,332	93.7	23,381
Worcester.....	123,338	95.7	122,836	103,030	96.3	99,194	20,673	94.2	19,472	4,685	89.0	4,170	Lynn.....	27,602	96.3	26,593
State Total.....	1,120,694	96.2	1,077,642	1,002,433	96.6	968,046	94,541	93.5	88,406	23,720	89.3	21,190	Malden.....	15,365	97.9	15,046
													Medford.....	16,022	98.0	15,706
													Melrose.....	6,896	98.5	6,790
													New Bedford.....	30,649	94.2	28,878
													Newton.....	17,432	98.5	17,175
													Pittsfield.....	13,018	97.0	12,626
													Quincy.....	20,367	98.7	20,095
													Revere.....	8,493	97.8	8,303
													Salem.....	26,649	96.8	25,207
													Somerville.....	26,264	98.2	25,790
													Springfield.....	40,303	98.2	39,559
													Taunton.....	9,335	96.5	9,012
													Waltham.....	9,167	98.0	8,984
													Worcester.....	48,812	97.3	47,480

## The 7<sup>th</sup> New England State

- **LARGER** than 4 New England States . . .
- **SERVING** 4,026,937 people daily . . .

**L**AURENCE Massachusetts, is only the *location* of Station WLAW. The *influence* of this powerful 5,000 watt station extends far beyond the city limits.

WLAW is the preferred station in the industrial heart of New England—the 7th state—serving 4,026,937 people daily as Columbia's voice in Northern New England. The Merrimack Valley is one of the country's major industrial areas—truly a beehive of manufacturing activity. Beyond the Merrimack Valley to the North are New Hampshire's fertile agricultural fields, and into this area, too, WLAW throws a powerful signal.



**WLAW**

# WLAW

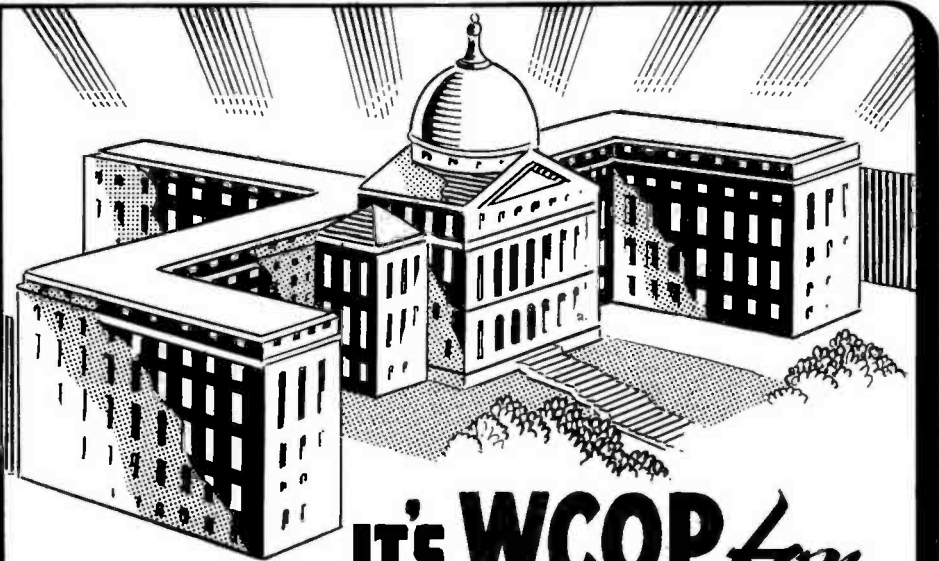
5000 watts **CBS** 680 kc.

National Representatives—The Katz Agency, Inc.  
New York — Chicago — Atlanta  
Kansas City — Dallas

### Broadcasting Stations

City	Call Letters	Power in Watts	
BOSTON.....	WBZ 1030	50,000	
	WCOP 1150	500	
	WEEI 590	5,000	
	WHDH 850	5,000	
	WMEX 1510	5,000	
	WNAC 1260	5,000-LS	
	CP & SA-5,000-U	1,000-N	
	WORL 950	1,000-D	
	FALL RIVER.....	WSAR 1480	1,000
	FITCHBURG.....	WEIM 1340	250
GREENFIELD.....	WHAI 1240	250	
HOLYOKE.....	WHYN 1400	250	
LAWRENCE.....	WLAW 680	5,000	
LOWELL.....	WLLH 1400	250	
MARBLEHEAD.....	WESX 1230	250	
NEW BEDFORD.....	WNBH 1340	250	
PITTSFIELD.....	WBRK 1340	250	
SPRINGFIELD.....	WBZA 1030	1,000	
	WMAS 1450	250	
	WSPR 1270	500	
WEST YARMOUTH.....	WOCB 1240	250	
WORCESTER.....	WAAB 1440	5,000	
	(Construction Permit; silent while moving from Boston)		
	WORC 1310	1,000	
	WTAG 580	5,000	

**W**  
**BOSTON'S**  
**C**  
**FASTEST**  
 ATLANTIC COAST NETWORK, INC.  
 SELLING ONE-FOURTH OF THE NATION'S BUYING POWER  
**GROWING**  
**P**  
**STATION**



**IT'S WCOP** *for*  
**FALL RADIO**  
*Schedules*

*Because*, WCOP is Boston's fastest growing, business-producing station!

*Because*, WCOP's coverage, rates, and preferred times, make it Boston's TEST STATION!

*Because*, FALL RADIO SCHEDULES MUST WORK HARDER THAN EVER; on WCOP you can spend small sums to test big budgets . . . little money for big results!

*Because*, 1150 on the dial is like money in the bank for YOU!

REPRESENTED BY  
 HEADLEY-REED CO.

**COPLLEY PLAZA HOTEL, BOSTON, MASS.**

# MICHIGAN

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Alcona	1,412	83.0	1,171				520	84.3	438	892	82.2	733				
Alger	2,486	77.8	1,932	1,071	89.0	953	829	66.1	548	586	73.5	431	Ann Arbor	9,194	97.9	9,002
Allegan	11,676	88.3	10,305	2,343	93.9	2,199	3,158	91.0	2,874	6,175	84.7	5,232	Battle Creek	12,874	95.6	12,313
Alpena	5,217	82.6	4,307	3,359	91.2	3,065	324	69.9	253	1,474	66.1	974	Bay City	12,787	95.8	12,246
Antrim	2,988	73.7	2,180				1,557	78.7	1,226	1,401	68.1	954	Dearborn	16,061	98.3	15,782
Arenac	2,358	74.0	1,744				822	82.9	681	1,536	69.2	1,063	Detroit	425,547	97.0	412,747
Baraga	2,389	81.2	1,938	659	91.4	602	845	77.6	656	885	76.9	680	Flint	40,567	96.4	39,097
Barry	6,592	88.3	5,824	1,662	95.7	1,590	1,518	89.7	1,362	3,412	84.2	2,872	Grand Rapids	47,523	95.8	45,549
Bay	19,325	92.8	17,930	12,787	95.8	12,246	2,884	91.5	2,639	3,654	83.3	3,045	Hamtramck	11,546	96.5	11,147
Benzie	2,208	82.5	1,822				1,230	88.8	1,092	978	74.6	730	Highland	14,221	97.9	13,917
Berrien	25,332	91.4	23,150	11,800	95.0	11,206	6,547	91.6	5,999	6,985	85.1	5,945	Jackson	14,416	96.0	13,842
Branch	7,713	89.8	6,928	2,257	94.7	2,138	2,070	90.2	1,866	3,386	86.4	2,924	Kalamazoo	14,867	96.0	14,278
Calhoun	26,817	94.1	25,227	16,893	95.5	16,129	5,673	94.9	5,384	4,251	87.4	3,714	Lansing	22,481	96.9	21,782
Cass	6,508	86.4	5,627	1,542	94.5	1,457	2,041	84.8	1,731	2,925	83.4	2,439	Muskegon	13,271	96.5	12,807
Charlevoix	3,513	80.3	2,821	800	88.0	704	1,518	83.0	1,260	1,195	71.7	857	Pontiac	17,252	96.5	16,652
Cheboygan	3,441	76.2	2,625	1,477	85.9	1,269	730	76.7	560	1,234	64.5	796	Port Huron	9,138	95.7	8,745
Chippewa	6,725	84.8	5,699	3,811	94.3	3,594	1,387	72.2	1,001	1,527	72.3	1,104	Royal Oak	6,612	98.4	6,539
Clare	2,451	80.4	1,973	1,227	88.1	1,081	1,227	88.1	1,081	1,224	72.8	892	Saginaw	22,386	95.9	21,366
Clinton	7,255	91.2	6,615	1,311	93.5	1,226	2,192	92.2	2,021	3,752	89.8	3,368	Wyandotte	7,649	97.7	7,474
Crawford	947	79.6	754				825	82.2	678	122	62.0	76				
Delta	8,724	86.0	7,509	5,240	92.6	4,852	1,922	76.4	1,468	1,562	76.1	1,189				
Dickinson	7,506	90.4	6,782	5,478	92.5	5,070	1,402	84.2	1,181	626	84.9	531				
Easton	9,982	91.2	9,103	3,831	94.1	3,604	2,049	91.0	1,865	4,102	88.6	3,634				
Emmet	4,209	77.2	3,252	1,648	91.4	1,506	1,282	73.8	946	1,279	62.5	800				
Genesee	60,380	95.5	57,660	41,568	96.4	40,056	12,573	94.4	11,870	6,239	91.9	5,734				
Gladwin	2,397	81.8	1,961				773	87.5	677	1,624	79.1	1,284				
Goghe	8,091	89.8	7,263	5,479	93.4	5,117	1,661	83.5	1,387	951	79.8	759				
Grand Traverse	5,842	85.6	5,002	3,456	91.8	3,174	618	80.8	499	1,768	75.2	1,329	BATTLE CREEK	1400	WELL	250
Gratiot	8,831	86.7	7,662	2,825	93.5	2,641	1,804	85.0	1,533	4,202	83.0	3,488	BAY CITY	1440	WBGM	1,000-LS
Hillsdale	8,576	87.1	7,475	1,987	94.2	1,871	2,373	89.6	2,127	4,216	82.5	3,477	CALUMET	1400	WHDF	250
Houghton	12,554	90.6	11,377	3,716	94.8	3,523	7,111	91.2	6,484	1,727	79.4	1,370	DETROIT	1490	WJBC	250
Huron	8,069	86.7	6,984	696	96.0	668	2,630	91.9	2,418	4,743	82.4	3,908				
Ingham	36,894	95.7	35,306	25,069	97.0	24,311	7,917	94.1	7,451	3,908	90.7	3,544				
Ionia	9,535	90.0	8,583	3,138	94.3	2,960	2,804	90.0	2,623	3,593	86.3	3,100				
Iosco	2,347	83.3	1,952				1,493	90.0	1,343	854	71.3	609				
Iron	5,237	85.3	4,466	1,932	88.1	1,703	2,404	85.2	2,049	901	79.3	714				
Isabella	6,693	86.2	5,769	2,301	92.7	2,134	975	84.2	821	3,417	82.4	2,814				
Jackson	25,148	94.3	23,707	14,416	96.0	13,842	6,591	94.1	6,204	4,141	88.4	3,661				
Kalamazoo	27,564	95.0	26,175	14,867	96.0	14,278	9,056	95.6	8,657	3,641	89.0	3,240				
Kalamazoo	1,363	71.1	969				611	73.9	452	752	68.8	517				
Kalamazoo	69,220	94.9	65,723	48,821	95.9	46,840	14,061	94.5	13,293	6,338	88.2	5,590				
Keweenaw	1,070	81.6	873				991	82.7	819	79	68.4	54				
Lake	1,464	62.9	915				715	63.0	450	739	62.9	465				
Lapeer	7,402	90.5	6,699	1,139	96.2	1,095	2,310	91.1	2,105	3,953	88.5	3,499				
Lapeer	2,146	72.4	1,553				842	81.9	690	1,303	66.2	863				
Lapeer	14,835	91.7	13,608	5,065	95.8	4,853	4,542	91.5	4,155	5,228	88.0	4,600				
Livingston	5,710	92.0	5,251	1,130	96.1	1,086	1,885	98.0	1,752	2,695	89.5	2,413	EAST LANSING	1450	*WKAR	5,000-D
Luce	1,488	74.5	1,103	672	90.7	610	585	57.5	336	231	67.8	157				
Macdonald	2,362	75.9	1,793	679	83.6	568	1,153	75.1	866	530	67.6	359	ESCANABA	1450	WBDC	250
Macomb	27,609	95.8	26,357	12,523	96.7	12,110	10,634	94.7	10,068	4,352	96.0	4,179				
Manistee	5,230	86.1	4,504	2,591	94.4	2,446	1,133	86.1	975	1,506	71.9	1,083	FLINT	1450	WFDF	1,000
Marquette	12,077	89.7	10,833	8,290	94.4	7,824	2,717	80.7	2,193	1,070	76.3	816				
Mason	5,441	86.4	4,695	2,558	93.4	2,390	780	82.7	645	2,103	79.0	1,660	GRAND RAPIDS	1300	WASH	500
Meosta	4,631	82.8	3,835	1,448	89.1	1,290	726	82.8	601	2,457	79.1	1,944				
Menominee	6,373	87.5	5,583	2,791	96.1	2,682	1,201	83.2	1,000	2,381	79.8	1,901				
Midland	6,930	88.4	6,129	2,696	96.7	2,606	1,836	87.0	1,597	2,398	80.3	1,926				
Missaukee	1,997	72.0	1,440				652	77.4	505	1,345	69.5	935				
Monroe	15,122	92.6	14,003	4,759	93.7	4,457	5,688	93.6	5,324	4,675	90.3	4,222				
Monica	8,352	85.4	7,133	1,603	93.5	1,499	2,416	88.0	2,127	4,333	80.9	3,507	IRONWOOD	1450	WJMS	250
Monmorency	972	69.6	676				441	71.3	314	531	68.3	362				
Muskegon	25,774	94.4	24,324	17,496	96.3	16,844	5,687	91.6	5,211	2,591	87.6	2,269	JACKSON	1450	WBGM	250
Newlygo	5,366	80.0	4,295	747	95.0	710	1,263	83.1	1,049	3,356	75.6	2,536				
Oakland	66,587	96.7	64,389	37,377	97.7	36,510	24,313	96.0	23,339	4,897	92.7	4,540	KALAMAZOO	590	WKZO	5,000
Ocean	4,128	79.0	3,262				1,684	86.9	1,463	2,444	73.6	1,799				
Ogemaw	2,267	72.7	1,649				1,050	75.8	796	1,217	70.1	853	LANSING	1240	WJIM	250
Ontonagon	2,989	83.4	2,452				1,681	87.1	1,464	1,258	78.5	988				
Oscoda	3,574	79.4	2,836				1,484	85.7	1,272	2,090	74.8	1,564	LAPEER	1230-SH	*WMPC	250
Oscoda	667	72.9	486				380	78.4	298	287	65.5	188				
Otsego	1,375	71.2	979				787	77.0	606	588	63.4	373	MARQUETTE	1340	WDMJH	250
Ottawa	16,075	94.8	15,240	7,425	97.7	7,253	3,880	95.0	3,687	4,770	90.1	4,300				
Presque Isle	2,759	75.2	2,076	735	91.3	671	844	73.9	623	1,180	66.2	782	MUSKEGON	1490	WKBZ	250
Rosecommon	1,102	77.2	851				847	78.6	666	255	72.7	185	PONTIAC	1130	WCAR	1,000-D
Saginaw	34,542	93.1	32,143	22,386	95.4	21,366	5,913	92.0	5,440	6,243	85.5	5,337				
St. Clair																

A  
♠

**WXYZ**

*will deliver\**  
**LION'S SHARE**  
of Detroit at  
**LOWEST COST**

♠  
A

\*  
*Guarantee*  
with any WXYZ  
Champion Show

**KING-TRENDLE BROADCASTING CORP. • Detroit, Mich.**

National Representatives: Paul H. Raymer Company

# MINNESOTA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Aitkin	4,668	81.2	3,791				1,500	83.0	1,245	3,168	80.4	2,546
Anoka	5,462	90.8	4,952	2,902	96.7	2,805	786	85.7	673	1,774	83.1	1,474
Becker	6,465	80.8	5,212	1,336	93.4	1,248	1,594	74.5	1,187	3,625	78.8	2,777
Beltrami	6,649	78.8	5,244	2,591	87.8	2,274	1,309	67.7	837	2,749	75.8	2,083
Benton	3,648	85.6	3,116	1,405	92.7	1,302	571	84.5	483	1,672	79.6	1,331
Big Stone	2,577	90.7	2,338				1,414	91.8	1,299	1,163	89.3	1,039
Blue Earth	9,657	91.6	8,845	4,314	94.1	4,057	1,888	88.1	1,664	3,455	90.4	3,124
Brown	6,468	92.0	5,953	3,221	91.4	2,944	1,084	90.9	985	2,163	93.5	2,024
Carlton	6,075	87.0	5,222	1,960	96.3	1,887	1,382	87.4	1,207	2,733	80.1	2,188
Carver	4,349	89.4	3,889				2,161	90.0	1,945	2,188	88.9	1,944
Cass	5,146	77.0	3,960				2,475	76.5	1,894	2,671	77.3	2,066
Chippewa	4,293	92.1	3,954	1,439	93.3	1,342	997	89.9	895	1,857	92.5	1,717
Chisago	3,629	85.1	3,088				1,473	89.7	1,321	2,156	82.0	1,767
Clay	6,229	90.9	5,661	2,512	94.7	2,378	1,552	87.2	1,353	2,165	89.1	1,930
Clearwater	2,790	78.1	2,178				827	78.5	649	1,963	77.9	1,529
Cook	794	77.2	613				604	78.9	476	190	72.0	137
Cottonwood	4,012	91.6	3,672	792	93.6	741	1,162	86.3	1,006	2,055	93.7	1,925
Crow Wing	7,884	88.2	6,954	4,044	92.4	3,737	1,607	84.9	1,364	2,233	83.0	1,853
Dakota	9,616	93.2	8,964	5,712	96.6	5,518	1,500	90.3	1,363	2,404	86.6	2,083
Dodge	3,315	88.9	2,964				1,402	89.9	1,260	1,913	88.1	1,686
Douglas	5,280	86.8	4,583	1,405	91.0	1,279	1,100	88.1	969	2,775	84.1	2,335
Fairfax	6,123	91.6	5,608	1,047	94.1	986	2,237	90.5	2,025	2,839	91.5	2,597
Fillmore	6,878	85.2	5,859				3,360	85.6	2,877	3,518	84.8	2,982
Freeborn	3,200	92.1	2,951	3,373	95.3	3,215	1,572	89.3	1,404	3,255	90.1	2,932
Goodhue	3,363	90.9	2,607	2,789	94.0	2,646	2,229	91.0	2,027	3,345	87.7	2,934
Grant	2,479	90.2	2,236				1,065	91.4	973	1,414	89.3	1,263
Hennepin	162,179	96.3	156,235	150,291	96.6	145,244	7,219	94.8	6,844	4,669	88.8	4,147
Houston	3,777	86.6	3,269				1,768	86.4	1,527	2,009	86.7	1,742
Hubbard	2,874	76.9	2,209	694	85.2	591	549	72.3	397	1,631	74.9	1,221
Isanti	3,698	82.1	2,544				878	88.6	778	2,220	79.6	1,766
Itasca	8,478	83.3	7,061	1,279	94.2	1,205	3,808	85.9	3,271	3,391	76.2	2,585
Jackson	4,178	91.7	3,829	796	90.1	717	924	90.0	832	2,458	92.8	2,280
Kanabec	2,496	81.6	2,035				631	88.0	555	1,865	79.4	1,480
Kandiyohi	6,308	91.2	5,762	2,105	95.3	2,006	1,342	89.3	1,198	2,861	89.0	2,548
Kittson	2,532	84.8	2,146				1,029	84.7	871	1,503	84.8	1,275
Koochiching	4,497	78.0	3,507	1,480	89.2	1,320	1,378	77.1	1,062	1,639	68.6	1,125
Lac qui Parle	3,715	92.3	3,428				1,578	91.8	1,449	2,137	92.6	1,979
Lake	2,087	90.9	1,897	1,181	96.5	1,140	459	80.4	369	447	86.8	388
Lake of the Woods	1,501	76.6	1,150				550	83.3	458	951	72.7	692
Le Sueur	5,154	88.0	4,537				2,760	88.8	2,451	2,394	87.1	2,086
Lincoln	2,661	88.2	2,346				1,028	85.0	874	1,633	90.1	1,472
Lyon	5,343	91.2	4,876	2,056	94.1	1,935	1,205	87.5	1,054	2,082	90.7	1,887
McLeod	5,482	86.8	4,762	1,176	91.5	1,076	1,682	85.6	1,440	2,624	85.6	2,246
Mahonomen	1,780	76.3	1,358				745	75.6	563	1,035	76.8	795
Marshall	4,274	86.4	3,693				1,389	89.4	1,241	2,885	85.0	2,452
Martin	6,255	93.0	5,817	1,950	93.5	1,823	1,535	91.1	1,399	2,770	93.7	2,595
Meeker	4,756	89.5	4,256	1,103	93.0	1,026	1,011	86.9	879	2,642	89.0	2,351
Mille Lacs	4,133	80.9	3,344				1,885	82.1	1,547	2,248	79.9	1,737
Morrison	6,321	83.1	5,252	1,550	89.6	1,389	1,165	84.7	986	3,606	79.8	2,877
Mower	9,292	92.8	8,622	4,877	96.5	4,707	1,622	88.8	1,441	2,793	88.6	2,474
Murray	3,442	91.5	3,150				1,295	89.1	1,154	2,147	92.9	1,996
Nicollet	4,061	93.6	3,798	2,016	96.9	1,953	370	88.3	327	1,675	90.6	1,518
Notre Dame	3,284	93.1	3,001	1,630	95.4	1,555	1,333	89.6	1,199	2,235	93.6	2,147
Norman	3,993	86.7	3,114				1,403	87.6	1,229	2,404	86.1	1,885
Norman	10,275	92.8	9,532	6,303	96.8	6,103	1,241	86.0	1,068	2,731	86.4	2,361
Otter Tail	12,799	85.5	10,949	2,455	93.9	2,306	2,772	85.1	2,359	7,572	83.0	6,284
Pennington	3,188	88.8	2,829	1,571	91.8	1,442	307	83.4	256	1,310	86.3	1,131
Pine	5,490	80.9	4,439				1,753	86.7	1,519	3,737	78.1	2,920
Pinestone	3,416	92.3	3,155	1,255	92.5	1,161	818	91.2	746	1,343	92.9	1,248
Polk	9,185	88.1	8,092	2,739	93.7	2,563	1,805	86.0	1,552	4,641	85.6	3,972
Pope	3,327	89.8	2,986	696	94.0	655	735	88.4	649	1,896	88.7	1,682
Ramsey	86,251	96.6	83,335	82,100	96.7	79,394	3,240	96.1	3,113	911	90.9	828
Red Lake	1,696	83.1	1,410				640	85.1	544	1,056	82.0	866
Redwood	5,409	91.9	4,970	860	93.9	827	1,709	88.3	1,509	2,820	93.4	2,634
Renville	5,942	91.1	5,416				2,641	90.2	2,383	3,301	91.9	3,033
Rice	7,571	90.2	6,828	4,348	94.6	4,115	753	80.2	604	2,470	85.4	2,109
Rock	2,789	91.6	2,566	916	93.8	869	487	88.8	433	1,386	91.2	1,264
Roseau	3,618	79.6	2,881				1,160	80.8	937	2,458	79.1	1,944
St. Louis	56,623	91.9	52,062	41,607	95.5	39,739	7,009	86.1	6,035	8,007	78.5	6,288
Scott	3,675	84.5	3,108				1,997	86.7	1,731	1,678	81.8	1,372
Sherburne	2,339	82.7	1,926	208	92.3	192	773	89.1	689	1,358	77.7	1,055
Sibley	4,038	88.5	3,575				1,692	88.0	1,489	2,346	88.9	2,086
Stearns	14,288	83.7	12,669	5,284	94.9	5,012	4,128	86.2	3,560	4,876	84.0	4,097
Steele	4,998	92.1	4,603	2,318	94.1	2,181	695	91.0	633	1,985	90.1	1,789
Stevens	2,644	88.4	2,338	840	92.1	773	496	87.0	432	1,308	86.6	1,133
Swift	3,761	89.2	3,356	757	90.7	687	1,085	89.3	969	1,919	88.6	1,700
Todd	6,700	85.0	5,695	771	92.6	714	1,989	85.9	1,710	3,940	83.0	3,271
Traverse	2,033	92.4	1,878				932	91.4	851	1,101	93.3	1,027
Wabasha	4,590	87.9	4,035	971	90.3	876	1,845	89.5	1,651	1,774	85.0	1,508
Wadena	3,109	81.9	2,547	773	93.0	719	589	79.7	470	1,747	77.7	1,358
Waseca	3,914	90.0	3,525	1,227	93.1	1,143	843	89.2	752	1,844	88.4	1,630
Washington	6,852	91.9	6,301	2,378	96.4	2,291	2,409	93.4	2,250	2,065	85.2	1,760
Watsonwan	3,559	92.5	3,291	986	95.5	934	1,013	91.2	928	1,605	91.5	1,469
Wilkin	2,433	91.1	2,215	706	94.9	670	496	89.7	445	1,231	89.4	1,100
Winona	9,990	90.1	8,998	6,271	92.2	5,782	1,549	87.5	1,356	2,170	85.7	1,860
Wright	7,085	85.1	6,026				2,786	89.2	2,485	4,299	82.4	3,541
Yellow Medicine	4,202	90.9	3,821				1,896	90.0	1,707	2,306	91.7	2,114
State Total...	728,359	91.2	664,296	383,336	95.8	367,149	135,689	87.4	118,641	289,334	85.3	178,506

### Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Duluth	27,819	95.7	26,615
Minneapolis	142,834	96.6</	



# WDAY

5000 WATTS—N. B. C. AND BLUE

AFFILIATED WITH THE FARGO FORUM

FARGO, N. D.



FREE & PETERS, INC., EXCLUSIVE NAT'L REPRESENTATIVES

(CONTINUED FROM  
PAGE 75)

HE GOT OUT OF BED—TIPTOED TO THE DOOR—AND THERE STOOD THE FARMER'S GORGEOUS DAUGHTER IN HER NIGHTIE. SHE WHISPERED: "I HEARD YOU MENTION COVERS AND I JUST WANTED TO SAY THAT WDAY COVERS THE EASTERN HALF OF NORTH DAKOTA AND THE WESTERN HALF OF MINNESOTA AND ALSO A HEALTHY CHUNK OF SOUTH DAKOTA."

ALL HE SAID WAS: "AW SHUCKS—T'HELL WITH

**WDAY"**

# MISSISSIPPI

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	7,556	38.6	2,909	4,642	50.6	2,851	1,072	37.3	400	1,842	8.6	158
Alcorn	6,755	36.7	3,847	2,289	68.8	1,574	1,074	70.4	756	3,392	44.7	1,517
Amite	5,035	34.4	1,732	.....	.....	.....	1,045	54.9	573	3,990	29.0	1,159
Attala	6,937	39.4	2,733	1,202	61.6	740	1,031	55.2	569	4,704	30.3	1,424
Benton	2,373	34.4	813	.....	.....	.....	305	55.7	170	2,068	31.1	648
Bolivar	18,138	28.4	5,123	1,094	63.2	691	3,846	48.5	1,674	13,198	20.9	2,768
Calhoun	4,324	48.8	2,404	.....	.....	.....	1,478	59.0	870	3,451	44.4	1,534
Carroll	4,746	38.1	1,576	.....	.....	.....	1,751	58.2	437	3,995	28.5	1,139
Chickasaw	5,085	40.3	2,041	.....	.....	.....	1,765	55.3	975	3,320	32.1	1,066
Choctaw	3,007	38.6	1,160	.....	.....	.....	669	56.6	379	2,338	33.4	781
Claiborne	3,385	25.5	873	828	40.6	336	316	41.5	131	2,241	18.1	406
Clarke	4,803	39.2	1,881	.....	.....	.....	1,899	48.4	919	2,904	33.1	962
Clay	4,709	37.5	1,765	1,669	53.8	898	298	37.4	111	2,742	27.6	566
Coahoma	13,529	29.6	4,011	3,589	54.3	1,949	1,374	40.4	555	8,566	17.6	1,507
Copiah	8,252	38.5	3,177	1,718	58.6	1,006	1,220	42.2	515	5,314	31.2	1,656
Covington	3,792	42.2	1,602	.....	.....	.....	825	54.2	447	2,967	38.9	1,155
DeSoto	6,660	23.4	1,556	.....	.....	.....	899	52.9	475	5,761	18.8	1,081
Forrest	9,098	54.5	4,952	5,762	58.9	3,896	1,801	48.3	870	1,535	44.7	686
Franklin	3,061	36.7	1,122	.....	.....	.....	1,243	42.7	581	1,818	32.5	591
George	1,942	39.8	773	.....	.....	.....	897	48.2	362	1,105	37.2	411
Greene	2,044	34.2	698	.....	.....	.....	1,044	32.8	342	1,000	35.6	356
Grenada	4,493	39.2	1,759	1,593	57.1	910	542	51.2	277	2,358	24.3	572
Hancock	2,808	47.5	1,331	1,094	61.8	689	1,299	35.7	464	475	48.0	223
Harrison	13,020	63.1	8,219	9,213	68.4	6,803	2,674	51.8	1,384	1,133	46.9	532
Hinds	26,921	56.8	15,334	16,423	73.4	12,047	3,266	54.6	1,732	7,232	20.8	1,505
Holmes	9,540	26.3	2,515	1,606	49.5	795	1,509	49.1	740	6,425	15.3	980
Humphreys	6,522	28.2	1,832	1,071	45.7	490	542	48.5	268	4,909	22.0	1,079
Issaquena	1,779	18.0	320	.....	.....	.....	128	49.2	68	1,651	15.6	257
Itawamba	4,562	38.2	1,740	.....	.....	.....	442	61.4	271	4,120	35.6	1,469
Jackson	5,191	62.3	3,225	2,808	71.0	1,636	2,110	53.4	1,126	778	59.5	463
Jasper	4,308	33.5	1,443	.....	.....	.....	847	49.7	421	3,461	29.5	1,022
Jefferson	3,538	19.2	676	.....	.....	.....	723	39.1	233	2,815	14.0	393
Jefferson Davis	3,527	31.0	1,095	.....	.....	.....	503	49.2	247	3,024	28.0	848
Jones	11,626	54.6	6,342	5,868	60.2	3,530	1,395	58.8	820	4,368	45.6	1,992
Kemper	4,746	27.4	1,301	.....	.....	.....	1,012	51.9	525	3,734	20.8	776
Lafayette	5,157	41.3	2,137	1,033	72.1	745	544	50.2	273	3,580	31.3	1,119
Lamar	2,857	40.4	1,155	.....	.....	.....	1,274	39.7	505	1,583	41.1	650
Lauderdale	14,894	49.5	7,844	9,648	58.4	5,637	1,362	39.8	542	3,884	30.0	1,165
Lawrence	3,178	31.2	990	.....	.....	.....	813	50.1	408	2,365	24.6	582
Leake	5,487	34.9	1,917	.....	.....	.....	1,313	51.9	681	4,174	29.6	1,236
Lee	9,653	50.5	4,863	2,335	66.9	1,563	1,752	53.9	945	5,566	42.3	2,355
Leflore	13,979	36.3	5,123	4,159	61.9	2,532	1,480	49.6	734	8,330	21.3	1,312
Lincoln	6,559	42.8	2,799	1,751	63.5	1,113	812	36.1	293	3,996	34.9	1,393
Lowndes	8,991	41.2	3,699	3,894	55.8	2,174	1,016	54.8	557	4,081	23.7	968
Madison	8,861	30.8	2,719	1,771	50.2	889	1,086	65.8	714	6,004	18.6	1,116
Marion	5,622	38.3	2,153	1,637	58.5	876	690	43.5	300	3,295	29.7	977
Marshall	5,967	23.9	1,425	776	57.5	446	653	46.5	307	4,532	14.3	672
Monroe	8,938	42.5	3,823	2,426	61.6	1,434	444	52.7	445	5,713	32.9	1,334
Montgomery	3,776	42.4	1,604	783	61.7	483	553	56.2	311	2,440	33.2	810
Neshoba	6,303	39.3	2,481	1,022	56.1	573	472	51.6	244	4,809	34.6	1,664
Newton	5,528	39.6	2,188	.....	.....	.....	1,623	59.3	966	3,899	31.3	1,222
Noxubee	6,010	18.9	1,125	.....	.....	.....	1,272	45.3	576	4,738	11.6	549
Oktibbeha	5,090	38.1	1,944	1,371	60.0	822	476	64.5	307	3,243	25.1	815
Panola	8,250	36.3	2,990	.....	.....	.....	2,090	61.4	1,284	6,150	27.7	1,706
Pearl River	4,644	52.1	2,420	1,399	61.1	854	1,679	43.7	733	1,566	53.2	833
Perry	2,067	37.3	770	.....	.....	.....	908	43.1	391	1,159	32.7	379
Pike	8,651	50.8	4,373	2,791	73.3	2,046	2,572	48.2	1,241	3,288	33.0	1,086
Pontotoc	5,459	45.2	2,467	.....	.....	.....	1,124	62.3	701	4,335	40.7	1,766
Prentiss	5,000	46.7	2,338	.....	.....	.....	1,365	55.2	754	3,635	43.6	1,584
Quitman	6,887	40.2	2,759	.....	.....	.....	1,261	58.4	736	5,626	36.0	2,023
Rankin	5,668	39.2	2,231	.....	.....	.....	1,786	58.8	1,050	3,882	30.4	1,181
Scott	5,259	43.2	2,392	709	82.5	585	998	55.7	556	3,552	35.2	1,251
Sharkey	3,941	35.4	1,393	.....	.....	.....	781	55.6	434	3,160	30.3	959
Simpson	4,975	43.5	2,164	.....	.....	.....	1,399	54.9	768	3,576	39.0	1,396
Smith	4,235	41.4	1,765	.....	.....	.....	705	63.7	449	3,530	37.3	1,316
Stone	1,500	44.0	660	.....	.....	.....	899	44.5	400	601	43.2	260
Sunflower	14,889	32.5	4,825	1,093	59.5	650	1,993	62.9	1,254	11,803	24.7	2,921
Tallahatchie	8,598	32.6	2,815	.....	.....	.....	1,749	55.8	976	6,849	26.9	1,889
Tate	4,687	35.0	1,681	.....	.....	.....	907	63.5	576	3,780	27.9	1,055
Tippan	4,577	47.4	2,168	.....	.....	.....	1,095	66.4	727	3,482	41.4	1,441
Tishomingo	3,978	47.6	1,891	.....	.....	.....	1,152	59.8	689	2,826	42.5	1,202
Tunica	6,271	23.2	1,451	.....	.....	.....	861	55.7	479	5,410	18.0	972
Union	5,417	49.9	2,701	1,089	69.7	759	645	47.1	304	3,683	44.5	1,638
Walthall	3,899	33.9	1,318	.....	.....	.....	485	63.7	309	3,414	29.6	1,009
Warren	11,471	47.8	5,490	7,363	58.1	4,281	1,775	34.7	616	2,333	25.4	593
Washington	19,067	33.7	6,441	7,397	52.2	3,860	2,136	40.9	874	9,534	17.9	1,707
Wayte	3,700	31.2	1,154	.....	.....	.....	1,323	35.5	469	2,377	28.8	685
Webster	3,320	45.0	1,494	.....	.....	.....	842	54.6	459	2,478	41.8	1,035
Wilkinson	3,810	33.9	1,284	.....	.....	.....	1,435	54.0	775	2,375	21.4	509
Winston	5,047	35.4	1,789	946	56.9	538	498	46.3	230	3,603	28.3	1,021
Yalobusha	4,505	40.3	1,814	998	62.7	626	402	59.5	239	3,105	30.6	949
Yazoo	9,872	29.9	2,950	2,060	36.4	1,161	1,229	42.8	526	6,583	19.2	1,263
State Total	534,956	39.9	213,312	120,360	61.5	74,048	95,920	50.9	48,834	318,676	28.4	90,430

### Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Jackson	16,423	73.4	12,047
Meridian	9,648	58.4	5,637

### Broadcasting Stations

City	Call Letters	Power in Watts
COLUMBUS	WCBI 1400	250
GREENVILLE	WJPR 1340	250
GREENWOOD	WGFM 1240	250
GULFPORT	WGCM 1240	250
HATTIESBURG	WFOR 1400	250
JACKSON	WJDX 1800	5,000-LS 1,000-N
LAUREL	WSLI 1450	250
LAUREL	WAML 1340	250
McCOMB	WSKB 1230	250
MERIDIAN	WCOC 910	1,000
NATCHEZ	WMIS 1490	250
VICKSBURG	WQBC 1390	1,000-D

# WJDX

1,000 watts night  
5,000 watts day  
NBC Network

the voice of Mississippi  
**JACKSON, MISS.**

# MISSOURI

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adair	6,113	78.6	4,802	3,196	87.6	2,799	687	68.0	467	2,230	68.9	1,536
Andrew	3,895	79.3	3,090	.....	.....	.....	1,427	81.5	1,162	2,468	78.1	1,928
Atchison	3,583	82.7	2,964	.....	.....	.....	1,608	82.4	1,325	1,975	83.0	1,639
Audrain	6,775	79.7	5,397	3,639	86.8	3,157	827	77.7	643	2,309	69.2	1,597
Barry	6,276	67.9	4,264	1,161	91.3	1,060	1,201	71.8	862	3,914	59.8	2,342
Barton	4,168	68.9	2,881	966	85.1	822	1,057	70.3	743	2,145	61.3	1,316
Bates	5,933	67.1	3,985	928	85.6	924	1,803	65.9	1,188	3,202	62.5	2,003
Benton	3,166	59.0	1,868	.....	.....	.....	901	73.1	659	2,265	53.4	1,209
Bollinger	3,190	50.0	1,695	.....	.....	.....	592	64.0	379	2,598	46.8	1,216
Boone	10,490	79.1	8,291	5,711	87.1	4,974	1,585	75.1	1,190	3,194	66.6	2,127
Buchanan	26,816	85.8	23,011	21,716	87.5	19,002	2,388	84.6	2,021	2,712	73.3	1,988
Butler	5,294	55.9	4,745	3,050	83.7	2,553	1,138	43.8	498	4,271	39.8	1,699
Caldwell	3,611	73.5	2,651	.....	.....	.....	1,724	79.4	1,368	1,887	68.0	1,283
Callaway	5,810	66.3	3,857	1,702	82.8	1,409	1,032	70.0	722	3,076	56.1	1,726
Camden	2,401	58.2	1,396	.....	.....	.....	927	66.0	612	1,474	53.2	784
Cape Girardeau	9,822	79.8	7,840	6,083	87.1	5,296	834	66.9	558	2,905	68.4	1,986
Carroll	5,294	77.6	4,107	1,225	87.4	1,071	1,224	78.2	957	2,845	78.1	2,079
Carter	3,507	48.7	7,733	.....	.....	.....	712	64.2	386	1,795	49.7	847
Cass	5,914	72.9	4,306	.....	.....	.....	2,817	80.7	2,275	3,097	65.6	2,031
Cedar	3,488	57.4	2,002	.....	.....	.....	1,274	67.3	857	2,214	51.7	1,145
Chariton	5,191	72.7	3,774	.....	.....	.....	2,110	77.0	1,625	3,081	69.7	2,149
Christian	3,727	62.4	2,327	.....	.....	.....	978	70.6	691	2,749	59.5	1,656
Clark	3,104	67.7	2,101	.....	.....	.....	1,387	72.2	1,002	1,717	64.0	1,059
Clay	9,207	83.4	7,573	3,437	88.2	3,083	3,589	85.9	3,081	2,176	71.7	1,559
Clinton	4,063	75.8	3,076	1,165	87.3	929	1,246	74.5	929	1,652	68.4	1,130
Cole	8,264	83.0	6,859	5,733	92.5	5,304	694	75.8	526	1,837	56.0	1,029
Cooper	4,976	67.9	3,384	1,657	85.3	1,413	983	62.1	610	2,336	58.2	1,361
Crawford	3,857	54.9	1,862	47	68.1	47	1,229	64.5	793	2,081	49.1	1,022
Dade	3,267	64.8	2,117	.....	.....	.....	1,057	73.1	775	2,208	60.8	1,342
Dallas	3,065	58.7	1,800	.....	.....	.....	714	69.6	497	2,351	55.4	1,303
Davies	4,128	68.5	2,827	.....	.....	.....	1,607	75.8	1,217	2,521	63.9	1,610
DeKalb	2,953	74.4	2,202	39	84.6	39	1,060	78.1	828	1,854	72.0	1,335
Dent	3,145	60.7	1,882	963	81.9	788	287	41.6	119	1,895	51.5	975
Douglas	3,780	52.1	1,968	.....	.....	.....	662	61.2	405	3,118	50.1	1,563
Dunklin	11,017	61.5	6,771	2,563	73.4	1,882	2,433	60.7	1,476	6,021	56.7	3,413
Franklin	9,216	71.0	6,534	2,478	89.7	2,223	3,176	77.1	2,447	3,562	52.3	1,864
Gasconade	3,428	64.5	2,207	.....	.....	.....	1,716	82.8	1,420	1,712	46.0	787
Gentry	4,009	76.1	3,050	.....	.....	.....	1,933	78.7	1,621	2,076	73.7	1,529
Greene	26,611	83.2	22,152	18,645	87.7	16,347	2,970	74.8	2,220	4,996	71.8	3,585
Grundy	4,893	77.6	3,795	2,279	86.3	1,967	733	68.2	500	1,881	70.6	1,328
Harrison	4,921	74.0	3,642	838	82.8	694	1,169	72.9	852	2,914	71.9	2,096
Hickory	6,796	70.0	4,752	1,906	82.1	1,565	1,992	76.1	1,516	2,898	57.7	1,671
Holt	1,886	61.0	1,151	.....	.....	.....	491	68.9	339	1,395	58.2	812
Howard	3,668	76.6	2,808	871	75.6	659	1,815	75.4	1,369	1,853	77.7	1,439
Howell	3,886	70.2	2,691	.....	.....	.....	1,150	75.0	862	1,815	64.4	1,170
Howell	5,944	57.7	3,428	1,159	80.3	931	1,204	67.3	810	3,581	47.1	1,687
Iron	2,530	51.8	1,311	.....	.....	.....	1,232	56.9	701	1,298	47.0	610
Jackson	144,503	92.1	133,067	126,907	92.5	117,891	13,322	92.7	12,355	4,274	77.7	3,321
Jasper	23,491	80.8	18,989	16,587	84.2	13,974	3,555	75.0	2,665	3,349	70.2	2,350
Jefferson	8,790	80.1	7,037	3,609	89.2	3,218	2,329	83.3	1,939	2,862	65.9	1,880
Johnson	6,351	69.5	4,410	1,730	82.8	1,432	1,349	70.9	957	3,272	61.8	2,021
Knox	2,739	71.5	1,957	.....	.....	.....	1,038	76.1	790	1,701	68.6	1,167
Laclede	5,038	58.2	2,929	1,502	76.6	1,151	538	58.5	288	2,998	49.7	1,490
Lafayette	8,035	74.8	6,009	2,674	79.0	2,112	2,320	78.8	1,829	3,041	68.0	2,068
Lawrence	6,935	70.1	4,863	1,406	78.6	1,105	2,189	76.4	1,672	3,340	62.4	2,086
Lewis	3,637	75.2	2,735	.....	.....	.....	1,863	76.2	1,419	1,774	74.2	1,316
Lincoln	4,383	68.3	3,022	.....	.....	.....	1,931	77.2	1,491	2,457	62.3	1,531
Linn	6,500	78.3	5,087	2,889	86.0	2,483	1,273	74.0	942	2,338	71.1	1,662
Livingston	5,136	79.8	4,099	2,239	87.2	1,952	723	69.1	499	2,174	75.8	1,648
McDonald	4,182	55.3	2,313	.....	.....	.....	1,307	68.0	889	2,875	49.5	1,424
Macon	6,559	72.3	4,738	1,337	80.6	1,078	1,759	77.9	1,370	3,463	66.1	2,290
Madison	2,487	59.7	1,434	963	76.8	739	425	55.4	235	1,089	46.4	510
Marion	2,172	49.4	1,073	.....	.....	.....	403	67.9	274	1,769	45.2	799
Marion	9,395	83.4	7,838	6,846	86.9	5,616	1,180	81.8	965	1,869	72.6	1,357
Mercer	2,625	73.5	1,930	.....	.....	.....	828	75.8	628	1,797	72.4	1,302
Miller	3,915	61.0	2,387	793	79.2	628	710	67.1	476	2,412	53.2	1,283
Mississippi	5,710	51.8	2,955	1,409	65.1	917	1,140	55.4	632	3,161	44.5	1,406
Moniteau	3,422	66.6	2,276	782	81.1	634	822	72.8	598	1,818	57.4	1,044
Monroe	4,082	72.2	2,947	.....	.....	.....	1,664	76.8	1,275	2,418	69.1	1,672
Montgomery	3,787	69.6	2,635	.....	.....	.....	1,809	76.8	1,380	1,978	63.4	1,255
Morgan	3,046	58.7	1,784	.....	.....	.....	1,110	69.9	775	1,936	52.1	1,009
New Madrid	9,349	54.2	5,066	.....	.....	.....	3,757	59.7	2,243	5,592	50.5	2,828
Newton	7,976	68.3	5,452	1,830	84.9	1,558	2,086	68.0	1,418	4,059	61.1	2,481
Nodaway	7,876	78.5	5,730	1,516	88.6	1,610	1,915	73.9	1,414	3,644	75.9	2,766
Oregon	3,317	53.9	1,787	.....	.....	.....	951	69.6	662	2,366	47.5	1,125
Osage	2,966	53.0	1,572	.....	.....	.....	1,035	65.2	674	1,931	46.5	898
Ozark	2,600	44.8	1,164	.....	.....	.....	880	53.6	177	2,270	43.5	987
Pemiscot	11,687	53.6	6,265	2,677	60.2	1,611	1,763	61.6	1,086	7,247	49.2	3,568
Perry	3,719	68.2	2,536	1,049	86.3	905	676	65.4	449	1,994	59.8	1,182
Pettis	9,870	78.3	7,731	6,277	85.2	5,349	744	66.6	495	2,949	66.2	1,987
Phelps	4,877	60.2	2,936	1,476	80.8	1,193	1,359	62.1	844	2,042	44.0	899
Pike	5,757	72.9	4,194	1,549	82.5	1,278	1,743	72.9	1,271	2,465	66.7	1,645
Platte	4,123	78.5	3,081	.....	.....	.....	1,886	77.8	1,467	2,237	69.9	1,564
Polk	4,946	63.7	3,170	794	82.2	658	867	65.8	566	3,285	59.4	1,951
Pulaski	2,925	64.0	1,871	.....	.....	.....	1,097	71.0	779	1,828	59.7	1,092
Putnam	3,251	68.2	2,219	.....	.....	.....	1,094	71.7	784	2,157	66.5	1,435
Ralls	2,958	71.6	2,117	.....	.....	.....	1,080	72.5	783	1,878	71.0	1,334
Randolph	7,644	78.7	6,013	4,151	88.8	3,684	1,384	74.8	1,035	2,109	61.4	1,294
Ray	5,559	74.1	4,119	1,826	81.6	1,081	1,406	76.3	1,072	2,827	69.5	1,966
Reynolds	2,185	43.8	947	.....								

MISSOURI—(Continued)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Ripley.....	3,115	50.5	1,577				816	63.7	520	2,299	46.0	1,057
St. Charles.....	6,788	73.8	5,356	3,008	92.5	2,782	1,431	78.2	1,119	2,349	61.9	1,455
St. Clair.....	3,784	58.5	2,219				1,320	66.7	881	2,474	54.1	1,338
St. Francois.....	8,831	79.0	6,981	3,505	90.7	3,181	3,710	77.0	2,858	1,616	58.3	942
St. Louis.....	73,613	94.2	69,257	33,884	97.5	33,046	35,693	92.7	33,076	3,936	79.7	3,135
St. Louis city....	234,872	93.0	218,457	234,872	93.0	218,457						
Ste. Genevieve....	2,644	66.6	1,769	689	93.1	642	627	65.6	411	1,328	53.2	706
Saline.....	8,183	74.9	6,130	3,552	83.6	2,968	1,532	74.0	1,134	3,099	65.4	2,028
Schuyler.....	2,046	79.3	1,624				829	83.0	672	1,217	78.2	952
Scotland.....	2,634	74.7	1,966				1,016	81.2	825	1,618	70.5	1,141
Scott.....	7,713	72.3	5,586	3,085	81.7	2,521	2,380	70.6	1,681	2,248	61.5	1,384
Shannon.....	2,848	49.3	1,403				964	53.0	511	1,884	47.4	892
Shelby.....	3,571	73.2	2,613				1,682	78.5	1,321	1,889	68.4	1,292
Stoddard.....	8,019	59.6	4,780	874	79.0	691	1,746	65.6	1,146	5,399	54.5	2,943
Stone.....	2,906	52.9	1,539				881	63.3	558	2,025	48.4	981
Sullivan.....	3,969	68.8	2,729				1,497	69.0	1,033	2,472	68.6	1,696
Taney.....	2,759	52.6	1,458				1,041	65.9	686	1,718	44.9	772
Texas.....	5,101	58.4	2,724				1,277	61.3	783	3,824	50.7	1,941
Vernon.....	7,095	70.0	4,982	2,603	81.0	2,108	1,161	70.0	812	3,331	61.3	2,042
Warren.....	2,212	62.5	1,381				912	78.0	712	1,300	61.5	669
Washington.....	4,119	46.4	1,910				2,509	46.3	1,161	1,610	46.5	749
Wayne.....	3,115	49.1	1,532				1,188	59.3	704	1,927	43.0	828
Webster.....	4,538	64.9	2,942				1,333	72.8	971	3,205	61.5	1,971
Worth.....	1,825	75.3	1,374				652	76.9	502	1,173	74.3	872
Wright.....	4,737	54.2	2,567				1,460	64.0	935	3,277	49.8	1,632
State Total....	1,068,642	79.9	853,299	573,347	90.8	520,489	204,507	76.8	156,926	290,788	60.5	175,884

# KSD IN ST. LOUIS



KSD is the **EXCLUSIVE OUTLET** for NBC in the ST. LOUIS AREA

**It Is 225 Miles From KSD to the Nearest NBC Station**

KSD has carried the NBC programs leading in "Firsts" since 1935 in nation-wide star-program popularity polls.

*A Distinguished Broadcasting Station*

**Station KSD—The St. Louis Post-Dispatch**

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK

CHICAGO

ATLANTA

SAN FRANCISCO

HOLLYWOOD





## The traffic is terrific in St. Louis

Airplanes zip in and out of St. Louis' Municipal Airport so close together that it's hard to tell where one plane ends and the other begins!

The latest Department of Commerce figures show that in one month St. Louis' solitary commercial airport handled 22,713 landings and take-offs . . . more than any commercial field in the nation. America's largest airfield, New York's famed La Guardia Field, handled only 8,336 in the same period.

St. Louis' present commercial airport is being enlarged and voters recently appropriated \$4,500,000 by a 10 to 1 vote for the construction of an additional port. The government is expected to contribute an equal sum for this project.

Still the heart of ever increasing war production, St. Louis freight loadings are greater than ever before and retail sales are booming!

Alert advertisers are turning to KXOK daily with the knowledge that it is the key to greater sales in the rich Mid-Mississippi Valley Market.

KXOK urges you to investigate. Write or wire . . . learn how your advertising dollar can bring results you didn't think possible.

# KXOK

630 KILOCYCLES ★ 5000 WATTS

BLUE NETWORK ★ ST. LOUIS, MO. ★ REPRESENTED BY WEED & CO., NEW YORK, CHICAGO  
DETROIT, SAN FRANCISCO ★ OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES  
AFFILIATED WITH KFRU, COLUMBIA, MO.



# MONTANA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 2,500 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units				
Beaverhead.....	2,321	75.9	1,763	1,003	83.2	834	524	74.6	391	794	67.7	538	Dillon.....	1,003	83.2	834
Big Horn.....	2,516	76.4	1,899	.....	.....	.....	1,197	75.5	940	1,319	80.3	1,059	Red Lodge....	923	86.9	802
Blaine.....	2,443	73.5	1,916	.....	.....	.....	1,264	81.0	1,024	1,179	75.6	892	Great Falls..	9,125	92.9	8,475
Broadwater.....	958	77.6	744	.....	.....	.....	605	79.7	482	353	74.2	262	Miles City....	2,152	90.7	1,952
Carbon.....	3,308	82.8	2,737	923	86.9	802	1,051	83.7	880	1,329	79.4	1,055	Glendive.....	1,219	85.9	1,170
Carte.....	910	77.9	709	.....	.....	.....	243	75.1	183	667	78.9	526	Anaconda.....	3,314	92.5	3,066
Cascade.....	12,442	90.6	11,270	9,125	92.9	8,475	1,783	84.9	1,513	1,534	83.6	1,282	Lewistown....	1,741	89.6	1,560
Chouteau.....	2,121	85.6	1,837	.....	.....	.....	1,349	87.8	740	1,272	86.3	1,097	Kalispell....	2,561	90.5	2,318
Custer.....	2,958	88.5	2,613	2,152	90.7	1,952	262	88.5	232	544	79.7	434	Whitefish....	798	92.7	739
Daniels.....	1,172	90.1	1,056	.....	.....	.....	523	90.3	472	649	90.0	584	Bozeman.....	2,628	88.9	2,336
Dawson.....	2,265	90.2	2,041	1,219	95.9	1,170	136	82.8	154	860	83.4	717	Cut Bank.....	739	91.7	678
Deer Lodge....	4,062	91.2	3,704	3,314	92.5	3,066	489	86.3	422	259	88.3	216	Butte.....	1,742	95.1	1,637
Fallon.....	930	83.1	819	.....	.....	.....	476	90.7	432	454	85.3	387	Helena.....	4,835	90.1	4,373
Fergus.....	4,037	85.3	3,503	1,741	89.6	1,560	800	82.0	656	1,496	86.0	1,287	Missoula....	5,530	90.8	5,023
Flathead.....	7,111	88.6	6,296	3,359	91.0	3,057	1,726	87.8	1,515	2,026	85.1	1,724	Roundup....	768	92.1	707
Gallatin.....	5,249	86.8	4,553	2,628	88.9	2,386	1,172	82.6	1,010	1,449	83.6	1,212	Livingston..	1,963	92.3	1,812
Garfield.....	758	77.8	590	.....	.....	.....	238	75.0	179	520	79.1	411	Deer Lodge..	864	93.1	805
Glacier.....	2,386	75.6	1,805	739	91.7	678	1,127	70.3	792	520	64.3	335	Sidney.....	798	91.4	730
Golden Valley	463	86.0	399	.....	.....	.....	198	85.2	169	255	86.6	230	Shelby.....	11,831	90.4	10,737
Granite.....	1,143	77.9	890	.....	.....	.....	518	78.4	542	325	76.4	248	Glasgow....	1,077	91.5	986
Hill.....	3,556	90.0	3,198	1,742	95.1	1,657	680	85.5	581	1,134	84.7	960	Billings....	6,971	92.2	6,428
Jefferson.....	1,224	82.7	1,013	.....	.....	.....	824	83.3	686	400	81.6	327	Laurel.....	777	92.1	715
Judith Basin	1,027	87.5	899	.....	.....	.....	433	87.9	381	594	87.2	518				
Lake.....	3,640	83.0	3,022	.....	.....	.....	1,810	84.3	1,527	1,380	81.7	1,495				
Lewis and Clark	6,745	87.8	5,924	4,885	90.1	4,373	1,258	83.7	1,053	632	78.7	498				
Liberty.....	647	85.3	552	.....	.....	.....	252	87.1	220	395	84.1	332				
Lincoln.....	2,347	79.4	1,864	.....	.....	.....	1,629	82.4	1,343	718	72.5	521				
McCone.....	1,004	85.2	856	.....	.....	.....	296	82.8	245	708	86.2	611				
Madison.....	2,136	77.6	1,657	.....	.....	.....	1,244	82.3	1,023	892	71.1	634				
Meagher.....	659	82.6	544	.....	.....	.....	388	79.4	308	271	87.2	236				
Mineral.....	727	78.3	569	.....	.....	.....	597	79.1	472	130	74.6	97				
Missoula.....	8,296	89.2	7,396	5,530	90.8	5,023	1,784	88.3	1,575	982	81.2	798	BILLINGS..	.....	KGHL	5,000
Musselshell	1,677	85.9	1,440	768	92.1	707	538	83.9	461	371	76.0	282				
Park.....	3,454	87.9	3,032	1,963	92.3	1,812	691	82.7	572	800	81.0	648	BOZEMAN..	.....	KRBM	250
Petroleum....	333	77.6	259	.....	.....	.....	162	78.8	128	171	76.5	131				
Phillips.....	2,304	80.2	1,848	.....	.....	.....	1,258	80.4	1,011	1,046	80.0	837	BUTTE.....	.....	KGIR	5,000
Pondera.....	1,794	84.2	1,511	.....	.....	.....	883	83.1	733	911	85.4	778				
Powder River	924	71.4	659	.....	.....	.....	181	81.5	147	743	68.9	512	GREAT FALLS	.....	KFBB	5,000
Powell.....	1,852	82.6	1,530	864	93.1	805	446	73.8	328	542	73.3	397				
Prairie.....	647	81.0	525	.....	.....	.....	397	81.0	322	250	81.0	203	HELENA...	.....	KPFA	250
Ravalli.....	3,724	81.3	2,923	.....	.....	.....	1,786	84.4	1,507	1,938	78.5	1,521	KALISPELL	.....	KGEZ	100
Richland.....	2,625	86.2	2,264	798	91.4	730	475	85.8	407	1,352	83.4	1,127				
Roosevelt....	2,462	83.0	2,044	.....	.....	.....	1,449	85.5	1,239	1,013	79.5	805	MILES CITY	.....	KRKF	250
Rosebud.....	1,745	75.0	1,309	.....	.....	.....	990	75.4	746	755	74.5	563				
Sanders.....	2,065	76.3	1,575	.....	.....	.....	1,150	77.0	885	915	75.4	690	MISSOULA	.....	KGVO	5,000-LS
Sheridan.....	2,011	85.8	1,726	.....	.....	.....	955	87.6	837	1,056	84.2	889				
Silver Bow...	16,594	90.7	15,043	11,881	90.4	10,737	4,443	92.4	4,103	255	76.7	203	SIDNEY...	.....	KGCX	1,000
Stillwater...	1,592	85.9	1,368	.....	.....	.....	725	85.3	619	867	86.3	749				
Sweet Grass	1,109	82.0	908	.....	.....	.....	505	86.8	438	604	77.9	470				
Teton.....	1,996	86.6	1,729	.....	.....	.....	873	89.5	782	1,123	84.3	947				
Toole.....	1,973	86.4	1,705	.....	.....	.....	721	87.9	634	533	82.2	438				
Treasure.....	935	80.5	815	.....	.....	.....	145	82.7	120	250	79.4	198				
Valley.....	4,036	88.2	3,511	1,077	91.5	985	1,863	87.7	1,534	1,156	85.8	991				
Wheatland...	911	88.1	803	.....	.....	.....	665	89.5	595	246	84.4	208				
Wibaux.....	564	86.9	491	.....	.....	.....	209	85.0	178	355	88.1	313				
Yellowstone	11,542	90.1	10,403	7,748	92.2	7,143	1,480	89.1	1,319	2,314	83.9	1,941				
Yellowstone National Park (part)	18	100.0	18	.....	.....	.....	16	100.0	16	2	100.0	2				
State Total...	159,963	86.2	137,900	64,148	91.3	58,536	49,737	84.4	41,998	46,078	81.1	37,366				

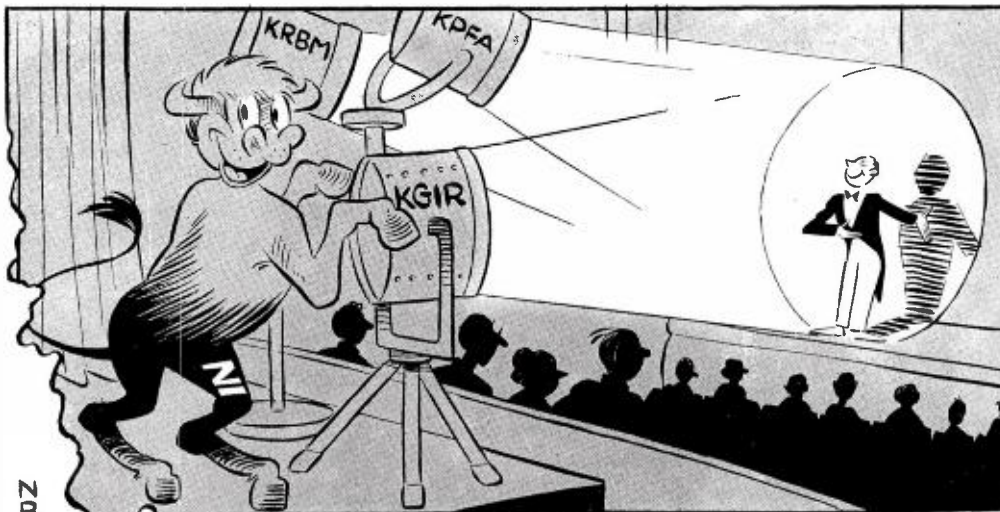
### Cities of 2,500 Or More Population

City	Units	% Radio	Radio Units
Dillon.....	1,003	83.2	834
Red Lodge....	923	86.9	802
Great Falls..	9,125	92.9	8,475
Miles City....	2,152	90.7	1,952
Glendive.....	1,219	85.9	1,170
Anaconda.....	3,314	92.5	3,066
Lewistown....	1,741	89.6	1,560
Kalispell....	2,561	90.5	2,318
Whitefish....	798	92.7	739
Bozeman.....	2,628	88.9	2,336
Cut Bank.....	739	91.7	678
Butte.....	1,742	95.1	1,637
Helena.....	4,835	90.1	4,373
Missoula....	5,530	90.8	5,023
Roundup....	768	92.1	707
Livingston..	1,963	92.3	1,812
Deer Lodge..	864	93.1	805
Sidney.....	798	91.4	730
Butte.....	11,831	90.4	10,737
Shelby.....	719	88.1	633
Glasgow....	1,077	91.5	986
Billings....	6,971	92.2	6,428
Laurel.....	777	92.1	715

### Broadcasting Stations

City	Call Letters	Freq. in Kc.	Power in Watts
BILLINGS..	KGHL	790	5,000
BOZEMAN..	KRBM	1450	250
BUTTE.....	KGIR	1370	5,000
GREAT FALLS	KFBB	1310	5,000
HELENA...	KPFA	1240	250
KALISPELL	KGEZ	1340	100
	CP-1460	CP-1,000	
MILES CITY	KRKF	1340	250
MISSOULA	KGVO	1290	5,000-LS
			1,000-N
SIDNEY...	KGCX	1480	1,000

New York and  
Chicago rep-  
resentative—  
The Walker Co.



Offices—  
Butte, Montana  
Box 1956

**AFFILIATES** *Montana's Z Net will put you in the spotlight.*

## NEBRASKA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	6,301	87.8	5,530	4,310	98.8	4,043	555	80.7	448	1,436	72.3	1,039
Antelope	3,569	79.9	2,852				1,589	82.4	1,268	2,030	78.0	1,584
Arthur	269	72.7	196				69	51.7	31	209	78.7	165
Banner	362	84.6	306				28	82.1	23	334	84.8	283
Blaine	395	79.5	314				102	80.8	82	293	79.1	232
Boone	3,117	78.3	2,442				1,405	85.8	1,199	1,712	72.6	1,243
Box Butte	2,915	87.4	2,547	1,739	89.0	1,548	323	85.8	277	863	84.7	722
Boyd	1,566	75.0	1,175				671	77.4	519	895	73.3	656
Brown	1,569	76.5	1,200				806	80.1	646	763	72.6	554
Buffalo	6,646	80.8	5,889	2,762	87.0	2,404	1,602	84.4	1,352	2,282	70.7	1,613
Burt	3,450	87.1	3,004				1,727	85.7	1,481	1,723	88.4	1,523
Butler	3,658	73.5	2,689				1,710	80.0	1,367	1,948	67.9	1,322
Cass	4,964	84.1	4,178	1,195	87.4	1,045	1,697	85.2	1,446	2,072	81.4	1,687
Cedar	3,751	85.1	3,190				1,588	84.7	1,345	2,163	85.3	1,845
Chase	1,413	77.5	1,095				678	77.6	526	735	77.4	569
Cherry	2,443	77.5	1,893				1,092	78.5	858	1,351	76.6	1,035
Cheyenne	2,453	87.4	2,144	921	91.1	839	463	87.6	406	1,069	84.1	899
Clay	3,154	78.2	2,470				1,698	85.0	1,443	1,456	70.5	1,027
Colfax	3,038	80.9	2,456	871	87.8	764	759	80.6	612	1,408	76.7	1,080
Cuming	3,459	85.8	2,966	685	92.3	632	804	80.7	649	1,970	85.5	1,685
Custer	6,132	77.0	4,723	876	86.0	758	1,742	80.8	1,408	3,514	72.9	2,562
Dakota	2,562	84.7	2,168	1,241	88.4	1,097	484	83.5	404	837	79.7	667
Dawes	2,789	86.2	2,404	1,252	91.4	1,145	688	79.6	548	849	83.8	711
Dawson	4,914	81.0	3,982	1,075	93.7	917	1,787	86.0	1,493	2,102	74.8	1,572
Deuel	929	84.9	789				459	88.7	407	470	81.3	382
Dixon	2,759	84.8	2,340				1,230	87.7	1,078	1,529	82.5	1,262
Dodge	6,329	93.4	5,905	3,469	99.4	3,239	1,504	85.6	1,287	1,877	85.1	1,579
Douglas	68,378	93.4	63,967	62,185	94.1	58,464	4,345	88.6	3,852	1,898	87.0	1,651
Dundy	1,858	72.4	982				661	71.3	471	697	73.4	511
Fillmore	3,319	77.7	2,577				1,636	84.7	1,386	1,683	70.8	1,191
Franklin	2,246	71.0	1,594				1,115	79.4	885	1,131	62.7	709
Frontier	1,737	78.3	1,317				682	80.0	546	1,115	69.1	771
Furnas	3,828	76.8	2,922				1,820	82.0	1,390	1,827	70.2	1,320
Gage	8,023	86.2	6,918	3,219	91.4	2,943	1,927	84.8	1,635	2,777	81.3	2,340
Garden	1,249	79.0	987				495	81.6	404	754	77.3	583
Garfield	895	74.6	667				396	79.1	313	499	71.0	354
Gosper	1,002	68.2	685				269	82.8	223	733	63.0	462
Grant	337	83.5	282				204	80.9	165	133	87.6	117
Greely	1,655	75.6	1,252				738	79.2	585	917	72.7	667
Hall	7,825	86.7	6,778	5,469	91.9	5,028	601	88.3	500	1,755	71.2	1,250
Hamilton	2,910	77.9	2,267				1,287	84.8	1,092	1,623	72.4	1,175
Harlan	1,999	76.2	1,525				957	84.8	812	1,042	68.4	713
Hayes	748	75.2	563				145	65.5	95	603	77.6	468
Hitchcock	1,721	76.0	1,308				919	79.6	731	802	72.0	577
Holt	4,228	79.7	3,368	644	86.9	560	1,168	79.0	915	2,426	78.0	1,893
Hooker	331	74.4	246				208	77.4	161	123	69.2	85
Howard	2,305	75.8	1,745				925	81.0	749	1,380	72.2	996
Jefferson	4,503	83.7	3,775	1,952	91.6	1,788	816	79.8	651	1,735	77.0	1,336
Johnson	2,468	82.8	2,032				1,167	83.9	979	1,301	80.9	1,053
Kearney	1,954	83.9	1,640				909	88.7	806	1,045	79.8	834
Keith	2,168	81.7	1,772	862	87.2	752	500	81.6	408	806	75.9	612
Keya Paha	791	77.8	615				187	76.6	143	604	78.1	472
Kimball	1,052	84.7	891				588	89.5	526	464	78.6	365
Knox	4,345	76.7	3,291				1,824	78.1	1,425	2,521	74.0	1,866
Lancaster	29,129	92.1	26,842	24,638	94.7	23,327	1,548	83.9	1,299	2,948	75.2	2,216
Lincoln	6,759	84.4	5,703	3,378	91.6	3,094	1,242	79.3	985	2,139	75.9	1,624
Loup	453	71.3	322				157	60.2	108	296	72.3	214
Loup	459	77.4	355				118	76.5	90	341	77.7	265
McPherson	318	65.0	207				61	47.5	29	257	69.3	178
Madison	6,478	87.3	5,658	3,013	92.1	2,774	1,569	86.0	1,349	1,896	80.7	1,530
Merrick	2,628	82.8	2,177				1,351	88.7	1,198	1,277	76.6	979
Morrill	2,313	81.6	1,888				1,159	88.1	963	1,154	80.2	925
Nemaha	3,563	78.6	2,803				1,839	83.1	1,390	1,011	74.4	753
Nemaha	3,712	85.1	3,159	1,124	87.9	988	908	82.8	748	1,685	84.5	1,423
Nuckolls	2,971	75.2	2,233	823	88.2	726	764	80.6	615	1,384	64.5	892
Otoe	5,871	87.0	4,675	2,101	88.0	1,850	1,034	88.2	912	2,236	85.5	1,913
Pawnee	2,350	80.1	1,883				978	84.9	831	1,372	76.7	1,052
Perkins	1,350	80.7	1,089				527	82.4	434	823	79.6	655
Phelps	2,512	86.0	2,160	1,056	98.2	984	366	78.8	288	1,090	81.4	888
Pierce	2,708	82.2	2,222				1,104	85.2	941	1,599	80.1	1,281
Platte	4,964	81.8	4,086	2,043	90.9	1,857	750	77.3	580	2,171	73.7	1,599
Polk	2,466	83.8	2,068				1,033	87.1	900	1,433	81.5	1,168
Red Willow	3,298	82.5	2,717	1,741	91.3	1,589	557	74.5	415	1,000	71.3	713
Richardson	5,297	88.2	4,409	1,735	91.1	1,581	1,395	81.6	1,139	2,167	78.0	1,689
Rock	1,016	78.7	800				400	81.6	326	616	76.9	474
Saline	4,608	77.7	3,581	964	88.0	848	1,614	81.1	1,308	2,030	70.2	1,425
Sarpy	2,638	87.5	2,308				1,502	91.0	1,367	1,136	82.8	941
Saunders	5,152	82.9	4,272	805	93.2	760	1,656	84.8	1,404	2,691	78.7	2,118
Scottsbluff	3,601	82.6	2,966	3,916	86.7	3,396	1,625	77.4	1,258	2,960	80.0	2,367
Seward	4,086	80.4	3,242	875	90.9	795	1,118	79.8	892	2,043	76.1	1,565
Sheridan	2,709	80.2	2,173				1,400	80.3	1,125	1,309	80.0	1,048
Sherman	2,026	68.3	1,385				869	78.3	680	1,157	60.9	705
Sioux	1,036	75.3	780				185	82.1	152	851	73.8	628
Stanton	1,858	79.7	1,480				618	87.3	539	1,240	75.9	941
Thayer	3,436	78.9	2,711				1,808	85.3	1,542	1,628	71.8	1,169
Thomas	484	78.5	319				232	75.0	174	202	71.9	145
Thurston	2,445	73.2	1,789				1,238	71.6	886	1,207	74.8	903
Valley	2,307	76.3	1,758				1,102	84.1	927	1,205	69.0	831
Washington	3,197	87.2	2,788	939	98.4	877	591	86.2	510	1,667	84.0	1,401
Wayne	2,647	88.8	2,350	784	92.9	729	387	82.5	319	1,476	88.2	1,302
Webster	2,367	72.4	1,713				1,120	83.5	986	1,247	62.3	777
Wheeler	528	75.2	397				137	71.1	97	351	76.7	309
York	4,287	89.7	3,890	1,652	90.9	1,502	728	78.4	571	1,907	79.5	1,517
State Total	360,744	84.7	305,681	146,259	92.7	135,628	89,390	82.9	74,068	125,095	76.7	95,985

### Cities of 25,000 Or More Population

City	Units		
	Units	% Radio	Radio Units
Lincoln	24,633	94.7	23,327
Omaha	62,135	94.1	58,464

### Broadcasting Stations

City	Call Letters	Power	
		Freq. in Kc.	in Watts
FREMONT	KORN	1400	250
GRAND ISLAND	KMMJ	L-WBS	1,000
HASTINGS	KHAS	1230	250
KEARNEY	KGFW	1340	250
LINCOLN	KFAB	780	10,000
(Synchronizes at night with WBBM, Chicago)			
NORFOLK	WJAG	1090	1,000
NORTH PLATTE	KGNF	L-KTHS, WBAL	1,000-D
OMAHA	KBON	1490	250
	KOIL	1290	5,000
	KOWH	660	500-D
	WOW	590	5,000
SCOTTSBLUFF	KGKY	1490	250

# "This is the National Broadcasting Company"

<u>CAB RATINGS</u> (Day and Night)	<u>1941</u> (First seven months)	<u>1942</u> (First seven months)	<u>INCREASE</u>
Total Ratings . . . . .	27,499.1	29,366.5	1,867.4 (6.8%)
Total Quarter Hours . . . . .	1,256.	1,309.	53 (4.2%)
Average Program . . . . . Ratings	13.7	14.9	1.2 (8.8%)



# the trend's the thing!

Tomorrow is what happens when today becomes yesterday—and in radio, as in any progressive business, you can get a pretty good idea of what tomorrow is going to look like by studying today and yesterday, both old tomorrows themselves.

Yesterday, NBC was “The Network Most People Listen to Most”—a fact demonstrated by the first all-county survey of listening habits ever made.

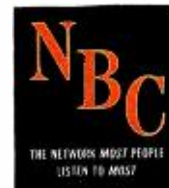
That was yesterday—what’s happening today?

The chart at the left gives graphic reply. NBC ratings are even ahead of last year—indicating greater popularity still.

As for tomorrow—a trend like NBC’s pretty much takes care of *that*. We invite you to keep an eye on it—*and, of course, NBC.*

**The National Broadcasting Company**

A Radio Corporation of America Service



NEVADA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 2,500 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	
Churchill.....	1,562	78.0	1,218	.....	.....	.....	849	77.5	658	718	78.5	560	.....	.....	.....	
Clark.....	4,829	80.1	3,871	2,563	83.5	2,141	1,975	77.9	1,538	291	65.8	192	Las Vegas....	2,563	83.5	2,141
Douglas.....	599	78.9	473	.....	.....	.....	373	78.5	293	226	79.5	180	Elko City....	1,240	81.5	1,011
Elko.....	3,241	78.2	2,535	1,240	81.5	1,011	1,470	75.5	1,110	581	77.9	414	Reno.....	6,909	92.6	6,396
Esmeralda.....	620	65.3	405	.....	.....	.....	596	65.7	392	24	54.2	13	Sparks.....	1,410	95.9	1,352
Eureka.....	461	57.1	263	.....	.....	.....	849	57.6	201	112	55.8	62	Ely.....	1,162	82.5	959
Humboldt.....	1,395	72.2	1,009	.....	.....	.....	1,154	75.5	871	241	57.3	138	Broadcasting Stations			
Lander.....	583	67.7	395	.....	.....	.....	513	68.1	350	70	64.7	45	City	Call Letters	Power	
Lincoln.....	1,143	86.7	991	.....	.....	.....	948	89.2	846	195	74.5	145	LAS VEGAS.....	KENO	250	
Lyon.....	1,201	78.6	944	.....	.....	.....	719	79.8	574	482	76.8	370	RENO.....	KOH	1,000	
Mineral.....	777	62.5	486	.....	.....	.....	689	65.8	454	88	96.8	32		1400		
Nye.....	1,380	67.1	926	.....	.....	.....	1,175	70.5	828	205	47.7	98				
Ormsby.....	935	88.8	830	.....	.....	.....	908	89.1	805	32	78.1	25				
Perkins.....	867	70.6	612	.....	.....	.....	751	70.8	532	116	69.4	80				
Storey.....	395	87.1	344	.....	.....	.....	388	86.7	332	12	100.0	12				
Washoe.....	10,025	90.4	9,069	8,319	93.1	7,748	1,045	76.2	796	661	79.5	525				
White Pine.....	3,273	83.8	2,748	1,162	82.5	959	1,903	86.6	1,647	213	66.7	142				
State Total...	33,291	81.4	27,119	18,284	89.2	11,859	15,795	77.4	12,227	4,212	72.0	3,038				

"We find these programs to be ideally suited to our particular needs"

WSOC

● Programs prepared by the ASCAP Radio Program Service are salable and entertaining. Written by the best script writers in the business, they are available to any ASCAP-licensed station without cost. Write or wire at once.

**ASCAP**

Radio Program Service

30 Rockefeller Plaza, New York



## NEW HAMPSHIRE

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 2,500 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Belknap.....	6,741	88.8	5,984	3,579	93.8	3,357	2,255	84.4	1,903	907	79.9	724	Laconia.....	3,579	93.8	3,357
Carroll.....	4,443	84.5	3,754	.....	.....	.....	3,654	84.9	3,103	789	82.5	651	Keene.....	3,804	93.7	3,564
Cheshire.....	9,675	88.8	8,596	3,804	93.7	3,564	4,239	86.6	3,670	1,632	83.5	1,362	Berlin.....	4,490	92.0	4,133
Coos.....	9,529	89.5	8,532	4,490	92.0	4,133	3,848	89.7	3,451	1,191	79.6	948	Lebanon.....	2,121	92.6	1,964
Grafton.....	12,201	87.3	10,655	3,386	92.2	3,121	6,774	86.7	5,875	2,041	81.3	1,659	Littleton.....	1,265	91.4	1,157
Hillsborough....	39,180	92.0	36,048	80,800	93.0	28,651	5,856	89.2	5,221	2,524	86.2	2,176	Manchester.....	21,038	92.3	19,421
Merrimack.....	15,861	90.1	14,290	8,488	95.3	8,092	5,276	84.8	4,473	2,097	82.3	1,725	Milford.....	1,156	91.9	1,062
Rockingham.....	16,511	89.9	14,844	7,112	93.9	6,679	6,298	87.8	5,527	3,101	85.1	2,638	Nashua.....	8,606	94.9	8,168
Strafford.....	11,827	91.2	10,788	8,881	93.1	8,266	2,213	87.2	1,929	733	80.9	593	Concord.....	6,730	95.5	6,427
Sullivan.....	6,968	88.6	6,173	4,815	91.9	4,425	1,137	82.2	935	1,016	80.0	813	Franklin.....	1,758	94.7	1,665
State Total...	132,936	90.0	119,664	75,350	93.3	70,288	41,550	86.9	36,087	16,081	82.9	13,289	Derry.....	1,579	89.4	1,411
													Exeter.....	1,538	94.0	1,445
													Portsmouth.....	3,995	95.7	3,823
													Dover.....	3,971	94.4	3,747
													Rochester.....	3,366	92.4	3,110
													Somersworth.....	1,544	91.2	1,409
													Claremont.....	3,821	93.3	3,099
													Newport.....	1,494	88.7	1,326

### Broadcasting Stations

City	Call Letters	Power
City	Freq. in Kc.	in Watts
KEENE.....	WKNE 1290	5,000
LACONIA.....	WLNH 1340	250
MANCHESTER....	WFEA 1370	5,000
	WMUR 610	5,000-LS 1,000-N
PORTSMOUTH....	WHEB 750 L-WSB	1,000

**MR. TIME BUYER!**

**HAVE YOU INVESTIGATED WHEB'S PER RADIO HOME COST?**

NEW HAMPSHIRE <i>Counties</i>	MASSACHUSETTS <i>Counties</i>	MAINE <i>Counties</i>
Belknap	Essex	Androscoggin
Carroll	Suffolk	Cumberland
Grafton	Norfolk	Kennebec
Hillsborough	Plymouth	Knox
Merrimack	Barnstable	Lincoln
Rockingham	(Part of	York
Stafford	Essex)	Sagadahoc
		Waldo
		Oxford
(See Above Chart)	(See Charts for Mass. and Maine)	

# 330,570

## Radio Homes in Our Primary

(Certified Mail Count)

**PLUS:** A PROGRAM POLICY DESIGNED FOR THE REGION SERVED!

**PLUS:** A COMPREHENSIVE MERCHANDISING SERVICE!

**PLUS:** ASSOCIATED PRESS NEWS—EVERY DAYLIGHT HOUR!

**PLUS:** A CLEAR CHANNEL FREQUENCY—750 KC!

**PLUS:** PROVEN RESULTS—WRITE FOR SUCCESS STORIES!

# WHEB

PORTSMOUTH, NEW HAMPSHIRE

“The Listening Habit of Central New England”

# NEW JERSEY

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Atlantic	34,640	91.8	31,814	27,854	93.2	25,955	5,346	87.1	4,655	1,440	83.6	1,204	Atlantic City	17,791	93.0	16,549
Bergen	110,446	97.8	108,030	99,020	98.0	96,999	10,804	96.7	10,451	622	93.2	580	Bayonne	19,123	97.3	18,605
Burlington	24,785	92.8	23,003	5,930	94.1	5,578	15,983	93.6	14,997	2,872	85.6	2,458	Belleville	7,221	97.4	7,036
Camden	67,480	94.9	64,057	54,360	95.2	51,731	12,030	94.3	11,346	1,090	89.9	980	Bloomfield	11,479	98.8	11,345
Cape May	8,632	90.2	7,785	3,750	94.7	3,551	4,275	87.0	3,719	607	84.8	515	Camden	30,478	93.1	28,373
Cumberland	19,842	90.2	17,900	10,866	93.7	10,178	6,184	85.6	5,294	2,792	87.0	2,423	Clifton	13,125	98.1	12,882
Essex	221,679	96.3	213,501	217,870	96.3	209,740	3,611	98.9	3,571	198	95.9	190	East Orange	20,394	98.6	20,102
Gloucester	19,429	92.2	17,919	8,008	95.4	7,840	8,759	91.6	8,021	2,662	84.8	2,253	Elizabeth	27,980	96.4	26,978
Hudson	173,443	96.9	168,052	172,874	96.9	167,499	568	97.2	552	1	100.0	1	Garfield	7,143	96.0	6,858
Hunterdon	10,317	91.4	9,434	2,002	93.6	1,874	5,153	92.8	4,784	3,162	87.8	2,776	Hackensack	6,789	96.9	6,577
Mercer	48,501	95.1	46,118	32,706	94.8	31,017	14,193	96.1	13,646	1,602	90.8	1,455	Hoboken	13,324	96.0	12,788
Middlesex	54,066	94.9	51,313	43,232	95.5	41,289	9,061	93.5	8,475	1,773	87.4	1,549	Irvington	15,995	98.8	15,806
Monmouth	43,746	93.3	40,804	22,819	94.0	21,452	17,630	93.2	16,423	3,237	88.8	2,929	Jersey City	79,684	96.5	76,923
Morris	31,750	95.9	30,442	14,844	97.1	14,419	14,934	95.0	14,185	1,972	93.2	1,838	Kearny	10,474	98.1	10,275
Ocean	10,921	90.9	9,925				10,036	91.3	9,166	885	85.7	759	Montclair	10,305	97.7	10,069
Passaic	83,882	95.5	80,124	79,704	95.6	76,164	3,873	94.7	3,668	305	95.6	292	Newark	112,194	94.4	105,879
Salem	11,458	89.0	10,199	4,215	91.5	3,859	5,233	89.5	4,727	1,960	82.3	1,613	New Brunswick	8,667	94.5	8,192
Somerset	18,401	95.5	17,564	19,549	96.6	19,136	5,930	94.5	5,607	1,922	92.1	1,771	North Bergen Twp.	10,991	97.8	10,749
Sussex	8,080	90.6	7,319	2,571	95.3	2,451	3,704	89.1	3,299	1,805	86.9	1,569	Orange	9,249	96.3	8,815
Union	84,870	97.2	82,453	79,211	97.2	77,003	5,510	96.4	5,311	149	93.2	139	Passaic	16,025	94.0	15,062
Warren	13,892	92.5	12,856	7,252	95.5	6,923	4,808	90.7	4,362	1,832	85.8	1,571	Paterson	38,685	94.8	36,679
State Total	1,100,260	95.5	1,050,612	899,637	96.2	865,508	167,675	93.2	156,229	32,948	87.6	28,875	Perth Amboy	10,292	95.1	9,792
													Plainfield	9,866	96.4	9,515
													Teaneck Twp.	6,904	99.4	6,860
													Trenton	29,594	94.8	28,052
													Union City	16,767	96.5	16,176
													West New York	11,403	98.0	11,177
													West Orange	6,558	98.7	6,473
													Woodbridge Twp.	6,477	94.6	6,125



**WAAT**  
**NEW JERSEY'S First STATION**  
 970 ON THE DIAL

**ON THE AIR 24 HOURS A DAY — EVERY DAY**  
**NEWARK EVENING NEWS ♡ NEW JERSEY'S LEADING PAPER**  
**PRESENTS NATIONAL & LOCAL NEWS EVERY HOUR — ON THE HOUR**

SALES OFFICES  
 10 ROCKEFELLER CENTER  
 NEW YORK CITY

NATIONAL REPRESENTATIVE  
 WILLIAM RAMBEAU AGENCY  
 CHICAGO, ILLINOIS

EXECUTIVE OFFICES  
 HOTEL DOUGLAS  
 NEWARK, N. J.

### Broadcasting Stations

City	Call Letters	Freq. in Kc.	Power in Watts
ASBURY PARK	WCAP	1310	500
	ST-WCAM, WTNJ		
ATLANTIC CITY	WBAB	1490	250
	WFPG	1450	250
BRIDGETON	WSNJ	1240	250
CAMDEN	WCAM	1310	500
	ST-WCAP, WTNJ		
JERSEY CITY	WAAT	970	1,000
	WHOM	1480	1,000-LS 500-N
NEWARK	WHBI	1280	2,500-LS 1,000-N
	ST-WNEW		
PATERSON	WPAT	930	1,000-D
RED BANK	WRRB	1240	100
	ST-WFAS, WGBB		
TRENTON	WTNJ	1310	500
	ST-WCAM, WCAP		
ZAREPHATH	WTTM	920	1,000
	*WAWZ	1380	5,000-LS 1,000-N
	ST-WBNX		

# NEW MEXICO

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Bernalillo	18,079	74.0	13,896	9,884	86.7	8,572	5,943	68.2	3,755	2,252	47.4	1,069	Albuquerque	9,884	86.7	8,572
Castron	1,833	42.5	558	...	...	...	871	48.1	389	1,642	41.9	269				
Chaves	6,091	67.1	4,088	3,569	73.7	2,630	758	55.5	421	1,764	58.8	1,037				
Colfax	4,684	66.0	3,057	2,043	73.0	1,491	1,706	68.4	1,082	885	54.7	484				
Curry	4,809	75.5	3,633	2,757	82.4	2,273	758	61.0	462	1,294	69.4	898				
DeBaca	984	54.4	508	...	...	...	541	55.7	301	393	52.6	207				
Dona Ana	7,270	51.5	3,746	2,155	62.9	1,355	2,196	44.3	974	2,919	45.5	1,417				
Eddy	6,059	65.7	3,983	2,957	79.9	2,364	1,833	56.3	1,083	1,269	46.2	586				
Grant	4,890	62.5	3,059	1,349	65.0	877	2,798	60.9	1,705	743	64.1	477				
Guadalupe	1,908	30.9	590	...	...	...	1,402	34.2	479	506	22.0	111				
Harding	1,057	45.2	477	...	...	...	466	42.5	198	591	47.2	279				
Hidalgo	1,246	59.9	746	786	61.8	486	208	57.0	116	257	56.1	144				
Lea	6,161	74.1	4,589	3,240	74.9	2,427	2,286	78.1	1,785	635	54.7	347				
Lincoln	2,119	54.0	1,144	...	...	...	1,445	55.9	808	674	49.8	336				
Luna	1,687	58.6	987	964	64.0	617	323	48.7	141	400	57.3	229				
McKinley	5,818	45.2	2,385	1,817	79.1	1,437	1,569	52.8	828	1,982	6.2	129				
Mora	2,899	14.2	840	...	...	...	324	17.1	158	1,475	15.3	132				
Otero	2,598	51.1	1,348	988	62.1	613	878	47.2	415	772	41.5	320				
Quay	3,212	66.4	2,132	1,655	67.6	1,118	487	63.4	309	1,070	65.9	705				
Rio Arriba	5,499	19.2	1,058	...	...	...	2,557	28.5	600	2,942	15.6	458				
Roosevelt	3,628	60.8	2,206	1,328	66.2	879	830	56.1	185	1,970	58.0	1,142				
Sandoval	3,082	24.8	765	...	...	...	1,880	26.2	492	1,202	26.7	273				
San Juan	3,750	38.1	1,440	...	...	...	1,240	69.0	855	2,510	23.8	585				
San Miguel	6,830	32.8	2,073	2,889	50.7	1,465	1,459	20.1	298	1,982	15.9	315				
Santa Fe	7,289	57.2	4,161	4,943	68.3	3,376	1,199	36.3	486	1,147	30.4	349				
Sierra	1,908	46.3	883	869	54.0	469	616	44.6	275	423	32.9	139				
Socorro	2,666	33.6	897	907	47.5	451	712	30.1	215	1,047	23.9	251				
Taos	4,109	23.2	948	...	...	...	2,111	29.6	624	1,998	16.2	324				
Torrance	2,628	38.3	1,008	...	...	...	1,366	38.6	527	1,262	38.1	481				
Union	2,354	59.3	1,395	847	70.3	595	432	49.5	214	1,075	54.6	586				
Valencia	4,408	33.6	1,483	766	62.2	476	2,008	28.8	579	1,684	26.2	428				
State Total	129,475	53.2	69,058	46,713	72.5	33,951	43,097	47.6	20,554	39,665	36.7	14,548				

Broadcasting Stations			
City	Call Letters	Freq. in Kc.	Power in Watts
ALBUQUERQUE	KGGM	1260	1,000
	KOB	1080	10,000
	SA-770	770	SA-50,000-LS 25,000-N CP-50,000
CARLSBAD	KAVE	1240	250
CLOVIS	KICA	1240	250
HOBBS	KWEW	1490	100
LAS VEGAS	KFUN	1230	250
ROSEWELL	KGFL	1400	100
SANTA FE	KVSF	1840	100
TUCUMCARI	KTNM	1400-SH	250

**"We like the scripts . . . we like the ideas . . . we like the program"**

**W A G M**

● If you are an ASCAP-licensed station you will like these programs, too. They are furnished without cost, and more than five hundred stations are using them regularly. If you are interested in turning your music costs into music profits, write or wire at once.

**A S C A P**

**Radio Program Service**

30 Rockefeller Plaza, New York

# NEW YORK

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Albany	62,616	95.8	59,994	49,323	96.3	47,505	10,592	95.5	10,117	2,701	87.8	2,372	Albany	37,976	96.4	36,591
Allegany	11,191	85.6	9,585	1,703	95.7	1,630	6,060	88.0	5,331	3,428	76.5	2,624	Amsterdam	9,040	96.7	8,742
Bronx	377,843	97.9	370,084	377,843	97.9	370,084							Auburn	9,418	95.7	9,013
Broome	43,739	94.3	41,249	30,152	95.9	28,919	9,859	94.5	9,313	3,728	80.9	3,017	Binghamton	20,563	95.4	19,614
Cattaraugus	19,869	90.0	17,878	8,975	96.8	8,512	6,192	90.0	5,671	4,702	80.7	3,795	Buffalo	151,937	97.5	148,105
Cayuga	18,057	91.0	16,434	9,418	95.7	9,013	4,342	89.5	3,888	4,297	82.2	3,533	Elmira	12,476	95.4	11,904
Chautauqua	35,976	93.1	33,487	22,547	95.5	21,526	7,024	92.9	6,529	6,405	84.8	5,432	Jamestown	13,235	95.3	12,609
Chester	20,576	93.8	19,296	14,600	95.3	13,916	4,152	94.3	3,917	1,824	80.2	1,463	Kingston	8,217	94.2	7,738
Cheungo	10,387	87.5	9,082	2,588	95.8	2,479	4,120	89.9	3,705	3,679	78.8	2,898	Mt. Vernon	18,228	97.5	17,769
Clinton	11,859	82.7	9,982	4,100	94.7	3,882	4,555	80.3	3,659	3,204	76.2	2,441	Newburgh	9,157	94.7	8,670
Columbia	11,708	89.8	10,514	3,054	93.6	2,858	5,800	89.7	5,205	2,854	85.9	2,451	New Rochelle	14,361	97.2	13,954
Cortland	9,689	91.6	8,879	5,581	96.0	5,358	1,975	88.5	1,749	2,133	83.1	1,772	New York	2,047,919	96.7	1,981,013
Delaware	11,414	84.0	9,592	2,021	92.5	1,869	5,282	83.6	4,415	4,111	80.5	3,308	Bronx	377,843	97.9	370,084
Dutchess	28,532	92.5	26,386	15,224	94.3	14,368	9,899	90.7	8,974	3,409	89.6	3,054	Brooklyn	716,933	97.2	696,679
Erie	208,868	97.1	202,875	175,737	97.5	171,345	25,318	96.9	24,524	7,813	89.7	7,006	Manhattan	548,378	94.1	515,992
Essex	8,707	85.8	7,473	2,272	93.5	2,124	4,740	84.6	4,009	1,695	79.1	1,340	Queens	361,689	98.5	356,324
Franklin	11,186	82.6	9,235	5,091	93.3	4,749	3,089	78.1	2,414	3,008	68.9	2,072	Richmond	43,076	97.3	41,934
Fulton	14,648	92.3	13,523	10,504	95.7	10,056	2,748	86.6	2,381	1,396	77.8	1,086	Niagara Falls	20,322	97.4	19,799
Genesee	11,872	93.2	11,074	5,845	96.4	5,687	2,926	90.7	2,652	3,101	89.7	2,782	Poughkeepsie	11,336	93.9	10,646
Greene	8,201	89.8	7,363	1,638	93.6	1,533	4,447	89.3	3,972	2,116	87.8	1,858	Rochester	90,039	97.1	87,466
Hamilton	1,184	82.0	971				926	83.1	770	258	78.1	210	Rome	7,811	95.4	7,453
Herkimer	13,412	92.4	15,170	10,876	95.9	10,426	2,946	89.1	2,624	2,590	81.9	2,201	Schenectady	25,306	97.0	24,535
Jefferson	23,113	90.1	20,854	10,464	94.0	9,881	8,043	89.6	7,203	4,606	82.5	3,800	Syracuse	57,009	97.3	55,452
Kings	716,933	97.2	696,679	716,933	97.2	696,679							Troy	19,672	96.1	18,906
Lewis	5,980	82.0	4,905	1,063	92.1	979	2,666	82.1	2,188	2,251	77.2	1,738	Utica	26,915	95.0	25,563
Livingston	9,521	90.1	8,577	2,307	94.0	2,168	4,355	93.0	4,048	2,859	82.6	2,361	Watertown	9,298	94.0	8,734
Madison	11,272	90.2	10,163	4,118	95.0	3,911	4,026	90.8	3,655	3,128	83.0	2,597	White Plains	10,435	98.2	10,243
Montgomery	16,497	94.7	15,588	10,720	97.3	9,901	15,074	97.5	14,687	5,232	94.3	4,989	Yonkers	38,516	97.4	37,522
Nassau	108,051	97.6	105,487	10,792	96.7	10,434	3,652	93.6	3,399	2,852	85.5	1,555				
Nassau	108,051	97.6	105,487	52,736	98.0	51,679	54,141	97.3	52,683	1,174	95.8	1,125				
New York	548,378	94.1	515,992	548,378	94.1	515,992							KINGSTON	WKNY		250
Niagara	42,018	96.3	40,453	32,127	97.3	31,269	5,211	95.3	4,968	4,680	90.1	4,216	MIDDLETOWN	WALL		250
Ontario	52,783	93.7	49,453	37,448	95.1	35,602	10,340	93.0	9,615	4,996	84.8	4,236		1340		
Oneida	80,630	96.3	77,634	61,932	97.2	60,227	12,931	94.5	12,287	5,717	89.9	5,140	NEWBURGH	WGNV		1,000-D
Ontario	14,869	92.8	13,805	6,443	95.6	6,162	4,621	92.4	4,272	3,805	88.6	3,371		1220		
Orange	36,975	93.1	34,416	21,613	94.7	20,467	11,060	91.8	10,151	4,302	88.3	3,798	NEW YORK	WABC		50,000
Orleans	7,954	89.8	7,147	3,112	94.4	2,989	2,132	88.3	1,882	2,710	85.8	2,326		880		
Oswego	19,554	90.8	17,752	9,418	95.7	9,015	4,932	88.5	4,364	5,204	84.0	4,373		1380		
Otsego	13,486	87.1	11,737	4,287	94.9	4,067	5,039	85.9	4,331	4,160	80.3	3,339		1880		
Putnam	4,428	90.9	4,023				3,743	91.5	3,426	685	87.2	597		ST-WAWZ		
Queens	361,689	98.5	356,324	361,689	98.5	356,324								WEAF		50,000
Rensselaer	34,447	94.9	32,681	23,953	96.3	23,070	7,173	94.3	6,761	3,321	85.8	2,850		660		
Richmond	43,076	97.3	41,934	43,076	97.3	41,934								WEVD		5,000
Rockland	16,252	94.3	15,333	5,823	94.3	5,489	9,739	94.3	9,187	690	95.2	657		1330		
St. Lawrence	23,058	86.3	19,904	9,932	94.4	9,381	6,574	82.7	5,434	6,562	77.7	5,089		ST-WBBR, WHAZ		
Saratoga	18,271	92.1	16,833	9,825	95.9	9,426	5,578	89.8	5,012	2,868	83.5	2,395		WHN		50,000
Schenectady	35,246	97.0	34,199	27,711	97.2	26,925	6,466	97.8	6,325	1,069	88.8	949		1050		
Schoharie	6,116	83.8	5,127	812	94.1	764	2,504	84.8	2,123	2,800	80.0	2,240		WINS		1,000
Schuyler	3,780	86.0	3,254	869	95.2	827	1,395	87.3	1,218	1,516	79.7	1,209		1000 CP-50,000-U		
Seneca	6,351	89.9	5,706	2,891	93.9	2,714	1,704	88.8	1,513	1,756	84.2	1,479		L-WCFB		
Steuens	23,575	88.0	20,748	11,297	95.1	10,741	6,877	87.7	6,033	5,401	73.6	3,974		WJZ		50,000
Suffolk	47,626	93.7	44,651	9,667	95.7	9,249	34,830	93.5	32,556	3,129	91.0	2,846		770		
Sullivan	10,810	88.0	9,515	2,257	94.1	2,124	5,425	87.5	4,745	3,128	84.6	2,646		WMCA		5,000
Tioga	7,914	86.4	6,850	3,239	92.7	3,002	2,270	86.4	1,961	2,405	78.5	1,887		570		
Tompkins	12,345	92.1	11,369	6,009	96.6	5,804	3,759	91.1	3,423	2,577	83.1	2,142		WNEW		10,000
Ulster	24,761	90.6	22,427	10,620	94.4	10,025	9,868	88.0	8,685	4,273	87.0	3,717		1030		
Warren	10,348	88.9	9,199	5,396	95.7	5,164	3,749	84.7	3,177	1,203	71.3	858		*WNYC		1,000
Washington	12,369	87.5	10,823	4,932	93.7	4,621	4,219	85.4	3,604	3,218	80.7	2,598		880		
Wayne	15,023	90.7	13,630	4,176	96.3	4,022	5,311	91.1	4,838	5,586	86.2	4,770		WVCCO		
Westchester	147,735	97.4	143,924	124,262	97.5	121,169	22,481	97.7	21,821	992	94.2	984		WVOR		50,000
Wyoming	8,310	89.9	7,471	2,418	94.7	2,290	2,956	92.0	2,718	2,986	83.9	2,463		710		
Yates	4,949	88.8	4,394	1,692	96.2	1,628	1,393	87.1	1,213	1,864	83.3	1,553		WVOW		5,000
State Total	3,662,113	95.5	3,498,754	3,055,529	96.7	2,953,894	423,279	92.4	391,218	183,305	83.8	158,642		1280		

## WEST POINT ACADEMY ← UNITED STATES NAVY AIRPORT → SHIPYARDS

Newburgh is building a 21 million dollar airport and a tremendous Navy shipyard. It's a busy spot, this Mid-Hudson valley. Cover this rich area with WGNV's 1000 watts on a clear channel (1220 kc.).

## OVER 500,000 PEOPLE

A half-million people usually . . . but many, many more now that we're up to our necks in War industries. We're our own National Reps . . . only 2 hours from New York. Call us collect, Newburgh 4600. We'll come running.

Telephone 4600  
161 Broadway  
NEWBURGH, N. Y.

# WGNV

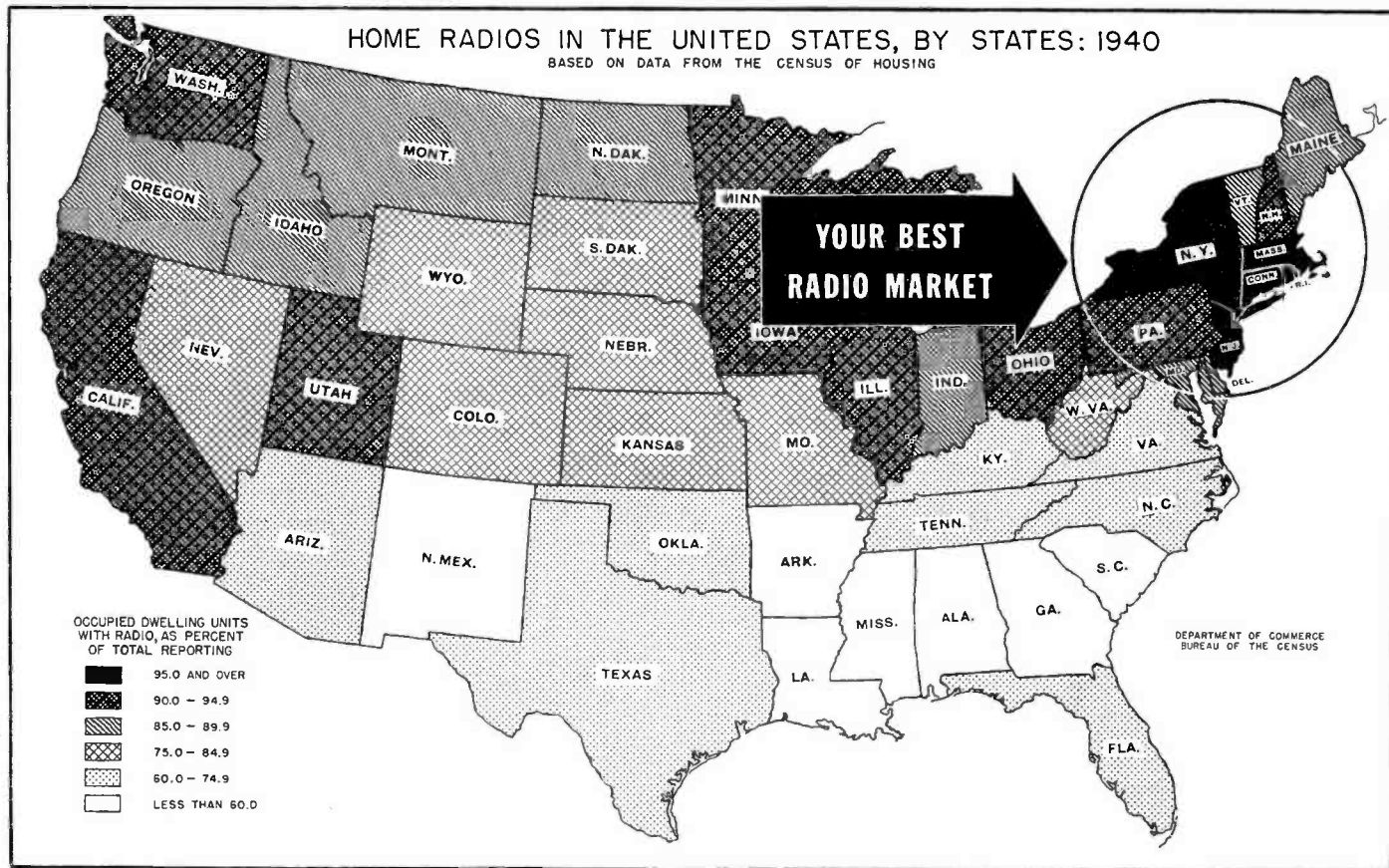
Ask Arthur Sinsheimer (at Peck's) about WGNV results!

### Broadcasting Stations

City	Call Letters	Power
	Freq. in Kc.	in Watts
ALBANY	WABY	250
	1400	
	WOKO	1,000-LS
	1460	500-N
AUBURN	WMBO	250
	1340	
BATAVIA	WBTA	250
	1490	
RINGHAMTON	WBNF	5,000
	1290	



# WHN AREA HAS HIGHEST SET OWNERSHIP IN U. S.



**Five leading states with 22% of nation's total radio families reached by America's most powerful independent station**

● Official government census figures now show why WHN is today's best buy in broadcasting. New York, New Jersey, Connecticut, Rhode Island and Massachusetts lead the nation in set ownership, with over 95% of homes radio-

equipped. Today, when every advertising dollar must do the work of two, invest in the station that strikes most economically at the most buying power.

**50,000 WATTS • 1050 CLEAR CHANNEL**

**CHICAGO OFFICE: 360 NORTH MICHIGAN AVENUE**

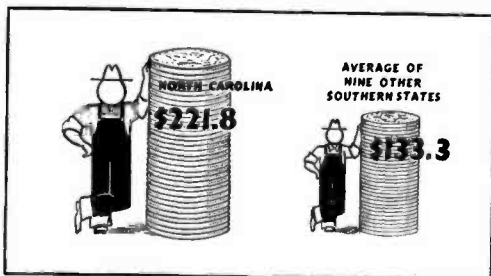
# WHN





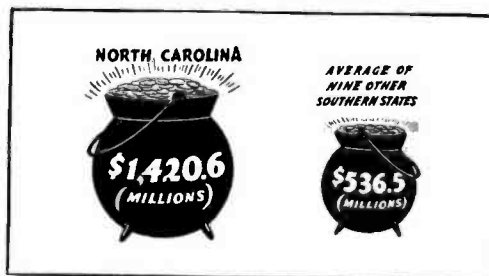
# NORTH CAROLINA is the SOUTH'S GREATEST STATE

## IN AGRICULTURE



CASH INCOME AND GOV'T. PAYMENTS Source: Department of Agriculture, 1940

## IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

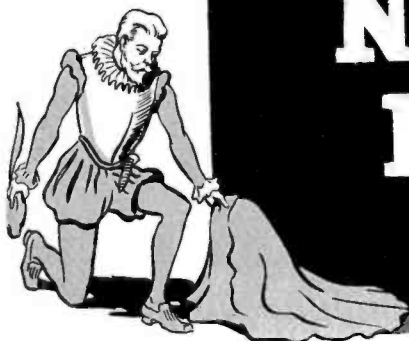
# WPTF

with 50,000 WATTS in RALEIGH is

## NORTH CAROLINA'S No.1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives



# NORTH DAKOTA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	1,149	87.7	1,008				499	88.5	442	650	87.1	566
Barnes	4,446	91.0	4,044	1,642	93.7	1,538	896	88.5	793	1,908	89.8	1,713
Benson	2,828	88.5	2,504				1,257	84.6	1,063	1,571	91.7	1,441
Billings	562	75.9	427				98	77.3	76	464	75.7	351
Bottineau	3,351	87.3	2,926				1,365	84.8	1,158	1,986	89.0	1,768
Bowman	1,033	81.9	845				465	80.7	375	568	82.8	470
Burke	1,989	88.7	1,764				905	89.5	810	1,084	88.0	954
Burleigh	5,472	92.3	5,051	3,907	94.6	3,697	375	85.5	321	1,190	86.8	1,033
Cass	13,222	94.8	12,538	8,618	95.7	8,247	2,032	91.6	1,860	2,572	94.5	2,431
Cavalier	3,118	87.2	2,720				1,141	87.8	1,002	1,977	86.9	1,718
Dickey	2,375	87.6	2,080				1,175	87.0	1,022	1,200	88.2	1,058
Divide	1,878	90.1	1,691				730	87.8	641	1,148	91.5	1,050
Dunn	1,814	79.7	1,445				508	82.7	420	1,306	78.5	1,025
Eddy	1,363	91.5	1,247				671	92.8	623	692	90.2	624
Emmons	2,268	80.0	1,814				915	76.6	701	1,353	82.2	1,113
Foster	1,394	89.9	1,254				770	88.8	684	624	91.3	570
Golden Valley	896	87.5	784				419	88.0	369	477	87.1	415
Grand Forks	8,616	93.1	8,018	5,313	94.9	5,041	1,144	87.1	996	2,159	91.7	1,981
Grant	1,802	76.7	1,382				573	77.2	442	1,229	76.5	940
Griggs	1,410	88.6	1,250				563	89.2	502	847	88.3	748
Hettinger	1,622	83.1	1,348				655	84.8	556	967	81.9	792
Kidder	1,507	85.5	1,289				560	83.9	470	947	86.5	819
LaMoure	2,388	87.9	2,098				1,060	85.5	906	1,328	89.7	1,192
Logan	1,574	80.3	1,264				585	76.5	447	989	82.6	817
McHenry	3,355	85.6	2,873				1,451	84.9	1,232	1,904	86.2	1,641
McIntosh	1,995	78.1	1,559				959	75.2	721	1,036	80.9	838
McKenzie	2,179	84.3	1,837				644	84.0	541	1,535	84.5	1,296
McLean	3,806	83.5	3,179				1,520	82.6	1,256	2,286	84.1	1,923
Mercer	2,075	78.1	1,620				1,009	79.5	802	1,066	76.7	818
Morton	4,482	89.3	3,994	1,593	94.7	1,508	1,126	82.0	923	1,763	88.7	1,563
Mountrail	2,679	86.6	2,320				1,073	87.3	937	1,606	86.1	1,383
Nelson	2,185	90.3	1,972				959	90.9	871	1,226	89.8	1,101
Oliver	824	85.7	706				181	87.1	158	643	85.3	548
Pembina	3,625	89.3	3,236				1,782	85.8	1,530	1,843	92.5	1,706
Pierce	1,993	86.1	1,716				862	83.2	717	1,131	88.3	999
Ramsey	3,714	93.1	3,458	1,544	94.2	1,455	752	88.6	666	1,418	94.3	1,337
Ransom	2,449	90.9	2,227				1,200	90.7	1,089	1,249	91.1	1,138
Renville	1,461	91.5	1,337				538	91.5	492	923	91.6	845
Richland	4,867	91.5	4,452	982	95.7	940	1,458	88.6	1,292	2,427	91.5	2,220
Rolette	2,663	71.3	1,898				900	84.4	763	1,763	64.4	1,135
Sargent	2,120	88.1	1,869				881	85.2	751	1,239	90.2	1,118
Sheridan	1,484	86.6	1,285				507	80.9	410	977	89.6	875
Sioux	942	71.2	671				484	71.2	345	458	71.3	322
Slope	746	84.5	630				225	92.3	208	521	81.1	422
Stark	3,396	86.2	2,927	1,485	89.5	1,329	649	77.3	502	1,262	86.9	1,096
Steele	1,425	87.7	1,249				470	85.8	403	955	88.6	846
Stutsman	5,166	90.5	4,677	2,245	94.8	2,129	889	83.3	741	2,032	88.9	1,807
Towner	1,755	90.3	1,583				776	88.2	684	979	91.8	899
Trails	2,897	91.2	2,642				1,442	89.9	1,278	1,475	92.5	1,364
Walsh	4,555	88.1	4,015	762	95.9	731	1,267	83.9	1,063	2,526	87.9	2,221
Ward	8,139	91.8	7,471	4,393	95.2	4,181	1,485	87.1	1,299	2,261	88.3	1,997
Wells	2,682	91.1	2,442				1,248	90.1	1,124	1,434	91.9	1,318
Williams	4,307	88.3	3,801	1,585	91.4	1,449	946	87.1	824	1,776	86.0	1,528
State Total	152,043	88.4	134,437	34,069	94.6	32,245	47,024	85.7	40,295	70,950	87.2	61,897

### Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Fargo	8,618	95.7	8,247

### Broadcasting Stations

City	Call Letters	Power in Watts
BISMARCK	KFYR 550	5,000
DEVILS LAKE	KDLR 1240	250
FARGO	WDAY 970	5,000
GRAND FORKS	*KFJM 1440 SH-KILO	1,000-LS 500-N
	KILO	1,000-LS 500-N
JAMESTOWN	KSJB 600	250-LS 100-N
MANDAN	KGCU 1270	250
MINOT	KLPM 1390	1,000
VALLEY CITY	KOVC 1490	250

# The Answer to Your Problems in the Northwest

In 1940, the 280,382 family units within KFYZ's .5 M/V contour, spent \$64,724,000 on food ALONE according to the last census. The last two years have brought tremendous increases to the income of this lush Northwest. By any standard, KFYZ leads all other stations put together in holding the attention of the folks in this area. KFYZ's extravagant market is a **must** for the sales-wise advertiser.

ASK ANY JOHN BLAIR MAN

## KFYZ Bismarck

550 Kilocycles • N. Dak. • 5000 Watts



Y'EVER HEAR THE ONE ABOUT THE TRAVELING SOAP SALESMAN WHO STOPPED AT A FARM IN THE RED RIVER VALLEY AND ASKED FOR A PLACE TO SLEEP? THE FARMER PUT HIM IN THE DAUGHTER'S BEDROOM. HE NOTICED THERE WERE NO COVERS FOR THE BED AND SAID OUT LOUD TO HIMSELF: "WHERE ARE THE COVERS?" HE FOUND THEM IN THE CLOSET—AND HAD JUST GOTTEN INTO BED WHEN HE HEARD A CAUTIOUS KNOCK ON THE BEDROOM DOOR.

SO-O-O-O—

(CONTINUED ON PAGE 57.)

# WDAY

5000 WATTS—N. B. C. AND BLUE

AFFILIATED WITH THE FARGO FORUM

FARGO, N. D.



FREE & PETERS, INC., EXCLUSIVE NAT'L REPRESENTATIVES



# OHIO

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population				
	Units	% Ratio	Radio Units	Units	% Ratio	Radio Units	Units	% Ratio	Radio Units	Units	% Ratio	Radio Units	City	Units	% Ratio	Radio Units	
Adams.....	5,883	68.2	4,013						2,707	76.9	2,083	3,176	60.8	1,930			
Allen.....	20,255	93.7	18,991	13,667	96.0	13,116	3,499	92.1	3,222	3,089	85.9	2,653	Akron.....	66,501	96.3	64,064	
Ashland.....	8,673	90.2	7,826	3,856	96.1	3,706	2,161	88.8	1,919	2,657	82.9	2,202	Canton.....	29,465	95.1	23,021	
Ashtabula.....	19,873	91.2	17,852	10,095	95.6	9,655	4,554	92.0	4,189	4,924	81.4	4,008	Cincinnati.....	135,809	93.2	126,592	
Athens.....	12,261	81.8	10,042	4,909	92.5	4,559	4,695	76.3	3,582	2,647	72.6	1,921	Cincinnati.....	242,267	95.3	230,980	
Auglaize.....	7,931	90.8	7,200	3,214	93.8	3,014	2,084	89.8	1,871	2,633	87.9	2,315	Cleveland Heights.....	15,190	99.5	15,115	
Belmont.....	25,046	85.6	21,436	12,335	91.6	11,304	8,973	82.2	7,372	3,738	73.8	2,760	Columbus.....	83,597	95.3	79,670	
Brown.....	6,256	75.1	4,694				2,820	80.7	2,276	3,436	70.4	2,418	Dayton.....	59,740	95.2	56,837	
Butler.....	32,496	92.3	29,979	23,400	93.5	21,875	5,757	89.7	5,163	3,339	88.1	2,941	East Cleveland.....				
Carroll.....	4,723	83.1	3,928	1,208	94.9	1,146	1,391	82.2	1,144	2,127	77.0	1,638	Hamilton.....	12,131	99.2	12,033	
Champaign.....	7,263	88.4	6,422	2,415	92.9	2,244	2,289	85.9	1,966	2,559	86.5	2,212	Elyria.....	7,192	96.7	6,955	
Clark.....	26,653	93.0	24,780	20,093	93.6	18,814	3,752	91.4	3,428	2,808	90.4	2,538	Hamilton.....	14,165	92.9	13,153	
Clermont.....	9,732	83.4	8,114				6,004	86.3	5,181	3,728	78.7	2,933	Lakewood.....	20,842	98.5	20,536	
Clinton.....	6,824	86.8	5,924	1,877	95.1	1,786	2,417	84.3	2,037	2,530	83.1	2,101	Lima.....	12,823	96.0	12,311	
Columbiana.....	24,435	90.4	22,082	15,204	94.5	14,371	5,071	86.4	4,384	4,160	80.0	3,327	Lorain.....	11,325	94.8	10,733	
Coshocton.....	8,720	84.6	7,381	3,459	94.1	3,255	2,351	82.6	1,942	2,910	75.0	2,184	Mansfield.....	10,755	95.8	10,302	
Crawford.....	10,385	91.9	9,543	6,965	94.9	6,511	1,028	84.7	871	2,393	86.3	2,066	Marion.....	8,744	94.3	8,247	
Cuyahoga.....	336,519	96.2	323,878	329,004	96.3	315,713	6,688	96.4	6,446	1,827	94.1	1,719	Massillon.....	7,319	92.8	6,789	
Darke.....	11,145	86.7	9,663	2,416	94.0	2,270	3,532	88.1	3,113	5,197	82.4	4,230	Middletown.....	8,340	94.1	7,847	
Defiance.....	6,860	88.9	6,101	3,617	94.9	3,432	655	86.5	566	2,588	81.3	2,103	Newark.....	9,460	93.5	8,845	
Delaware.....	7,586	87.9	6,665	2,739	92.8	2,542	1,685	85.5	1,440	3,162	84.9	2,693	Portsmouth.....	9,946	93.8	9,830	
Eric.....	12,947	93.3	11,239	7,146	96.0	6,857	3,005	89.7	2,696	1,891	89.2	1,686	Portsmouth.....	10,865	91.2	9,903	
Fairfield.....	13,274	83.2	11,712	6,243	94.2	5,879	3,539	84.7	2,993	3,492	81.2	2,835	Springfield.....	20,993	93.6	18,814	
Fayette.....	6,066	82.6	5,013	2,733	86.9	2,375	993	75.1	746	2,340	80.8	1,892	Staubenville.....	9,619	93.4	8,988	
Franklin.....	105,742	95.1	100,669	90,418	95.6	86,441	11,360	92.4	10,492	3,964	91.7	3,636	Toledo.....	79,341	96.5	76,529	
Fulton.....	6,801	88.0	5,983	979	93.7	917	2,607	90.6	2,362	3,215	84.1	2,704	Warren.....	11,249	96.3	10,833	
Gallia.....	6,051	68.3	4,144	1,617	87.5	1,415	1,399	66.9	936	3,085	59.1	1,793	Youngstown.....	41,197	93.6	33,562	
Geauga.....	5,193	89.2	4,313				2,488	89.6	2,183	2,755	77.5	2,135	Zanesville.....	10,982	92.5	10,143	
Greene.....	9,861	87.8	8,481	3,610	89.2	3,221	3,338	88.1	2,942	2,713	85.4	2,318					
Guernsey.....	11,055	82.6	9,166	4,368	92.6	4,045	3,679	80.3	2,954	3,003	71.7	2,157					
Hamilton.....	181,342	93.7	169,927	161,094	94.0	151,357	16,727	92.4	15,459	3,521	88.4	3,111					
Hancock.....	11,950	92.6	11,057	6,746	95.0	6,458	1,768	89.5	1,582	3,436	87.8	3,017					
Hardin.....	7,966	86.7	6,906	2,349	92.8	1,799	2,696	85.4	2,303	2,921	83.0	2,424					
Harrison.....	5,545	81.7	4,533	843	90.7	764	2,769	85.2	2,360	1,933	72.9	1,409					
Highland.....	6,320	88.9	5,621	1,477	95.5	1,411	1,822	90.1	1,641	3,021	85.1	2,569					
Hocking.....	8,014	82.0	6,572	2,742	90.5	2,481	1,908	76.9	1,468	3,364	73.0	2,623					
Holmes.....	5,729	78.3	4,486	1,827	92.8	1,696	2,060	77.0	1,586	1,842	65.4	1,204					
Huron.....	4,532	67.5	3,063	1,991	83.8	1,663	1,991	83.8	1,663	2,541	54.9	1,395					
Jackson.....	9,920	91.4	9,089	4,696	95.8	4,500	2,271	89.6	2,034	2,953	85.8	2,535					
Jefferson.....	7,079	78.6	5,662	3,410	87.8	2,994	1,905	71.9	1,370	1,764	67.9	1,193					
Jessamine.....	24,565	88.5	21,742	12,693	93.0	11,806	9,593	86.4	8,285	2,279	72.5	1,651					
Knox.....	9,153	88.3	8,087	3,084	96.0	2,960	2,971	88.6	2,632	3,093	80.5	2,495					
Lake.....	13,774	95.9	13,217	6,628	96.6	6,308	5,268	96.5	5,094	1,978	92.3	1,825					
Lawrence.....	11,430	76.1	8,699	4,253	90.7	3,859	3,749	72.2	2,705	3,428	62.3	2,135					
Licking.....	18,346	89.5	16,420	9,460	93.5	8,845	4,480	88.1	3,946	4,406	82.4	3,629					
Logan.....	8,767	88.8	7,785	2,936	96.3	2,828	3,018	87.5	2,640	2,813	82.4	2,317					
Lorain.....	30,228	94.3	28,497	21,478	95.5	20,517	4,876	92.8	4,624	3,874	89.2	3,456					
Lucas.....	96,079	95.9	92,162	80,657	96.4	77,692	12,697	94.3	11,884	2,925	88.4	2,586					
Madison.....	5,451	81.0	4,414	1,263	88.7	1,209	1,764	83.7	1,477	2,324	74.4	1,728					
Mahoning.....	59,065	92.7	54,759	48,041	93.0	44,679	8,115	93.2	7,662	2,909	86.6	2,523					
Marion.....	12,761	92.2	11,769	8,744	94.3	8,247	1,644	89.5	1,471	2,373	86.4	2,061					
Medina.....	9,307	92.3	8,597	3,233	96.3	3,129	2,505	91.2	2,286	3,569	89.2	3,182					
Meigs.....	6,708	74.9	5,019	2,041	86.9	1,774	1,846	75.4	1,391	2,821	65.7	1,854					
Mercer.....	6,658	89.0	5,927	1,408	95.1	1,344	2,163	90.4	1,956	3,087	85.1	2,627					
Miami.....	15,047	94.0	14,148	8,468	96.8	8,197	3,366	91.4	3,075	3,213	89.5	2,876					
Montgomery.....	4,915	67.8	3,333				2,021	74.2	1,500	2,894	63.3	1,833					
Morgan.....	82,138	95.1	78,076	63,626	95.4	60,712	13,765	95.2	13,109	4,748	89.6	4,255					
Morrow.....	3,973	76.0	3,020				1,695	83.9	1,422	2,278	70.1	1,588					
Muskingham.....	4,571	83.7	3,824	2,039	86.2	1,757	2,039	86.2	1,757	2,532	81.6	2,067					
	19,845	89.0	17,656	10,962	92.5	10,143	5,088	88.4	4,499	3,795	79.4	3,014					
Noble.....	4,017	68.7	2,760				1,660	75.3	1,250	2,357	64.1	1,510					
Ottawa.....	6,886	91.0	6,264	1,357	96.8	1,313	3,371	92.0	3,102	2,158	85.7	1,849					
Paulding.....	4,384	84.9	3,723				2,314	86.6	2,005	2,075	80.0	1,718					
Perry.....	8,567	82.4	6,884	1,951	94.8	1,849	3,940	81.9	3,266	3,211	73.2	1,769					
Pickaway.....	6,960	80.8	5,622	2,346	87.9	2,063	1,859	76.3	1,418	2,755	77.7	2,141					
Pike.....	3,919	62.2	2,437				1,820	66.4	1,209	2,099	58.5	1,223					
Portage.....	12,798	90.2	11,545	4,872	95.9	4,674	3,977	89.2	3,547	3,949	84.2	3,324					
Preble.....	6,764	86.6	5,858	1,193	90.6	1,080	2,523	88.5	2,233	3,048	83.5	2,545					
Putnam.....	6,493	86.9	5,775				3,259	90.5	2,850	3,231	87.3	2,825					
Richland.....	20,050	92.6	18,570	12,707	95.9	12,188	4,077	89.7	3,658	3,266	83.4	2,724					
Ross.....	13,095	80.2	10,516	5,755	93.0	5,355	3,356	74.8	2,509	3,934	66.6	2,652					
Sandusky.....	11,691	92.3	10,791	6,176	95.3	5,885	2,557	92.1	2,356	2,953	86.2	2,550					
Scioto.....	21,530	83.4	18,029	12,325	90.7	11,194	5,694	77.8	4,351	3,671	67.9	2,491					
Seneca.....	13,205	91.2	12,047	7,756	95.1	7,373	2,120	87.1	1,847	3,329	84.9	2,827					
Shelby.....	7,009	91.3	6,400	2,867	96.0	2,763	1,598	87.3	1,395	2,544	88.6	2,252					
Stark.....	62,183	93.6	58,199	45,419	94.7	43,022	11,548	93.4	10,788	5,216	84.1	4,389					
Summit.....	91,561	95.9	87,816	79,377	96.3	76,478	9,073	93.7	8,498	3,111	91.3						



BASIC  
MUTUAL NET

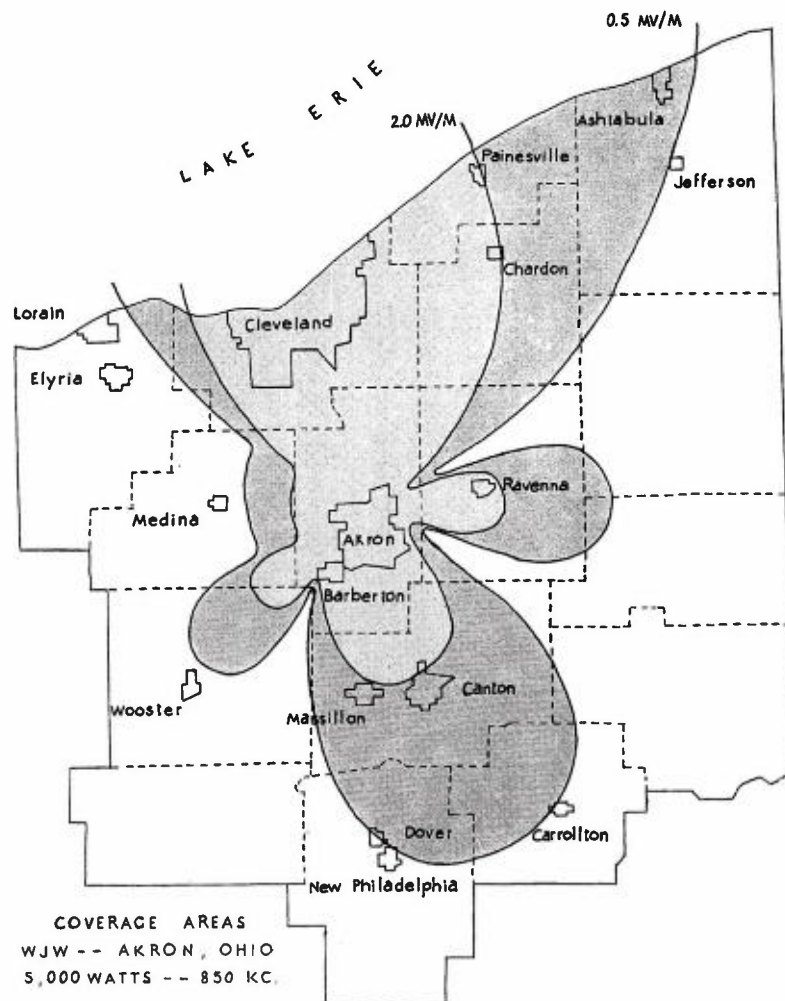
# WJW

*The Voice of Akron*

5000 WATTS  
850 KC

BILL O'NEIL, president

## OHIO'S ONLY 24-HOUR STATION



## AKRON'S BEST RADIO BUY

- Greatest coverage
- Lowest rates
- Most experienced staff
- Most complete merchandising service
- Two news services (INS and UP)
- Only station with local news reporting staff
- Only station originating network news commentator
- Akron's widest sports coverage

For complete information regarding WJW and the Akron-Cleveland market,  
contact any Headley-Reed office or write Radio Station WJW direct.

OKLAHOMA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	%	Radio Units	Units	%	Radio Units	Units	%	Radio Units	Units	%	Radio Units
Adair	3,652	40.3	1,474				1,270	53.9	685	2,382	33.1	789
Alfalfa	3,962	30.2	3,180	777	82.0	637	1,083	79.8	864	5,102	79.9	1,679
Atoka	4,417	41.9	1,877	807	70.3	567	879	37.4	329	2,731	35.9	981
Beaver	2,352	68.0	1,597				662	72.9	481	1,690	66.0	1,116
Beckham	6,075	67.3	4,088	2,356	78.6	1,852	1,014	64.5	654	2,705	58.5	1,582
Blaine	4,847	67.4	3,266	872	67.5	588	1,239	76.3	945	2,736	63.3	1,733
Bryan	9,347	63.1	5,924	2,812	80.6	2,267	2,074	54.6	1,132	4,461	56.6	2,525
Caddo	10,483	64.8	6,797	1,604	72.5	1,163	3,086	72.3	2,230	5,793	59.8	3,404
Canadian	7,003	79.9	5,595	2,978	86.4	2,372	1,187	82.0	967	2,858	72.3	2,066
Carter	11,235	66.2	7,412	4,838	76.9	3,720	3,414	66.4	2,268	2,983	47.7	1,424
Cherokee	4,926	38.5	1,925	919	68.7	631	618	36.0	222	3,389	31.6	1,072
Choctaw	6,992	45.4	3,173	1,753	68.4	1,199	1,666	39.5	659	3,573	36.8	1,315
Cimarron	1,019	67.3	686				498	69.1	344	521	65.6	342
Cleveland	6,823	76.1	5,190	3,411	89.8	3,063	1,035	68.8	712	2,377	59.5	1,415
Coal	3,125	46.7	1,483				1,331	52.5	698	1,794	42.6	765
Comanche	9,237	69.6	6,435	5,297	77.5	4,104	1,304	58.9	769	2,636	59.3	1,562
Cotton	3,374	66.3	2,238				1,328	70.4	935	2,046	63.7	1,303
Craig	4,871	62.4	3,043	1,678	75.4	1,265	887	67.7	511	2,306	55.0	1,267
Creek	14,562	66.8	9,724	6,616	76.6	5,068	2,717	67.6	1,836	5,223	53.9	2,820
Custer	6,091	73.9	4,502	2,643	78.1	2,065	925	74.9	693	2,523	69.1	1,744
Delaware	4,509	46.9	2,117				1,184	56.6	657	3,325	43.9	1,460
Dewey	3,185	64.0	2,038				1,086	72.7	789	2,099	59.5	1,249
Duncan	2,382	68.6	1,631				931	75.0	698	1,451	64.3	933
Garfield	12,944	85.0	11,001	8,353	86.6	7,235	1,619	82.6	1,338	2,972	81.7	2,428
Garvin	7,712	55.5	4,288	1,432	75.5	1,082	2,348	61.7	1,449	3,932	44.7	1,757
Grady	10,767	66.1	7,097	4,078	79.3	3,235	1,913	64.2	1,228	4,766	55.3	2,634
Grant	3,815	83.8	3,199				1,479	85.6	1,266	2,936	82.7	1,933
Greer	3,776	67.9	2,569	1,286	71.3	917	556	74.2	413	1,934	64.1	1,239
Harmon	2,572	69.9	1,801	778	78.8	613	204	80.4	164	1,690	64.4	1,024
Harper	1,744	67.2	1,171				789	73.9	583	955	61.6	588
Haskell	3,974	51.4	2,043				1,611	58.5	943	2,363	46.5	1,100
Hughes	7,005	60.6	4,243	1,811	79.4	1,438	1,889	60.8	1,148	3,305	50.1	1,657
Jackson	6,159	70.7	4,355	2,414	77.9	1,880	1,151	71.0	817	2,594	63.9	1,658
Jefferson	3,837	59.9	2,298				1,864	63.6	1,185	1,973	56.4	1,113
Johnston	3,878	49.2	1,908				1,565	57.1	894	2,313	43.9	1,014
Kay	13,218	82.8	10,945	8,238	87.9	7,238	2,113	75.2	1,589	2,867	73.9	2,118
Kingfisher	4,220	75.5	3,191	981	78.9	774	759	77.8	591	2,480	73.6	1,826
Kiowa	6,191	70.3	4,350	1,538	80.4	1,236	1,682	67.2	1,130	2,971	66.8	1,984
Latimer	2,981	46.6	1,391				1,640	50.7	831	1,341	41.8	560
LeFlore	10,949	60.7	5,557	1,110	65.7	729	5,612	51.4	2,885	4,227	46.0	1,943
Lincoln	7,707	59.7	4,607	814	77.6	632	2,494	70.5	1,758	4,399	50.4	2,217
Logan	7,045	70.4	4,967	2,927	79.8	2,335	1,471	68.1	1,001	2,647	61.6	1,631
Love	2,772	56.5	1,687				866	63.8	553	1,906	49.4	941
McCain	4,646	60.2	2,796	874	78.2	684	1,071	57.1	611	2,701	55.6	1,501
McCurain	9,754	38.9	3,796	1,086	54.8	595	3,162	46.4	1,466	6,606	31.5	1,735
McIntosh	5,395	48.9	2,641				1,775	58.5	1,039	3,620	44.2	1,602
Major	3,188	66.1	2,109				1,930	75.4	777	2,158	61.7	1,332
Marshall	2,987	56.5	1,687	718	81.6	586	550	47.5	261	1,719	48.8	840
Mayes	5,428	52.7	2,885	732	85.2	624	1,802	54.6	985	2,894	44.1	1,276
Murray	3,424	63.7	2,192	1,244	76.5	951	864	62.8	543	1,316	53.1	698
Muskogee	16,910	63.8	10,801	9,309	78.1	7,272	3,274	49.1	1,608	4,327	44.4	1,921
Noble	4,096	77.3	3,168	1,488	81.5	1,213	764	78.0	596	1,844	73.7	1,359
Nowata	4,193	63.4	2,659	1,191	76.0	894	1,180	61.4	724	1,922	57.1	1,041
Okfuskee	6,270	52.9	3,313	1,144	76.6	876	1,026	64.1	657	3,348	42.9	1,485
Oklahoma	69,951	85.2	59,619	61,360	87.3	53,542	4,761	78.2	3,721	3,830	61.5	2,356
Okmulgee	12,909	64.5	8,331	6,509	77.2	5,022	2,983	58.1	1,733	3,417	46.1	1,576
Osage	10,797	74.2	8,020	2,505	78.8	1,976	5,190	77.8	4,036	3,102	64.7	2,008
Ottawa	10,119	68.5	6,946	4,282	77.1	3,301	3,605	64.4	2,321	2,232	69.3	1,323
Pawnee	4,588	66.7	3,079	1,443	83.0	1,197	1,026	64.1	657	2,119	67.8	1,225
Payne	9,969	77.4	7,709	6,241	87.4	4,583	1,802	72.8	1,313	2,926	62.0	1,813
Pittsburg	11,560	63.2	7,319	4,279	75.5	3,232	3,376	57.7	1,949	3,905	54.8	2,138
Pontotoc	10,155	68.6	6,987	4,263	84.8	3,615	2,303	62.8	1,447	3,589	53.6	1,925
Pottawatomie	14,134	70.9	10,022	6,313	83.3	5,261	3,213	69.7	2,238	4,608	54.8	2,523
Pushmataha	4,639	42.6	1,969	904	37.8	540	1,528	36.3	555	2,207	39.6	874
Roger Mills	2,838	56.5	1,603				810	70.0	557	2,028	51.1	1,036
Rogers	5,438	60.1	3,266	1,172	81.2	951	1,548	66.8	1,034	2,718	47.1	1,281
Seminole	15,138	66.3	10,052	5,846	79.3	4,638	5,411	71.6	3,873	3,881	39.7	1,541
Sequoyah	5,277	37.4	1,976				1,792	52.3	937	3,485	29.8	1,039
Stephens	8,029	66.8	5,370	3,439	83.0	2,854	1,172	58.6	687	3,418	53.5	1,829
Texas	2,745	71.9	1,972				1,480	76.1	1,126	1,265	66.9	846
Tillman	5,618	70.2	3,944	1,473	76.9	1,133	1,229	71.5	879	2,916	66.2	1,932
Tulsa	54,645	84.9	46,414	43,056	89.6	38,570	8,051	70.3	5,658	3,538	61.8	2,186
Wagoner	5,147	45.5	2,348	1,008	64.1	646	1,206	41.9	506	2,933	40.8	1,196
Washington	8,624	80.0	6,899	4,810	90.5	4,351	2,027	68.7	1,393	1,787	64.7	1,155
Washita	5,838	72.1	4,212	822	80.4	661	1,187	74.2	880	3,829	69.8	2,671
Woods	4,255	78.5	3,339	1,556	86.9	1,352	897	77.0	691	1,802	71.9	1,296
Woodward	4,052	71.4	2,890	1,591	82.1	1,306	735	69.9	514	1,726	62.0	1,070
State Total	610,481	68.8	420,182	254,779	83.5	212,531	139,605	64.6	90,161	216,097	54.4	117,490

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Enid	8,353	86.6	7,235
Muskogee	9,309	78.1	7,272
Oklahoma City	59,494	87.2	51,859
Tulsa	41,344	89.9	37,170

Broadcasting Stations

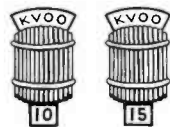
City	Call Letters	Freq. in Kc.	Power in Watts
ADA	KADA	1230	250
ARDMORE	KVSO	1240	250-LS 100-N
BARTLESVILLE	KWON	1400	250
ENID	KCRC	1390	1,000
LAWTON	KSWO	1150	250-D
MUSKOGEE	KBIX	1490	250
NORMAN	*WNAD	640	1,000-D
OKLAHOMA CITY	KOCY	1340	250
	KOMA	1520	5,000
	KTOK	1400	250
	WKY	930	5,000-LS 1,000-N CP-5,000-U
OKMULGEE	KHBB	1240	250
PONCA CITY	WBBZ	1230	250
SHAWNEE	KGFF	1450	250
TULSA	KOME	1340	250
	KTUL	1430	5,000
	KVOO	1170	25,000 SA-50,000-LS SA-25,000-N CP-50,000-U



SAM SCHNEIDER  
KVOO  
FARM EDITOR

# KVOO INCREASES FARMERS EGG SALES 3,733 1/3%

Yes Sir, that's correct. In May, this year, farmers in the Tulsa Magic Empire Market were furnishing but 10% of the U. S. graded eggs bought in Tulsa. Following a campaign by the K



# *KVOO*

(TULSA, OKLAHOMA)

*Is Proud to Announce  
that it will present*

## TEN and FIFTEEN YEAR SERVICE PINS

*this fall to the following employees  
in recognition of  
their Long and Faithful Service to the  
"Voice of Oklahoma"*

### FIFTEEN YEAR PINS

P. Q. Proctor  
*President*

Ernest Francisco  
*Engineer*

### TEN YEAR PINS

Wm. B. Way  
*Vice-President and General Manager*

C. A. O'Donovan  
*Treasurer*

Willard D. Egolf  
*Commercial Manager*

L. W. Stinson  
*Chief Engineer*

G. Kenneth Miller  
*News Editor*

Gustav K. Brandborg  
*Sales Representative*

Hugh Carpenter  
*Engineer*

Lydia White Callan  
*Musician*

William D. Lafarlett  
*Maintenance*

*Stability*

*Integrity*

*Loyalty*

# OREGON

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Baker	5,406	83.7	4,525	2,838	87.7	2,488	1,225	78.2	958	1,343	80.3	1,079	Portland	102,063	93.9	95,849
Benton	5,669	87.9	4,978	2,726	94.8	2,585	1,166	85.9	1,001	1,777	78.4	1,392	Salem	8,901	93.5	8,321
Clackamas	17,669	88.9	15,704	1,977	98.9	1,856	9,320	91.3	8,507	6,372	83.8	5,341				
Clatsop	7,605	88.7	6,746	4,328	91.4	3,957	2,382	86.4	2,059	895	81.6	730				
Columbia	6,240	86.5	5,399	1,309	95.6	1,251	2,706	86.4	2,337	2,225	81.4	1,811				
Coos	10,177	84.5	8,601	4,185	91.3	3,821	3,732	81.0	3,021	2,260	77.8	1,759				
Crook	1,585	83.4	1,320				977	85.7	837	608	79.5	483				
Curry	1,412	72.8	1,027				950	72.3	687	462	73.7	340				
Deschutes	5,543	86.0	4,770	2,973	92.4	2,747	1,394	81.9	1,141	1,176	75.0	882				
Douglas	7,872	82.9	6,526	1,588	92.7	1,472	3,277	80.4	2,636	3,007	80.4	2,418				
Gilliam	815	83.1	677				478	86.1	411	337	79.0	266				
Grant	1,931	83.2	1,607				1,297	81.9	1,063	634	85.8	544				
Harney	1,630	82.3	1,341	841	86.8	730	316	81.9	259	473	74.5	352				
Hood River	3,408	88.8	3,025	1,000	92.7	927	831	84.7	704	1,577	88.4	1,394				
Jackson	11,396	87.0	9,916	5,279	92.2	4,866	3,177	82.0	2,606	2,940	83.1	2,444				
Jefferson	630	76.3	481				355	80.1	284	275	71.7	197				
Josephine	5,320	78.4	4,170	1,985	85.6	1,700	1,352	68.8	931	1,983	77.6	1,539				
Klamath	11,977	87.6	10,499	5,056	91.3	4,614	5,023	85.3	4,285	1,898	84.3	1,600				
Lake	1,926	81.1	1,563				1,345	83.2	1,118	581	76.6	445				
Lane	20,922	87.4	18,295	8,591	93.3	8,019	7,131	84.5	6,029	5,200	81.7	4,247				
Lincoln	4,711	76.8	3,619				3,577	80.5	2,880	1,134	65.2	789				
Linn	9,135	82.0	7,494	2,733	91.5	2,501	2,498	80.6	2,013	3,904	76.3	2,980				
Malheur	5,196	79.2	4,117	1,001	87.2	873	1,385	79.9	1,107	2,810	76.1	2,137				
Marion	20,862	90.4	18,866	9,838	93.4	9,186	4,984	89.5	4,459	6,040	86.4	5,221				
Mcrow	1,243	82.6	1,026				613	85.5	524	630	79.7	502				
Multnomah	117,267	93.8	110,049	102,063	93.9	95,849	12,521	94.8	11,872	2,683	86.8	2,328				
Polk	5,867	84.3	4,950	1,084	91.8	995	2,346	87.0	2,041	2,437	78.5	1,914				
Sherman	747	87.4	653				358	89.1	319	389	86.0	334				
Tillamook	3,714	84.9	3,152	860	90.4	778	1,742	84.1	1,465	1,112	81.8	909				
Umatilla	7,451	85.0	6,334	2,377	90.2	2,143	2,337	88.9	1,962	2,737	81.4	2,229				
Union	5,316	87.2	4,638	2,480	89.5	2,221	1,483	87.8	1,302	1,353	82.4	1,115				
Wallowa	2,172	83.5	1,814				1,091	87.6	956	1,081	79.4	858				
Wasco	4,017	84.9	3,410	2,051	91.4	1,875	829	78.5	651	1,137	77.7	884				
Washington	11,890	86.9	10,331	1,228	90.9	1,117	5,656	88.0	4,976	5,006	84.7	4,238				
Wheeler	888	77.3	684				570	80.6	459	318	70.7	225				
Yamhill	7,883	87.8	6,919	2,169	93.5	2,028	2,243	87.0	1,951	3,471	84.7	2,940				
State Total	337,492	88.7	299,226	172,560	93.1	160,599	98,667	86.0	79,811	72,265	81.4	58,816				

Broadcasting Stations			
City	Call Letters	Freq. in Kc.	Power in Watts
ALBANY	KWIL	1240	250
ASTORIA	KAST	1230	250
BAKER	KBKR	1490	250
BEND	KBND	1340	250
CORVALLIS	KOAC	550	5,000-LS 1,000-N
THE DALLES	KODL	1230	250-LS 100-N
EUGENE	KORE	1450	250
GRANTS PASS	KUIN	1340	250
KLAMATH FALLS	KFJ	1240	100
LaGRANDE	KLBM	1450	250
MARSHFIELD	KOOS	1230	250
MEDFORD	KMED	1440	1,000
PENDLETON	KWRC	1240	250
PORTLAND	KALE	1330	5,000
	*KBPS	1450	100
	ST-KXL		
	KEX	1190	5,000
	KGW	620	5,000
	KOIN	970	5,000
	KWJJ	1080	1,000
	KXL	750	10,000
	L-WSB		
ROSEBURG	KRNR	1490	250-LS 100-N
SALEM	KSLM	1390	1,000

**FOR SALES SUCCESS IN PORTLAND AND THE OREGON MARKET**

**KGW • The Key to the Great West • 5000 Watts • NBC Station**

Represented Nationally by Edward Petry & Company, Inc.

**KEX • Voice of the Oregon Country • 5000 Watts • BLUE Network**

Represented Nationally by The Paul H. Raymer Company



## Casualty—1,000 miles from the enemy

**A**LMOST as fatal as a bullet or a shell is the breakdown in the spirit of a sailor or a soldier.

Our men have the finest spirit in the world. But it must be maintained in the American way.

They must not be made to feel that they are mere automatons, fighting machines, as the armed forces of the dictators have been made to feel.

Life in our navy and army is hard. Discipline is tough. It must be. But there also must be moments

when the sailor or soldier is treated as Mr. Somebody-or-other.

That's where the USO comes in. For the USO is the banding together of six great agencies to serve one great purpose—to see that our boys in the camps and naval stations have a place to go, to turn to, a "home away from home."

The duties of the USO have more than doubled during the year. It must serve millions more men. Its field of operations has been enlarged to include many parts of the world.

To carry on its important work, the USO must raise \$32,000,000. It needs your contribution. No matter how small you make that contribution, the USO needs it. And it needs it *now*.

You are beset by requests for help on all sides. By all means, try to meet those requests. But among them, don't neglect the USO.

Send your contribution to your local USO committee, or to USO, National Headquarters, Empire State Building, New York.

Give to the **USO**



PENNSYLVANIA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Adams.....	10,194	84.0	8,561	1,656	94.8	1,570	5,116	86.0	4,399	3,422	75.7	2,592				
Allegheny.....	360,094	95.2	342,860	307,009	95.6	293,400	48,481	93.7	45,455	4,604	87.4	4,025	Aliquippa.....	6,195	89.5	5,543
Armstrong.....	20,098	86.8	17,447	6,249	95.2	5,951	9,988	86.2	8,571	3,911	74.8	2,925	Allentown.....	25,320	97.0	24,560
Beaver.....	38,832	91.9	35,681	25,915	93.2	24,154	10,049	91.5	9,198	2,868	81.2	2,329	Altoona.....	21,361	95.4	20,380
Bedford.....	10,188	75.9	7,738	920	94.6	870	5,814	76.2	4,433	3,454	70.5	2,435	Bethlehem.....	14,898	96.5	14,377
Berks.....	63,692	93.5	59,579	39,365	96.2	37,882	17,752	92.3	16,381	6,575	80.9	5,316	Chester.....	14,834	94.1	13,956
Blair.....	36,284	92.7	33,624	26,707	95.3	25,456	7,352	87.2	6,414	2,225	78.8	1,754	Easton.....	9,383	95.9	8,999
Bradford.....	13,986	84.3	11,741	4,441	93.5	4,162	4,324	82.8	3,580	5,171	77.5	4,009	Erie.....	30,721	95.9	29,460
Bucks.....	28,112	94.1	26,447	8,241	96.9	7,984	13,805	94.8	13,088	6,066	88.6	5,375	Harrisburg.....	23,764	96.9	23,080
Butler.....	22,225	88.6	19,696	6,464	96.3	6,222	10,117	88.4	8,946	5,644	80.2	4,528	Haverford.....	7,405	99.0	7,381
Cambridg.....	48,512	89.5	43,438	27,538	92.9	25,589	17,829	87.2	15,554	3,145	73.0	2,295	Hazleton.....	8,879	96.7	8,495
Cameron.....	1,872	89.5	1,676	1,116	91.3	1,019	698	87.6	593	148	83.8	124	Johnstown.....	16,305	93.0	15,170
Carbon.....	14,780	94.1	13,908	9,246	96.8	8,955	4,781	91.1	4,356	753	78.7	592	Lancaster.....	16,955	94.3	15,984
Centre.....	13,271	87.1	11,564	4,386	96.5	4,232	6,516	83.8	5,463	2,369	78.9	1,869	Lebanon.....	7,384	94.7	6,998
Chester.....	33,046	90.4	29,885	13,797	94.1	12,989	12,099	89.9	10,874	7,150	84.2	6,022	Lower Marion.....	9,714	98.6	9,580
Clarion.....	9,730	81.3	7,906	1,023	96.1	983	5,742	83.6	4,802	2,965	71.5	2,121	McKeesport.....	14,271	94.8	13,530
Clearfield.....	22,657	85.2	19,239	6,548	94.0	6,155	11,881	83.5	9,918	4,228	76.3	3,226	New Castle.....	12,722	98.6	11,912
Citron.....	8,904	88.0	7,835	8,890	93.7	8,643	4,074	85.7	3,492	940	74.5	700	Norristown.....	8,421	96.8	8,148
Columbia.....	13,565	83.1	11,944	6,343	96.8	5,954	4,702	86.9	4,087	2,514	75.7	1,903	Philadelphia.....	506,980	96.2	487,635
Crawford.....	19,966	87.8	17,530	7,912	94.1	7,443	5,736	90.5	5,238	6,268	77.4	4,849	Pittsburgh.....	175,163	95.2	166,771
Cumberland.....	20,419	90.4	18,439	10,820	94.4	10,211	6,499	89.1	5,790	3,100	78.6	2,438	Reading.....	29,798	96.8	28,584
Dauphin.....	46,572	94.4	43,978	32,959	96.3	31,739	11,100	92.6	10,275	2,518	78.2	1,964	Scranton.....	35,631	95.1	33,895
Delaware.....	80,057	97.2	77,840	60,505	97.6	59,407	18,125	96.3	17,456	1,427	93.7	1,337	Sharon.....	6,561	97.4	6,389
Elk.....	8,066	90.5	7,302	4,584	96.0	4,354	2,702	86.1	2,326	830	75.0	622	Upper Darby.....	16,093	99.0	15,930
Erie.....	48,010	93.4	44,849	35,721	95.4	34,064	7,251	91.1	6,753	5,088	80.0	4,032	Washington.....	6,993	94.3	6,593
Fayette.....	47,902	86.4	41,407	12,957	92.4	11,976	30,910	85.3	26,378	4,095	75.7	3,053	Wilkes-Barre.....	20,361	94.9	19,330
Forest.....	1,568	79.2	1,234	8,029	94.1	7,564	1,151	83.6	962	407	66.9	272	Williamsburg.....	8,705	98.6	8,580
Franklin.....	17,766	84.2	14,972	8,029	94.1	7,564	5,392	79.8	4,803	4,345	71.7	3,115	Williamsport.....	12,434	98.8	11,668
Fulton.....	2,614	77.0	2,018	1,447	94.3	1,364	942	82.0	773	1,672	74.1	1,240	York.....	15,833	95.2	15,070
Greene.....	10,944	80.8	8,846	1,447	94.3	1,364	6,174	83.2	5,136	3,323	70.6	2,346	1 Townships; Urban by Special Rule.			
Huntingdon.....	10,405	81.8	8,460	3,303	92.4	3,051	5,106	78.7	4,016	1,996	69.8	1,393	LANCASTER.....	WGAL	250	
Indiana.....	19,221	84.8	16,298	4,853	95.6	4,641	9,923	84.3	8,369	4,445	74.0	3,288	1490			
Jefferson.....	13,571	85.5	11,603	5,399	92.8	5,008	5,141	83.0	4,267	3,081	76.8	2,328	LEWISTOWN.....	WMRF	250	
Juniata.....	3,979	75.8	3,016	2,357	80.0	1,885	2,357	80.0	1,885	1,622	69.8	1,131	1490			
Lackawanna.....	72,374	93.5	67,682	65,437	94.0	61,512	5,049	90.6	4,575	1,888	84.5	1,595	NEW CASTLE.....	WKST	1,000	
Lancaster.....	55,376	86.7	48,007	26,250	94.3	24,745	19,200	86.9	16,692	9,926	66.2	6,570	1280			
Lawrence.....	24,797	92.1	22,847	15,488	94.2	14,588	6,573	91.4	6,008	2,736	82.3	2,251	NEW KENSINGTON... WKPA	250-D		
Lebanon.....	19,028	91.2	17,350	9,664	95.0	9,178	6,795	90.8	6,135	2,569	79.3	2,037	1150			
Lehigh.....	45,563	95.1	43,317	34,495	97.1	33,493	8,439	91.4	7,711	2,629	80.4	2,113	PHILADELPHIA... KYW	50,000		
Luzerne.....	102,117	93.6	95,546	78,208	94.9	74,235	20,918	90.9	19,017	2,291	76.7	2,294	1060			
Lycoming.....	25,704	90.2	23,181	17,844	94.2	16,841	5,292	85.4	4,520	3,068	75.6	2,320	WCAU	50,000		
McKean.....	15,212	91.4	13,914	6,371	94.8	6,326	8,910	90.8	8,275	1,631	80.5	1,313	1210			
Mercer.....	25,771	91.6	8,612	15,229	95.7	14,568	5,875	90.3	5,306	4,667	80.1	3,738	WDAS	250		
Mifflin.....	10,908	84.6	9,234	4,457	93.8	4,159	5,135	83.5	4,289	1,316	59.7	786	1400			
Monroe.....	8,079	89.1	7,194	3,562	95.3	3,396	2,911	86.7	2,524	1,606	79.3	1,274	WFL	1,000		
Montgomery.....	71,142	96.4	68,553	46,610	97.4	45,416	20,395	95.5	19,416	4,197	88.7	3,721	560			
Montour.....	3,468	84.9	2,950	2,018	92.3	1,863	667	79.4	530	733	71.1	577	WHAT	100		
Northampton.....	43,312	94.8	41,060	31,332	96.3	30,219	8,709	92.7	8,071	3,221	86.0	2,770	1340			
Northumberland.....	31,632	90.8	28,732	18,325	94.4	17,292	11,074	88.2	9,772	2,233	74.7	1,668	ST-WTEL			
Perry.....	6,208	82.0	5,093	1,129	94.8	1,071	3,999	86.8	3,470	2,209	73.5	1,623	WIBG	1,000-D		
Philadelphia.....	506,980	96.2	487,635	506,980	96.2	487,635	.....	.....	.....	.....	.....	.....	990	CP-10,000-U		
Pike.....	2,314	84.5	1,955	.....	.....	.....	1,732	87.3	1,511	582	76.2	444	WIP	5,000		
Potter.....	5,068	79.7	4,083	895	92.6	828	2,438	79.9	1,947	1,735	72.8	1,263	610			
Schuylkill.....	53,621	90.6	48,604	31,304	93.7	29,332	19,625	88.4	17,348	2,692	71.5	1,924	WBAX	100		
Snyder.....	5,348	79.8	4,269	865	95.0	821	2,593	82.6	2,143	1,890	69.1	1,305	WBRE	250		
Somerset.....	20,428	82.1	16,761	4,429	93.4	4,136	11,648	81.2	9,462	4,346	72.8	3,163	WCRN	1,000		
Sullivan.....	1,927	76.1	1,467	1,828	93.3	1,705	1,168	77.5	906	759	73.9	561	1240			
Susquehanna.....	9,025	82.9	7,480	1,828	93.3	1,705	3,574	86.0	3,072	3,623	74.6	2,703	WFSN	5,000		
Tioga.....	9,671	83.5	8,072	1,129	94.8	1,066	5,103	88.7	4,271	8,444	79.4	2,735	WGET	1,000-D		
Union.....	4,909	87.4	4,292	1,129	94.8	1,071	2,631	87.2	2,294	1,149	80.7	927	1400			
Venango.....	16,277	88.0	14,335	8,456	93.8	7,935	5,087	86.9	4,420	2,734	72.4	1,980	ST-WHAT			
Warren.....	11,105	86.6	9,628	4,295	95.6	4,105	4,566	86.4	3,937	2,254	70.4	1,586	KDKA	50,000		
Washington.....	52,333	89.7	46,949	22,756	94.2	21,436	24,662	88.1	21,737	4,915	76.8	3,776	1020			
Wayne.....	7,785	85.3	6,642	1,720	95.1	1,635	2,895	87.0	2,517	3,170	78.6	2,490	KGVO	1,000		
Westmoreland.....	74,215	90.0	67,467	37,581	94.6	35,566	30,984	88.4	27,379	5,650	80.0	4,522	1400			
Wyoming.....	4,538	81.9	3,714	.....	.....	.....	2,710	84.8	2,299	1,828	77.4	1,415	WCAE	5,000		
York.....	48,252	90.8	43,789	23,332	95.3	22,240	16,515	90.5	14,948	8,405	78.5	6,601	1250			
State Total...	2,515,624	92.4	2,323,980	1,711,183	95.5	1,634,454	595,341	88.7	527,953	209,050	77.3	161,673	WJAS	5,000-LS		

City	Call Letters	Power	
	Freq. in Kc.		

# **WHAT IS A RADIO ISLAND?**

**T**ECHNICALLY, an island is a body of land entirely surrounded by water. But in radio it might be a body of land so completely surrounded by natural obstacles that outside station signals don't stand a chance.

That description fits the Scranton—Wilkes-Barre Market, the Nation's 19th, home of WGBI. The Pocono Mountains and other natural annoyances bar outsiders from this radio-minded market.

It must be radio-minded, for the opposite page shows Scranton with a radio home density of 95.1%; Luzerne County with 95,546 radio homes; Lackawanna County with 67,682 radio homes. That's typical of the area.

The big reason why this Market is radio-minded is WGBI. For WGBI is the only station heard in every nook and corner . . . the only regional or clear channel station serving it. WGBI is a happy habit in the 19th Market . . . as many happy advertisers have discovered.

**Frank Megargee**  
President

# **WGBI**

**SCRANTON, PA.**

**John Blair & Co.**  
Representatives

## RHODE ISLAND

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
														Units	% Radio	Radio Units
Bristol.....	6,478	96.7	6,266	6,478	96.7	6,266	.....	.....	.....	.....	.....	.....	Central Falls..	6,512	94.6	6,159
Kent.....	15,302	95.5	14,615	13,269	96.0	12,744	1,874	92.6	1,736	159	84.6	135	Cranston.....	11,252	97.7	10,997
Newport.....	11,981	95.9	11,490	7,663	96.5	7,393	3,585	95.2	3,413	733	93.4	684	East Providence..	8,449	96.8	8,180
Providence.....	145,070	95.9	139,184	140,888	96.1	135,352	3,243	92.8	3,010	939	87.5	822	Newport.....	7,663	96.5	7,393
Washington.....	8,875	91.2	8,097	2,938	93.9	2,760	5,158	90.7	4,676	779	84.8	661	Pawtucket... ..	20,800	96.1	20,420
State Total...	187,706	95.7	179,652	171,236	96.1	164,515	13,860	92.6	12,835	2,610	88.2	2,302	Providence...	67,501	96.3	64,988
													Warwick.....	7,817	96.9	7,575
													Woonsocket..	13,040	94.1	12,271

Broadcasting Stations		
City	Call Letters Freq. in Kc.	Power in Watts
PAWTUCKET.....	WFCI 1420	1,000
PROVIDENCE.....	WEAN 790	5,000
	WJAR 920	5,000
	WPRO 630	5,000



# ***THE MARINES HAVE LANDED!***

## **SOUTHERN NEW ENGLAND HEARS IT OVER WPRO**

THE NEWS STATION OF RHODE ISLAND

### BASIC CBS STATION

Complete Columbia program service.

### COVERAGE

First on the dial 630 KC. 5000 watts (day and night). Stronger primary signal over greater area. Larger secondary area.

### ACCEPTANCE

First choice of more local advertisers.

### NEWS

Most complete service—Associated Press and United Press by direct wire to WPRO newsroom—plus C. B. S. World Coverage.

## **CHERRY & WEBB BROADCASTING COMPANY**

15 Chestnut Street, Providence, R. I.

*National Representative: Paul H. Raymer Company*

SOUTH CAROLINA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Abbeville.....	5,399	42.5	2,303	1,371	59.4	814	1,137	57.0	648	2,891	29.1	841	Charleston....	20,410	61.9	12,636
Aiken.....	12,418	49.3	6,090	2,516	62.9	1,582	4,935	60.8	2,999	4,967	30.4	1,509				
Allendale.....	2,916	25.3	737	.....	.....	.....	1,019	48.6	495	1,897	12.7	242	Greenville....	9,708	68.1	6,612
Anderson.....	20,746	62.8	13,005	6,582	71.2	4,687	6,488	75.3	4,884	7,676	44.7	3,434				
Bamberg.....	4,202	31.6	1,330	802	56.9	457	1,251	33.7	484	2,149	18.1	389	Broadcasting Stations			
Barnwell.....	4,780	24.9	1,184	.....	.....	.....	1,753	43.5	762	3,027	14.0	422	City	Call Letters	Power	
Beaufort.....	4,935	23.7	1,163	865	60.0	519	1,505	22.9	344	2,565	11.7	300	ANDERSON.....	WAIM	250	
Berkeley.....	5,779	26.5	1,629	.....	.....	.....	2,127	40.2	854	3,652	18.5	675	CHARLESTON....	WCSC	1,000-LS 500-N	
Calhoun.....	3,610	25.5	980	.....	.....	.....	854	46.7	399	2,756	19.3	531				COLUMBIA.....
Charleston.....	31,907	55.1	17,589	20,410	61.9	12,636	8,042	54.0	4,344	3,455	17.6	609	GREENVILLE....	WTMA	1,000	
Cherokee.....	7,248	58.6	4,252	1,960	73.6	1,443	1,919	68.3	1,311	3,369	44.5	1,498				FLORENCE.....
Chester.....	7,374	50.0	3,693	1,795	67.0	1,202	2,311	73.8	1,706	3,268	24.0	785	GREENVILLE....	WFBC	5,000	
Chesterfield.....	7,601	42.1	3,206	1,141	62.8	716	1,732	53.9	933	4,728	32.9	1,557				SPARTANBURG....
Clarendon.....	6,377	25.7	1,642	.....	.....	.....	1,483	53.2	790	4,894	17.4	852	SUMTER.....	WSPA	5,000-LS 1,000-N	
Colleton.....	6,145	30.4	1,864	880	63.1	555	1,430	29.0	415	3,835	23.3	894				WFIG
Darlington.....	10,269	45.1	4,621	3,103	61.0	1,891	2,426	47.4	1,149	4,740	33.4	1,581				
Dillon.....	6,130	41.3	2,548	978	64.0	625	1,350	45.3	680	3,852	32.8	1,262				
Dorchester.....	4,473	38.0	1,704	820	69.6	571	1,713	37.0	633	1,940	25.8	500				
Edgefield.....	4,035	32.9	1,334	.....	.....	.....	1,345	53.9	725	2,690	22.7	609				
Fairfield.....	5,266	36.9	1,929	829	55.0	456	1,784	55.1	955	2,703	19.2	518				
Florence.....	15,597	47.1	7,351	4,965	64.9	3,223	2,566	53.7	1,378	8,066	34.1	2,750				
Georgetown.....	5,994	36.7	2,198	1,480	60.5	895	2,201	32.9	725	2,313	25.0	578				
Greenville.....	33,813	70.3	23,757	10,347	69.5	7,192	16,977	75.9	12,429	7,089	58.3	4,136				
Greenwood.....	9,474	47.0	4,459	3,369	68.0	2,291	3,300	66.5	2,195	2,805	34.7	973				
Hampton.....	4,106	27.7	1,109	.....	.....	.....	1,773	40.3	714	2,333	16.9	395				
Horry.....	10,831	38.3	4,144	1,206	58.8	709	2,061	44.7	920	7,564	33.2	2,515				
Jasper.....	2,490	27.7	690	.....	.....	.....	1,302	35.7	465	1,188	18.9	225				
Kershaw.....	7,189	37.2	2,649	1,534	58.4	896	1,707	43.1	736	3,948	25.8	1,017				
Lancaster.....	7,360	57.4	4,221	1,143	73.6	841	2,787	57.7	1,838	3,430	43.5	1,492				
Laurens.....	10,106	56.2	5,664	3,275	69.0	2,258	2,264	66.8	1,513	4,567	41.4	1,898				
Lee.....	5,311	28.4	1,506	799	54.5	436	337	39.3	133	4,175	22.4	937				
Lexington.....	8,399	52.7	4,427	749	64.8	486	3,797	63.6	2,413	3,853	39.7	1,528				
McCormick.....	2,271	25.8	585	.....	.....	.....	671	44.8	301	1,600	17.7	284				
Marion.....	6,600	44.1	2,898	2,585	57.1	1,477	935	40.4	378	3,080	33.9	1,043				
Marlboro.....	7,259	35.5	2,579	1,311	62.2	816	1,689	47.1	795	4,259	22.7	968				
Newberry.....	7,960	48.0	3,814	2,768	70.9	1,964	1,448	54.1	783	3,744	28.5	1,067				
Oconee.....	8,080	51.5	4,161	2,704	62.4	440	2,839	64.3	1,826	4,537	41.8	1,895				
Orangeburg.....	14,651	34.5	5,049	2,947	56.5	1,666	3,440	47.4	1,629	8,264	21.2	1,754				
Pickens.....	8,281	63.1	5,215	1,276	79.6	1,016	3,221	71.8	2,314	2,784	49.8	1,885				
Richland.....	24,210	65.6	15,856	16,288	73.5	11,974	4,563	62.2	2,839	3,359	31.0	1,043				
Saluda.....	3,861	37.0	1,426	53	66.0	35	646	64.4	416	3,162	30.8	975				
Spartanburg.....	29,497	67.6	19,936	9,361	73.3	6,859	11,983	73.6	8,825	8,153	52.1	4,252				
Sumter.....	11,521	38.6	4,437	4,186	60.8	2,543	2,263	40.6	919	5,072	19.2	975				
Union.....	6,908	55.8	3,847	2,198	68.1	1,498	2,470	67.7	1,673	2,240	30.2	676				
Williamsburg.....	8,315	27.4	2,275	843	59.4	500	709	53.1	377	6,763	20.7	1,398				
York.....	13,224	58.4	7,730	6,064	76.9	4,661	2,216	64.7	1,435	4,944	33.1	1,634				
State Total....	434,968	49.6	215,636	123,503	67.1	82,831	126,119	60.0	75,509	185,346	30.9	57,296				

# 500% More Night Power!

# WIS

is now 5,000 WATTS  
day ***AND NIGHT!***

*The State's  
Most Powerful Voice*

**560 KC**

**COLUMBIA, S.C. NBC Network**

**FREE & PETERS, Inc., Exclusive National Representatives**

# SOUTH DAKOTA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Armstrong	11	81.8	9							11	81.8	9
Aurora	1,398	80.0	1,118				488	84.1	410	910	77.8	708
Beadle	5,231	89.2	4,665	3,088	94.2	2,859	602	84.5	509	1,596	81.2	1,297
Bennett	991	55.4	548				422	44.9	189	569	68.2	359
Bon Homme	2,769	80.6	2,231				1,813	81.3	1,068	1,456	79.9	1,163
Brookings	4,266	89.8	3,830	1,580	92.2	1,410	802	85.6	687	1,934	89.6	1,733
Brown	7,711	88.0	7,170	4,539	96.0	4,358	1,127	86.1	959	2,945	90.6	1,853
Brule	1,674	81.1	1,357				323	82.7	260	1,351	79.6	1,077
Buffalo	484	60.0	261				235	47.2	111	199	75.4	150
Butte	2,138	83.9	1,794				1,165	85.8	999	973	81.7	795
Campbell	1,120	77.9	873				415	72.5	301	705	81.1	572
Charles Mix	3,233	72.6	2,350				1,210	77.8	942	2,023	69.6	1,408
Clark	2,815	86.2	1,996				913	85.1	732	1,907	86.9	1,214
Clay	2,619	88.6	2,320	982	91.1	895	307	85.7	263	1,330	87.4	1,162
Codington	4,818	90.4	3,902	2,786	92.7	2,588	427	83.9	358	1,105	87.0	961
Corson	1,687	78.6	1,167				719	78.5	528	868	73.7	639
Custer	1,708	72.9	1,245				1,058	72.4	766	650	78.6	479
Davison	4,192	90.1	3,779	3,008	92.4	2,780	242	83.8	203	942	84.4	796
Day	3,846	86.0	2,848				1,531	84.5	1,238	1,815	85.4	1,550
Deuel	2,088	86.9	1,772				758	86.2	653	1,280	87.4	1,119
Dewey	1,338	71.6	958				762	70.9	540	576	72.6	418
Douglas	1,679	80.5	1,271				578	83.9	485	1,001	78.5	786
Edmunds	1,830	82.5	1,511				846	78.1	661	984	86.3	850
Fall River	2,073	82.0	1,699	950	85.3	810	502	81.1	407	621	77.3	482
Faulk	1,829	90.1	1,198				603	88.7	535	726	91.3	663
Grant	2,665	91.2	2,429	744	91.5	680	595	90.1	536	1,326	91.5	1,213
Gregory	2,404	75.7	1,821				1,012	78.2	791	1,392	74.0	1,030
Haakon	1,004	83.1	834				390	87.3	340	614	80.5	494
Hamlin	1,893	84.9	1,607				840	86.4	725	1,053	83.8	882
Hand	1,795	87.4	1,569				604	87.5	529	1,191	87.3	1,040
Hanson	1,968	84.9	1,162				499	89.1	445	869	82.6	717
Harding	831	71.5	594				245	64.5	158	586	74.4	436
Hughes	1,858	88.2	1,639	1,239	91.4	1,132	202	78.6	159	417	83.5	348
Hutchinson	3,111	79.3	2,467				1,881	79.9	1,103	1,730	78.8	1,364
Hyde	788	87.0	686				338	86.3	292	450	87.5	394
Jackson	555	76.2	423				280	77.8	218	275	74.6	205
Jerauld	1,271	83.8	1,064				596	83.3	496	675	84.2	568
Jones	690	82.5	569				302	85.6	258	388	80.1	311
Kingsbury	2,843	85.1	2,419				1,394	85.9	1,197	1,449	84.3	1,222
Lake	3,159	89.7	2,832	1,401	90.4	1,266	486	87.0	379	1,322	89.8	1,187
Lawrence	5,330	89.2	4,753	3,350	90.4	3,080	1,462	88.7	1,297	518	82.2	426
Lincoln	3,429	88.2	3,027	700	94.0	658	848	83.5	708	1,381	83.3	1,161
Lyman	1,281	78.3	1,009				511	78.5	401	770	79.0	608
McCook	2,466	85.2	2,101				1,083	86.5	937	1,383	84.2	1,164
McPherson	1,871	73.0	1,365				729	72.1	525	1,142	73.6	840
Marshall	2,122	84.3	1,790				909	82.0	745	1,213	86.1	1,045
Meade	2,668	79.8	2,131	880	82.8	729	411	78.5	322	1,377	78.4	1,080
Mellette	1,960	53.3	1,041				343	55.5	190	617	52.1	321
Miner	1,781	85.5	1,523				720	89.4	644	1,061	82.3	879
Minnehaha	15,504	92.9	14,409	11,245	94.2	10,596	1,660	89.2	1,480	2,599	89.8	2,333
Moody	2,460	90.0	2,214				1,060	88.9	942	1,400	90.9	1,272
Pennington	6,677	85.7	5,719	3,951	90.2	3,564	1,634	78.8	1,287	1,092	79.5	868
Perkins	1,705	80.4	1,371				648	83.7	542	1,057	78.4	829
Potter	1,195	85.2	1,013				660	83.4	551	535	87.4	457
Roberts	3,815	84.4	3,221	644	87.6	564	323	86.3	710	2,348	82.9	1,947
Sanborn	1,566	80.4	1,259				637	78.7	501	929	81.5	758
Shannon	1,183	46.1	546				514	58.9	303	669	36.3	243
Spink	3,178	90.1	2,864				1,584	91.2	1,444	1,594	89.1	1,420
Stanley	675	83.9	483				269	88.2	237	306	80.4	246
Sully	656	82.9	544				209	85.1	178	447	81.9	366
Todd	1,244	54.2	675				592	46.9	278	652	60.9	397
Tripp	2,482	79.7	1,979				942	84.1	792	1,540	77.1	1,187
Turner	3,539	85.6	3,029				1,586	88.6	1,404	1,953	88.2	1,625
Union	3,058	86.3	2,639				1,354	86.1	1,166	1,704	86.5	1,473
Walworth	1,815	87.3	1,585	769	93.0	715	439	80.3	352	607	85.4	518
Washabaugh	439	51.6	227				121	36.7	44	318	57.4	183
Washington	368	51.8	191				59	56.1	33	309	51.0	158
Yankton	3,870	83.8	3,242	1,807	92.0	1,662	507	73.9	374	1,556	77.5	1,206
Ziebach	708	63.2	447				267	57.4	153	441	66.7	294
State Total	165,428	84.6	139,854	43,558	92.5	40,291	49,548	81.8	40,495	72,322	81.7	59,068

### Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Sioux Falls	11,245	94.2	10,596

### Broadcasting Stations

City	Call Letters	Power in Watts
ABERDEEN	KABR 1420	5,000
PIERRE	KGFX 1230-SH	200-D
	*WCAT 1230-SH	100-D
RAPID CITY	KOBH 1400	250
SIOUX FALLS	KELO 1230	250
	KSOO 1140	5,000
	L-WRVA	
VERMILLION	*KUSD 920	500
	ST-KFNF	
WATERTOWN	KWAT 1240	250
YANKTON	WNAX 570	5,000-LS 1,000-N CP-5,000-U

**"We have found these programs admirably adapted to our schedule."**

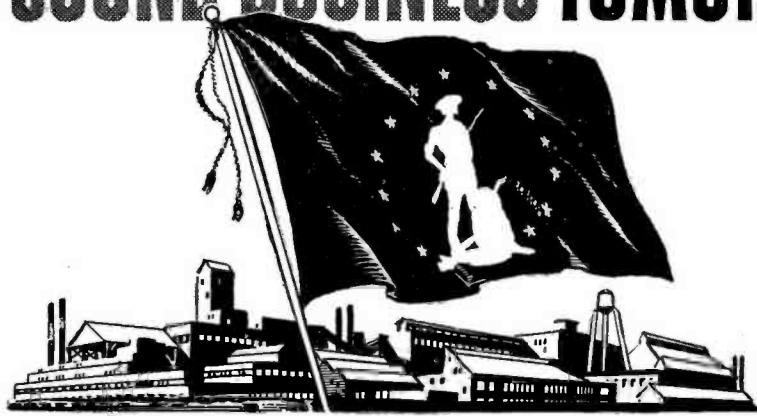
**WMVA**

● If you have not yet scheduled the ASCAP Radio Program Service, do so at once. You will find these programs a real help in changing music costs into music profits. It is without cost to any ASCAP-licensed station.

**ASCAP**  
Radio Program Service  
30 Rockefeller Plaza, New York



# FOR VICTORY TODAY AND SOUND BUSINESS TOMORROW



## *Get This Flag Flying Now!*

This War Savings Flag which flies today over companies, large and small, all across the land means *business*. It means, first, that 10% of the company's gross pay roll is being invested in War Bonds by the workers voluntarily.

It also means that the employees of all these companies are doing their part for Victory . . . by helping to buy the guns, tanks, and planes that America and her allies *must* have to win.

It means that billions of dollars are being diverted from "bidding" for the constantly shrinking stock of goods available, thus putting a brake on inflation. And it means that billions of dollars will be held in readiness for post-war readjustment.

Think what 10% of the national income, saved in War Bonds now, month after month, can buy when the war ends!

For Victory today . . . and prosperity *tomorrow*, keep the War Bond Pay-roll Savings Plan rolling in *your* firm. Get that flag flying now! Your State War Savings Staff Administrator will gladly explain how you may do so.

If your firm has not already installed the Pay-roll Savings Plan, *now is the time to do so*. For full details, plus samples of result-getting literature and promotional helps, write or wire: War Savings Staff, Section F, Treasury Department, 709 Twelfth Street NW., Washington, D. C.



Save With

## War Savings Bonds

This Space Is a Contribution to America's All-Out War Program by

**BROADCASTING MAGAZINE**

# TENNESSEE

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Anderson	5,977	61.3	3,659	702	83.0	583	3,006	66.9	2,012	2,269	46.9	1,064
Bedford	6,199	67.7	4,196	1,968	73.6	1,449	1,157	73.6	852	3,074	61.7	1,895
Benton	2,999	41.8	1,253	.....	.....	.....	1,191	47.0	560	1,808	38.3	698
Bledsoe	1,744	41.7	727	.....	.....	.....	599	48.3	289	1,145	38.3	438
Blount	9,534	72.2	6,896	2,715	87.2	2,368	2,915	76.9	2,242	3,904	58.5	2,286
Bradley	6,873	66.8	4,593	2,996	83.0	2,486	1,553	63.2	981	2,324	48.5	1,126
Campbell	6,709	56.4	3,783	967	71.2	689	3,586	58.9	2,113	2,156	45.5	981
Cannon	2,375	39.5	939	.....	.....	.....	395	56.2	222	1,980	36.2	717
Carroll	6,713	61.9	3,483	.....	.....	.....	2,714	62.4	1,693	3,999	44.8	1,790
Carter	7,761	66.6	5,158	2,016	85.3	1,720	2,839	62.0	1,760	2,906	67.8	1,678
Cheatam	2,335	53.3	1,246	.....	.....	.....	652	63.2	412	1,683	49.6	834
Chester	2,642	47.2	1,248	.....	.....	.....	980	53.6	525	1,662	43.5	723
Claiborne	5,338	48.2	2,568	.....	.....	.....	1,429	69.6	995	3,909	40.2	1,573
Clay	2,313	39.3	910	.....	.....	.....	360	54.3	196	1,953	36.5	714
Cocke	5,284	47.6	2,530	867	78.6	681	879	46.7	411	3,538	40.6	1,438
Coffee	4,616	55.7	2,568	1,281	76.9	985	873	65.6	573	2,462	41.0	1,010
Crockett	4,425	51.8	2,290	.....	.....	.....	1,114	57.5	641	3,311	49.8	1,649
Cumberland	3,451	43.2	1,492	.....	.....	.....	1,168	49.5	578	2,283	40.0	914
Davidson	66,923	82.1	54,922	45,804	80.5	36,890	16,703	89.5	14,949	4,416	69.8	3,083
Decatur	2,444	52.5	1,284	.....	.....	.....	1,115	53.9	601	1,329	51.4	683
DeKalb	3,555	48.1	1,711	.....	.....	.....	848	62.5	530	2,707	43.6	1,181
Dickson	4,831	54.1	2,425	1,004	85.7	860	1,000	49.7	497	2,827	37.3	1,058
Dyer	9,016	63.1	5,685	2,847	72.4	2,061	1,649	62.2	1,025	4,520	57.5	2,599
Fayette	6,813	21.6	1,476	.....	.....	.....	1,127	44.4	501	5,686	17.2	975
Fentress	2,888	35.6	1,029	.....	.....	.....	935	44.4	416	1,953	31.4	613
Franklin	5,505	59.1	3,254	719	76.9	558	1,812	65.4	1,185	2,974	51.0	1,516
Gibson	11,854	57.6	6,831	3,346	64.6	2,160	1,587	62.9	997	6,321	53.1	3,674
Giles	7,131	54.5	3,921	1,484	71.3	1,058	776	61.9	480	4,351	48.3	2,383
Grainger	3,233	38.4	1,239	.....	.....	.....	341	49.0	187	2,892	37.1	1,072
Greene	9,065	58.1	5,272	1,587	75.2	1,193	849	58.6	498	6,629	54.0	3,581
Grundy	2,574	64.0	1,390	.....	.....	.....	1,821	55.6	1,013	753	50.0	377
Hamblen	4,550	50.7	2,302	2,106	73.0	1,537	508	52.1	265	1,936	49.6	960
Hamilton	45,942	77.6	35,677	34,213	79.9	27,328	8,622	75.7	6,531	3,107	58.5	1,818
Hancock	2,343	35.2	825	.....	.....	.....	149	30.3	145	2,194	35.5	780
Hardeman	5,033	38.7	1,946	.....	.....	.....	1,746	55.5	969	3,287	29.7	977
Hardin	4,120	49.0	2,028	.....	.....	.....	1,715	54.7	939	2,405	45.3	1,089
Hawkins	6,405	52.9	3,389	.....	.....	.....	1,586	68.4	1,085	4,819	47.8	2,304
Haywood	6,541	32.0	2,096	1,193	54.2	647	441	38.7	170	4,907	26.1	1,279
Henderson	4,611	53.0	2,446	688	69.7	480	1,108	41.5	465	2,815	53.3	1,501
Henry	6,893	53.4	3,676	1,838	74.4	1,367	1,450	50.2	728	3,606	43.9	1,581
Hickman	3,391	50.0	1,695	.....	.....	.....	1,116	54.3	606	2,275	47.9	1,089
Houston	1,512	50.9	771	.....	.....	.....	506	63.6	322	1,006	44.6	449
Humphreys	2,953	46.1	1,368	.....	.....	.....	1,039	55.6	578	1,919	41.1	790
Jackson	3,344	41.6	1,392	.....	.....	.....	312	61.1	190	3,032	39.6	1,202
Jefferson	4,264	60.5	2,582	602	94.6	570	768	67.2	516	2,894	51.7	1,496
Johnson	2,825	44.3	1,254	.....	.....	.....	691	48.8	337	2,134	43.0	917
Knox	43,990	78.6	34,573	28,601	82.9	23,723	8,747	76.7	6,713	6,642	62.3	4,137
Lake	3,046	43.4	1,321	.....	.....	.....	1,014	62.4	633	2,032	33.9	688
Laurens	5,961	46.0	2,743	779	59.9	466	1,031	54.9	566	4,151	41.2	1,711
Lawrence	6,533	49.7	3,253	998	76.8	766	1,554	56.7	881	3,981	40.3	1,606
Lewis	1,313	56.2	738	.....	.....	.....	605	59.5	360	708	53.4	378
Lincoln	6,651	61.5	4,084	1,386	78.4	1,086	865	60.9	527	4,400	56.2	2,471
Loudon	4,571	66.0	3,011	1,789	82.3	1,472	755	69.2	522	2,027	50.2	1,017
McMinn	7,376	62.5	4,603	2,698	81.2	2,192	1,198	60.1	720	3,480	48.6	1,691
McNairy	4,846	44.5	2,155	.....	.....	.....	1,673	51.6	864	3,173	40.7	1,291
Macon	3,691	48.4	1,784	.....	.....	.....	654	62.0	405	3,037	45.4	1,379
Madison	14,360	59.9	8,588	7,174	70.2	5,036	2,358	68.7	1,615	4,833	40.1	1,937
Marion	4,286	57.7	2,474	.....	.....	.....	3,237	60.6	1,961	1,049	48.9	513
Marshall	4,260	65.5	2,796	1,029	78.1	803	635	67.6	430	2,596	60.2	1,568
Maury	10,377	64.9	6,728	3,882	75.5	2,931	2,147	60.8	1,294	4,348	57.6	2,503
Meigs	1,395	50.3	702	.....	.....	.....	172	68.6	118	1,223	47.7	584
Monroe	5,328	48.1	2,560	.....	.....	.....	1,022	61.9	633	3,657	38.6	1,412
Montgomery	8,288	59.3	4,913	3,304	72.1	2,382	987	56.4	582	4,987	49.4	1,968
Moore	1,081	53.5	551	.....	.....	.....	184	60.5	111	847	52.0	440
Morgan	3,085	52.3	1,614	.....	.....	.....	1,379	61.9	854	1,706	44.5	760
Obion	8,268	65.8	5,439	2,088	74.4	1,554	2,327	56.8	1,322	3,853	66.5	2,563
Overton	4,064	31.0	1,253	.....	.....	.....	1,034	43.0	444	3,030	27.0	819
Perry	1,770	54.1	958	.....	.....	.....	624	54.3	339	1,146	54.0	619
Pickett	1,282	36.0	462	.....	.....	.....	185	45.9	85	1,097	34.4	377
Polk	3,242	54.8	1,774	.....	.....	.....	1,774	67.9	1,205	1,468	38.8	569
Putnam	6,036	47.6	2,866	1,118	85.4	955	1,511	49.4	747	3,407	34.2	1,164
Rhea	3,754	55.7	2,085	.....	.....	.....	2,185	66.2	1,414	1,619	41.4	671
Roane	6,235	59.1	3,724	2,373	73.6	1,746	1,690	58.2	984	2,232	44.5	994
Robertson	7,132	56.4	4,049	1,716	63.2	1,084	1,301	64.9	844	4,165	50.9	2,121
Rutherford	8,381	60.8	5,090	2,746	72.6	1,993	1,101	63.5	699	4,534	52.9	2,398
Scott	3,349	44.6	1,492	.....	.....	.....	1,823	51.6	940	1,526	36.2	552
Sequatchie	1,111	47.2	525	.....	.....	.....	408	54.2	221	703	48.3	304
Sevier	5,078	48.5	2,462	.....	.....	.....	1,246	66.5	829	3,832	42.6	1,638
Shelby	96,769	70.6	68,364	81,081	74.9	60,696	6,256	62.6	3,916	9,432	39.8	3,752
Smith	4,168	56.0	2,335	.....	.....	.....	981	61.0	598	3,187	54.5	1,737
Stewart	3,049	51.3	1,566	.....	.....	.....	770	58.8	453	2,279	48.8	1,113
Sullivan	16,079	75.3	12,102	7,015	85.9	6,026	4,470	74.1	3,314	4,594	60.1	2,762
Sumner	8,146	57.5	4,680	1,359	73.8	1,003	1,494	61.8	923	5,293	52.0	2,754
Tipton	6,775	45.6	3,095	1,010	65.0	656	840	46.2	388	4,925	41.6	2,051
Trousdale	1,534	61.2	939	.....	.....	.....	485	67.2	326	1,049	58.5	613
Unicoi	3,050	58.3	1,783	805	89.8	723	1,094	54.7	598	1,151	40.1	462
Union	2,004	40.8	818	.....	.....	.....	227	61.2	116	1,777	39.5	702
Van Buren	894	44.0	393	.....	.....	.....	323	46.3	149	571	42.7	244
Warren	4,939	52.9	2,617	1,297	76.0	986	627	54.3	341	3,015	42.8	1,290
Washington	11,690	70.4	8,231	5,632	79.7	4,487	2,229	60.9	1,358	3,829	62.3	2,386
Wayne	3,081	40.4	1,242	.....	.....	.....	991	56.9	564	2,090	32.4	678
Weakley	8,092	54.1	4,382	1,064	75.1	799	1,856	60.6	1,125	5,172	47.5	2,458
White	3,733	43.5	1,628	646	81.1	524	700	67.7	264	2,387	35.2	840
Williamson	6,080	57.4	3,487	1,208	72.5	876	710	65.9	463	4,162	51.5	2,143
Wilson	6,699	60.0	4,016	1,666	73.1	1,217	1,033	62.3	643	4,000	53.9	2,156
State Total	714,894	62.5	446,948	276,056	77.7	214,362	152,197	65.1	99,046	286,641	46.6	133,535

## Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Chattanooga	38,471	79.6	26,635
Knoxville	28,601	82.9	23,723
Memphis	81,081	74.9	60,696
Nashville	45,804	80.5	36,890

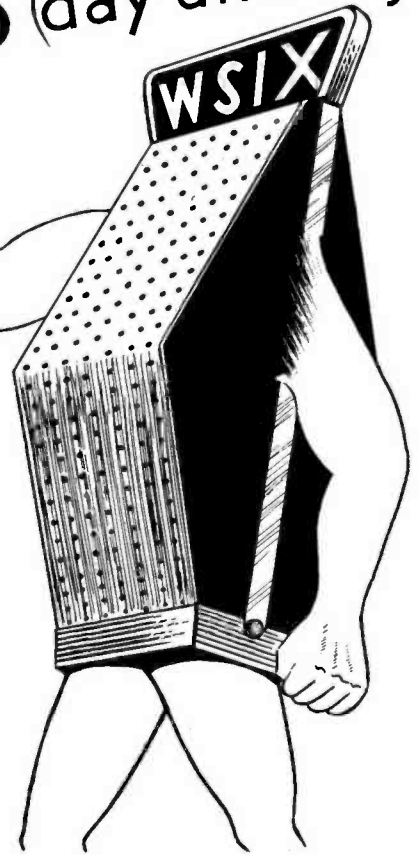
## Broadcasting Stations

City	Call Letters	Power in Watts
BRISTOL	WOPI 1490	250
CHATTANOOGA	WAPD 1150	5,000-LS 1,000-N
	WDEF 1400	250
	WDOD 1310	5,000-U
CLARKSVILLE	WJZM 1400	250
COOKEVILLE	WHUB 1400	250
JACKSON	WTJS 1390	1,000
JOHNSON CITY	WJHL 910	1,000
KING		

5,000 WATTS (day and night)  
980 KC

**WSIX**

for **COVERAGE**  
of the rich Nashville area



● From Nashville, WSIX covers the rich Nashville area of Middle Tennessee, plus a good slice of Southern Kentucky, with its new 5,000-watt power on 980 kilocycles. And when we say "cover", we *mean* cover.

Here's a whopping big market, making money as never before, ready for whatever you have to sell—and covered to your complete satisfaction via one medium.

For full information on WSIX and the Nashville market, contact Spot Sales, Inc., National Representatives, or write the station direct.

**5000**  
WATTS



**980**  
KILOCYCLES

TEXAS

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Anderson	9,545	58.6	5,176	3,536	73.8	2,591	1,726	61.2	1,057	4,381	84.9	1,528				
Andrew	4,352	45.9	2,047				241	79.7	192	111	68.2	76				
Angelina	8,525	59.6	5,091	2,803	73.9	2,071	2,643	60.3	1,593	3,079	46.8	1,427				
Aransas	6,260	59.7	4,722	108	46.7	50	687	64.3	442	165	48.7	80				
Archer	1,967	74.1	1,459				1,390	77.8	1,081	577	65.5	378				
Armstrong	699	83.6	585				261	83.7	219	438	88.5	366	Abilene	7,450	87.0	6,479
Atascosa	4,104	41.0	1,683				1,800	49.0	881	2,304	34.8	802				
Austin	4,772	42.9	2,047				1,749	59.5	1,020	3,028	63.2	1,007	Amarillo	14,479	91.9	13,305
Bailey	1,592	65.4	1,042				504	68.4	345	1,088	64.1	697	Austin	22,519	78.9	17,775
Bandera	1,212	59.4	720				470	61.8	291	742	57.9	429	Beaumont	16,199	77.6	12,568
Bastrop	5,512	42.5	2,341	969	61.6	597	1,672	54.7	914	2,871	28.9	880	Corpus Christi	15,608	72.6	11,385
Baylor	2,025	67.9	1,375	952	76.4	727	180	62.6	131	943	60.1	567	Dallas	84,091	87.1	73,218
Bee	3,971	56.5	2,246	1,746	65.1	1,136	679	60.9	481	1,435	43.8	529	El Paso	24,831	77.5	19,244
Bell	12,145	66.6	8,081	5,304	77.1	4,087	1,673	67.8	1,134	5,168	55.3	2,860	Fort Worth	51,620	85.5	44,111
Bexar	84,692	76.1	64,431	67,579	77.4	52,293	12,393	78.4	9,711	4,720	51.4	2,427	Houston	107,580	85.7	92,165
Blanco	1,159	64.7	750				362	76.6	277	797	59.3	473	Laredo	8,523	45.9	8,912
Borden	344	63.2	217				43	61.5	26	801	63.4	191	Lubbock	8,674	84.9	7,364
Bosque	4,297	67.3	2,894				1,788	74.8	1,331	2,517	62.1	1,563	Port Arthur	12,401	84.3	10,450
Bowie	13,432	53.2	7,239	5,041	70.0	3,783	2,129	65.8	1,382	4,267	45.7	2,364	San Angelo	7,233	79.8	5,775
Brazoria	6,577	63.2	4,112	1,350	90.0	1,216	2,811	68.0	1,912	2,846	41.9	984	San Antonio	65,745	76.8	50,505
Brazos	7,193	55.3	3,978	3,456	69.5	2,400	1,001	68.7	687	2,741	32.5	891	Tyler	8,037	82.1	6,597
Brewster	1,626	58.6	869	977	61.8	604	869	87.7	139	280	45.0	126	Waco	15,870	78.5	12,465
Briscoe	1,066	66.1	704				465	74.8	348	601	59.2	356	Wichita Falls	13,057	84.6	11,048
Brooks	1,843	34.9	489				328	39.8	380	515	27.0	189				
Brown	7,288	71.1	5,188	3,920	79.1	3,101	774	65.3	505	2,594	60.8	1,577				
Burleson	4,679	35.9	1,681				1,583	54.3	859	3,096	26.6	822				
Burnet	2,880	62.9	1,811				1,174	68.2	801	1,706	59.2	1,010				
Caldwell	6,012	53.1	3,190	2,666	67.8	1,793	980	68.4	671	2,867	80.7	726				
Calhoun	1,509	52.8	798				969	58.1	663	540	43.6	235				
Callahan	3,140	63.9	2,009				1,891	73.7	1,026	1,749	56.2	983				
Cameron	19,721	48.9	9,644	11,071	58.7	5,949	3,550	42.8	1,621	5,100	42.6	2,174				
Camp	2,665	49.3	1,313	882	57.9	511	147	61.3	90	1,636	43.5	712				
Carson	1,767	87.5	1,537				1,242	88.4	1,097	515	85.4	440				
Cass	8,153	46.1	3,833				2,980	58.8	1,751	5,173	37.4	1,932				
Castro	1,184	75.9	861				353	78.3	280	776	74.8	581				
Chambers	2,097	65.2	1,367				1,580	68.0	1,074	517	56.7	293				
Cherokee	10,608	50.2	5,337	2,908	69.3	2,016	1,869	51.3	959	5,826	40.6	2,863				
Childress	3,821	72.5	2,407	1,877	77.8	1,461	2,228	71.2	1,621	1,216	64.5	784				
Clay	3,403	64.4	2,193				1,557	67.5	1,051	1,846	61.9	1,142				
Cochran	886	63.1	560				406	63.5	258	480	62.9	302				
Coke	1,235	58.9	728				402	60.5	243	833	58.2	485				
Coleman	5,457	67.9	3,704	1,668	74.2	1,238	1,052	67.0	704	2,737	64.4	1,762				
Collin	12,698	71.0	9,017	2,533	77.8	1,971	2,139	72.3	1,647	8,026	68.5	5,499				
Collingsworth	2,722	67.0	1,824	914	69.5	636	236	70.6	167	1,572	65.0	1,022				
Colorado	4,716	46.1	2,128				2,423	46.8	1,376	2,293	32.8	762				
Comal	3,305	65.1	2,149	1,966	73.5	1,445	365	58.5	214	974	50.3	490				
Comanche	5,282	66.2	3,494	1,960	80.2	698	1,135	70.2	797	3,187	62.9	2,004	Abilene	7,450	87.0	6,479
Concho	1,671	65.9	1,086				684	68.7	436	887	67.6	600	AMARILLO	14,479	91.9	13,305
Cooke	6,376	74.7	4,763	2,725	79.2	2,158	534	74.2	396	8,117	70.9	2,209	AMARILLO	14,479	91.9	13,305
Correll	5,121	61.2	3,134	967	74.2	710	876	64.7	567	3,288	56.5	1,857	AMARILLO	14,479	91.9	13,305
Cottle	1,900	66.2	1,258	787	74.0	582	52	58.8	31	1,061	60.8	645	AUSTIN	22,519	78.9	17,775
Crane	806	81.7	657				764	82.3	629	42	67.6	28				
Crockett	719	63.2	454				581	60.2	350	138	75.6	104				
Crosby	2,654	72.2	1,915				1,112	71.9	799	1,542	72.3	1,116				
Culberson	447	53.8	240				377	53.4	201	70	55.9	39	AUSTIN	22,519	78.9	17,775
Dallam	1,732	78.2	1,354	1,184	83.6	989	179	68.3	122	369	65.7	243				
Dallas	113,020	85.0	96,180	92,054	87.8	80,822	15,031	76.9	11,565	5,935	63.1	3,747				
Dawson	3,990	68.4	2,730	1,634	70.5	1,151	284	56.9	162	2,072	68.4	1,417				
Deaf Smith	1,600	81.5	1,304	738	86.7	640	128	70.8	91	784	78.0	573				
Delta	3,347	69.1	2,311	738	80.2	592	573	59.8	343	2,036	67.6	1,376				
Denton	9,243	74.2	6,856	3,279	86.8	2,831	1,940	68.3	1,326	4,224	67.1	2,699	BEAUMONT	16,199	77.6	12,568
De Witt	2,020	67.3	1,363	2,133	62.7	1,337	1,064	56.4	600	3,093	40.3	1,323				
Dickens	1,909	37.9	726				833	75.3	627	1,137	62.7	738				
Dimmit	1,996	76.7	1,511				1,252	34.8	435	657	44.3	291				
Donley	1,996	76.7	1,511				983	77.1	758	1,013	74.3	753				
Duval	4,718	50.0	2,360	1,244	54.0	672	2,000	71.4	1,428	1,474	17.7	260	BIG SPRING	1,490	100.0	1,490
Eastland	3,372	68.0	2,293	3,867	75.8	2,931	1,860	69.2	1,287	2,645	55.8	1,475				
Ector	4,443	80.3	3,568	1,815	82.4	1,132	2,015	49.3	993	5,027	41.3	2,078	BRADY	1,490	100.0	1,490
Edwards	779	63.5	494				361	66.3	239	518	61.1	255				
Ellis	12,918	64.1	8,288	4,628	76.5	3,492	2,421	67.4	1,631	5,869	53.9	3,165	BROWNSVILLE	1,490	100.0	1,490
El Paso	81,604	73.1	59,888	24,831	77.5	19,244	4,648	58.2	2,708	2,180	53.6	1,141	BROWNSVILLE	1,490	100.0	1,490
Erath	5,890	62.2	3,622	2,232	79.1	1,766	490	58.1	260	3,108	51.3	1,696				
Falls	8,957	47.5	4,208	1,815	62.4	1,132	2,015	49.3	993	5,027	41.3	2,078	BROWNSVILLE	1,490	100.0	1,490
Fannin	11,007	68.9	7,581	1,939	82.5	1,599	2,772	66.7	1,850	6,296	65.6	4,132	BROWNSVILLE	1,490	100.0	1,490
Fayette	7,555	42.5	3,209	772	69.5	536	1,812	59.3	1,074	4,971	32.2	1,699	BROWNSVILLE	1,490	100.0	1,490
Fisher	3,265	64.3	2,099				1,272	66.8	850	1,993	62.7	1,249	COLLEGE STATION	1,490	100.	

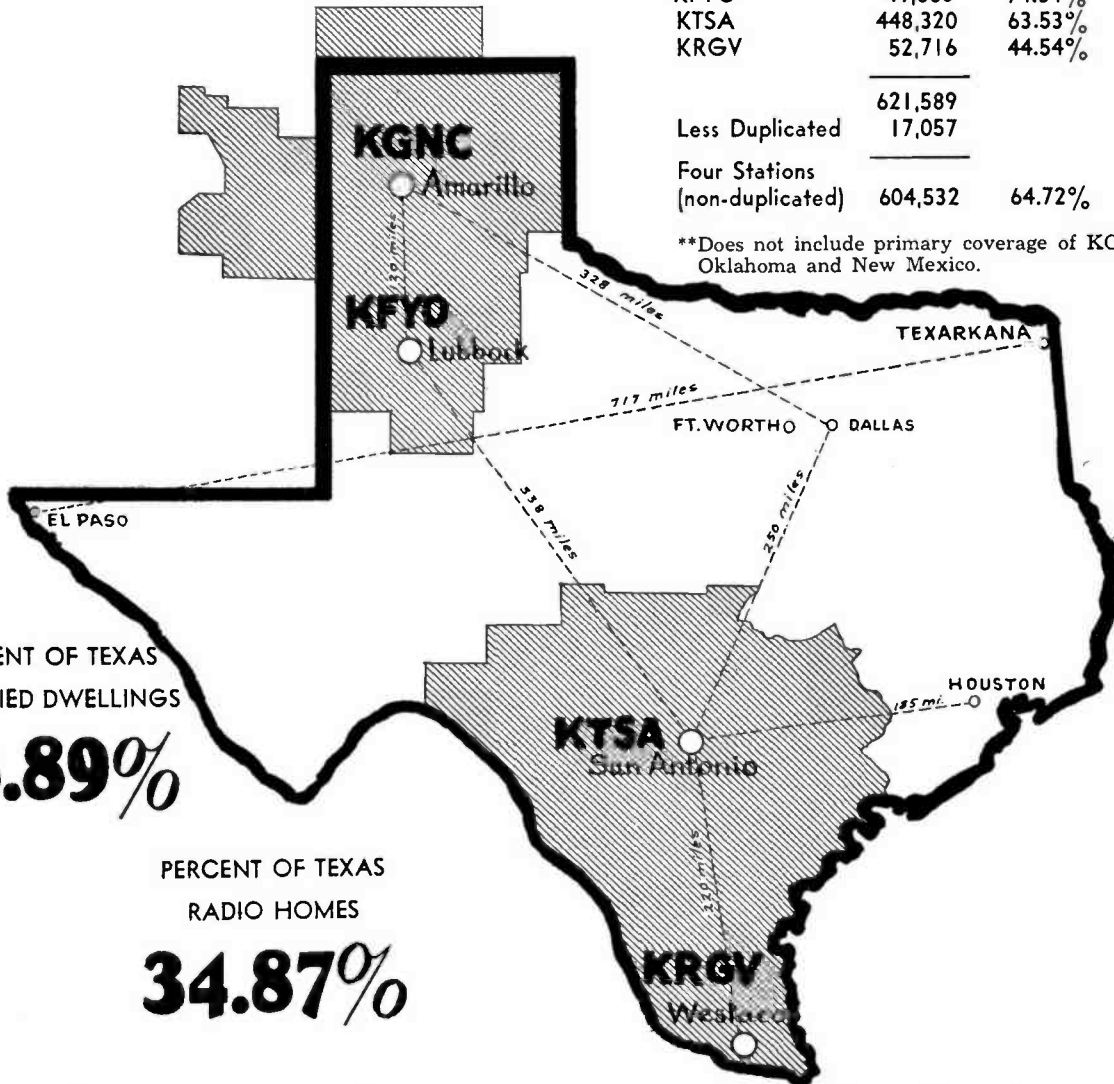
# The Taylor-Howe-Snowden Group

GIVES YOU

Primary **COVERAGE OF**  
4 Primary **TEXAS MARKETS!**

1940 CENSUS—RADIO HOMES IN TEXAS			
	Dwelling Units	% Radio	Radio Units
KGNC**	70,668	81.34%	57,486
KFYO	49,885	74.54%	37,188
KTSA	448,320	63.53%	284,832
KRGV	52,716	44.54%	23,481
	621,589		402,987
Less Duplicated	17,057		11,716
Four Stations (non-duplicated)	604,532	64.72%	391,271

\*\*Does not include primary coverage of KGNC in Oklahoma and New Mexico.



PERCENT OF TEXAS  
OCCUPIED DWELLINGS

**35.89%**

PERCENT OF TEXAS  
RADIO HOMES

**34.87%**

*Get the Attractive Combination Rate on These Four Close-Knit Stations*

**KGNC** AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas

Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX Dls 297



TEXAS—(Continued)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Broadcasting Stations—Continued		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Call Letters Freq. in Kc.	Power in Watts
Harris.....	146,403	82.4	120,628	115,028	85.9	98,791	23,666	78.1	17,289	7,709	59.0	4,548	EL PASO.....	KROD 600	1,000-LS 500-N
Harrison.....	12,727	45.3	5,754	5,173	68.1	3,520	1,908	51.7	988	5,651	22.1	1,251			
Hartley.....	478	62.3	394	82	98.5	67	151	87.8	133	259	75.0	194			
Haskell.....	3,962	67.1	2,659	668	65.4	564	795	68.1	542	2,305	67.4	1,553			
Hays.....	3,710	55.5	2,057	1,601	66.2	1,060	610	58.9	359	1,499	42.5	638			
Hemphill.....	1,137	72.6	825	.....	.....	.....	715	77.5	554	422	64.2	271			
Henderson.....	8,069	53.2	4,296	1,886	72.2	1,000	2,027	61.2	1,241	4,656	44.1	2,055	FORT WORTH....	KFJZ 1270	5,000
Hidalgo.....	23,782	44.4	10,554	11,543	48.0	5,545	4,563	36.4	2,562	7,976	43.3	3,457			
Hill.....	19,317	62.9	6,489	2,291	71.1	1,629	2,681	66.0	1,769	5,345	57.8	3,091			
Hockley.....	3,179	72.6	2,308	834	74.5	621	398	69.6	277	1,947	72.4	1,410			
Hood.....	1,803	56.5	1,020	.....	.....	.....	607	67.9	412	1,196	50.8	608			
Hopkins.....	8,002	63.6	5,087	1,973	74.4	1,468	1,032	63.6	656	4,997	59.3	2,963			
Houston.....	7,733	37.6	2,905	1,359	59.3	806	1,066	56.6	603	5,308	28.2	1,496			
Howard.....	5,440	78.7	4,280	3,413	80.6	2,751	1,962	78.3	753	1,065	72.9	776			
Hudspeth.....	815	48.6	355	.....	.....	.....	430	55.4	238	385	30.4	117			
Hunt.....	13,314	74.1	9,862	5,484	82.3	4,512	2,032	71.6	1,455	5,798	67.2	3,895			
Hutchinson.....	5,289	88.0	4,655	2,892	83.6	2,417	1,859	93.8	1,743	538	92.0	495			
Irion.....	562	63.2	355	.....	.....	.....	363	59.2	215	139	70.6	140			
Jack.....	2,758	60.4	1,664	.....	.....	.....	1,864	72.5	989	1,394	48.4	675			
Jackson.....	2,846	55.2	1,571	.....	.....	.....	698	60.3	421	1,369	46.0	629			
Jasper.....	4,351	45.4	2,021	949	61.6	584	1,465	47.3	693	1,937	38.4	744			
Jeff Davis.....	580	48.1	279	.....	.....	.....	419	46.0	193	161	53.5	86			
Jefferson.....	39,163	80.0	31,338	28,600	80.5	23,024	8,788	80.4	7,064	1,775	70.4	1,250			
Jim Hogg.....	1,216	47.9	583	.....	.....	.....	959	53.9	517	257	25.5	66			
Jim Wells.....	4,735	50.3	2,383	1,946	62.2	1,211	868	47.0	408	1,921	39.8	764			
Johnson.....	8,623	70.6	6,082	3,208	78.8	2,527	1,931	71.8	1,386	3,484	62.3	2,169			
Jones.....	6,179	69.0	4,271	1,325	78.4	1,038	2,018	70.1	1,411	2,841	64.1	1,822			
Karnes.....	4,240	42.1	1,788	756	58.1	439	979	52.1	510	2,505	38.5	839			
Kaufman.....	9,200	58.9	5,416	3,002	70.7	2,123	2,027	54.6	1,107	4,171	52.4	2,186			
Kendall.....	1,507	57.6	868	.....	.....	.....	665	60.5	402	842	55.3	466			
Kenedy.....	134	24.6	33	.....	.....	.....	50	30.2	15	84	21.7	18			
Kerr.....	3,185	71.8	2,252	1,540	79.9	1,230	306	63.9	195	568	54.6	310			
Kerr.....	3,185	71.8	2,252	1,540	79.9	1,230	641	68.9	441	954	60.9	581			
Kimble.....	1,368	65.2	893	.....	.....	.....	686	65.2	447	682	65.3	446			
King.....	267	80.1	214	.....	.....	.....	98	79.6	78	169	80.4	136			
Kinney.....	897	47.9	430	606	45.3	275	95	46.2	44	196	56.6	111			
Kleberg.....	3,227	61.9	1,999	2,085	66.9	1,362	539	57.5	310	653	50.0	327			
Knott.....	2,560	63.9	1,635	.....	.....	.....	1,191	69.4	826	1,869	59.1	809			
Lamar.....	13,048	61.5	8,027	5,250	75.3	3,952	1,932	59.5	1,149	5,866	49.9	2,926			
Lamb.....	4,567	70.2	3,206	1,044	68.3	713	888	72.2	641	2,635	70.3	1,852			
Lampasas.....	2,673	67.8	1,812	1,041	68.5	713	461	60.1	308	1,171	67.6	791			
LaSalle.....	1,898	30.1	670	864	32.1	277	444	27.3	121	590	29.2	172			
Lavaca.....	6,512	43.1	2,852	794	74.1	538	1,574	59.2	932	4,244	31.6	1,342			
Lee.....	3,048	39.5	1,235	.....	.....	.....	973	61.1	594	2,075	29.5	611			
Leon.....	4,457	36.0	1,602	.....	.....	.....	1,276	59.1	754	3,181	26.7	848			
Liberty.....	6,405	52.4	3,365	904	73.1	661	3,366	57.6	1,934	2,145	35.9	770			
Limestone.....	8,866	52.1	4,622	1,884	64.8	1,211	2,175	61.5	1,338	4,807	43.1	2,073			
Lipscomb.....	1,002	80.4	805	.....	.....	.....	517	82.2	425	78	65.5	380			
Live Oak.....	2,256	51.8	1,159	.....	.....	.....	870	66.1	576	1,826	42.8	594			
Llano.....	1,696	67.9	1,162	767	68.2	523	208	58.0	121	726	70.5	508			
Loving.....	86	84.0	72	.....	.....	.....	72	82.6	59	14	91.7	13			
Lubbock.....	13,819	82.1	11,345	9,697	84.2	8,165	1,287	77.6	998	2,835	77.0	2,182			
Lynn.....	3,085	57.0	2,221	.....	.....	.....	1,168	71.5	828	1,927	72.3	1,393			
McCulloch.....	3,498	68.0	2,380	1,412	75.3	1,063	618	60.1	371	1,468	64.4	946			
McLennan.....	27,326	71.2	19,443	16,689	78.0	13,014	4,606	68.9	3,174	6,081	54.0	3,255			
McMullen.....	364	54.4	198	.....	.....	.....	146	54.1	79	218	54.6	119			
Madison.....	3,050	32.5	991	.....	.....	.....	1,004	46.1	463	2,046	25.8	528			
Marion.....	2,843	34.7	982	812	55.4	450	332	45.5	151	1,699	22.4	381			
Martin.....	1,370	63.0	863	.....	.....	.....	373	71.4	266	997	59.9	597			
Mason.....	1,514	69.3	1,050	.....	.....	.....	726	66.4	482	788	72.0	568			
Matagorda.....	5,302	50.2	2,665	1,881	63.6	1,195	1,611	53.2	857	1,810	33.8	613			
Maverick.....	2,171	41.6	903	1,385	41.4	573	374	42.3	158	412	41.8	172			
Medina.....	3,872	51.5	1,995	.....	.....	.....	1,822	52.6	958	2,050	50.6	1,037			
Menard.....	1,225	67.0	821	.....	.....	.....	711	63.7	453	514	71.7	368			
Midland.....	3,323	74.2	2,467	2,715	77.5	2,103	105	65.7	69	508	58.7	295			
Milam.....	8,272	48.5	4,024	1,415	62.7	887	1,858	59.6	1,107	4,999	40.6	2,030			
Mills.....	2,150	62.0	1,333	.....	.....	.....	657	67.6	444	1,493	59.6	889			
Mitchell.....	3,332	66.9	2,226	1,466	70.2	1,029	440	69.8	307	1,426	62.4	890			
Montague.....	5,433	64.9	3,528	1,779	81.9	1,458	1,121	67.3	755	2,533	51.9	1,315			
Montgomery.....	6,009	50.0	3,006	1,343	64.3	864	2,156	54.0	1,169	2,601	38.9	973			
Moore.....	1,204	89.9	1,083	.....	.....	.....	1,078	89.2	962	126	95.8	121			
Morris.....	2,426	41.5	1,011	.....	.....	.....	869	55.1	479	1,557	34.2	532			
Motley.....	1,325	65.1	863	.....	.....	.....	644	64.2	413	681	66.1	450			
Nacogdoches.....	8,829	49.7	4,419	2,151	75.7	1,629	2,332	49.3	1,150	4,346	37.7	1,640			
Navarro.....	13,502	58.7	7,924	4,490	73.0	3,279	2,823	61.2	1,728	6,189	47.1	2,917			
Newton.....	3,254	36.1	1,177	.....	.....	.....	1,544	50.6	781	1,710	23.0	396			
Nolan.....	4,644	75.2	3,487	2,811	77.5	2,179	677	72.1	488	1,156	71.0	820			
Nueces.....	23,993	65.7	15,753	17,147	70.4	12,076	3,591	60.8	2,185	3,255	45.8	1,492			
Ochiltree.....	1,136	85.8	974	.....	.....	.....	688	87.4	601	448	83.3	373			
Oldham.....	353	90.3	318	.....	.....	.....	229	91.4	209	124	88.1	109			
Orange.....	4,598	65.7	3,022	2,060	70.3	1,448	1,316	58.0	764	1,222	66.3	810			
Palo Pinto.....	5,116														

TEXAS—(Continued)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Rusk.....	12,971	57.2	7,406	1,969	68.4	1,346	5,918	71.5	4,230	5,084	86.0	1,830
Sabine.....	2,736	89.8	1,080	.....	.....	.....	1,015	52.0	528	1,721	32.1	562
San Augustine.....	2,926	82.3	939	.....	.....	.....	708	53.1	876	2,218	25.4	563
San Jacinto.....	2,296	21.0	483	.....	.....	.....	663	30.4	202	1,683	17.2	281
San Patricio.....	7,129	58.7	4,192	2,673	66.0	1,763	2,098	62.8	1,817	2,358	47.2	1,112
San Saba.....	2,883	62.9	1,813	817	68.5	559	597	58.1	817	1,469	63.8	997
Schleicher.....	845	62.0	523	.....	.....	.....	453	62.1	281	392	61.9	242
Scurry.....	3,090	68.3	2,109	1,118	73.5	821	947	66.2	230	1,625	65.1	1,058
Shackelford.....	1,701	77.1	1,312	.....	.....	.....	1,173	77.9	914	528	75.5	398
Shelby.....	7,395	44.0	3,253	897	69.9	627	1,521	48.6	739	4,977	37.9	1,887
Sherman.....	540	81.6	441	.....	.....	.....	292	85.8	249	248	77.2	192
Smith.....	18,089	64.2	11,613	8,037	82.1	6,597	3,628	68.0	2,465	6,429	39.7	2,561
Somervell.....	934	52.4	436	.....	.....	.....	353	63.2	223	431	44.3	218
Starr.....	2,555	25.7	658	.....	.....	.....	1,670	35.2	587	885	8.1	71
Stephens.....	3,568	72.5	2,591	1,777	78.6	1,396	940	70.5	663	851	62.5	532
Sterling.....	399	73.7	295	.....	.....	.....	250	75.1	188	149	71.5	107
Stonewall.....	1,367	60.1	821	.....	.....	.....	438	69.1	303	929	55.8	518
Sutton.....	1,022	66.1	573	632	58.6	870	74	33.8	25	316	36.3	178
Swisher.....	1,763	81.9	1,445	.....	.....	.....	856	87.9	752	912	76.1	694
Tarrant.....	64,512	83.2	53,708	52,815	85.5	45,156	6,964	74.9	5,214	4,733	70.5	3,338
Taylor.....	11,757	80.3	9,444	7,450	87.0	6,479	2,117	74.1	1,569	2,190	63.8	1,396
Terrell.....	753	52.3	395	.....	.....	.....	579	51.4	298	174	55.6	97
Terry.....	2,863	70.0	2,004	1,112	74.4	827	196	77.2	151	1,555	66.0	1,026
Throckmorton.....	1,134	66.7	756	.....	.....	.....	489	67.5	330	645	65.1	426
Titus.....	5,085	55.4	2,819	1,314	66.8	878	1,152	76.3	755	2,619	45.3	1,186
Tom Green.....	10,503	75.6	7,936	7,233	79.8	5,775	1,614	62.5	1,009	1,656	69.6	1,152
Travis.....	28,070	73.5	20,627	22,519	78.9	17,775	1,864	60.5	1,128	3,687	46.8	1,724
Trinity.....	3,358	43.8	1,468	.....	.....	.....	1,534	52.1	825	1,774	36.2	643
Tyler.....	2,942	48.0	1,412	.....	.....	.....	1,208	58.0	701	1,734	41.0	711
Ujehur.....	6,484	52.8	3,427	934	67.3	629	1,502	63.2	949	4,048	45.7	1,849
Upton.....	1,263	81.4	1,023	781	80.6	629	397	84.1	384	85	76.2	65
Uvalde.....	3,356	54.2	1,819	1,641	52.4	859	819	53.1	435	896	58.6	525
Val Verde.....	3,664	52.7	1,931	8,084	52.9	1,632	173	46.2	80	407	53.8	219
Van Zandt.....	7,996	63.4	5,072	.....	.....	.....	2,723	74.5	2,029	5,273	57.7	3,043
Victoria.....	6,189	62.2	3,847	3,294	72.7	2,396	943	54.9	518	1,952	47.8	983
Walker.....	4,562	44.8	2,039	1,000	81.0	810	1,389	47.0	653	2,173	26.5	576
Waller.....	2,739	36.6	999	.....	.....	.....	1,105	51.6	570	1,634	26.2	429
Ward.....	2,612	70.5	1,842	1,139	77.8	886	1,133	74.3	841	340	33.9	115
Washington.....	6,624	35.6	2,367	1,912	65.7	1,256	628	39.4	248	4,084	21.1	863
Webb.....	10,025	44.5	4,465	8,523	45.9	3,912	642	62.3	400	860	17.8	153
Wharton.....	9,314	51.4	4,790	2,468	72.5	1,789	2,249	59.9	1,847	4,597	36.0	1,654
Wheeler.....	3,232	70.4	2,276	895	80.2	718	904	74.4	673	1,483	61.8	855
Wichita.....	19,954	82.2	16,407	15,423	84.3	13,009	3,081	75.2	2,317	1,450	74.6	1,081
Wilbarger.....	5,478	75.7	4,146	2,663	77.8	2,073	858	85.7	735	1,957	68.4	1,338
Willacy.....	3,106	44.0	1,369	1,008	52.3	527	615	44.4	273	1,488	38.3	569
Williamson.....	10,962	59.8	6,558	3,326	72.9	2,425	2,252	63.0	1,419	5,331	50.4	2,714
Wilson.....	3,872	39.0	1,512	.....	.....	.....	1,384	51.9	719	2,483	31.9	793
Winkler.....	1,763	77.7	1,370	750	75.6	567	969	80.0	675	44	62.8	23
Wise.....	5,140	62.5	3,220	758	78.6	596	1,575	65.4	1,030	2,807	56.8	1,594
Wood.....	6,274	58.2	3,651	933	68.9	643	1,606	66.6	1,070	3,735	51.9	1,938
Yoakum.....	1,494	68.1	1,017	.....	.....	.....	1,232	70.7	871	262	55.7	146
Young.....	5,179	72.5	3,753	2,473	83.4	2,062	972	67.0	651	1,734	60.0	1,040
Zapata.....	859	20.0	171	1,327	32.0	424	613	25.6	157	246	5.8	14
Zavala.....	2,439	31.1	760	.....	.....	.....	268	39.7	107	844	27.1	229
State Total.....	1,678,396	66.9	1,122,042	802,601	78.6	630,911	359,745	65.7	236,144	516,050	49.4	254,987

HERE ARE SOME FIGURES  
THE CENSUS DOESN'T SHOW

WOAI's predominant position in key cities of the Central and South Texas market is convincingly revealed by the latest Hooper Listening Indexes for San Antonio, Austin and Corpus Christi. Use WOAI to blanket this rich section — at lowest cost per listener.

CLEAR CHANNEL  
50,000 WATTS  
Represented Nationally by  
EDWARD PETRY & CO., Inc.



LATEST HOOPER STATION LISTENING INDEXES

San Antonio — Austin — Corpus Christi

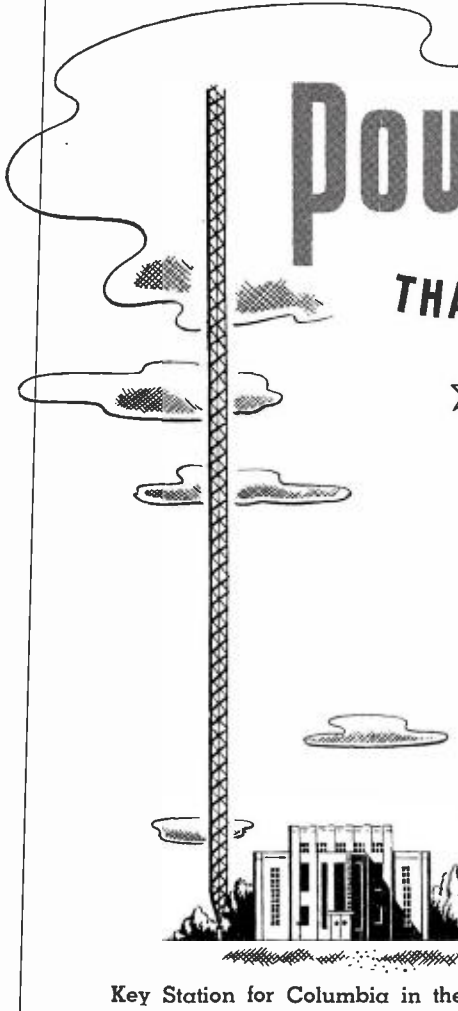
SAN ANTONIO		WOAI	Station "B"	Station "C"	Station "D"	Station "E"	Others
Total Index							
8 A. M.—10:30 P. M.		61.0	18.7	8.7	6.4	4.8	0.4
AUSTIN		WOAI	Station "F"	Station "G"	Station "H"	Station "I"	Others
Total Index							
8 A. M.—10:30 P. M.		52.1	27.1	13.2	4.6	3.1	5.8
CORPUS CHRISTI		WOAI	Station "J"	Station "K"	Station "L"	Station "M"	Others
Total Index							
8 A. M.—10:30 P. M.		21.2	51.7	15.9	2.6	2.2	6.4

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

# UTAH

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
	Beaver	1,245	86.2	1,078	.....	.....	.....	1,012	87.5	885	238	80.8	188			
Box Elder	4,516	98.3	4,215	1,483	95.8	1,421	1,290	92.4	1,191	1,743	92.0	1,603				
Cache	7,470	95.3	7,116	3,214	95.5	3,068	2,171	94.2	2,044	2,085	96.1	2,004				
Carbon	4,608	84.4	3,888	2,056	85.6	1,761	2,141	85.1	1,822	411	74.1	805	Ogden	11,964	95.4	11,418
Daggett	131	60.8	80	.....	.....	.....	54	53.1	29	77	65.8	51	Salt Lake City	41,368	95.7	39,600
Davis	3,776	94.3	3,562	820	97.9	803	1,641	94.6	1,552	1,315	91.8	1,207				
Duchesne	1,961	76.5	1,500	.....	.....	.....	889	77.6	651	1,122	75.7	849				
Emery	1,615	84.2	1,359	.....	.....	.....	1,168	88.4	1,032	447	73.2	327				
Garfield	1,092	77.3	850	.....	.....	.....	986	77.3	724	156	81.1	126				
Grand	515	68.6	358	.....	.....	.....	385	71.2	274	180	60.6	79				
Iron	2,049	88.6	1,814	1,170	90.7	1,061	557	86.1	479	322	85.1	274				
Juab	1,948	90.7	1,762	732	93.4	683	1,019	92.1	938	192	73.3	141				
Kane	1,568	81.3	467	.....	.....	.....	419	82.7	346	144	76.9	111				
Millard	2,180	89.6	1,954	.....	.....	.....	1,604	92.5	1,484	576	81.5	470				
Morgan	684	94.4	598	.....	.....	.....	355	94.4	335	279	94.4	263				
Plute	545	88.0	453	.....	.....	.....	384	81.7	314	161	86.5	139				
Rich	497	95.5	475	.....	.....	.....	309	95.4	295	188	95.7	180				
Salt Lake	56,621	95.3	53,955	45,896	95.6	43,876	8,159	94.0	7,668	2,566	94.0	2,411				
San Juan	997	42.8	420	.....	.....	.....	358	72.2	258	639	25.4	162				
Sanpete	4,011	91.8	3,685	.....	.....	.....	3,368	93.3	3,143	643	84.4	542				
Sevier	2,962	89.8	2,661	919	92.7	852	1,588	90.3	1,434	455	82.5	375				
Summit	2,197	94.3	2,078	990	94.1	932	741	95.6	708	466	92.9	433				
Tooele	2,359	91.4	2,155	1,278	93.4	1,193	809	90.0	728	272	86.0	234				
Uintah	2,224	76.4	1,700	.....	.....	.....	1,059	78.7	833	1,165	74.4	867				
Utah	13,708	94.7	12,975	9,696	95.7	9,282	2,146	91.4	1,960	1,866	92.8	1,733				
Wasatch	1,407	92.3	1,297	698	98.6	653	401	89.6	359	308	92.6	285				
Washington	2,064	82.8	1,711	842	80.3	676	616	84.3	520	606	84.9	515				
Wayne	494	81.6	403	.....	.....	.....	383	81.4	271	161	82.1	132				
Weber	15,103	95.2	14,379	11,964	95.4	11,418	1,253	94.8	1,188	1,886	94.0	1,773				
State Total	139,487	92.4	128,923	81,758	95.0	77,679	37,115	90.2	33,465	20,614	86.3	17,779				

Broadcasting Stations			
City	Call Letters	Freq. in Kc.	Power in Watts
CEDAR CITY	KSUB	1340	100
LOGAN	KVNU	1230	250
OGDEN	KLO	1430	5,000
PRICE	KEUB	1450	250
PROVO	KOVO	1240	250
SALT LAKE CITY	KDYL	1820	5,000
	KSL	1160	50,000
	KUTA	570	5,000




# POWER

## THAT BLANKETS INTERMOUNTAIN AMERICA

★ Wise to the Ways of the West . . . programmed to sell Intermountain America through dominant radio coverage of city, town and country. Hooper studies prove the dominance of KSL's 50,000 watts for hundreds of miles in all directions. Listener response for one month alone came from 86% of all counties in eleven big western states. KSL coverage makes the Intermountain West a one-station market and sponsor-cooperation goes right to the dealer's counter. KSL knows how to keep Westerners listening!

.... Ask Petry!

THE *West Wise* STATION



Key Station for Columbia in the Intermountain West

50,000 WATTS • SALT LAKE CITY

## VERMONT

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 2,500 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Addison.....	4,532	89.5	3,783	.....	.....	.....	2,406	85.5	2,056	2,126	81.2	1,727	Bennington..	2,182	96.7	2,109
Bennington.....	6,138	91.0	5,584	2,182	96.7	2,109	2,903	88.6	2,573	1,053	85.6	902	St. Johnsbury	2,119	95.9	2,082
Caledonia.....	6,566	88.1	5,784	2,119	95.9	2,082	2,464	88.2	2,174	1,983	79.6	1,578	Burlington..	7,138	96.0	6,851
Chittenden.....	12,684	92.6	11,748	8,584	95.7	8,163	2,311	87.8	2,028	1,839	84.7	1,557	Winooski....	1,896	94.0	1,812
Essex.....	1,678	82.8	1,390	.....	.....	.....	1,078	86.7	935	600	75.8	455	St. Albans...	2,188	96.8	2,069
Franklin.....	7,370	89.1	6,566	2,188	96.8	2,069	2,922	86.8	2,537	2,310	84.9	1,960	Newport....	1,832	95.2	1,268
Grand Isle.....	931	84.9	790	.....	.....	.....	421	83.9	353	510	85.8	437	Rutland City	4,580	95.2	4,361
Lamoille.....	2,852	84.6	2,411	.....	.....	.....	1,643	88.7	1,458	1,209	78.8	958	Barre.....	3,053	93.2	2,850
Orange.....	4,470	80.7	3,607	.....	.....	.....	2,169	86.3	1,872	2,301	75.4	1,735	Montpelier..	2,294	95.6	2,107
Orleans.....	5,460	87.3	4,764	1,832	95.2	1,268	.....	.....	1,733	2,153	81.9	1,763	Waterbury...	485	93.8	455
Rutland.....	11,789	89.3	10,528	4,580	95.2	4,361	5,066	88.1	4,464	2,143	79.5	1,703	Bellows Falls	1,174	96.9	1,138
Washington.....	10,589	89.5	9,482	5,747	94.2	5,412	2,761	87.6	2,419	2,081	79.3	1,651	Brattleboro..	2,448	95.5	2,337
Windham.....	7,365	88.9	6,544	3,622	95.9	3,475	2,038	83.1	1,693	1,075	80.7	1,376	Springfield..	1,404	96.4	1,353
Windsor.....	10,011	89.1	8,924	2,211	96.5	2,133	5,007	90.1	4,511	2,793	81.6	2,280	Windsor.....	807	96.7	780
State Total..	92,435	88.6	81,905	32,465	95.5	31,022	35,164	87.6	30,806	24,806	80.9	20,077				

### Broadcasting Stations

City	Call Letters	Power
	Freq. in Kc.	in Watts
BURLINGTON.....	WCAX 620	1,000
RUTLAND.....	WSYB 1490 CP-1380	250 CP-1,000
ST. ALBANS.....	WWSR 1420	1,000-D
WATERBURY.....	WDEV 550	1,000-D

**“ . . . that extra something that makes these programs welcome to the Program Department, and a refreshing change to the announcer.”**

**K P R O**

● From the ASCAP Radio Program Service there are available, without cost to any ASCAP-licensed station, programs which are entertaining and salable. If you have an ASCAP license both your Program and Commercial Departments will welcome these shows. Write or wire at once.

**ASCAP**  
**Radio Program Service**  
 30 Rockefeller Plaza, New York

**VIRGINIA**

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population				
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City*	Units	% Radio	Radio Units	
Accomack.....	8,960	57.8	5,184	.....	.....	.....	5,711	68.9	3,651	3,249	47.2	1,583					
Albemarle.....	5,518	50.6	2,789	.....	.....	.....	1,995	53.5	1,067	3,518	48.9	1,722					
Alleghany.....	5,079	74.2	3,764	1,585	88.0	1,361	2,866	71.4	2,046	678	54.1	367	Alexandria...	8,774	92.2	8,092	
Amelia.....	1,959	34.0	668	.....	.....	.....	260	50.0	130	1,679	31.5	528	Charlottes- ville.....	5,269	79.9	4,209	
Amherst.....	4,129	52.2	2,154	.....	.....	.....	1,619	56.5	1,076	2,510	43.0	1,078	Danville.....	8,311	72.7	6,041	
Appomattox.....	2,022	47.8	962	.....	.....	.....	612	64.3	393	1,410	40.4	569	Fredericks- burg.....	2,594	92.5	2,399	
Arlington.....	15,914	96.5	15,359	15,914	96.5	15,359	.....	.....	.....	.....	.....	.....	Lynchburg...	11,428	78.9	9,013	
Augusta.....	9,911	71.0	7,029	1,778	82.5	1,467	3,569	89.9	2,495	4,564	67.2	3,067	Newport News.....	9,724	79.1	7,691	
Bath.....	1,543	65.0	1,007	.....	.....	.....	668	74.3	497	875	58.3	510	Norfolk.....	37,403	83.4	31,197	
Bedford.....	1,890	51.5	975	1,013	77.4	784	1,613	58.1	803	4,304	44.8	1,928	Petersburg...	8,170	71.3	5,823	
Bland.....	1,424	59.5	848	.....	.....	.....	374	71.3	267	1,050	55.3	581	Portsmouth...	13,225	79.9	10,568	
Botetourt.....	3,697	63.4	2,346	.....	.....	.....	1,681	55.7	1,104	2,016	61.6	1,242	Richmond...	50,917	86.5	44,061	
Brunswick.....	4,082	40.3	1,643	.....	.....	.....	886	67.8	601	3,196	32.6	1,042	Roanoke.....	17,949	87.5	15,709	
Buchanan.....	6,018	52.5	3,157	.....	.....	.....	3,496	61.3	2,143	2,517	40.3	1,014	Staunton.....	2,913	86.5	2,521	
Buckingham.....	2,857	35.7	1,018	.....	.....	.....	724	45.9	383	2,183	32.1	685	Suffolk.....	2,978	77.3	2,308	
Campbell.....	5,659	57.4	3,248	646	83.6	540	1,935	64.1	1,240	3,078	47.7	1,468	Winchester...	3,308	89.7	2,968	
Caroline.....	3,030	44.1	1,387	.....	.....	.....	742	53.2	395	2,288	41.2	942	<b>Other Independent Cities</b>				
Carroll.....	5,734	50.3	2,887	845	72.7	251	854	61.9	529	4,585	46.5	2,107	Bristol.....	2,856	83.0	1,956	
Charles City.....	881	35.9	318	.....	.....	.....	435	26.1	114	446	45.6	204	Buena Vista..	1,912	75.1	760	
Charlotte.....	3,352	35.6	1,198	.....	.....	.....	560	53.1	297	2,792	32.1	896	Chifton Forge	1,628	87.7	1,428	
Chesterfield.....	7,599	77.3	5,870	854	96.4	823	4,731	80.1	3,790	2,014	62.4	1,257	Hampton.....	1,649	80.0	1,319	
Clarke.....	1,750	67.8	1,187	.....	.....	.....	984	87.4	683	763	68.3	524	Harrisonburg	2,312	87.9	2,032	
Craig.....	908	63.8	579	.....	.....	.....	244	73.1	178	664	60.3	401	Hopewell.....	2,247	86.2	1,936	
Culpeper.....	3,123	58.1	1,814	.....	.....	.....	1,343	67.0	900	1,780	51.3	914	Radford.....	1,701	85.0	1,445	
Cumberland.....	1,631	34.8	570	.....	.....	.....	210	56.0	118	1,421	31.8	452	South Norfolk	2,058	81.5	1,660	
Dickenson.....	4,155	55.5	2,308	.....	.....	.....	1,871	64.8	1,213	2,284	47.9	1,095	Williamsburg	679	86.6	588	
Dinwiddie.....	3,095	39.6	1,225	.....	.....	.....	768	45.2	370	2,327	36.8	855	<b>Broadcasting Stations</b>				
Elizabeth City.....	5,859	32.0	1,802	923	87.5	807	4,437	32.3	1,451	2,927	37.3	1,228	City	Call Letters	Power		
Essex.....	1,646	42.8	705	.....	.....	.....	496	56.8	282	1,150	36.8	423	Freq. in Kc.		in Watts		
Fairfax.....	8,747	81.2	7,105	670	95.6	641	6,088	82.5	5,022	1,989	72.5	1,442	CHARLOTTESVILLE	WCHV	250		
Fauquier.....	4,906	57.6	2,827	.....	.....	.....	1,778	64.5	1,147	3,128	58.7	1,680	COVINGTON.....	WJMA	250		
Floyd.....	2,823	46.9	1,324	.....	.....	.....	383	55.0	211	2,440	45.6	1,113	DANVILLE.....	WBTV	250		
Floviana.....	1,857	45.0	746	.....	.....	.....	222	65.3	145	1,480	41.9	591	FREDERICKSBURG	WFVA	250-D		
Franklin.....	5,537	47.7	2,643	471	92.0	433	1,190	66.6	793	3,229	47.3	1,528	1290	HARRISONBURG..	WSVA	1,000-D	
Frederick.....	3,423	69.2	2,369	.....	.....	.....	1,456	75.6	1,101	920	28.4	262	550	LYNCHBURG.....	WLVA	250	
Giles.....	3,114	66.9	2,084	.....	.....	.....	1,565	75.3	1,179	1,649	58.4	905	1290	MARTINSVILLE..	WMVA	250	
Gloucester.....	2,478	52.0	1,287	664	77.9	517	843	46.0	388	1,621	23.8	386	1450	NEWPORT NEWS..	WGH	250	
Goopland.....	1,708	41.4	707	1,291	68.1	879	1,034	45.3	468	6,407	35.4	2,270	1340	NORFOLK.....	WTAR	5,000	
Grayson.....	4,958	57.1	2,829	.....	.....	.....	1,807	67.3	1,036	2,361	44.8	1,057	PETERSBURG.....	WPID	250		
Greene.....	1,116	29.3	327	.....	.....	.....	1,258	69.0	865	5,024	31.1	1,652	1240	PORTSMOUTH....	WSAP	250	
Greensville.....	3,128	41.3	1,291	.....	.....	.....	196	38.4	65	1,078	38.5	515	1490	RICHMOND.....	*WBBL	100	
Halifax.....	8,732	41.5	3,617	.....	.....	.....	343	46.0	388	1,421	51.2	821	1240-SH	WMBG	5,000		
Hanover.....	4,168	50.2	2,093	.....	.....	.....	843	46.0	388	6,407	35.4	2,270	1880	WRNL	5,000		
Henrico.....	10,694	85.6	9,148	.....	.....	.....	1,034	45.3	468	2,361	44.8	1,057	910	WRVA	50,000		
Henry.....	5,597	59.6	3,340	.....	.....	.....	9,173	88.7	8,134	1,621	66.7	1,014	1140	WDBJ	5,000		
Highland.....	1,085	65.0	705	.....	.....	.....	3,162	67.5	2,135	2,435	49.5	1,205	960	WSLS	250		
Ile of Wight.....	3,121	40.8	1,271	.....	.....	.....	262	73.0	191	823	62.5	514	1490	SUFFOLK.....	WLPM	250	
James City.....	1,060	54.6	579	.....	.....	.....	1,181	51.3	605	1,940	34.3	666	1450	WINCHESTER.....	WINC	250	
King and Queen.....	1,568	38.6	605	.....	.....	.....	635	55.0	350	1,282	38.3	491					
King George.....	1,259	44.7	563	.....	.....	.....	398	46.2	184	861	44.0	379					
King William.....	1,902	48.6	927	.....	.....	.....	1,038	61.5	638	864	33.5	289					
Lancaster.....	2,182	51.1	1,115	.....	.....	.....	1,387	51.4	697	825	50.7	418					
Lee.....	8,227	50.3	4,134	.....	.....	.....	4,409	58.7	2,588	3,818	40.5	1,546					
Loudoun.....	4,840	68.3	3,306	.....	.....	.....	2,194	72.9	1,599	2,646	64.5	1,707					
Louisa.....	3,237	44.0	1,425	.....	.....	.....	641	54.1	347	2,596	41.5	1,078					
Lunenburg.....	3,152	43.0	1,354	.....	.....	.....	839	72.1	605	2,313	32.4	749					
Madison.....	1,870	46.1	862	.....	.....	.....	423	40.7	172	1,447	47.7	690					
Mathews.....	1,918	54.3	1,041	.....	.....	.....	780	47.3	369	1,138	59.0	672					
Medickburg.....	6,963	38.5	2,676	.....	.....	.....	1,939	57.5	1,114	5,024	31.1	1,652					
Middlesex.....	1,747	41.5	724	.....	.....	.....	669	46.2	309	1,078	38.5	515					
Montgomery.....	5,002	66.4	3,318	.....	.....	.....	3,059	71.9	2,200	1,943	57.6	1,118					
Namptend.....	5,143	43.9	2,257	.....	.....	.....	2,529	47.3	1,195	2,814	40.6	1,062					
Nelson.....	3,435	47.6	1,634	.....	.....	.....	1,066	58.3	621	2,369	42.8	1,013					
New Kent.....	945	39.7	376	.....	.....	.....	410	38.7	159	685	40.5	217					
Norfolk.....	8,912	73.0	6,499	.....	.....	.....	7,000	78.1	5,465	1,912	54.1	1,034					
Northampton.....	4,371	56.4	2,468	.....	.....	.....	2,615	68.3	1,656	1,756	46.3	812					
Northumberland.....	2,445	54.9	1,342	.....	.....	.....	994	60.1	597	1,451	51.8	745					
Nottoaway.....	3,464	52.5	1,812	663	69.3	460	1,068	68.8	735	1,733	55.6	617					
Orange.....	2,964	56.7	1,681	.....	.....	.....	1,248	61.5	767	1,716	58.3	914					
Page.....	3,513	60.9	2,138	.....	.....	.....	2,119	64.4	1,365	1,394	55.4	773					
Patrick.....	3,523	38.8	1,367	.....	.....	.....	493	52.9	259	3,033	36.5	1,108					
Pittsylvania.....	12,792	53.9	6,891	.....	.....	.....	4,772	69.3	3,331	8,020	44.4	3,560					
Powhatan.....	1,160	43.0	499	.....	.....	.....	198	51.3	102	962	41.3	397					
Prince Edward.....	3,427	45.7	1,556	953	75.6	721	537	49.2	264	1,937	29.5	571					



# WRVA

## DATA SHEET, VIRGINIA COVERAGE IN TERMS OF CENSUS FIGURES

### Night

	ALL UNITS		URBAN UNITS		RURAL NON-FARM UNITS		RURAL FARM UNITS	
	Units	Radio Units	Units	Radio Units	Units	Radio Units	Units	Radio Units
VA. COUNTIES	244,280	136,781	11,935	9,724	101,143	67,892	131,202	59,165
N. C. COUNTIES	88,051	41,330	17,288	11,891	25,035	12,687	45,728	16,752
CITIES	136,893	113,754	136,893	113,754				
<b>TOTAL</b>	<b>469,224</b>	<b>291,865</b>	<b>166,116</b>	<b>135,369</b>	<b>126,178</b>	<b>80,579</b>	<b>176,930</b>	<b>75,917</b>

### \*AREA TABULATED (NIGHT)

#### VIRGINIA COUNTIES:

Albemarle	Chesterfield	Halifax	Mecklenburg	Prince George
Allegheny	Culpeper	Hanover	Middlesex	Princess Anne
Amelia	Cumberland	Henrico	Nansemond	Rappahannock
Amherst	Dinwiddie	Highland	Nelson	Richmond
Appomattox	Elizabeth City	Isle of Wight	New Kent	Rockbridge
Augusta	Essex	James City	Norfolk	Rockingham
Bath	Fauquier	King and Queen	Northampton	Shenandoah
Brunswick	Fluvanna	King William	Northumberland	Southampton
Buckingham	Frederick	Lancaster	Nottoway	Spotsylvania
Campbell	Gloucester	Louisa	Orange	Stafford
Caroline	Goochland	Lunenburg	Page	Stafford
Charles City	Greene	Madison	Powhatan	Stafford
Charlotte	Greensville	Mathews	Prince Edward	Sussex
				Warwick
				York

#### NORTH CAROLINA COUNTIES:

Beaufort	Currituck	Halifax	Martin	Perquimans
Bertie	Dare	Hertford	Northampton	Tyrrel
Camden	Edgecombe	Hyde	Pamlico	Warren
Chowan	Gates	Jones	Pasquotank	Washington
Craven				

#### CITIES:

Charlottesville	Hopewell	Petersburg	Richmond	Suffolk
Fredericksburg	Newport News	Portsmouth	South Norfolk	Williamsburg
Hampton	Norfolk			

### Day

	ALL UNITS		URBAN UNITS		RURAL NON-FARM UNITS		RURAL FARM UNITS	
	Units	Radio Units	Units	Radio Units	Units	Radio Units	Units	Radio Units
VA. COUNTIES	223,528	123,884	10,678	8,593	92,219	61,426	120,631	53,865
N. C. COUNTIES	79,794	37,076	14,384	9,495	25,072	12,742	40,338	14,839
CITIES	136,893	113,754	136,893	113,754				
<b>TOTAL</b>	<b>440,215</b>	<b>274,714</b>	<b>161,955</b>	<b>131,842</b>	<b>117,291</b>	<b>74,168</b>	<b>160,969</b>	<b>68,704</b>

### \*AREA TABULATED (DAY)

#### VIRGINIA COUNTIES:

Albemarle	Cumberland	Highland	Nansemond	Rappahannock
Amelia	Dinwiddie	Isle of Wight	Nelson	Richmond
Amherst	Elizabeth City	James City	New Kent	Rockbridge
Appomattox	Essex	King and Queen	Norfolk	Rockingham
Augusta	Parquier	King George	Northampton	Shenandoah
Bath	Fluvanna	King William	Northumberland	Southampton
Brunswick	Gloucester	Lancaster	Nottoway	Spotsylvania
Buckingham	Goochland	Louisa	Orange	Stafford
Caroline	Greene	Lunenburg	Page	Stafford
Charles City	Greensville	Madison	Powhatan	Sussex
Charlotte	Halifax	Mathews	Prince Edward	Warren
Chesterfield	Hanover	Mecklenburg	Prince George	Warwick
Culpeper	Henrico	Middlesex	Princess Anne	York
				Westmoreland

#### NORTH CAROLINA COUNTIES:

Beaufort	Carteret	Gates	Martin	Perquimans
Bertie	Craven	Halifax	Northampton	Tyrrel
Camden	Currituck	Hertford	Pamlico	Warren
Chowan	Dare	Hyde	Pasquotank	Washington

#### CITIES:

Charlottesville	Hopewell	Petersburg	Richmond	Suffolk
Fredericksburg	Newport News	Portsmouth	South Norfolk	Williamsburg
Hampton	Norfolk			

### \*CBS COMPILATION, FIFTH SERIES

NOTE: Population in Hampton Roads area which includes cities of Norfolk, South Norfolk, Portsmouth, Newport News and Hampton; counties of Norfolk, Princess Anne, Warwick and Elizabeth City has increased 28.66% due to war activities. This increase is estimated at 98,453 for that area not included in 1940 census (Source: Population Study, Virginia State Planning Board, based chiefly on results of Consumers Sugar Registration, as reported by the Virginia Office of Price Administration).

C. T. LUCY, General Manager

PAUL H. RAYMER CO., National Representative

RICHMOND  
STUDIOS,  
HOTEL  
RICHMOND

# WRVA 50,000 WATTS

NORFOLK  
STUDIOS,  
502  
DUKE STREET

"VIRGINIA'S PREMIER RADIO STATION"

WASHINGTON

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	1,686	91.8	1,548	990	93.6	927	981	89.8	881	705	94.6	667
Asotin	2,447	91.5	2,239	990	93.6	927	888	91.5	812	569	87.9	500
Benton	3,329	85.3	2,840	...	...	...	1,426	87.3	1,245	1,903	83.8	1,595
Chelan	10,303	89.6	9,230	3,646	92.2	3,361	3,733	88.6	3,309	2,924	87.6	2,560
Columbia	6,488	85.8	5,569	2,910	91.7	2,667	2,193	81.9	1,796	1,385	79.8	1,106
Clark	14,617	92.3	13,490	6,806	94.9	6,456	3,098	90.1	2,791	4,713	90.0	4,243
Columbia	1,623	89.5	1,453	900	90.8	818	171	84.9	145	552	88.7	490
Cowlitz	11,673	90.5	10,564	5,816	94.8	5,515	3,767	88.8	3,344	2,095	81.4	1,705
Douglas	2,539	89.3	2,268	...	...	...	1,098	91.1	1,000	1,441	88.0	1,268
Ferry	1,397	72.6	1,014	...	...	...	772	77.4	597	625	66.7	417
Franklin	1,845	85.9	1,584	1,199	86.9	1,041	247	83.6	207	399	84.2	336
Garfield	985	91.1	896	...	...	...	579	93.2	538	406	88.1	358
Grant	4,719	84.5	3,988	1,284	82.5	1,059	2,759	86.0	2,371	676	82.5	558
Grays Harbor	16,572	86.7	14,372	9,578	90.3	8,648	4,843	81.9	3,965	2,151	81.8	1,759
Island	2,018	86.1	1,737	...	...	...	888	87.3	775	1,130	85.2	962
Jefferson	2,556	84.7	2,165	1,202	92.8	1,115	819	76.9	630	535	78.5	420
King	169,125	92.5	156,460	130,866	92.1	120,534	31,548	94.3	29,739	6,711	92.2	6,187
Kitsap	13,992	93.3	13,048	4,951	96.9	4,776	5,994	92.3	5,531	3,067	89.4	2,741
Kittitas	5,814	87.3	5,075	1,748	91.5	1,599	2,525	85.4	2,158	1,541	85.5	1,318
Klickitat	3,370	79.5	2,677	...	...	...	2,049	84.2	1,726	1,321	72.0	951
Lewis	12,260	86.7	10,635	4,037	93.7	3,781	3,905	83.9	3,278	4,318	82.8	3,576
Lincoln	3,278	90.7	2,975	...	...	...	1,895	90.3	1,712	1,383	91.3	1,263
Mason	3,616	83.7	3,028	1,137	94.4	1,073	1,574	81.3	1,280	905	74.6	675
Okanogan	6,893	79.9	5,509	800	88.7	709	3,250	82.1	2,700	2,803	74.9	2,100
Pacific	4,905	85.1	4,176	1,270	89.3	1,134	2,876	83.9	2,412	759	83.0	630
Pend Oreille	2,091	77.2	1,615	...	...	...	1,361	83.0	1,130	730	66.4	485
Pierce	54,711	93.1	50,924	38,584	93.9	36,216	10,280	92.1	9,465	5,847	89.7	5,243
San Juan	1,035	84.6	875	...	...	...	467	84.3	394	568	84.8	481
Skagit	16,098	89.9	9,980	4,268	93.9	4,006	3,292	86.2	2,837	3,538	83.7	3,137
Skamania	1,409	82.7	1,164	...	...	...	1,168	83.8	979	241	76.8	185
Snohomish	27,426	91.0	24,947	10,580	92.9	9,825	10,027	90.1	9,036	6,819	89.3	6,086
Spokane	49,863	91.8	45,791	38,918	93.0	36,209	5,417	90.6	4,909	5,528	84.5	4,673
Stevens	5,587	78.0	4,318	...	...	...	2,613	82.7	2,162	2,924	73.7	2,156
Thurston	11,584	91.2	10,569	4,344	95.0	4,126	4,161	90.1	3,750	3,079	87.5	2,693
Wahkiakum	1,215	86.9	1,055	...	...	...	719	86.4	621	496	87.6	434
Walla Walla	8,449	90.5	7,647	4,936	93.3	4,604	1,893	87.2	1,651	1,620	86.0	1,392
Whatcom	18,481	92.3	17,062	9,529	93.6	8,919	3,851	91.0	3,504	3,101	90.9	4,639
Whitman	7,888	92.7	7,310	2,309	95.8	2,211	2,693	91.0	2,449	2,886	91.8	2,650
Yakima	28,495	87.3	24,887	9,620	91.5	8,807	9,813	86.7	8,510	9,062	83.5	7,570
State Total	537,337	90.6	486,684	302,208	92.7	280,136	141,673	89.2	126,339	93,456	85.8	80,209

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Bellingham	9,529	93.6	8,919
Everett	9,661	92.8	8,963
Seattle	126,354	92.0	116,243
Spokane	38,918	93.0	36,209
Tacoma	36,086	93.9	33,869
Yakima	8,535	92.4	7,889

Broadcasting Stations

City	Call Letters	Power in Watts
ABERDEEN	KXRO 1340	250
BELLINGHAM	KVOS 1230 CP-790	250 CP-1,000
CENTRALIA	KELA 1470	1,000
EVERETT	KEVE 1460	500
LONGVIEW	KWLK 1400	250
OLYMPIA	KGY 1240	100
PULLMAN	*KWSC 1250 ST-KTW	5,000
SEATTLE	KEVR 1090	250
	KIRO 710	50,000
	KJR 1000	5,000 CP-50,000
	KOL 1300	5,000
	KOMO 950	5,000
	KRSC 1150	1,000
	*KTW 1250 ST-KWSC	1,000
	KXA 770 L-WJZ	1,000
SPOKANE	KFIO 1230	250
	KFPY 920	5,000
	KGA 1510	10,000
	KHQ 590	5,000
TACOMA	KMO 1860	5,000
	KTBI 1490	250
	KTRN 1430 (Construction Permit)	1,000
	KVI 570	5,000
VANCOUVER	KVAN 910	500-D
WALLA WALLA	KUJ 1420	1,000
WENATCHEE	KPQ 1490 CP & SA-560	250 SA-1,000-LS SA-500-N CP-1,000-U
YAKIMA	KIT 1280	1,000

" . . . timely, interesting and worth a thirty minute spot on the schedule."

WIBX

● Any ASCAP-licensed station may have the ASCAP Radio Program Service without cost. We provide well-written, timely shows which will be of special interest to your Commercial Department. Write or wire at once.

**ASCAP**  
Radio Program Service  
30 Rockefeller Plaza, New York



*Which?*

Would you simply cover territory on a chance of picking up a few little fellows, or go where you know the big ones are? In terms of fishing or sales, the answer is always the same:

# Fishing is always good in PUGET SOUND



Donald R. Due, Seattle, and 52-lb. King Salmon.

—AND SO IS BUSINESS! Of course sometimes they're both better. Like when the Kings are running; or when one of our nation's greatest concentrations of war production is in full swing. But it's everyday results that count, and that's what you get in the highly concentrated PUGET SOUND area; more than 60% of the states total effective income is centered within fifty miles of the KOMO-KJR transmitter.

**NORMAL**

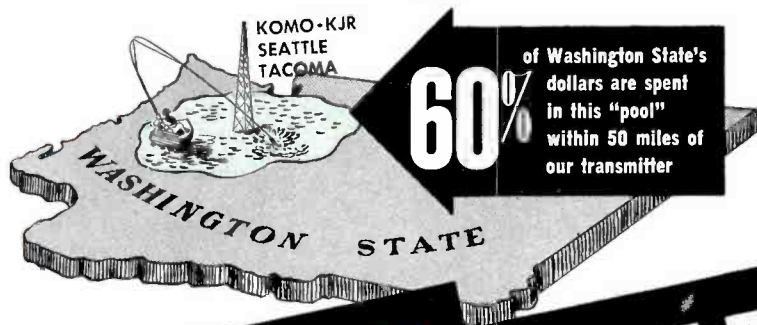
Effective buying income per family in the PUGET SOUND area as of 1938, \$1871.

Effective buying income per family in the nation as of 1938, \$1815.

**EXTRA**

Effective buying income per family in the PUGET SOUND area as of 1942, \$3552.

Effective buying income per family in the nation as of 1942, \$3026.



**KOMO**  
NBC

**TOTEM BROADCASTERS**  
SEATTLE, WASH.

**KJR**  
BLUE NETWORK

Edward Petry & Co., New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco.

Paul H. Raymer, Chicago, New York, San Francisco, Los Angeles.

WEST VIRGINIA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	%	Radio Units	Units	%	Radio Units	Units	%	Radio Units	Units	%	Radio Units	City	Units	%	Radio Units
Barbour	4,866	64.0	3,111				2,591	69.4	1,798	2,275	57.7	1,913				
Berkeley	7,526	82.4	6,199	4,138	90.3	3,785	1,968	75.0	1,476	1,420	69.6	988	Charleston	17,950	89.8	16,120
Boone	6,085	67.7	4,086				4,898	70.7	3,463	1,137	54.8	623	Clarksburg	8,245	91.7	7,560
Braxton	4,672	49.1	2,298				1,568	63.1	986	3,109	42.0	1,307	Huntington	20,989	87.3	18,272
Brooke	6,208	87.8	5,449	3,380	93.6	3,116	2,384	81.7	1,947	494	78.2	386	Parkersburg	8,641	91.4	7,896
Cabell	25,104	82.8	20,785	20,131	87.0	17,518	2,174	76.8	1,669	2,799	57.1	1,598	Wheeling	16,555	98.0	15,401
Calhoun	2,504	55.5	1,446				5,480	77.0	4,08	2,074	50.0	1,088				
Cannon	3,042	49.6	1,507				1,577	59.1	931	1,465	39.3	576				
Doddridge	2,611	62.2	1,621				850	76.2	648	1,761	55.3	973				
Fayette	17,874	77.4	13,841	1,432	91.5	1,311	14,000	78.4	10,970	2,442	68.9	1,560				
Gilmer	2,708	54.3	1,472				853	66.0	563	1,855	49.0	909				
Grant	2,018	62.0	1,252				876	70.4	616	1,143	55.6	636				
Greenbrier	8,882	69.3	6,013				5,490	76.4	4,196	3,192	57.1	1,822				
Hampshire	8,015	64.5	1,952				1,006	75.7	781	2,009	59.3	1,191				
Hancock	7,556	91.9	6,947	1,956	95.9	1,875	4,989	91.9	4,587	611	79.4	485				
Hardy	2,806	58.1	1,839				828	68.3	566	1,478	52.3	773				
Harrison	20,628	80.8	16,666	9,658	90.7	8,763	8,074	78.7	5,952	2,896	67.4	1,951				
Jackson	3,932	66.2	2,563				1,251	75.8	949	2,681	60.2	1,614				
Jefferson	4,104	75.2	3,086	837	79.1	662	2,079	75.9	1,578	1,188	71.2	846				
Kanawha	46,852	82.3	38,591	23,598	90.8	21,427	19,124	76.2	14,576	4,130	62.7	2,588				
Lewis	5,097	73.6	3,766	1,758	88.9	1,562	1,361	72.2	988	1,978	61.2	1,211				
Lincoln	4,671	43.4	2,028				1,615	51.0	824	3,056	39.4	1,204				
Logan	14,127	72.0	10,169	1,245	89.8	1,118	11,823	78.2	8,654	1,054	37.7	397				
McDowell	20,022	75.3	15,062	2,203	85.8	1,890	16,184	76.9	12,488	1,635	44.9	734				
Marion	17,182	89.4	14,384	7,011	90.6	6,354	7,455	82.9	6,180	2,716	66.3	1,800				
Marshall	9,486	80.4	7,628	4,928	88.6	4,366	2,492	78.6	1,960	2,066	68.0	1,302				
Mason	5,241	58.8	3,076	960	80.1	769	1,354	66.6	902	2,927	48.0	1,405				
Mercer	15,575	80.0	12,458	7,095	89.2	6,832	5,215	77.0	4,017	3,265	64.6	2,109				
Mineral	5,469	79.5	4,346	2,327	91.0	2,118	1,954	74.6	1,469	1,188	64.7	769				
Mingo	8,702	62.4	5,439	2,027	76.0	1,541	4,828	64.0	3,088	1,847	48.9	810				
Monongalia	13,138	79.9	10,502	4,724	91.5	4,321	6,251	74.7	4,670	2,163	69.8	1,511				
Monroe	2,926	66.9	1,958				740	71.0	526	2,186	65.5	1,432				
Morgan	2,151	75.7	1,630				1,283	80.5	1,088	868	68.8	597				
Nicholas	5,072	58.1	2,949	1,184	84.5	1,001	1,307	52.9	692	2,581	48.6	1,256				
Ohio	19,437	92.0	17,881	16,555	93.0	15,401	2,346	87.2	2,047	536	80.9	438				
Pendleton	2,169	62.2	1,351				494	68.6	399	1,675	60.4	1,012				
Pleasants	1,666	81.4	1,357				907	86.0	780	759	76.1	577				
Pocahontas	3,067	60.5	1,855				1,472	68.2	1,004	1,595	53.4	851				
Preston	7,137	66.8	4,774				4,098	78.7	3,020	3,089	57.7	1,764				
Putnam	4,392	62.2	2,736	263	95.3	251	1,619	75.1	1,216	2,510	50.5	1,268				
Raleigh	18,907	78.7	14,873	3,256	88.3	2,875	12,648	80.7	10,208	3,008	59.8	1,795				
Randolph	9,865	73.2	5,026	2,128	89.5	1,904	2,474	68.8	1,702	2,263	62.7	1,420				
Ritchie	3,885	65.2	2,534				1,749	75.2	1,316	2,136	57.0	1,218				
Roane	4,430	56.8	2,519				1,500	70.6	1,060	2,930	49.8	1,469				
Summers	4,672	64.0	2,983	1,591	84.9	1,351	751	60.2	452	2,330	50.7	1,180				
Taylor	4,877	74.7	3,647	2,018	87.4	1,764	1,652	68.5	1,132	1,207	62.3	751				
Tucker	3,022	70.6	2,132				2,130	78.9	1,680	892	50.6	452				
Tyler	3,260	70.4	2,296	786	87.2	685	948	74.8	709	1,526	59.1	902				
Upshur	4,585	64.6	2,969	1,293	87.2	1,127	940	67.4	540	2,352	55.3	1,302				
Wayne	7,735	60.0	4,629	1,813	87.4	1,585	2,391	59.7	1,429	3,531	45.7	1,615				
Webster	8,783	59.7	2,260				1,959	71.7	1,404	1,824	46.9	856				
Wetzel	5,371	66.6	3,577	937	88.5	829	2,398	71.3	1,711	2,036	50.9	1,037				
Wirt	1,565	52.8	827				459	65.1	299	1,106	47.8	528				
Wood	16,598	85.7	14,234	8,641	91.4	7,896	5,214	85.7	4,466	2,743	68.2	1,872				
Wyoming	6,190	68.2	4,221	783	88.9	651	3,651	73.7	2,690	1,806	48.7	880				
State Total	444,815	75.1	334,239	140,556	89.7	126,098	192,771	75.4	145,265	111,488	56.4	62,876				

**Broadcasting Stations**

City	Call Letters	Freq. in Kc.	Power in Watts
BECKLEY	WJLS	1240	250
BLUEFIELD	WHIS	1440	1,000-LS 500-N
CHARLESTON	WCHS	580	5,000
	WGKV	1490	100
CLARKSBURG	WBLK	1400	250
ELKINS	WJRM	1240	250
	(Construction Permit)		
FAIRMONT	WMMN	920	5,000-LS 1,000-N CP-5,000-U
HUNTINGTON	WSAZ	930	1,000
LOGAN	WLOG	1230	250
MORGANTOWN	WAJR	1230	250
PARKERSBURG	WPAR	1450	250
WELCH	WBRW	1340	250
WHEELING	WKWK	1400	250
WILLIAMSON	WBTH	1400	250

"Go west young man" . . .

**GO WEST VIRGINIA!**

THE WEST VIRGINIA NETWORK

**WCHS CHARLESTON 5000 ON 580**

**WBLK CLARKSBURG 250 ON 1400 • WPAR PARKERSBURG 250 ON 1450**

**WSAZ HUNTINGTON 1000 ON 930**

# WISCONSIN

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Adams.....	2,283	75.4	1,722	.....	.....	.....	718	82.0	589	1,565	72.4	1,133	.....	.....	.....	.....
Ashland.....	5,528	86.2	4,762	2,931	93.3	2,735	1,215	81.8	994	1,382	74.8	1,038	Appleton.....	7,786	97.1	7,563
Barron.....	8,822	86.5	7,627	1,594	92.6	1,476	2,663	88.8	2,366	4,565	82.9	3,785	Beloit.....	7,383	95.5	7,051
Bayfield.....	4,226	79.7	3,370	.....	.....	.....	2,075	85.0	1,763	2,151	74.7	1,607	Eau Claire.....	8,515	95.2	8,106
Brown.....	20,506	93.7	19,223	13,732	96.1	13,197	3,364	91.3	3,073	3,410	86.6	2,958	Fond du Lac.....	7,505	96.5	7,239
Buffalo.....	4,124	83.7	3,452	.....	.....	.....	1,876	83.7	1,570	2,248	83.7	1,882	Green Bay.....	12,144	96.4	11,704
Burnett.....	3,078	81.7	2,513	.....	.....	.....	981	83.0	814	2,097	81.0	1,699	Kenosha.....	12,960	97.7	12,666
Calumet.....	4,382	91.1	3,990	.....	.....	.....	2,245	92.3	2,071	2,137	89.8	1,919	La Crosse.....	11,788	95.5	11,252
Chippewa.....	9,595	85.5	8,206	2,834	93.8	2,660	2,586	87.0	2,249	4,175	79.0	3,297	Madison.....	19,221	98.0	18,842
Clark.....	8,600	80.7	6,942	770	85.3	657	2,236	87.3	1,963	5,594	77.4	4,332	Milwaukee.....	164,335	97.2	159,750
Columbia.....	8,923	90.2	8,051	2,903	94.3	2,737	2,727	90.2	2,460	3,293	86.7	2,854	Oshkosh.....	11,075	95.0	10,520
Crawford.....	4,556	83.3	3,794	1,276	88.4	1,128	1,170	78.5	918	2,110	82.9	1,748	Racine.....	18,306	98.0	17,944
Dane.....	35,372	95.5	33,787	20,566	97.8	20,197	8,272	94.3	7,799	6,444	89.9	5,791	Sheboygan.....	11,092	97.0	10,757
Dodge.....	13,918	92.6	12,886	5,419	94.9	5,144	3,608	92.2	3,327	4,891	90.3	4,415	Superior.....	9,644	95.1	9,171
Door.....	4,968	87.7	4,349	1,518	95.5	1,449	1,133	86.0	975	2,312	83.3	1,925	Wausau.....	7,236	96.3	6,967
Douglas.....	.....	90.1	11,595	9,644	95.1	9,171	1,088	73.8	803	2,130	76.1	1,621	Wauwatosa.....	7,211	99.4	7,170
Dunn.....	7,036	86.5	6,086	1,968	93.3	1,837	1,354	85.7	1,161	3,714	83.1	3,088	West Allis.....	9,570	98.6	9,437
Eau Claire.....	12,578	90.2	11,342	8,515	95.2	8,106	1,684	84.1	1,416	2,379	76.5	1,820				
Florence.....	1,088	80.7	878	.....	.....	.....	602	85.8	517	486	74.4	361				
Fond du Lac.....	16,362	93.3	15,265	9,450	96.1	9,079	2,709	91.8	2,486	4,203	88.0	3,700				
Forest.....	2,700	79.2	2,139	.....	.....	.....	1,919	82.9	1,591	781	70.1	548				
Grant.....	10,847	86.1	9,337	2,390	91.0	2,174	3,986	83.7	3,336	4,471	85.6	3,827				
Green.....	6,477	90.6	5,870	1,864	93.7	1,746	1,965	89.6	1,760	2,648	89.3	2,364				
Green Lake.....	3,998	87.6	3,503	1,257	88.8	1,116	1,243	88.1	1,095	1,498	86.3	1,292				
Iowa.....	5,438	85.4	4,642	.....	.....	.....	2,803	85.4	2,394	2,635	85.3	2,248				
Iron.....	2,584	86.4	2,234	826	93.0	768	1,121	87.0	976	637	76.9	490				
Jackson.....	4,238	79.9	3,430	730	93.4	682	1,154	75.9	876	2,404	77.9	1,872				
Jefferson.....	10,803	93.3	10,077	5,185	96.6	5,007	2,270	92.5	2,100	3,348	88.7	2,970				
Juneau.....	4,938	79.1	3,908	754	88.7	669	1,866	82.1	1,532	2,318	73.6	1,707				
Kenosha.....	16,764	97.2	16,303	12,960	97.7	12,666	2,073	96.5	2,001	1,731	94.5	1,636				
Kewaunee.....	4,261	88.5	3,772	1,485	95.4	1,417	620	83.8	519	2,156	85.2	1,836				
LaCrosse.....	15,851	93.3	14,781	11,788	95.5	11,252	2,285	87.4	1,987	1,778	86.2	1,532				
Lafayette.....	4,376	87.2	4,253	.....	.....	.....	2,439	86.1	2,101	2,437	83.3	2,152				
Langlade.....	5,634	84.6	4,935	2,495	94.7	2,363	1,083	80.7	874	2,056	82.6	1,698				
Lincoln.....	5,778	87.7	4,842	3,291	92.2	3,034	427	75.4	322	2,060	72.1	1,486				
Manitowoc.....	15,846	94.3	14,947	9,306	97.7	9,091	2,572	90.1	2,316	3,968	89.2	3,540				
Marathon.....	18,094	86.9	15,735	7,236	96.3	6,967	3,731	88.5	3,300	7,127	76.7	5,468				
Marinette.....	9,143	86.7	7,931	3,796	94.5	3,587	2,280	90.6	2,066	3,067	74.3	2,278				
Marquette.....	2,530	81.5	2,062	1,173	86.0	1,008	1,173	86.0	1,008	1,357	77.7	1,054				
Milwaukee.....	209,682	97.4	204,239	195,419	97.4	190,366	12,125	97.7	11,847	2,138	94.8	2,026				
Monroe.....	7,512	80.9	6,076	2,651	88.7	2,350	1,225	77.8	953	3,636	76.3	2,773				
Oconto.....	6,593	85.4	5,634	1,448	94.7	1,371	1,834	87.4	1,603	3,311	80.3	2,660				
Oneida.....	5,059	84.9	4,297	2,295	93.4	2,143	1,852	78.7	1,457	912	76.4	697				
Outagamie.....	17,519	94.1	16,483	11,242	97.0	10,902	2,634	88.3	2,325	3,643	89.4	3,256				
Ozaukee.....	5,002	94.2	4,712	1,103	96.3	1,063	2,234	94.5	2,102	1,675	92.3	1,547				
Pepin.....	1,987	82.4	1,638	.....	.....	.....	928	87.5	812	1,059	78.0	826				
Pierce.....	5,788	85.9	4,974	768	92.2	708	1,807	86.1	1,555	3,213	84.4	2,711				
Polk.....	6,806	86.2	5,869	.....	.....	.....	2,401	90.1	2,164	4,405	84.1	3,705				
Portage.....	8,386	84.9	7,120	3,880	93.5	3,627	1,390	84.3	1,172	3,116	74.5	2,321				
Price.....	4,770	77.0	3,671	822	94.5	777	1,366	80.6	1,100	2,582	69.5	1,794				
Racine.....	24,992	97.2	24,291	19,565	98.0	19,170	3,167	95.1	3,013	2,260	93.3	2,108				
Richland.....	5,280	84.6	4,469	1,302	91.8	1,196	1,175	78.8	926	2,803	83.7	2,347				
Rock.....	22,452	94.4	21,200	14,797	96.1	14,215	3,609	93.4	3,371	4,046	89.3	3,614				
Rusk.....	4,416	80.9	3,572	985	94.5	930	732	85.8	628	2,699	74.6	2,014				
St. Croix.....	6,349	90.7	5,758	963	96.6	930	2,176	92.0	2,002	3,210	88.0	2,826				
Sauk.....	9,125	86.8	7,922	3,030	93.6	2,837	2,493	86.4	2,102	3,662	81.4	2,983				
Sawyer.....	2,910	75.3	2,192	.....	.....	.....	1,562	77.4	1,210	1,348	72.9	982				
Shawano.....	8,551	84.0	7,183	1,495	94.8	1,418	2,913	83.0	2,418	4,143	80.8	3,347				
Sheboygan.....	20,558	95.2	19,576	13,278	96.9	12,862	3,479	94.7	3,294	3,801	90.0	3,420				
Taylor.....	4,928	75.1	3,699	.....	.....	.....	1,440	86.7	1,249	3,488	70.2	2,450				
Trempealeau.....	6,196	82.7	5,124	.....	.....	.....	2,827	84.0	2,375	3,369	81.6	2,749				
Vernon.....	7,767	81.7	6,346	1,065	91.6	975	2,265	77.8	1,762	4,437	81.3	3,609				
Vilas.....	2,356	79.2	1,866	.....	.....	.....	1,814	79.5	1,442	542	78.2	424				
Walworth.....	9,489	94.2	8,942	3,215	95.2	3,060	3,291	94.2	3,100	2,983	93.2	2,782				
Washburn.....	3,341	81.8	2,732	712	91.3	650	924	81.2	750	1,705	78.1	1,332				
Washington.....	7,417	92.4	6,852	2,671	96.6	2,581	1,867	91.6	1,711	2,879	88.9	2,560				
Waukesha.....	16,413	95.9	15,747	6,260	97.1	6,077	6,137	96.3	5,911	4,016	93.6	3,759				
Waupaca.....	9,085	87.6	7,961	3,236	93.9	3,040	2,094	86.8	1,817	3,755	82.7	3,104				
Waushara.....	3,911	81.1	3,173	7	85.7	6	1,580	87.4	1,381	2,324	76.8	1,786				
Winnebago.....	21,742	94.7	20,590	16,743	96.0	16,066	2,225	92.5	2,068	2,774	88.9	2,466				
Wood.....	11,178	89.5	10,000	5,706	94.3	5,381	2,277	91.2	2,076	3,190	79.7	2,543				
State Total.....	827,207	91.7	758,449	463,231	96.5	446,813	161,089	88.9	143,154	202,887	83.0	168,482				

City	Units	% Radio	Radio Units
------	-------	---------	-------------



# WYOMING

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 2,500 Or More Population				
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units	
																	Units
Albany.....	4,139	88.4	3,657	3,118	92.8	2,888	385	68.0	262	641	79.1	507	Laramie.....	3,118	92.8	2,888	
Big Horn.....	3,307	88.1	2,747	.....	.....	.....	1,954	89.3	1,745	1,353	74.1	1,002	Rawlins.....	1,528	87.3	1,329	
Campbell.....	1,795	78.5	1,408	.....	.....	.....	723	85.0	615	1,072	74.0	793	Lander.....	784	85.8	673	
Carbon.....	3,765	80.0	3,005	1,523	87.3	1,329	1,506	79.4	1,196	736	65.1	480	Riverton.....	709	88.7	629	
Converse.....	1,939	80.8	1,563	.....	.....	.....	1,187	85.7	1,017	752	72.6	546	Cheyenne.....	6,351	94.9	6,208	
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	Casper.....	5,599	90.0	5,040	
Crook.....	1,480	74.6	1,105	.....	.....	.....	554	72.6	402	926	75.9	703	Cody.....	747	90.0	673	
Fremont.....	4,589	71.7	3,127	1,498	87.2	1,302	912	67.3	614	1,954	62.0	1,211	Sheridan.....	3,185	92.9	2,959	
Goshen.....	3,101	82.7	2,561	.....	.....	.....	1,463	87.2	1,276	1,638	78.5	1,285	Green River.....	723	91.6	662	
Hot Springs.....	1,424	77.5	1,105	.....	.....	.....	1,104	76.5	845	320	81.1	260	Rock Springs.....	2,887	90.0	2,599	
Johnson.....	1,516	82.1	1,244	.....	.....	.....	846	85.5	723	670	77.8	521	Evanston.....	1,011	95.7	967	
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	Worland.....	700	79.4	556	
Laramie.....	8,180	92.5	7,566	6,351	94.9	6,028	768	87.8	674	1,061	81.4	864	.....	.....	.....	.....	
Lincoln.....	2,552	88.5	2,258	.....	.....	.....	1,712	87.9	1,505	840	89.6	753	.....	.....	.....	.....	
Natrona.....	7,364	88.5	6,515	5,599	90.0	5,040	1,246	90.4	1,126	519	67.3	349	.....	.....	.....	.....	
Niobrara.....	1,720	81.1	1,394	.....	.....	.....	1,115	82.9	924	605	77.7	470	.....	.....	.....	.....	
Park.....	3,087	82.3	2,539	747	90.0	673	948	81.4	772	1,392	78.6	1,094	.....	.....	.....	.....	
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Platte.....	2,232	80.7	1,799	.....	.....	.....	1,178	84.9	1,000	1,054	75.8	799	.....	.....	.....	.....	
Sheridan.....	5,427	87.6	4,754	3,185	92.9	2,959	990	83.4	826	1,252	77.4	969	CASPER.....	.....	KDFN	1,000	
Sublette.....	816	79.8	651	.....	.....	.....	385	79.9	308	431	79.7	343	.....	.....	1470	.....	
Sweetwater.....	5,583	87.5	4,884	3,610	90.3	3,261	1,713	83.3	1,427	260	75.4	196	CHEYENNE.....	.....	KFBC	250	
Teton.....	715	82.2	587	.....	.....	.....	455	83.2	378	260	80.5	209	.....	.....	1240	.....	
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Uinta.....	1,809	86.8	1,571	1,011	95.7	987	352	72.2	254	446	78.5	350	.....	.....	.....	.....	
Washakie.....	1,443	81.1	1,170	700	79.4	556	190	82.4	157	553	82.6	457	POWELL.....	.....	KPOW	250	
Weston.....	1,421	78.9	1,121	.....	.....	.....	958	80.1	767	463	76.5	354	.....	.....	1230	.....	
Yellowstone National Park (Part)	200	100.0	200	.....	.....	.....	198	100.0	198	2	100.0	2	ROCK SPRINGS...	.....	KVRS	250	
State Total...	69,374	84.4	58,531	27,332	91.5	25,003	22,842	83.2	19,011	19,200	75.7	14,517	.....	.....	1400	.....	
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	SHERIDAN.....	.....	KWYO	250	
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1400	.....	

**"The program has won a large audience for our station".**

**WAJR**

● If you are an ASCAP-licensed station and are not using the shows prepared by the ASCAP Radio Program Service, you are missing one of radio's best bets. Write or wire at once and the new series will be sent you immediately. There is no cost.

**ASCAP**  
**Radio Program Service**  
 30 Rockefeller Plaza, New York

**KTAR**

**Now IN ITS 21<sup>st</sup> YEAR OF CONTINUOUS SERVICE TO GROWING ARIZONA**



**B**EGINNING as Arizona's FIRST licensed broadcasting station KTAR's leadership has been continuous since June 21, 1922. Too numerous to mention are the FIRSTS that have been scored by this pioneer producer of the best in radio. By every comparison it pays to prefer the listeners' choice in Arizona — KTAR, Phoenix.

**KTAR**

**PHOENIX ARIZONA**

**KEY STATION OF THE**

**Arizona BROADCASTING CO. Inc.**

Represented Nationally by

*Paul H. Raymor Company*

New York

Chicago

Detroit

San Francisco

Los Angeles

- ABC OF RADIO IN ARIZONA**
- ★KTAR - Phoenix 1000 W. 4.10 P.M.
  - ★KVOA - Tucson 1000 W. 1930 P.M.
  - ★KYLW - Yuma 1000 W. 1930 P.M.
  - ★KGLJ - Safford 1000 W. 1930 P.M.
  - ★ICRU - Jerome 1000 W. 1930 P.M.
  - ★KWJ - Globe 1000 W. 1930 P.M.
  - ★KYCA - Prescott 1000 W. 1930 P.M.
  - ★NBC and ABC Network Stations
  - ★Other ABC Stations

*Affiliated with the PHOENIX REPUBLIC and GAZETTE*



# Making Good Salesmen Better

There's no substitute for keen, aggressive selling.

But good salesmen, backed by skillful statistical research and ingenious printed promotion, are *better* salesmen.

The Katz Agency maintains a five-man research and sales promotion department separately staffed from the sales department. Working in close cooperation with the sales staff, The Katz Agency Data Service organizes and supplies carefully edited data sheets referring to all aspects of stations' coverage, market, and competition. The sales information of all Katz offices is thus coordinated; the effectiveness of each individual salesman is thus increased.

The Katz Agency Data Service acts as a clearing house for authentic market statistics about *all* American markets. Since 1931 it has published eight summaries of Census data, the latest, "1070 Cities, 3071 Counties", a summary of the 1940 Census of Population and Retail Sales.

Advertisers and agencies have learned to rely on Katz Agency data.

**THE NET RESULT: The door is always open to a Katz salesman.**

## The KATZ AGENCY, INC.

*National Advertising Representatives Since 1888*

NEW YORK      CHICAGO      DETROIT      ATLANTA  
KANSAS CITY      DALLAS      SAN FRANCISCO









ILLINOIS—Continued

ILLINOIS—Continued

ILLINOIS—Continued

INDIANA

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted)

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted)

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted)

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted)



IOWA—Continued

Table for Iowa: Columns include Population of County and All Places Over 2,500; No. of Stores; Retail Sales of County and All Places Over 2,500 (000 Omitted). Lists counties like Poweshiek, Grinnell, and various city/county remainders.

KANSAS—Continued

Table for Kansas: Columns include Population of County and All Places Over 2,500; No. of Stores; Retail Sales of County and All Places Over 2,500 (000 Omitted). Lists counties like Clay, Cloud, Coffey, and various city/county remainders.

KANSAS—Continued

Table for Kansas: Columns include Population of County and All Places Over 2,500; No. of Stores; Retail Sales of County and All Places Over 2,500 (000 Omitted). Lists counties like Mitchell, Montgomery, Caney, Coffeyville, Independence, and various city/county remainders.

KENTUCKY—Continued

Table for Kentucky: Columns include Population of County and All Places Over 2,500; No. of Stores; Retail Sales of County and All Places Over 2,500 (000 Omitted). Lists counties like Bell, Middleborough, Pineville, Boone, Bourbon, Paris, and various city/county remainders.

KANSAS

Table for Kansas (continued): Columns include State Total, Population, No. of Stores, Retail Sales. Lists counties like Allen, Iola, Anderson, Garnett, Atchison, Bourbon, Brown, Butler, and various city/county remainders.

KENTUCKY

Table for Kentucky (continued): Columns include State Total, Population, No. of Stores, Retail Sales. Lists counties like Adair, Allen, Anderson, Ballard, Barren, Glasgow, and various city/county remainders.







MICHIGAN—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Remainder of County . . . 92,134	690	\$10,781
Wexford . . . 17,976	268	5,610
Calhoun . . . 9,855	170	4,684
Remainder of County . . . 8,121	98	926

1 Northville is in Oakland and Wayne Counties.

MINNESOTA

State Total . . . 2,792,300	40,448	\$1,017,195
Aitkin . . . 17,865	304	3,240
Anoka . . . 22,448	243	4,263
Anoka . . . 6,426	108	2,653
Columbia Hgts. . . 6,035	48	806
Remainder of County . . . 9,982	87	804
Becker . . . 26,562	295	5,370
Detroit Lakes . . . 5,015	123	8,476
Remainder of County . . . 21,547	172	1,894
Beltrami . . . 26,107	376	7,516
Bemidji . . . 9,427	215	5,977
Remainder of County . . . 16,680	161	1,588
Benton . . . 16,106	250	3,756
St. Cloud (part) . . . 2,754	89	1,576
Sauk Rapids . . . 2,981	50	729
Remainder of County . . . 10,371	111	1,451
Big Stone . . . 10,447	217	3,703
Blue Earth . . . 36,203	620	16,166
Mankato . . . 15,654	345	12,778
Remainder of County . . . 20,549	275	3,388
Brown . . . 25,544	383	8,890
Chaska . . . 8,743	162	4,692
Sleepy Eye . . . 2,923	79	1,662
Remainder of County . . . 13,878	142	2,529
Carlton . . . 24,212	335	6,361
Cloquet . . . 7,304	121	3,264
Remainder of County . . . 16,908	214	3,097
Carver . . . 17,606	298	4,604
Cass . . . 20,646	315	3,447
Chippewa . . . 16,927	241	6,140
Montevideo . . . 5,220	118	4,316
Remainder of County . . . 11,707	123	1,824
Chisago . . . 13,124	259	2,992
Clay . . . 25,337	324	7,886
Moorhead . . . 9,491	138	5,323
Remainder of County . . . 15,846	186	2,563
Clearwater . . . 11,153	162	1,963
Cook . . . 3,030	65	835
Cottonwood . . . 16,143	219	4,726
Windom . . . 2,807	86	2,189
Remainder of County . . . 13,336	133	2,537
Crow Wing . . . 30,226	516	9,914
Braiered . . . 12,071	234	6,935
Crosby . . . 2,954	70	1,204
Remainder of County . . . 15,201	212	1,775
Dakota . . . 39,660	541	10,395
Hastings . . . 5,662	96	1,542
South St. Paul . . . 11,844	187	5,861
West St. Paul . . . 5,733	48	660
Remainder of County . . . 16,421	210	2,872
Dodge . . . 12,931	176	2,747
Douglas . . . 20,369	358	6,058
Alexandria . . . 5,051	148	3,515
Remainder of County . . . 15,818	210	2,543
Faribault . . . 23,941	407	7,845
Blue Earth . . . 3,702	102	2,600
Remainder of County . . . 20,239	305	5,245
Fillmore . . . 25,880	468	6,143
Freshwater . . . 31,780	426	10,784
Albert Lea . . . 12,200	233	8,045
Remainder of County . . . 19,580	193	2,739
Goodhue . . . 31,564	627	10,515
Red Wing . . . 9,962	185	5,311
Remainder of County . . . 21,602	342	5,204
Grant . . . 9,828	170	2,797
Hennepin . . . 568,899	7,671	287,487
Edina . . . 5,855	25	769
Hopkins . . . 4,100	68	3,223
Minneapolis . . . 492,870	6,789	269,391
Richfield . . . 6,750	39	534
Robinsdale . . . 8,018	73	1,659
St. Louis Park . . . 7,737	60	1,964
Remainder of County . . . 46,069	617	9,947
Houston . . . 14,735	231	3,301
Hubbard . . . 11,085	167	2,381
Isanti . . . 12,950	171	2,699
Itasca . . . 32,896	450	8,463
Grand Rapids . . . 4,875	107	3,243
Remainder of County . . . 28,121	343	5,226
Jackson . . . 16,805	219	4,142
Jackson . . . 2,840	93	2,088
Remainder of County . . . 13,965	126	2,054
Kanabec . . . 9,651	138	2,009
Kandiyoohi . . . 26,524	386	8,271
Willmar . . . 7,623	169	5,272
Remainder of County . . . 18,901	217	2,844
Kittson . . . 10,717	177	3,007
Koochiching . . . 16,930	307	5,183
International Falls . . . 5,626	133	3,661

MINNESOTA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Remainder of County . . . 11,304	174	\$1,522
Lake Qui Parle . . . 15,509	216	3,607
Lac Seul . . . 6,966	131	2,217
Two Harbors . . . 4,046	71	1,985
Remainder of County . . . 2,910	60	282
Lake of the Woods . . . 5,975	127	1,440
Le Sueur . . . 19,227	304	4,696
Lincoln . . . 10,797	159	2,218
Lyon . . . 21,569	357	8,330
Marshall . . . 4,590	98	3,442
Remainder of County . . . 3,085	94	2,325
Remainder of County . . . 13,894	165	2,568
McLeod . . . 21,380	378	6,789
Hutchinson . . . 3,887	100	2,849
Remainder of County . . . 17,498	278	3,940
Mahnomen . . . 3,054	86	1,322
Marshall . . . 18,364	247	3,437
Martin . . . 24,656	406	8,677
Fairmont . . . 6,988	173	5,377
Remainder of County . . . 17,668	233	3,300
Meeker . . . 19,277	314	4,977
Litchfield . . . 3,920	98	2,439
Remainder of County . . . 15,357	216	2,538
Mill Lake . . . 15,558	256	4,259
Morrison . . . 27,473	480	5,668
Little Falls . . . 6,047	173	3,139
Remainder of County . . . 21,426	307	2,629
Mower . . . 36,113	468	13,075
Autumn . . . 18,307	246	9,623
Remainder of County . . . 17,806	222	3,452
Murray . . . 15,060	200	3,322
Nicolet . . . 18,282	194	3,497
North Mankato . . . 3,517	35	832
St. Peter . . . 5,870	87	1,781
Remainder of County . . . 8,895	72	884
Nobles . . . 21,215	297	7,823
Worthington . . . 5,918	112	5,258
Remainder of County . . . 15,297	185	2,565
Norman . . . 14,746	213	3,311
Olmsted . . . 42,658	486	17,867
Rochester . . . 26,312	362	16,844
Remainder of County . . . 16,346	134	2,023
Otter Tail . . . 53,192	603	11,499
Fergus Falls . . . 10,848	171	5,862
Remainder of County . . . 42,344	432	5,637
Pennington . . . 12,913	159	4,696
Thief River Falls . . . 6,019	124	4,421
Remainder of County . . . 6,894	35	275
Pine . . . 21,478	332	4,173
Pipestone . . . 13,794	248	5,422
Pipestone . . . 4,682	132	3,767
Remainder of County . . . 9,112	116	1,655
Polk . . . 37,734	579	10,319
Crookston . . . 7,161	145	3,940
East Grand Forks . . . 3,511	85	2,432
Remainder of County . . . 27,062	349	3,947
Pope . . . 13,544	205	2,862
Glenwood . . . 2,564	76	1,481
Remainder of County . . . 10,980	129	1,381
Ramsey . . . 309,935	4,122	172,060
North St. Paul . . . 3,135	39	843
St. Paul . . . 287,736	3,824	167,691
White Bear Lake . . . 2,858	60	1,494
Remainder of County . . . 16,206	199	2,032
Red Lake . . . 7,413	124	1,573
Redwood . . . 22,290	348	6,608
Redwood Falls . . . 3,270	89	2,960
Remainder of County . . . 19,020	259	3,648
Renville . . . 24,625	374	6,698
Rice . . . 32,160	429	9,240
Faribault . . . 14,527	208	5,824
Northfield . . . 4,593	114	2,109
Remainder of County . . . 13,100	107	1,307
Rock . . . 10,933	169	3,280
Luverne . . . 3,114	93	3,241
Remainder of County . . . 7,819	76	859
Roseau . . . 15,103	187	3,021
St. Louis . . . 206,917	3,103	80,255
Chisholm . . . 7,487	117	2,553
Duluth . . . 101,065	1,540	48,099
Ely . . . 5,970	109	2,444
Eveland . . . 6,887	124	2,920
Gilbert . . . 2,504	52	523
Hibbing . . . 16,385	263	8,758
Virginia . . . 12,264	218	7,487
Remainder of County . . . 54,355	680	7,471
Scott . . . 15,585	336	4,042
Sherburne . . . 10,456	163	2,103
St. Cloud . . . 2,185	1	1
Remainder of County . . . 8,271	162	2,103
Sibley . . . 16,625	229	3,698
Stearns . . . 67,200	1,011	18,743
St. Cloud . . . 19,234	366	10,706

MINNESOTA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)
Sauk Centre . . . 3,016	87	\$1,818
Remainder of County . . . 44,950	558	6,219
Steele . . . 19,749	251	6,977
Owatonna . . . 8,694	142	4,891
Remainder of County . . . 11,055	109	2,086
Stevens . . . 11,039	144	3,455
Morris . . . 3,214	78	2,292
Remainder of County . . . 7,825	66	1,163
Swift . . . 15,469	249	4,425
Benson . . . 2,729	86	2,051
Remainder of County . . . 12,740	163	2,374
Todd . . . 27,438	341	5,131
Staples . . . 2,952	82	1,390
Remainder of County . . . 24,486	259	3,741
Traverse . . . 2,283	126	2,239
Wabasha . . . 17,653	321	4,582
Lake City . . . 3,204	84	1,351
Remainder of County . . . 14,449	237	3,231
Wadena . . . 12,772	201	3,873
Wadena . . . 2,916	97	2,112
Remainder of County . . . 9,856	104	1,761
Waseca . . . 15,186	226	4,277
Waseca . . . 4,270	98	2,645
Remainder of County . . . 10,916	128	1,632
Washington . . . 26,430	418	7,423
Wayne . . . 2,633	17	338
Stillwater . . . 7,013	143	3,558
Remainder of County . . . 16,784	258	3,529
Watsonwan . . . 13,902	226	4,521
St. James . . . 3,400	82	2,928
Remainder of County . . . 10,502	144	2,193
Wilkin . . . 10,475	167	2,529
Breckenridge . . . 2,745	62	1,606
Remainder of County . . . 7,730	105	1,023
Winona . . . 37,795	589	13,479
Winona . . . 22,490	383	11,017
Remainder of County . . . 15,305	206	2,462
Wright . . . 27,550	505	6,492
Yellow Medicine . . . 16,917	257	4,470

1 St. Cloud is in Benton, Sherbourne and Stearns Counties.

MISSISSIPPI

State Total . . . 2,183,796	18,032	\$282,440
Adams . . . 27,238	321	5,666
Albany . . . 15,296	271	5,426
Remainder of County . . . 11,942	50	240
Alcorn . . . 26,969	294	4,461
Corinth . . . 7,818	182	3,796
Remainder of County . . . 19,151	112	665
Amity . . . 21,892	144	1,112
Attala . . . 30,227	199	3,306
Kosciusko . . . 4,291	116	2,779
Remainder of County . . . 25,936	83	527
Benton . . . 10,429	73	326
Bolivar . . . 67,574	664	8,491
Cleveland . . . 4,189	103	2,948
Remainder of County . . . 63,385	561	5,643
Calhoun . . . 20,893	142	1,408
Carroll . . . 20,651	96	982
Chickasaw . . . 21,427	182	1,654
Choctaw . . . 19,548	88	930
Clarendon . . . 12,810	113	1,404
Clarke . . . 20,596	135	1,625
Clay . . . 19,030	167	2,223
West Point . . . 5,627	106	2,034
Remainder of County . . . 13,403	61	189
Coahoma . . . 18,333	473	8,079
Clarksdale . . . 12,168	224	5,778
Remainder of County . . . 36,165	249	2,301
Copiah . . . 33,974	249	3,851
Crystal Springs . . . 2,865	77	1,167
Quitman . . . 3,124	68	1,672
Remainder of County . . . 27,995	104	1,112
Covington . . . 17,030	131	1,418
De		

MISSISSIPPI—Continued

Table with 4 columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted), and County Name. Includes Wayne, Webster, Wilkinson, Winston, Louisville, etc.

MISSOURI

Table with 4 columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted), and County Name. Includes State Total, Adair, Kirksville, Remsinder, Andrew, Atchison, etc.

MISSOURI—Continued

Table with 4 columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted), and County Name. Includes Gasconade, Gentry, Greene, Springfield, etc.

MISSOURI—Continued

Table with 4 columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted), and County Name. Includes Remsinder of County, Pettis, Sedalia, etc.

MONTANA—Continued

Table with 4 columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted), and County Name. Includes Custer, Miles City, Remsinder, Daniels, etc.



NEBRASKA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales ('000 Omitted)
Boyd.....6,060	114	\$1,328
Brown.....9,962	92	1,603
Buffalo.....23,655	403	7,422
Kearney.....9,643	205	5,261
Remainder of County.....14,012	198	2,161
Burd.....12,546	179	3,039
Butler.....13,106	235	2,021
Cass.....16,992	252	2,911
Plattsmouth.....4,268	78	1,322
Remainder of County.....12,724	174	1,589
Cedar.....15,126	197	3,020
Chaspe.....5,310	93	1,792
Cherry.....9,637	160	2,523
Cheyenne.....9,505	166	3,483
Sidney.....3,388	96	2,657
Remainder of County.....6,117	70	826
Clay.....10,445	188	1,632
Colfax.....10,627	194	2,777
Schuyler.....2,808	81	1,528
Remainder of County.....7,819	113	1,249
Cuming.....13,562	174	3,442
West Point.....2,510	68	1,709
Remainder of County.....11,052	106	1,733
Custer.....22,991	370	5,233
Broken Bow.....2,968	80	2,464
Remainder of County.....19,623	272	2,569
Dakota.....9,836	119	1,674
South Sioux City.....4,566	59	1,043
Remainder of County.....5,280	60	631
Dawes.....10,128	176	3,583
Childron.....4,262	95	2,425
Remainder of County.....5,866	81	1,158
Dawson.....17,890	289	6,653
Lexington.....3,688	91	2,917
Remainder of County.....14,202	198	3,736
Deuel.....3,580	66	1,200
Dixon.....10,413	150	1,855
Dodge.....23,799	445	8,931
Freemont.....11,862	233	6,769
Remainder of County.....11,937	212	2,162
Douglas.....247,562	3,235	108,341
Omaha.....223,844	3,024	105,453
Remainder of County.....23,718	311	2,888
Dundy.....5,122	72	1,125
Fillmore.....11,417	153	2,071
Franklin.....7,740	134	1,436
Frontier.....6,417	98	1,086
Furnas.....10,098	211	2,421
Gage.....29,588	447	7,763
Beatrice.....10,383	246	5,575
Remainder of County.....18,705	201	2,178
Garden.....4,680	79	810
Garfield.....3,444	70	768
Gosper.....6,637	28	499
Grant.....1,327	81	568
Greene.....6,845	98	1,142
Hall.....27,523	429	10,881
Grand Island.....19,130	339	10,026
Remainder of County.....8,393	90	855
Hamilton.....9,982	128	1,718
Harlan.....7,130	116	1,202
Hayes.....2,958	16	179
Hitchcock.....6,404	104	1,320
Holt.....16,552	257	3,482
Hooker.....1,253	25	817
Howard.....9,439	139	1,326
Jefferson.....15,532	242	4,168
Fairbury.....6,304	146	3,252
Remainder of County.....9,228	96	916
Johnson.....8,662	140	1,562
Kearney.....6,854	98	1,173
Keith.....3,333	142	3,462
Keya Paha.....3,235	31	256
Kimball.....3,913	73	1,239
Knox.....16,478	242	2,890
Lancaster.....100,585	1,235	41,006
Lincoln.....81,984	1,064	39,142
Remainder of County.....18,601	181	1,864
Lincoln.....25,425	363	9,435
North Platte.....12,429	219	7,391
Remainder of County.....12,996	144	1,544
Logan.....1,742	29	317
Loup.....1,777	25	157
McPherson.....1,176	6	87
Madison.....24,269	436	8,041
Norfolk.....10,490	216	6,026
Remainder of County.....13,779	220	2,015
Merrick.....9,434	188	2,140
Morrill.....9,856	145	2,206
Nance.....7,653	96	1,318
Nemaha.....12,781	185	2,853
Auburn.....3,639	103	2,064
Remainder of County.....9,142	82	789
Nuckolls.....10,445	147	2,130
Superior.....2,650	68	1,316
Remainder of County.....7,796	79	814
Otoe.....18,994	354	4,927
Nebraska City.....7,899	181	3,416
Remainder of County.....11,655	173	1,511
Pawnee.....8,614	121	1,504
Perkins.....5,197	87	1,618

NEBRASKA—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales ('000 Omitted)
Phelps.....8,452	146	\$2,850
Holdrege.....3,360	103	2,287
Remainder of County.....5,092	43	593
Pierce.....10,211	155	2,098
Platte.....20,191	233	5,503
Columbus.....7,632	167	4,378
Remainder of County.....12,569	116	1,125
Polk.....8,748	121	1,339
Red Willow.....11,951	224	4,951
McCook.....6,212	156	4,301
Remainder of County.....5,739	68	650
Richardson.....19,178	274	5,197
Falls City.....6,146	126	3,717
Remainder of County.....13,032	148	1,480
Rock.....3,977	64	912
Saline.....15,010	255	3,421
Crete.....3,033	82	1,348
Remainder of County.....11,972	173	1,073
Sarpy.....10,835	101	2,365
Saunders.....17,892	291	4,053
Wahoo.....2,648	79	1,852
Remainder of County.....15,244	212	2,201
Scotts Bluff.....39,917	462	14,278
Thurston.....3,104	56	892
Scottsbluff.....12,057	206	8,841
Remainder of County.....18,756	198	4,262
Seward.....14,167	258	2,802
Seward.....2,826	91	1,573
Remainder of County.....11,341	165	1,229
Sheridan.....9,869	175	3,606
Sherman.....7,764	106	1,125
Sioux.....4,001	33	291
Stanton.....6,887	70	908
Thayer.....12,262	196	2,749
Thomas.....1,553	39	330
Thurston.....19,248	115	1,767
Valley.....8,163	105	1,619
Washington.....11,578	136	2,178
Blair.....3,289	72	1,376
Remainder of County.....8,289	64	797
Wayne.....9,880	131	2,289
Wheeler.....3,071	115	1,270
Wheeler.....2,170	26	165
York.....14,874	214	4,120
York.....5,383	120	3,181
Remainder of County.....9,491	94	989

NEVADA

State Total.....110,247	2,045	\$61,828
Churchill.....5,317	74	2,514
Clerk.....16,414	304	9,457
Las Vegas.....8,422	188	7,571
Remainder of County.....7,992	116	1,896
Douglas.....2,056	45	920
Elko.....10,912	243	5,209
Elko.....4,094	106	3,533
Remainder of County.....6,818	137	1,676
Esmeralda.....1,564	39	878
Eureka.....1,361	30	315
Humboldt.....4,743	98	2,611
Lander.....1,745	46	758
Lincoln.....4,130	67	1,231
Lyon.....4,076	78	1,113
Mineral.....2,342	44	763
Nye.....3,602	103	1,967
Ormsby.....3,209	59	1,492
Pershing.....2,913	49	1,035
Storey.....1,216	27	398
Washoe.....32,476	592	25,214
Reno.....21,317	456	22,373
Sparks.....5,318	67	1,588
Remainder of County.....5,841	69	753
White Pine.....12,377	147	5,955
Ely.....4,140	74	4,106
Remainder of County.....8,237	73	1,849

NEW HAMPSHIRE

State Total.....491,524	7,435	\$189,100
Belknap.....24,328	379	9,448
Lebanon.....13,484	226	6,749
Remainder of County.....10,844	153	2,699
Carroll.....15,589	357	5,333
Cheshire.....34,953	455	11,654
Keene.....13,832	213	8,160
Remainder of County.....21,121	237	3,494
Cocowoc.....39,274	562	12,469
Berlin.....19,064	242	6,223
Remainder of County.....20,190	320	6,241
Grafton.....44,645	716	17,706
Lebanon.....7,690	113	4,360
Littleton.....4,571	81	2,588
Remainder of County.....32,484	522	10,758
Hillsborough.....144,888	2,091	56,385
Manchester.....77,685	1,160	33,734
Milford.....3,927	72	1,655
Nashua.....32,927	457	14,483
Remainder of County.....30,349	402	6,513
Merrimack.....60,710	829	21,627
Concord.....27,171	324	13,646

NEW HAMPSHIRE—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales ('000 Omitted)
Franklin.....6,749	118	\$2,934
Remainder of County.....26,790	387	5,047
Rockingham.....58,142	1,070	22,250
Derry.....5,400	117	2,685
Exeter.....5,998	101	1,788
Portsmouth.....14,821	289	10,323
Remainder of County.....32,523	563	6,549
Strafford.....43,553	661	17,226
Dover.....14,990	221	7,990
Rochester.....12,012	177	5,467
Somersworth.....6,136	115	1,611
Remainder of County.....10,415	148	2,258
Sullivan.....25,442	315	8,997
Claremont.....12,144	170	5,832
Newport.....5,304	86	2,343
Remainder of County.....7,994	69	822

NEW JERSEY

State Total.....4,160,165	63,861	\$1,680,401
Atlantic.....124,066	3,023	60,214
Atlantic City.....64,094	1,825	44,668
Egg Harbor City.....3,599	109	1,308
Hammonton.....3,266	149	2,807
Margate City.....2,843	23	151
Pleasantville.....11,050	188	3,680
Ventnor City.....7,905	83	2,022
Remainder of County.....23,646	601	5,219
Bergen.....407,616	5,541	129,153
Garfield.....10,275	147	1,477
Bogota.....7,346	79	1,344
Carlstadt.....5,644	77	1,361
Cliffside Park.....16,992	241	3,921
Closter.....2,608	44	1,327
Dumont.....7,566	73	1,477
East Paterson.....4,987	64	1,041
East Rutherford.....3,477	46	1,657
Edgewater.....4,023	56	970
Englewood.....18,966	309	11,206
Fair Lawn.....9,017	81	1,272
Fairview.....8,770	167	1,701
Fort Lee.....9,468	159	2,000
Gianni.....28,044	455	5,558
Glen Ridge.....4,377	61	27,884
Hackensack.....26,279	611	27,684
Hasbrouck Heights.....6,716	58	1,429
Hillsdale.....3,433	38	766
Leonia.....5,763	63	1,180
Little Ferry.....4,545	62	1,104
Lodi.....11,552	135	1,720
Lynchhurst (twp.).....17,454	208	2,971
Maywood.....4,052	27	405
Midland Park.....4,525	58	1,161
New Milford.....3,215	33	296
North Arlington.....9,910	101	1,791
Oradell.....2,802	34	847
Passaic Park.....8,141	138	2,852
Paramus.....3,688	94	1,336
Park Ridge.....2,519	43	736
Ramsey.....3,566	65	1,188
Ridgefield.....5,271	64	1,672
Ridgefield Park.....11,771	136	3,066
Ridgewood.....14,948	158	6,550
Rutherford.....15,466	173	6,954
Teaneck (twp.).....25,275	202	6,233
Tenafly.....7,413	77	2,240
Wallington.....8,981	142	1,466
Westwood.....5,388	104	3,755
Wood-Ridge.....5,739	61	923
Remainder of County.....45,738	547	9,769
Burlington.....97,013	1,497	26,090
Beverly.....2,891	47	893
Bordentown.....4,223	91	1,693
Burlington.....10,905	244	4,257
Palmyra.....5,178	59	1,239
Remainder of County.....74,016	1,066	17,918
Camden.....256,727	3,738	89,534
Audubon.....8,906	75	1,263
Camden.....117,596	2,118	49,282
Clementon.....2,866	61	869
Collingswood.....12,865	145	4,332
Gloucester City.....13,692	185	3,437
Haddonfield.....9,742	108	2,990
Haddon Heights.....5,565	43	1,957
Lindenwald.....2,562	33	936
Merchantville.....3,879	61	2,345
Oaklyn.....3,869	62	2,294
Pennsauken (twp.).....17,745	160	3,922
Runnemede.....2,835	35	339
Wood-Lynne.....2,861	22	1,099
Remainder of County.....51,204	642	8,469
Cape May.....29,819	1,172	16,715
Ocean City.....4,872	243	4,429
Wildwood.....5,150	268	4,852
Remainder of County.....19,097	661	7,364
Cumberland.....73,184	1,136	27,634
Bridgeton.....15,992	304	9,577
Milville.....14,806	232	5,160
Vineland.....7,914	240	9,740
Remainder of County.....34,472	360	3,157
Essex.....887,340	13,140	385,212
Bellevue.....28,167	338	5,203
Bloomfield.....41,623	558	13,564
Caldwell.....4,932	95	2,763
East Orange.....68,945	927	27,542
Glen Ridge.....4,233	12	423
Irvington.....55,328	826	19,893

NEW JERSEY—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales ('000 Omitted)
Mt. Pleasant.....23,139	218	\$5,956
(twp.).....29,807	518	20,954
Newark.....429,760	7,986	249,372
Nutley.....21,954	233	5,235
Orange.....35,717	629	13,756
South Orange.....13,742	189	6,605
Verona.....8,957	90	2,126
West Caldwell.....8,488	28	1,308
West Orange.....25,662	265	5,928
Remainder of County.....28,813	278	5,594
Gloucester.....72,219	1,036	17,255
Glassboro.....4,925	101	1,614
Paterson.....7,011	116	1,926
Pitman.....5,507	82	1,



NEW JERSEY—Continued

Table with columns: Population of County and All Places Over 2,500; No. of Stores; Retail Sales (000 Omitted). Lists counties like Somerville, Essex, Sussex, Franklin, Newton, etc.

NEW MEXICO

Table with columns: Population of County and All Places Over 2,500; No. of Stores; Retail Sales (000 Omitted). Lists counties like Bernalillo, Albuquerque, Sandoval, etc.

NEW YORK

Table with columns: Population of County and All Places Over 2,500; No. of Stores; Retail Sales (000 Omitted). Lists counties like Albany, Westchester, Dutchess, etc.

NEW YORK—Continued

Table with columns: Population of County and All Places Over 2,500; No. of Stores; Retail Sales (000 Omitted). Lists counties like Greene, Catskill, Hamilton, etc.

NEW YORK—Continued

Table with columns: Population of County and All Places Over 2,500; No. of Stores; Retail Sales (000 Omitted). Lists counties like Putnam, Dutchess, Ulster, etc.





# WIBX

The Middle Link in Columbia's Chain ~

From the Hudson River  
to the Great Lakes

## Class 1

*The most effective education  
of our citizens - necessary  
- War Effort -*

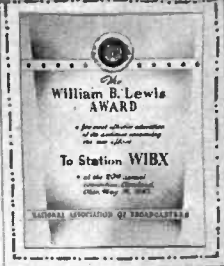


## Class 2

*Inspiration of achievement  
20 Million Dollars Support  
- of War Effort -*

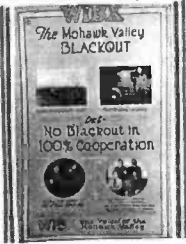


W.B. LEWIS  
Award Winner  
National Association of  
Broadcasters Convention  
CLEVELAND, OHIO, MAY 1942  
Local Class One



G.R. Gamble, AAAA ~ P.L. West, AHA  
Douglas Meservey, A-9-3

## Class 3 Unimpaired Conduct of Civilian Defense



## Class 4 Outstanding progress in rate of broadcast broadcasting



WIBX - Utica, N.Y. - The Voice of the Mohawk Valley  
The only station in the Rome-Utica market  
serving 325,576 listeners in an all out effort to  
**WIN THE WAR!**

OHIO—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales ('00 Omitted)
Champaign . . . . . 25,258	378	\$6,731
Urbana . . . . . 8,335	182	4,253
Remainder		
of County . . . . . 16,923	191	2,478
Clark . . . . . 95,647	1,310	33,478
Springfield . . . . . 70,662	1,067	30,667
Remainder		
of County . . . . . 24,985	243	2,811
Clinton . . . . . 24,109	514	7,033
Clermont . . . . . 22,574	407	7,333
Wilmington . . . . . 5,971	166	4,082
Remainder		
of County . . . . . 16,603	241	3,301
Columbiana . . . . . 90,121	1,411	30,260
East Liverpool . . . . . 23,555	436	12,575
East Palestine . . . . . 5,123	109	2,264
Lebanon . . . . . 3,379	80	1,686
Salem . . . . . 12,301	246	7,469
Wellsville . . . . . 7,672	120	1,543
Remainder		
of County . . . . . 38,091	420	4,723
Coshocton . . . . . 30,594	424	8,176
Coshocton . . . . . 11,609	242	6,601
Remainder		
of County . . . . . 19,085	182	1,575
Crawford . . . . . 35,571	580	11,482
Bucyrus . . . . . 9,727	216	4,729
Vestline . . . . . 4,337	89	1,847
Galion . . . . . 6,885	167	3,670
Remainder		
of County . . . . . 12,822	108	1,286
Cuyahoga . . . . . 1,217,250	16,716	506,426
Bedford . . . . . 5,910	112	3,426
Berea . . . . . 6,025	117	2,810
Chagrin Falls . . . . . 2,505	80	2,563
Cleveland . . . . . 878,336	13,814	420,426
Cleveland		
Heights . . . . . 54,992	833	16,360
East Cleveland . . . . . 39,937	10,218	10,218
Edinburg . . . . . 17,466	142	3,803
Fairview . . . . . 4,700	38	496
Garfield		
Heights . . . . . 16,989	139	2,216
Lakewood . . . . . 69,160	562	21,825
Maple Heights . . . . . 6,728	75	1,121
Mayfield		
Heights . . . . . 2,696	21	369
Nagambush		
Heights . . . . . 3,830	39	516
North Olmsted . . . . . 3,487	50	657
Palma . . . . . 16,365	144	2,869
Rocky River . . . . . 8,291	105	2,981
Shaker Heights . . . . . 23,398	109	5,237
South Euclid . . . . . 6,146	47	1,788
Remainder		
of County . . . . . 48,856	402	6,932
Darke . . . . . 38,831	585	10,238
Greenville . . . . . 7,745	201	4,979
Union City		
Ohio only . . . . . 1,497	24	303
Remainder		
of County . . . . . 29,589	360	4,956
Defiance . . . . . 24,367	366	7,048
Defiance . . . . . 9,744	197	4,780
Hicksville . . . . . 2,549	75	1,236
Remainder		
of County . . . . . 12,074	94	1,032
Delaware . . . . . 26,780	394	6,967
Delaware . . . . . 8,944	214	5,084
Remainder		
of County . . . . . 17,836	180	1,833
Erie . . . . . 43,201	709	15,722
Sandusky . . . . . 24,874	472	11,734
Remainder		
of County . . . . . 18,327	237	3,938
Fairfield . . . . . 42,900	614	12,553
Lancaster . . . . . 21,940	371	9,675
Remainder		
of County . . . . . 26,550	243	2,878
Fayette . . . . . 21,385	238	7,037
Washington		
Court House . . . . . 9,402	196	6,209
Remainder		
of County . . . . . 11,983	92	828
Franklin . . . . . 388,712	4,933	172,974
Pexley . . . . . 8,705	36	1,059
Columbus . . . . . 306,087	4,233	159,167
Grandview		
Heights . . . . . 6,960	39	1,398
Upper		
Arlington . . . . . 5,370	10	255
Westerville . . . . . 3,146	58	1,381
Remainder		
of County . . . . . 58,444	557	9,714
Fulton . . . . . 23,626	361	7,155
Wauseon . . . . . 3,016	92	2,053
Remainder		
of County . . . . . 20,610	269	5,102
Gallia . . . . . 24,930	245	4,319
Gallipolis . . . . . 7,832	136	3,553
Remainder		
of County . . . . . 17,098	109	766
Geauga . . . . . 19,430	245	4,394
Greene . . . . . 35,863	405	8,950
Kenia . . . . . 10,633	203	5,446
Remainder		
of County . . . . . 25,230	202	3,504
Guernsey . . . . . 38,822	548	8,970
Cambridge . . . . . 15,044	248	6,570
Remainder		
of County . . . . . 23,778	300	2,400
Hamilton . . . . . 621,987	8,877	275,006
Chicot . . . . . 3,043	114	3,210
Cincinnati . . . . . 455,310	7,006	230,446
Deer Park . . . . . 3,510	28	608
Elmwood Place . . . . . 4,248	86	2,137
Lockland . . . . . 5,601	130	3,783
Mount		
Healthy . . . . . 3,997	43	885
North College		
Hill . . . . . 5,231	54	1,022
Norwood . . . . . 34,011	415	13,186
Reading . . . . . 6,079	121	3,903

OHIO—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales ('00 Omitted)
St. Bernard . . . . . 7,387	99	\$1,867
Silverton . . . . . 2,907	48	1,310
Wyoming . . . . . 4,466	20	709
Remainder		
of County . . . . . 79,898	713	11,940
Hancock . . . . . 40,793	543	12,266
Findlay . . . . . 20,228	355	9,885
Postoria (part) . . . . . 2,133	19	465
Remainder		
of County . . . . . 18,432	169	1,916
Hardin . . . . . 27,661	444	6,586
Remainder		
of County . . . . . 7,593	186	3,968
Harrison . . . . . 20,313	256	2,623
Harrison . . . . . 20,313	256	3,508
Cadiz . . . . . 2,808	76	1,658
Remainder		
of County . . . . . 17,505	140	1,850
Henry . . . . . 22,755	330	5,860
Napoleon . . . . . 4,825	111	3,206
Remainder		
of County . . . . . 17,931	219	2,654
Highland . . . . . 27,099	441	7,291
Greenfield . . . . . 4,228	93	2,004
Hillsboro . . . . . 4,713	142	3,262
Remainder		
of County . . . . . 18,158	206	2,025
Hocking . . . . . 21,504	253	4,192
Logan . . . . . 6,177	135	3,223
Remainder		
of County . . . . . 15,327	118	964
Holmes . . . . . 17,876	202	3,516
Huron . . . . . 34,300	574	11,193
Bellevue (part) . . . . . 3,533	73	1,438
Norwalk . . . . . 3,211	160	4,441
Willard . . . . . 4,261	85	1,863
Remainder		
of County . . . . . 18,795	256	3,401
Jackson . . . . . 27,004	339	6,373
Jackson . . . . . 6,235	139	3,286
Wellston . . . . . 5,537	100	1,708
Remainder		
of County . . . . . 15,172	100	1,378
Jefferson . . . . . 98,129	1,333	32,338
Mingo Junction . . . . . 5,192	61	664
Steubenville . . . . . 37,651	618	23,665
Toronto . . . . . 7,426	103	1,821
Remainder		
of County . . . . . 47,860	551	6,688
Knox . . . . . 31,024	416	9,277
Mount Vernon . . . . . 10,122	210	6,428
Remainder		
of County . . . . . 20,902	206	2,849
Lake . . . . . 50,020	702	17,647
Fairport . . . . . 4,528	55	975
Kinesville . . . . . 12,235	207	8,304
Willoughby . . . . . 4,364	106	3,608
Remainder		
of County . . . . . 28,893	334	4,760
Lawrence . . . . . 46,705	508	8,154
Ironton . . . . . 15,851	286	6,495
Remainder		
of County . . . . . 30,854	222	1,659
Licking . . . . . 32,279	418	13,112
Newark . . . . . 31,487	498	14,666
Remainder		
of County . . . . . 30,792	360	4,446
Logan . . . . . 29,624	530	8,508
Bellefontaine . . . . . 9,808	202	5,312
Remainder		
of County . . . . . 19,816	328	3,196
Lorain . . . . . 112,390	1,551	37,192
Amherst . . . . . 2,896	51	1,171
Elyria . . . . . 25,120	367	12,444
Lorain . . . . . 44,125	617	16,754
Oberlin . . . . . 4,805	88	2,167
Wellington . . . . . 2,529	63	1,323
Remainder		
of County . . . . . 33,415	365	3,333
Lucas . . . . . 344,333	4,212	14,003
Maumee . . . . . 4,833	76	2,014
Toledo . . . . . 282,349	3,549	131,629
Remainder		
of County . . . . . 57,301	587	10,365
Madison . . . . . 21,811	291	5,848
London . . . . . 4,697	121	3,000
Remainder		
of County . . . . . 17,114	170	2,848
Mahoning . . . . . 240,251	2,732	91,671
Campbell . . . . . 18,785	166	1,862
Sebring . . . . . 3,902	73	1,157
Struthers . . . . . 11,739	108	2,580
Youngtown		
(part) . . . . . 167,624	1,974	79,839
Remainder		
of County . . . . . 43,201	411	6,233
Marion . . . . . 44,898	552	14,295
Marion . . . . . 30,817	408	12,834
Remainder		
of County . . . . . 14,081	144	1,461
Medina . . . . . 33,034	483	10,989
Medina . . . . . 4,369	112	4,377
Wadsworth . . . . . 6,495	100	2,510
Remainder		
of County . . . . . 22,180	271	4,102
Meigs . . . . . 24,104	300	4,902
Middleport . . . . . 3,356	67	1,409
Pomeroy . . . . . 3,581	97	2,437
Remainder		
of County . . . . . 17,167	136	1,056
Mercer . . . . . 26,256	395	6,759
Celina . . . . . 4,841	134	3,301
Remainder		
of County . . . . . 21,415	261	3,458
Miami . . . . . 52,632	709	16,986
Piqua . . . . . 16,049	252	7,273
Tippecanoe		
City . . . . . 2,879	62	1,273
Troy . . . . . 9,697	136	4,942
Remainder		
of County . . . . . 24,007	259	3,493
Monroe . . . . . 18,641	211	2,115

OHIO—Continued

Population of County and All Places Over 2,500	No. of Stores	Retail Sales ('00 Omitted)
Montgomery . . . . . 295,480	3,515	\$119,899
Dayton . . . . . 210,718	2,762	106,477
Miamisburg . . . . . 5,544	105	2,339
Oakwood . . . . . 7,652	13	583
Remainder		
of County . . . . . 71,566	635	10,500
Morgan . . . . . 14,227	175	2,367
Morrow . . . . . 15,646	169	2,623
Muskingum . . . . . 69,795	945	23,419
Zanesville . . . . . 37,500	621	19,559
Remainder		
of County . . . . . 32,295	324	3,860
Noble . . . . . 14,587	222	1,929
Ottawa . . . . . 24,360	414	7,303
Port Clinton . . . . . 4,605	111	2,665
Remainder		
of County . . . . . 19,855	308	4,633
Paulding . . . . . 15,527	248	3,237
Perry . . . . . 31,997	336	5,827
Crooksville . . . . . 2,830	59	789
New Lexington . . . . . 4,049	85	2,223
Remainder		
of County . . . . . 24,148	242	2,815
Pickaway . . . . . 27,849	342	5,509
Circleville . . . . . 7,982	183	3,947
Remainder		
of County . . . . . 19,907	159	1,562
Pike . . . . . 16,113	195	2,040
Portage . . . . . 46,660	592	12,369
Kent . . . . . 8,581	151	4,361
Ravenna . . . . . 8,538	167	4,893
Remainder		
of County . . . . . 29,541	274	3,115
Preble . . . . . 23,329	399	6,008
Radon . . . . . 3,552	112	2,526
Remainder		
of County . . . . . 19,777	287	3,482
Putnam . . . . . 25,016	416	5,572

BASIC  
MUTUAL NET

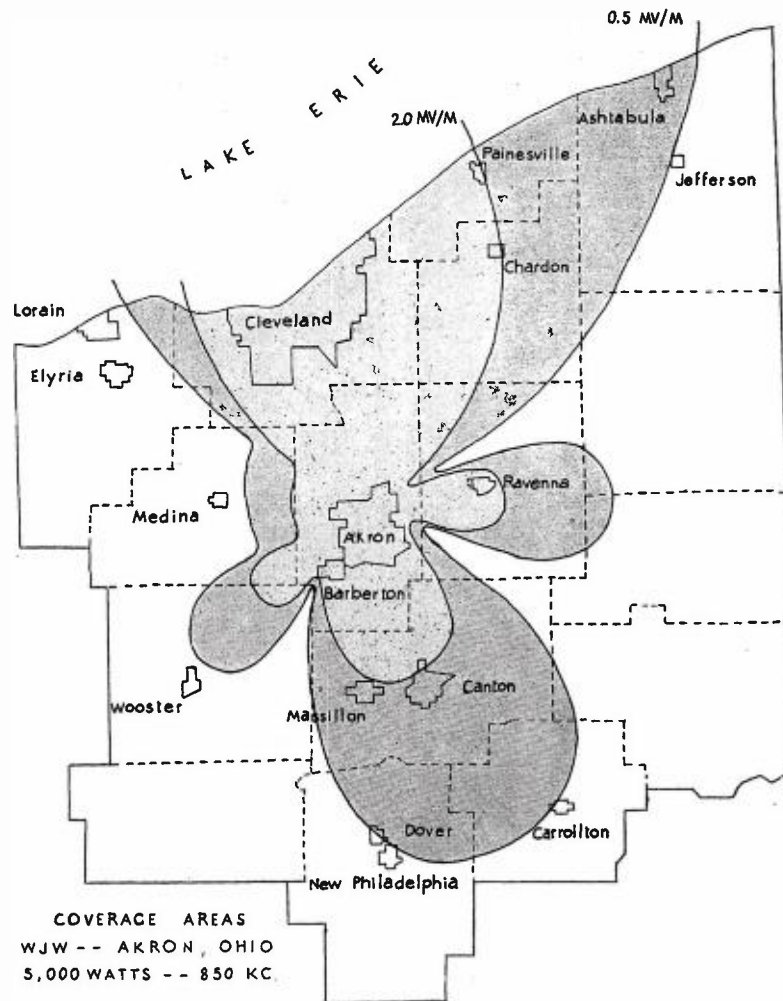
# WJW

*The Voice of Akron*

5000 WATTS  
850 KC

BILL O'NEIL, president

## OHIO'S ONLY 24-HOUR STATION



## AKRON'S BEST RADIO BUY

- Greatest coverage
- Lowest rates
- Most experienced staff
- Most complete merchandising service
- Two news services (INS and UP)
- Only station with local news reporting staff
- Only station originating network news commentator
- Akron's widest sports coverage

For complete information regarding WJW and the Akron-Cleveland market,  
contact any Headley-Reed office or write Radio Station WJW direct.





**PENNSYLVANIA—Continued**

County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)	
Cumberland	74,806	1,038	\$20,564
Camp Hill	3,680	81	539
Carlisle	18,984	259	7,416
Lemoyne	4,858	73	2,143
Mechanicsburg	5,709	104	2,121
New Cumberland	4,525	71	1,158
Shippensburg	4,661	102	2,372
Remainder of County	37,999	398	4,821
Dauphin	177,410	2,658	67,004
Harrisburg	88,893	1,550	50,349
Hummelstown	3,264	53	1,192
Lykens	3,048	55	818
Middletown	7,046	92	1,482
Millersburg	2,959	62	947
Penbrook	4,827	47	783
Steelton	13,115	184	2,867
Williamstown	2,769	71	446
Remainder of County	57,689	544	8,646
Delaware	310,766	3,297	91,077
Chester	69,285	997	26,273
Clifton Heights	4,827	82	1,438
Collingdale	8,162	88	1,359
Darby	10,334	139	4,707
East Lansdowne	3,823	35	572
Glenolden	4,826	35	677
Haverford	27,594	134	2,876
Lansdowne	10,337	85	4,194
Marcus Hook	4,223	34	3,769
Media	5,351	125	3,808
Norwood	3,921	29	589
Prospect Park	5,109	51	1,377
Ridley Park	3,887	23	568
Sharon Hill	4,467	34	389
Swarthmore	4,051	51	841
Upper Darby	8,888	54	2,452
Yeadon	8,524	62	1,035
Remainder of County	85,158	717	13,649
Elk	34,448	412	7,592
Johnstown	4,955	61	1,142
Ridgway	6,253	95	2,380
St. Marys	7,658	129	3,158
Remainder of County	15,582	127	904
Erie	180,889	2,687	61,868
Corry	6,935	155	3,167
Erie	116,955	1,794	48,283
North East	3,704	36	1,841
Union City	3,843	79	1,643
Wesleyville	2,918	47	862
Remainder of County	46,534	526	6,072
Fayette	200,999	1,819	48,583
Brownsville	8,015	146	3,881
Cornellsville	13,608	249	7,079
Masontown	3,721	79	1,550
South Connellsville	2,628	14	180
Uniontown	21,819	409	19,027
Remainder of County	151,208	981	16,866
Forest	5,731	73	916
Franklin	69,378	876	17,517
Chambersburg	14,852	296	8,126
Greencastle	2,511	66	1,116
Shippensburg	5,833	3	42
Waynesboro	10,231	161	4,129
Remainder of County	41,201	350	4,104
Fulton	10,678	178	1,265
Greene	44,671	421	7,750
Waynesburg	4,891	128	3,560
Remainder of County	89,780	293	4,200
Huntingdon	41,836	545	8,834
Huntingdon	7,170	170	4,288
Mount Union	4,763	87	1,785
Remainder of County	29,908	288	2,751
Indiana	79,854	868	17,298
Indiana	5,002	102	2,846
Clymer	3,852	38	822
Indiana	10,050	208	7,740
Remainder of County	61,720	526	6,848
Jefferson	54,090	608	12,814
Brookway	2,709	50	962
Brookville	4,397	85	3,111
Pennsutauney	9,482	160	5,019
Reynoldsville	3,675	70	1,186
Remainder of County	38,827	243	2,586
Juniata	15,373	231	2,663
Lackawanna	301,243	4,192	82,450
Archbald	8,296	149	1,819
Blakely	3,106	108	1,214
Carbondale	19,771	317	6,559
Clarks Summit	2,691	46	1,280
Dickson City	11,548	135	1,576
Dunmore	23,086	272	3,138
Jermyn	3,233	60	757
Mayfield	3,172	41	266
Moocic	4,568	44	408
Old Forge	3,106	176	1,812
Olyphant	9,252	141	2,129
Scranton	140,404	2,042	56,317
Taylor	9,002	111	1,189
Throop	7,382	91	782
Winton	7,989	109	818
Remainder of County	31,246	355	2,941
Lancaster	212,504	4,024	72,548
Columbia	11,547	388	9,097
Elizabethtown	3,815	114	2,704
Ephrata	6,199	129	3,664
Lancaster	61,345	1,343	35,661
Litzitz	4,840	119	1,883
Manheim	3,831	98	1,574

**PENNSYLVANIA—Continued**

County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)	
Mount Joy	2,855	72	\$1,278
Remainder of County	117,572	1,811	22,732
Lawrence	96,877	1,295	29,603
Ellwood City	10,903	189	5,381
New Castle	47,638	775	21,053
Remainder of County	38,336	381	3,169
Lebanon	72,641	1,125	22,323
Lebanon	27,206	501	12,936
Myerstown	2,692	51	1,060
Palmyra	5,239	89	2,058
Remainder of County	37,504	484	6,269
Lehigh	177,533	2,819	63,964
Allentown	96,904	1,675	48,589
Bethlehem	11,647	92	3,436
(Part)	4,764	79	985
Coplay	3,109	44	405
Emmaus	6,781	113	1,683
Pocono	4,804	31	545
Slatington	4,062	125	1,346
Remainder of County	45,512	760	7,025
Luzerne	441,518	6,277	110,921
Ashley	5,371	93	1,106
Avoca	4,771	76	843
DuPont	2,778	61	671
Duryea	8,275	97	1,013
Easton	7,487	117	1,023
Exeter	5,802	88	674
Forty Fort	6,293	59	1,067
Freeland	6,593	151	1,614
Hanover (twp.)	16,439	225	1,297
Hazleton	38,009	605	16,935
Kingston	20,679	286	7,538
Lewisburg	3,477	75	1,422
Luzerne	7,082	122	2,190
Nanticoke	24,387	429	6,574
Pittston	17,828	852	7,136
Plains (twp.)	15,621	163	1,365
Plymouth	15,607	273	8,520
Sugar Notch	2,505	27	151
Swoyerville	2,344	102	623
West Hazleton	7,523	112	1,440
West Pittston	7,943	73	1,356
West Wyoming	2,992	35	263
Wilkes-Barre	86,236	1,492	41,483
Wyoming	4,728	80	1,110
Remainder of County	104,957	1,072	9,572
Lycoming	98,633	1,381	28,943
Jersey Shore	5,432	98	1,806
Montoursville	3,019	51	1,092
Muncy	2,606	64	938
South William	6,083	60	945
Windsor	44,355	758	20,921
Remainder of County	32,188	350	3,241
McKean	56,673	767	18,595
Bradford	17,691	293	10,162
Kane	6,133	126	2,960
Remainder of County	32,849	348	5,473
Mercer	101,039	1,359	31,564
Farrar	13,899	193	8,169
Greenville	18,149	167	4,809
Grove City	6,296	117	3,193
Sharon	25,622	384	13,895
Sharpsville	5,129	70	1,071
Remainder of County	41,944	434	5,427
Mifflin	42,993	651	11,841
Burnham	2,997	36	837
Lewistown	13,017	306	8,747
Remainder of County	26,979	307	2,757
Monroe	29,802	673	11,019
East Stroudsburg	6,404	114	2,249
Stroudsburg	6,186	157	5,353
Remainder of County	17,212	162	3,417
Montgomery	289,247	4,161	108,088
Abington	20,857	175	2,746
Ambler	3,953	101	2,415
Bridgeport	5,904	85	1,080
Cheltenham	19,082	128	4,255
Conshohocken	10,776	164	2,455
Hatboro	2,605	17	1,343
Jenkintown	5,024	60	7,798
Lansdale	9,316	149	4,489
Lower Merion	39,566	468	20,618
Narberth	5,217	47	1,873
Norristown	38,181	642	16,922
Pottstown	20,194	431	11,307
Royersford	3,605	63	1,011
Souderton	4,036	99	2,505
Remainder of County	100,931	1,438	21,266
Montour	15,466	173	2,764
Danville	7,122	134	2,556
Remainder of County	8,344	89	208
Northampton	168,959	2,598	55,759
Bangor	5,687	124	2,388
Bethlehem	46,843	807	18,321
Easton	33,589	619	20,469
Hellertown	4,031	51	892
Nazareth	5,721	96	2,518
North Catawago	2,590	24	144
Northampton	9,622	24	2,730
Pen Argyl	4,059	63	869
Wilson	8,217	76	1,855
Remainder of County	48,660	597	6,073

**PENNSYLVANIA—Continued**

County and All Places Over 2,500	No. of Stores	Retail Sales (000 Omitted)	
Northumberland	126,887	1,874	\$30,010
Kulpmont	6,159	92	835
Milton	8,313	150	2,885
Mount Carmel	17,780	284	4,191
Northumberland	4,469	74	1,038
Shamokin	18,810	374	8,811
Sunbury	15,462	273	7,113
Remainder of County	55,894	627	5,137
Perry	23,213	324	3,891
Philadelphia	1,931,334	30,999	766,622
Philadelphia (Coextensive with Philadelphia)	1,931,334	30,999	766,622
Pike	7,452	165	1,609
Potter	18,201	279	4,798
Coudersport	3,197	72	1,878
Remainder of County	15,004	207	2,920
Schuylkill	228,331	3,804	51,551
Ashtand	7,045	170	2,125
Coaldale	6,183	85	580
Frackville	8,035	135	1,579
Gilberton	3,710	34	164
Girardville	4,602	123	1,085
McAdoo	5,127	126	806
Marysville	13,442	315	4,015
Minersville	8,686	126	2,108
Port Carbon	3,279	52	543
Pottsville	24,530	443	14,282
St. Clair	6,809	108	1,132
Schuylkill	6,158	116	2,405
Shenandoah	19,790	415	6,558
Tamqua	12,486	227	4,021
Remainder of County	98,109	1,260	10,154
Snyder	20,208	280	2,759
Selinsgrove	2,877	77	1,074
Remainder of County	17,331	203	1,685
Somerset	84,967	940	18,754
Meyersdale	3,250	72	1,545
Somerset	5,430	128	5,184
Windber	9,057	93	1,934
Remainder of County	67,220	647	10,141
Sullivan	7,504	134	972
Susquehanna	33,893	480	6,487
Forest City	4,266	67	1,033
Susquehanna	2,740	61	940
Depot	2,740	61	940
Remainder of County	26,887	352	4,514
Tioga	35,004	488	8,179
Wellsoboro	3,665	89	2,629
Remainder of County	31,339	405	5,550
Union	20,247	317	4,036
Lewisburg	3,571	96	1,817
Remainder of County	16,676	221	2,219
Venango	63,958	698	17,281
Franklin	9,948	201	4,927
Oil City	20,379	282	9,749
Polk	3,690	6	108
Remainder of County	29,941	209	2,497
Warren	42,789	473	16,967
Warren	14,891	225	18,248
Remainder of County	27,898	248	3,719
Washington	210,852	2,444	55,870
Bentleyville	3,428	50	1,250
Canonsburg	12,599	201	4,765
Centerville	6,317	23	293
Canarota	10,784	208	7,631
Donora	13,180	194	4,162
McDonald	2,641	72	1,765
(Part)	8,825	151	3,325
Monongahela	2,674	19	1,774
North Charleroi	2,674	19	1,774
Washington	26,166	472	16,294
Remainder of County	124,238	1,054	16,221
Waynes	29,934	453	7,287
Honesdale	5,687	144	3,820
Remainder of County	24,247	309	3,467
Westmoreland	308,411	3,383	75,159
Arnold	10,898	89	1,722
Derry	3,003	48	858
Greensburg	16,743	303	12,760
Irwin	3,441	87	2,606
Jeannette	16,220	195	5,656
Latrobe	11,111	183	4,647
Monessen	20,257	271	5,436

SOUTH CAROLINA—Continued

Table with columns: Population of County and All Places Over 2,500; No. of Stores; Retail Sales (000 Omitted). Rows include Dorchester, Summerville, Marion, Edgefield, Fairfield, Winnsboro, Florence, Greenville, Georgetown, Greer, Jasper, Kershaw, Camden, Lancaster, Laurens, Marlboro, Pickens, Richland, Saluda, Sumter, Union, York, etc.

SOUTH DAKOTA

Table with columns: Population of County and All Places Over 2,500; No. of Stores; Retail Sales (000 Omitted). Rows include State Total, Armstrong, Aurora, Beadle, Huron, Bennett, Bon Homme, Brookings, Brown, Custer, DeSmet, Faulk, Grant, Lincoln, Minnehaha, Pierre, Rapid City, etc.

TENNESSEE

Table with columns: Population of County and All Places Over 2,500; No. of Stores; Retail Sales (000 Omitted). Rows include State Total, Anderson, Bedford, Shelbyville, Benton, Blount, Blount, Carter, Clark, Clay, Cleveland, Coffee, Davidson, De Kalb, Dickson, Giles, Greene, Hamilton, Hancock, Hardeman, Hawkins, Haywood, Henderson, Hickman, Houston, Humphreys, Jackson, Jefferson, Johnson, Knox, Knoxville, Lake, Lauderdale, Lawrenceburg, Lewis, Lincoln, Fayetteville, etc.

TENNESSEE—Continued

Table with columns: Population of County and All Places Over 2,500; No. of Stores; Retail Sales (000 Omitted). Rows include Loudon, Lenoir, McMinn, Athens, Etowah, McNairy, Madison, Jackson, Marion, Marshall, Maury, Columbia, Mount Pleasant, Meigs, Monroe, Montgomery, Clarksville, Moore, Morgan, Obion, Union City, Overton, Perry, Pickett, Putnam, Cookeville, Rhea, Roane, Harriman, Rockwood, Robertson, Springfield, Rutherford, Murfreesboro, Scott, Sequatchie, Sevier, Shelby, Memphis, Smith, Stewart, Sullivan, Bristol, Kingsport, Sumner, Gallatin, Tipton, Covington, Trousdale, Unicoi, Erwin, Union, Van Buren, Warren, McMinnville, Washington, Johnson, Wayne, Weakley, Martin, White, Williams, Franklin, Wilson, Lebanon, etc.

TEXAS

Table with columns: Population of County and All Places Over 2,500; No. of Stores; Retail Sales (000 Omitted). Rows include State Total, Anderson, Palestine, etc.

1Honea Path is in Abbeville and Anderson Counties.
2Greer is in Greenville and Spartanburg Counties.
3Batesburg is in Lexington and Saluda Counties.

TEXAS—Continued

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted). Rows include Andrews, Angelina, Aransas, Aransas Pass, Archer, Armstrong, Atascosa, Austin, Bailey, Bandera, Bastrop, Bee, Beecher, Beeville, Bell, Belton, Bexar, Blanco, Borden, Bosque, Bowie, Brazoria, Brown, Brownwood, Burleson, Burnet, Caldwell, Caldwell, Lockhart, Luling, Calhoun, Calisher, Cameron, Brownsville, Harlingen, San Benito, Camp, Pittsburg, Carson, Cass, Castro, Chambers, Cherokee, Jacksonville, Rusk, Childress, Childress, Clay, Cochran, Coke, Coleman, Coleman, Collin, McKinney, Collingsworth, Wellington, Colorado, Comal, Comanche, Comanche, Concho.

TEXAS—Continued

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted). Rows include Cooke, Coryell, Cottle, Paducah, Crane, Crockett, Crosby, Culberson, Dallam, Dalhart, Dallas, Dallas, Highland Park, University Park, Dawson, Lamesa, Deaf Smith, Hereford, Delta, Cooper, Denton, Denton, De Witt, Cuero, Yoakum, Dickens, Dimmit, Donley, Duval, San Diego, Eastland, Cisco, Eastland, Ranger, Ector, Odessa, Edwards, Ellis, Ennis, Waxahachie, El Paso, Erath, Dublin, Stephenville, Falls, Fannin, Bonham, Fayette, La Grange, Fisher, Floyd, Foytada, Ford, Fort Bend, Franklin, Freestone, Teague, Frio, Frio, Galveston, Galveston, Garza, Gillespie, Fredericksburg, Glascock, Goliad.

TEXAS—Continued

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted). Rows include Gonzales, Gray, Gregg, Longview, Gladewater, Kilgore, Grimes, Navasota, Guadalupe, Seguin, Hale, Hamilton, Hamilton, Hansford, Haskell, Guahua, Hardin, Harris, Goose Creek, Houston, Pasadena, Pelly, Harrison, Marshall, Hartley, Dalhart, Haskell, Haskell, Hays, San Marcos, Hempill, Henderson, Athens, Hidalgo, Donna, McAllen, Mercedes, Mission, Pharr, Weslaco, Hill, Hillsboro, Hockley, Hood, Hopkins, Sulphur Springs, Houston, Crockett, Howard, Big Spring, Hudspeth, Hunt, Comroe, Greenville, Hutchinson, Borger, Irion, Jackson, Jasper, Jasper, Jeff Davis, Jefferson, Beaumont.

TEXAS—Continued

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted). Rows include Port Arthur, Jim Hogg, Jim Wells, Alice, Johnson, Cleburne, Jones, Stamford, Karnes, Kennedy, Kaufman, Kaufman, Terrell, Kendall, Kennedy, Kerr, Kerrville, Kimble, King, Kinney, Kleberg, Kingsville, Knox, Lamar, Paris, Lamb, Littlefield, Lampasas, Lampasas, La Salle, Cotulla, Lavaca, Yoakum, Leake, Leon, Liberty, Limestone, Mexia, Lipscomb, Live Oak, Llano, Llano, Loving, Lubbock, Slaton, Lynn, McCulloch, Brady, McLennan, Mart, Waco, McMullen, Madison, Marion, Jefferson, Martin, Mason, Matagorda, Bay City, Maverick, Eagle Pass, Medina, Menard, Midland, Midland, Milam, Cameron, Mills, Mitchell, Colorado, Montague, Bowie.

TEXAS—Continued

Table with columns: Population of County and All Places Over 2,500; No. of Stores; Retail Sales (000 Omitted). Lists counties from Nocona to Starr.

TEXAS—Continued

Table with columns: Population of County and All Places Over 2,500; No. of Stores; Retail Sales (000 Omitted). Lists counties from Stephens to Zapata.

TEXAS—Continued

Table with columns: Population of County and All Places Over 2,500; No. of Stores; Retail Sales (000 Omitted). Lists counties from Zavala to Essex.

VERMONT—Continued

Table with columns: Population of County and All Places Over 2,500; No. of Stores; Retail Sales (000 Omitted). Lists counties from Franklin to Isle of Wight.





WISCONSIN—Continued			
Population of County and All Places Over 2,500	No. of Stores	Retail Sales ('000 Omitted)	
Fond du Lac	62,353	998	\$21,648
Fond du Lac	27,209	477	13,485
Ripon	4,566	96	2,272
Waupun (part) <sup>2</sup>	1,910	60	1,776
Remainder of County	28,668	365	4,115
Forest	11,805	159	2,220
Grant	40,639	609	11,191
Lancaster	2,963	65	1,990
Platteville	4,762	102	2,466
Remainder of County	32,914	442	6,735
Green	23,146	381	8,427
Monroe	6,182	160	4,578
Remainder of County	16,964	221	3,849
Green Lake	14,092	288	4,525
Berlin (part) <sup>3</sup>	4,215	110	2,236
Remainder of County	9,877	178	2,289
Iowa	20,595	310	4,042
Iron	10,049	248	2,381
Hurley	3,375	126	1,461
Remainder of County	6,674	122	920
Jackson	16,599	252	3,737
Jefferson	38,868	741	14,978
Port Atkinson	6,153	137	3,342
Jefferson	3,059	85	1,776
Watertown (part) <sup>1</sup>	8,547	223	5,900
Remainder of County	21,109	296	3,960
Juneau	18,708	301	4,192
Kenosha	63,505	966	22,430
Kenosha	48,765	741	19,481
Remainder of County	14,740	225	2,949
Kewaunee	16,680	303	3,556
Algoma	2,652	59	1,372
Kewaunee	2,533	63	1,015
Remainder of County	11,495	181	1,369
La Crosse	59,653	851	23,288
La Crosse	42,707	642	20,032
Remainder of County	16,946	209	3,256
Lafayette	18,695	298	4,388
Langlade	23,227	367	6,898
Antigo	9,495	206	5,685
Remainder of County	13,732	161	1,213
Lincoln	22,536	380	5,898
Merrill	8,711	190	3,761
Tomahawk	3,365	87	1,428
Remainder of County	10,460	103	709
Manitowoc	61,617	994	20,908
Manitowoc	24,404	415	11,913
Two Rivers	10,302	140	3,818
Remainder of County	26,911	439	5,677
Marathon	75,915	1,013	20,903
Wausau	27,268	406	14,421
Remainder of County	48,647	607	6,482
Marquette	36,225	484	10,000
Marina	14,183	204	6,254
Remainder of County	22,042	280	3,746

WISCONSIN—Continued			
Population of County and All Places Over 2,500	No. of Stores	Retail Sales ('000 Omitted)	
Marquette	9,097	166	\$1,890
Milwaukee	766,885	11,196	324,906
Cudahy	10,561	177	2,321
Milwaukee	587,472	9,375	288,244
Shorewood	15,184	92	3,169
South Milwaukee	11,134	167	2,927
Wauwatosa	27,789	180	6,312
West Allis	36,364	500	12,001
West Milwaukee	5,010	74	818
Whitefish Bay	9,651	36	990
Remainder of County	63,740	595	7,624
Monroe	30,080	437	7,495
Sparta	5,820	125	3,231
Tomah	3,817	114	2,265
Remainder of County	20,443	198	2,009
Oconto	27,075	450	4,788
Oconto	5,362	113	1,549
Remainder of County	21,713	337	3,239
Oneida	18,938	418	7,677
Remainder	8,501	189	5,173
Remainder of County	10,437	229	2,504
Outagamie	70,032	1,016	25,495
Appleton	28,436	430	16,032
Kaukauna	7,382	140	2,710
Kimberly	2,618	29	563
Little Chute	3,360	66	896
New London (part) <sup>4</sup>	1,154	9	183
Remainder of County	27,082	352	5,111
Ozaukee	18,938	340	6,219
Port Washington	4,046	85	2,228
Remainder of County	14,939	255	3,991
Pepin	7,897	127	2,019
Pierce	21,471	348	5,707
Polk	26,197	350	6,049
Portage	35,800	494	9,128
Stevens Point	15,777	241	7,051
Remainder of County	20,023	253	2,077
Price	18,467	268	4,412
Park Falls	3,252	59	1,757
Remainder of County	15,215	209	2,655
Racine	94,047	1,365	34,485
Burlington	4,414	121	3,635
Racine	67,195	953	26,946
Remainder of County	22,438	291	3,904
Richland	20,381	264	4,250
Richland Center	4,364	104	3,043
Remainder of County	16,017	160	1,207
Rock	80,173	1,127	31,428
Beloit	25,365	390	12,825
Edgerton	3,266	63	1,938
Janesville	22,992	351	11,701
Remainder of County	28,550	323	4,964
Rusk	17,737	233	3,973
Ladysmith	3,671	89	2,343
Remainder of County	14,066	144	1,630

WISCONSIN—Continued			
Population of County and All Places Over 2,500	No. of Stores	Retail Sales ('000 Omitted)	
St. Croix	24,842	414	\$6,487
Hudson	2,987	71	1,274
Remainder of County	21,855	343	5,213
Sauk	33,700	535	10,574
Baraboo	6,415	143	3,731
Reedsburg	3,608	89	2,874
Remainder of County	23,677	303	3,969
Sawyer	11,540	184	2,788
Shawano	35,378	574	7,466
Shawano	5,565	117	3,299
Remainder of County	29,818	457	4,167
Sheboygan	76,221	1,068	26,076
Plymouth	4,170	107	2,277
Sheboygan	40,638	567	18,212
Sheboygan Falls	3,395	63	1,337
Remainder of County	28,018	331	4,250
Taylor	20,105	253	3,462
Trempealeau	24,381	350	5,353
Vernon	29,940	391	5,648
Viroqua	3,549	103	2,428
Remainder of County	26,381	288	3,220
Vilas	8,894	232	3,532
Walworth	89,103	763	14,937
Delavan	3,444	81	2,274
Lake Geneva	3,238	107	2,651
Whitewater	3,689	113	2,312
Remainder of County	22,732	462	7,160
Washburn	12,496	192	2,913
Spooner	2,639	74	1,729
Remainder of County	9,857	118	1,184
Washington	28,430	447	8,066
Hartford	3,910	73	2,062
West Bend	5,452	101	2,670
Remainder of County	19,068	273	3,384
Waukesha	62,744	1,035	20,581
Oconomowoc	4,562	105	2,710
Waukesha	19,242	290	9,224
Remainder of County	38,940	640	8,647
Waupaca	34,614	622	9,747
Clintonville	4,134	108	2,202
New London (part) <sup>4</sup>	3,671	89	1,514
Waupaca	3,458	105	2,289
Remainder of County	23,351	320	3,742
Wausara	14,268	231	2,868
Berlin (part) <sup>3</sup>	32	..	..
Remainder of County	14,236	231	2,868
Winnebago	80,507	1,150	29,448
Menasha	10,481	141	3,208
Neenah	10,645	145	4,688
Oshkosh	38,089	600	18,260
Remainder of County	21,292	264	3,292
Wood	44,465	563	14,549
Marshfield	10,359	185	5,716

WISCONSIN—Continued			
Population of County and All Places Over 2,500	No. of Stores	Retail Sales ('000 Omitted)	
Wisconsin	11,416	153	\$6,445
Rapids	11,416	153	6,445
Remainder of County	22,690	225	2,388

<sup>1</sup> Watertown is in Dodge and Jefferson Counties.  
<sup>2</sup> Waupun is in Dodge and Fond du Lac Counties.  
<sup>3</sup> Berlin is in Green Lake and Waushara Counties.  
<sup>4</sup> New London is in Outagamie and Waupaca Counties.

WYOMING			
State Total	Population	No. of Stores	Retail Sales ('000 Omitted)
State Total	250,742	4,113	\$100,233
Albany	13,946	206	6,592
Laramie	10,627	160	6,181
Remainder of County	3,319	46	411
Big Horn	12,911	212	3,989
Campbell	6,048	88	1,805
Carbon	12,644	223	5,898
Rawlins	5,581	114	3,994
Remainder of County	7,113	109	1,904
Converse	6,631	124	2,468
Crook	5,463	85	932
Fremont	16,095	270	5,089
Goshen	12,207	167	3,233
Hot Springs	4,607	74	1,586
Johnson	4,980	116	1,640
Laramie	33,651	446	14,841
Cheyenne	22,474	333	13,816
Remainder of County	11,177	113	1,025
Lincoln	10,286	184	2,998
Natrona	23,858	371	12,550
Casper	17,964	287	11,632
Remainder of County	5,894	84	918
Niobrara	5,988	94	2,275
Park	10,976	191	4,696
Platte	8,013	124	2,777
Sheridan	19,255	395	8,542
Sheridan	10,529	255	7,614
Remainder of County	8,726	140	928
Sublette	2,778	52	829
Sweetwater	19,407	284	8,522
Green River	2,640	48	1,183
Rock Springs	9,827	160	5,931
Remainder of County	6,940	76	1,408
Teton	2,543	62	1,126
Uinta	7,223	123	2,833
Evans	3,605	67	2,175
Remainder of County	3,618	56	658
Washakie	5,858	82	2,454
Weston	4,958	104	1,734
Yellowstone National Park (part)	416	36	879

"... scripts equalling in quality and often surpassing network shows."

KFNF

● A new series of ASCAP Radio Program Service shows is available without cost to any ASCAP-licensed station. These programs are written in complete understanding of the problems of both Program and Commercial Manager. Write or wire at once.

**ASCAP**  
**Radio Program Service**  
 30 Rockefeller Plaza, New York