

(b) *Other radio services.* In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

*Pending appeals.* Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

### Action on Applications

*Partial grants.* Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within twenty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

*Designation for hearing.* In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, con-

venience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission a written appearance stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing. In cases other than standard broadcast, high frequency broadcast, international broadcast and television, the applicant will accompany his appearance with an additional copy of his application and supporting documents.

### Answers to Notices of Violation

*Under Title III of the Act.* Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however,* That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations,

and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

### **Revocation and Modification of Station Licenses**

*Revocation.* Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

*Modification.* (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a

statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

### **Suspension of Operator Licenses**

*Order of suspension.* No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission, shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.

*Proceedings.* Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

# RULES APPLICABLE TO STATIONS ENGAGED IN CHAIN BROADCASTING

Effective June 15, 1943

## Licensing Requirements

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization<sup>1</sup> under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within 6 months prior to the commencement of such period.

No license shall be granted to a standard broadcast station which options<sup>2</sup> for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours<sup>3</sup> within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.<sup>4</sup> Such options

may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control<sup>5</sup> with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area

<sup>1</sup> The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

<sup>2</sup> As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

<sup>3</sup> All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

<sup>4</sup> These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

<sup>5</sup> The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing. (Effective date of this section may be extended from time to time with respect to any station in order to permit the orderly disposition of properties.)

No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided*, That this regula-

tion shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network. (Effective date of this section shall be April 12th, 1944.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

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# FCC REGULATIONS REGARDING NATIONAL DEFENSE

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Any common carrier or the licensee of any radio station subject to the Communications Act may utilize its facilities to render free service to the government for military or naval communications in preparation for national defense. The government agency concerned will keep the Commission generally informed of the services of this kind accepted. Nothing herein or in any other regulation of the Commission shall be construed to require any such carrier or station to participate in any such communication.

The Federal Communications Commission may authorize the licensee of any radio station during a period of national emergency to

operate its facilities upon such frequencies with such power and points of communication, and in such a manner beyond that specified in the station license as may be requested by the Army or Navy.

No provision of the Commission's Rules and Regulations shall, in time of war, prevent the master of any vessel of the United States from taking any action whatsoever in regard to the radio installation, the operators, the transmission and receipt of messages, and the radio service of the ship whenever in his discretion such action is necessary to carry out the instructions of the United States naval control officers and other instructions issued by the Navy Department.



# 1941—GROWTH OF RADIO STATIONS—1943

As of:	Licensed Stations	Construction Permits	Special Broad- cast Stations	Total
January 1941	826	51	5	882
February 1941	830	46	5	881
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	—	—	—	—

\*Including one stay order.

†Including two stay orders.

‡Including four stay orders.

xAnnual report shows 748, additional station being in Court of Appeals.

zIncluding one construction permit for a special broadcast station.

ySpecial Broadcast Stations total is included in total of licensed stations.

\*\*This figure includes the 5 Special Broadcast Stations.

TELEVISION  
IS IMPORTANT  
IN THE WAR EFFORT

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ITS COMING  
POSSIBILITIES  
ARE TREMENDOUS

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FOR TELEVISION  
DEVELOPMENTS  
READ  
RADIO DAILY  
REGULARLY

# PUBLICATIONS

*Covering the Field of Radio*

TRADE — FAN — TECHNICAL — GENERAL

## **The Advertiser**

MONTHLY 11 W. 42nd St., New York, N. Y. Phone, PEEnsylvania 6-3265. Editor and Publisher, Manuel Rosenberg; Associate Editor, Barbara Kaye. BRANCH OFFICE: 3557 Bogart Ave., Cincinnati, O. Phone, AVon 6825. Lena Aron, Sec'y. The Advertiser carries articles on radio concerning the advertising field. There is also an annual, **MARKETS OF AMERICA**, presenting a compilation of market articles, each written by an advertising or agency executive expert in the market he discusses.

## **Advertising Age**

WEEKLY. 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICES: 330 W. 42nd St., New York, N. Y. Phone, BRyant 9-6431; 1226 National Press Bldg., Washington, D. C. Phone, REpublic 7659. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

## **Advertising & Selling**

MONTHLY. 9 E. 38th St., New York 16, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor and Publisher, F. C. Kendall; Advertising Manager, Lloyd Cain. BRANCH OFFICES: 1328 Peoples Gas Bldg., Chicago, Ill., John G. Tinsley, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative; 3703 Dorothy Ave., Dallas, Texas, Kenneth Ford, Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view of network, agency, and sponsor. Major personnel changes and industry news

are reported each month. Emphasis in all coverage of radio activity is on pictorial elements involved.

## **The Billboard**

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, The Billboard Publishing Co.; Managing Editor, R. S. Littleford, Jr. (Cincinnati); Leonard Traube, Editor, on leave with Armed Forces; Jos. Koehler Acting Editor; Radio Editor, Lou Frankel (New York); President-Treasurer, E. W. Evans; Secretary, W. D. Littleford; Advertising Manager, C. J. Latscha. BRANCH OFFICES: Ashland Bldg., Chicago, Ill., Maynard Reuter, Manager; 1564 Broadway, New York, N. Y., Joseph Csida, General Manager; 1509 Vine St., Hollywood, Calif., Sam Abbott, Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of broadcasting.

## **Boxoffice**

WEEKLY. 9 Rockefeller Plaza, New York, N. Y. Phone, COLUMbus 5-6370. Editor-in-Chief and Publisher, Ben Shlyen; Editor, William G. Formby; News Editor, James M. Jerauld; Chicago Correspondent, Rene Clayton; Hollywood Manager, Ivan Spear; General Manager, Raymond Levy. Covering briefly all radio developments of interest to the motion picture industry.

## **Broadcasting—Broadcast Advertising**

WEEKLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel (on leave with Red Cross); Editor and General Manager, Sol Taishoff; Maury Long, Business Manager; J. Frank Beatty, Managing Editor; Bernard Platt, Circulation Manager; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, J. J. McGuinn; Los Angeles Correspondent, David Glickman; Toronto, Canada, Correspondent, James Montague. Trade journal of the broadcasting and broadcast advertising fields.

**I  
WONDER  
WHAT  
RADIO DAILY  
WILL  
SAY  
ABOUT IT?**



**Business Promotion**

MONTHLY. Merchandise Mart, Chicago, Ill. Phone, Whitehall 6614. Publisher, Henry S. Bunting; General Manager, Van Asmus Bunting. Business Promotion publishes information concerning all premium, prize and advertising-gift offers on the radio. Readers are sales promoters and all users of premiums and gifts as sales promotional material. Radio sponsors, stations and agencies are eligible to receive Business Promotion on a complimentary basis. Editorial content is based on premium usage in promotional campaigns.

**Canadian Advertising**

QUARTERLY (January, April, July and October). 481 University Ave., Toronto, Ont., Canada. Phone, Adelaide 9131. Publisher, MacLean Publishing Co.; Advertising Manager & Editor, A. C. Ball; Group Manager of Industrial Publications, J. L. Craig; Data Editor, Margaret M. White. BRANCH OFFICES: Dominion Square Bldg., Montreal, Canada, Phone, MARquette 2331. This publication is an advertising media data book which includes a listing of Canadian radio stations, their rates, time on the air, power, frequency, personnel, etc.; besides media references it contains articles reviewing advertising activities in Canada.

**Communications**

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Lewis Winner; Business Manager, B. S. Davis; General Manager, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields. Editorial content features technical articles covering the entire communications field.

**Daily Variety**

DAILY. 1708 North Vine St., Hollywood, Calif. Phone, HOLlywood 1141.

President, Sid Silverman; Editor, Arthur Ungar. BRANCH OFFICES: See listing under Variety Weekly.

**Down Beat**

TWICE MONTHLY. 203 N. Wabash Ave., Chicago, Ill. Phone, Andover 1612. Publisher, Glenn Burrs; Managing Editor, Ned E. Williams. BRANCH OFFICES: RKO Bldg., New York, N. Y., Rod Read and Frank Stacy; 648 N. Rampart Blvd., Los Angeles, Charlie Emge. Publishes news and pictures of popular radio bands and orchestras, etc.

**Editor and Publisher**

WEEKLY. 1700 Times Tower, New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Editor, Arthur T. Robb; Managing Editor, Robert U. Brown; General Manager-Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Don Taylor; San Francisco, Don R. Nelson; London, England, Vera Chandler; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields.

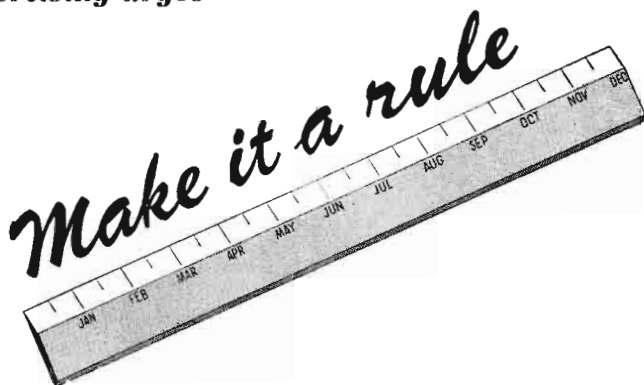
**Electronic Industries**

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell. Electronic Industries is published for all who design, produce, or operate radio and electronic equipment.

**Electronics**

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEDallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Editor, Western (Chicago), Beverley Dudley; Associate Editor, W. MacDonald; Publisher, H. W. Mateer; Sales Manager, Wallace B. Blood. Branch Offices: 1427 Statler Bldg., Boston, Mass., Ralph Flynn; 520 North Michigan Ave., Chicago, Ill., Charles Wardner; 1510 Hanna Bldg., Cleveland, Ohio, J. L. Phillips; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 68 Post St., San Francisco, Cal., J. W. Otterson; 601 W. 5th St., Los Angeles, Cal., Roy N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.

**If you want to harvest  
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With shifting markets and sales-manpower shortages, large numbers of advertisers are maintaining liquid budget reserves . . . are prepared to *pour it on* wherever promotion possibilities loom the largest.

This widespread policy involves an unprecedented volume of day-to-day decisions . . . offers stations many more opportunities than ever before to sell their services . . . makes "constant buyer contact" the golden rule of advertising today. To pull more business, sell *every day* through Standard Rate & Data Service, used constantly by your prime advertising prospects—account executives, time buyers, advertising and sales managers, and all other important advertising officials—for planning, budgeting, scheduling and scores of other necessary operations.

Put this subtle power of hour after hour usership into your advertising appeals. Knock over sale after sale by punching hard from every use angle—from market data to station facilities. Jolt orders out of big buyers with timely, telling blows—when their use of the Service leaves them wide open for your sales-winning story.

Rule out any chance of being overlooked in today's augmented advertising market by making regular monthly use of Standard Rate & Data Service your advertising rule. **STANDARD RATE & DATA SERVICE**, 333 N. Michigan Ave., Chicago 1, Ill. • 420 Lexington Ave., New York 17, N. Y. • 816 W. Fifth St., Los Angeles 13, Calif.

**Film Daily**

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk, 6425 Hollywood Blvd., Phone GRanite 6607; Washington Correspondent, Andrew H. Older, 841 Longfellow St., N. W., Phone, Taylor 0882; Chicago Correspondent, Joseph Esler, 6241 N. Oakley Ave. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news covering every phase of motion pictures as well as television and radio to the extent they concern the film field.

**FM-Radio Electronics**

MONTHLY. 240 Madison Ave., New York 16, N. Y. Phone, LExington 2-8070. Editor-Publisher, M. B. Sleeper; Advertising Manager, Wm. T. Mohrman. BRANCH OFFICE: 360 N. Michigan Ave., Chicago, Ill., Phone, State 4439, William Fleischman. This publication deals with radio-electronic development, engineering, and manufacturing and includes the monthly Radio-Electronic products directory.

**Hollywood Reporter**

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, Hillside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Frank Pope; Business Manager, A. J. Oliver; Assistant to Publisher, George Kennedy; Manager of New York Office, Jack Harrison; Radio Editor, Joan Flynn. BRANCH OFFICES: 229 West 42nd St., New York, N. Y., Manager, Jack Harrison, Phone, Wisconsin 7-2470; 504 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1, London, England; Pelayo 1, Barcelona; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

**Industrial Marketing**

MONTHLY (Except 2 issues in October). 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, Ralph O. McGraw.

BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. This publication prints all available news stories about the use of radio by industrial marketers.

**Marketing**

WEEKLY. 119 York St., Toronto, Ont., Canada. Publisher, W. A. Lydiatt.

**Metronome**

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Editor, Barry Ulanov; Associate Editor, Leonard Feather; Gene Roderick, Advertising Manager; Gus Greiff, Assistant Advertising Manager; Dixon Gayer, Chicago Editor; Milt Benny, Los Angeles Editor. This publication is a trade journal in the field of popular music, giving world coverage on news of the dance band and popular music fields; radio, band, stage, show and record reviews, interviews and personality stories, instruction departments conducted by leading exponents of the various dance band instruments.

**Motion Picture Daily**

DAILY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-3100. President and Editor-in-Chief, Martin Quigley; Calvin Brown, Publisher; Exec. Editor, Sherwin Kane; Chicago Correspondent, Oscar Lundy; Los Angeles, Red Cann, Vice-President; Business Manager, T. J. Sullivan; Radio Advertising Manager, Herb V. Fecke. BRANCH OFFICES: 6305 Yucca St., Hollywood, Calif.; 624 S. Michigan Ave., Chicago, Ill.; 4 Golden Square, London W-1, England. Motion picture news coverage; also radio news and columns.

**Music News**

TWICE MONTHLY (Except monthly in June, July, August and September). Suite 615, 310 S. Michigan Ave., Chicago 4, Ill. Phone, WABash 5595. Editor-in-Chief, Lois Watt North; Managing Editor, Hans Rosenwald; Sales Manager, Milton Edwards; Business Manager, Vivian Bradshaw. Music News is a feature and news publication, departmental-

# *What You Should Know* *About Advertising Age*

## **FIELD COVERED •**

The entire field of advertising, merchandising and related industries. Readers are advertising and merchandising executives and advertising agencies — men who are the final buying authority in the purchase of radio time, transcriptions, talent, and in the selection of markets to be cultivated by local, regional and national accounts.

## **EDITORIAL CHARACTER •**

The editorial appeal of ADVERTISING AGE is based upon the modern necessity for business news accurately and quickly presented. No textbook or preacher, ADVERTISING AGE sticks to its primary purpose of honest, intelligent, wide-awake news gathering. It prints more information about advertising, merchandising and marketing than any other publication.

Ten editors and more than 70 correspondents located at strategic points all over the United States, present the latest news affecting this field every Monday morning. Representation is particularly strong in Washington because of the importance and extent of regulation and legislation affecting business which originates there.

## **CIRCULATION •**

Advertising and merchandising executives and advertising agency executives constitute the bulk of our readers—over 12,000 of the most important men and women in this business. Our penetration into agencies is especially strong, and from the standpoint of reader-preference among agencies, ADVERTISING AGE is away out in front.

## **ADVERTISING •**

ADVERTISING AGE carries more lineage, more insertions, more accounts and more exclusive accounts than any other general advertising publication. It has done so for many years, and has extended its lead during 1943.

During the first half of 1943 ADVERTISING AGE carried 38.2% of all the radio lineage placed in the general advertising magazines. It had nearly twice the number of insertions of its nearest competitor.

## **FORMAT AND MAKEUP •**

Newspaper style, with newspaper printing and mailing speed. Full pages are large enough to permit smash displays, yet makeup of five columns is so flexible that copy can be as small as 1/72 of a page. Radio stations throughout the country find that whatever size unit is employed produces real results for them.

# **Advertising Age**

THE NATIONAL NEWSPAPER OF MARKETING

NEW YORK 18  
330 W. 42nd St.

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Russ Bldg.

CHICAGO 11  
100 E. Ohio St.

LOS ANGELES 18  
Simpson-Reilly, Ltd.  
Garfield Bldg.

ized. In each issue there are reviews of the better class music including popular types.

**Music Times**

QUARTERLY (Duration) MONTHLY. 501 Plymouth Court, Chicago 5, Ill. Phone, Harrison 0144. Editor-Publisher, J. Bradford Pengelly. In each issue there is a section devoted to radio under the heading, "Records, Radio and Television." Also publisher of "The Blue Book of Style, Musical Instruments."

**Music Trade Review**

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Carleton Chace. Music Trade Review has a monthly department on radio, radio-combinations, records, etc., comprising news of the trade and merchandising articles for the benefit of the retail music merchant. Circulation comprises entire Music Industry, both wholesale and retail. Combined with "Musical Merchandise Magazine" for the duration of the war.

**The Music Trades**

MONTHLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editor, Emil Raymond. BRANCH OFFICES: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. The Music Trades is devoted to reports of current activities and new developments among manufacturers and dealers of all kinds of musical instruments including radio and phonograph.

**Musical Advance**

MONTHLY. 100 West 57th St., New York, N. Y. Phone, Circle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber.

**Musical America**

EIGHTEEN TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editors, Ronald Eyer, Frances Eaton; Advertising Manager, M. B. Swaab. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. Musical America reports current musical events in the United States

and all foreign centers of interest to musicians, music lovers, music clubs and students.

**Musical Courier**

TWICE MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Russell Kerr. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager. Review of better class music programs throughout the world in each issue; comments on broadcast programs.

**Musical Digest**

QUARTERLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-1124. Editor-Publisher, Pierre Key; Managing Editor, Irene E. Haynes. Musical Digest prints newsy notes and reviews on broadcasts of serious music as well as occasional comment on broadcasts by musical artists.

**The Musician**

MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, PLaza 3-5925. Editor, Nicholas deVore; Publisher, AMF Artist Service, Inc. The Musician publishes news and comments on happenings in the music world as well as educational and analytic articles regarding serious music. It is the official organ of the American Musical Fellowship.

**Pan-American Radio**

MONTHLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Publisher-Editor, Herbert Rosen. This publication is an organ of information concerning broadcasting and its problems as they relate to both North and South America. It is printed in three different languages, English, Spanish and Portuguese in one and the same edition.

**Printers' Ink**

WEEKLY. 205 E. 42nd St., New York 17, N. Y. Phone, MURray Hill 3-6500. Publisher, Printers' Ink Publishing Co.; President, C. B. Larrabee; Advertising Director, Henry W. Marks; Editor, G. A. Nichols; Exec. Editor, Robert W. Palmer; Managing Editor, Eldridge Peterson; Radio, Pat Murray. BRANCH OF-

**A MESSAGE TO RADIO AND  
ELECTRONIC MANUFACTURERS**

# SUPPLIES!

Post-war competitive battles will be won by getting the right supplies to the right spot at the right time!

## **YOUR FIELD COMMANDERS**

— the radio and electronic technicians, servicemen, and dealers, have been waiting and waiting these long war years for replacement parts and sets. They are always hungry for news of what is available, or at least, of what the manufacturers are doing. Eagerly they search the pages of RADIO-CRAFT — their main source of information.

The radio or electronic manufacturer who has no merchandise to offer at this time might well keep in the good graces of his outlets, by maintaining contact through RADIO-CRAFT — the leader in this highly concentrated field.

# PARTS!



**CURRENT PRESS RUN 60,000**

*Certainly, with the war taking a favorable turn, this is the proper time to start re-establishing friendship with our readers—another name for your sales outlets. Notwithstanding high quality readership, we can also offer quantity circulation.*

### **LEADERSHIP IN READERSHIP**

We wish you could be with us while we open the incoming mail. You would see how these technical middlemen — the very ones you will be seeking again for your “sales representatives” — appealing to our editors for help on this or that problem. Some ask for the latest “dope” on technical developments — some request information on parts, others send in notes and suggestions which we print for them. The picture you would get is that your future sales outlets regard RADIO-CRAFT as virtually their own publication. As a matter of fact, they are inclined to feel slighted if a manufacturing supplier does not keep them informed through their favorite medium.

**RADIO-CRAFT, 25 West Broadway, New York 7, N. Y.**

FICES: 6 N. Michigan Ave., Chicago, Ill., P. H. Erbes, Jr., Associate Editor, and Gove Compton, Manager; 1722 Rhodes Haverty Bldg., Atlanta, Ga., H. F. Cogill, Manager; 1672 Walsworth Ave., Pasadena, Calif., Joseph W. Conrow, Manager. Printers' Ink uses articles about radio as an advertising medium and as related to merchandising and distribution; also news of personnel changes and spot news that will interest radio advertisers from a business point of view.

**Proceedings of the I. R. E.**

(Institute of Radio Engineers)

MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Secretary Haraden Pratt; Advertising Manager, William C. Copp; Wm. B. Cowilich, Asst. Secty. The Proceedings is an engineering journal publishing technical papers on radio and allied subjects. Papers are published after review by three committees and the editor. Releases and other news cannot be used, but new commercial literature of engineering interest is listed.

**Proceedings of the Radio Club of America**

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LOngacre 5-6622. Publisher, Radio Club of America, Inc.; Editor, Charles E. Dean. This publication contains texts of engineering papers on radio subjects and brief accounts of club activities. Subscriptions are available to non-members.

**Q S T**

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; Editor, Kenneth B. Warner; Executive Editor, Clinton B. DeSoto; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton, Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted to publication of technical data and the activities and developments in amateur radio.

**Radio Advertising Rates and Data**

Discontinued under above title—now issued as a section of Standard Rate & Data Service.

**Radio-Craft**

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. President and Publisher, H. Gernsback; Associate Editor, Fred Shunamen. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306. This publication reports latest developments in the radio art, radio telephony, electronics, television, amateur radio, ham set construction, public address and facsimile, including servicing, trade news and technical descriptions.

**Radio Daily**

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WISconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Frank Burke, Editor; Managing Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Bill Irvin. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

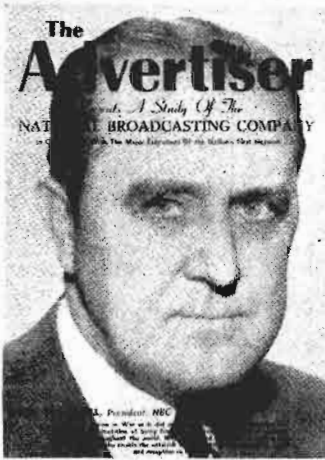
**Radio and Electrical Sales**

46 Eloor St. W., Toronto, Ont., Canada. Phone, Randolph 2137. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

(This publication has been discontinued during the war period and has been replaced by an annual edition, Canadian Radio Data Book.)

**Radio Electronic Parts Journal**

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, CIRCLE 7-5842. Editor and Business Manager, Mac Parks. Parts is edited exclusively for radio parts and tube wholesalers and their sales staffs. It endeavors to cover all merchandising trends, new product developments and manufacturing merchandising policies.



**NILES TRAMMELL, President of NBC**... Long a user of *The Advertiser* and *MARKETS of AMERICA*. Our publications have proven their effective promotion value for NBC.



**MARK WOODS, President of the Blue Network**... Throughout its history *BLUE* has employed *The Advertiser* to do a selling job for this oldest and yet newest of the networks.



**EDWARD J. NOBLE, newest of network owners**... *The Advertiser* and *MARKETS of AMERICA*, are on his 1944 advertising promotion list for his aggressive *BLUE* network.



**WILLIAM S. PALEY, President of Columbia Broadcasting System**... His network, during the past decade has regularly employed *The Advertiser* and *MARKETS of AMERICA* to carry their dynamic advertising efforts.

## NETWORK PRESIDENTS KNOW the Value of Advertising...

and each is back of his network's advertising efforts. They sell it for its great merchandising power... They buy advertising as a sales tool...

Every station can profit by this correct viewpoint. The trade press is your most effective promotion means. **The ADVERTISER** ranks high in this respect—tops. **HIGH** with your prospective Advertisers, Time Buyers, Account Executives.



**MILLER McCLINTOCK, President of Mutual Network**... *Inform*s *The Advertiser* he is contemplating an extensive promotion schedule in *The Advertiser* and *MARKETS of AMERICA* in 1944.

**C**OVERING every advertiser and prospective buyer of Time, and Network Spot—*The Advertiser's* circulation guarantees 100% coverage of every broadcaster's promotional needs. We regularly check our circulation with the sales promotion lists of each of the networks and several major stations. Additionally we issue thousands of copies of *The Advertiser* to readers in excess of the largest of the network promotion lists. Verily, *The Advertiser* not alone does a 100% job for radio, as the evidence amply indicates, it also does a super promotion job for all other media, seeking to reach the national

advertiser and the agency executives who buy time and space.

With a long list of broadcasting stations, networks, publications and other advertisers who have been in the pages of *The Advertiser*, and *MARKETS of AMERICA* over a period of as long as 13 years, our publications have proven their powerful sales effectiveness. We enter 1944 with the largest volume of contracts in the history of *The Advertiser* and, *MARKETS of AMERICA*... Space Reservations for the latter should be made immediately for Volume 8 (1944)... Positions are still available.

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**Radio Life**

WEEKLY. 1029 W. Washington Blvd., Los Angeles, Calif. Phone, RICHmond 5262. Publisher, Carl M. Bigsby; Managing Director, Culbreth Sudler; Business Manager, Vinson Vaughan; Editor, Evelyn Bigsby; Radio Editor, Hal Julian. BRANCH OFFICE: 1558 No. Vine St., Hollywood, Calif. Phone HEMPstead 2025. Radio Life carries complete logs for all Southern California stations, radio's weekly highlights, and a rotogravure section.

**Radio Mirror**

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Editor, Doris McFerran; Art Editor, Jack Zazorin; Associate Editor, Belle Landsman; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. BRANCH OFFICES: 221 North La Salle St., Chicago Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; 8949 Sunset Blvd., Hollywood, Calif. News and pictures of stars and shows; fictionizing of radio dramas; biographies; program listings.

**Radio News**

MONTHLY. 540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 6100. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G. Davis; Managing Editor, Oliver Read. BRANCH OFFICES: 270 Madison Ave., New York, N. Y., Executive Assistant, Charles R. Tighe; 1052 Earle Bldg., Washington, D. C., Fred Hamlin, Manager. This publication is a technical magazine devoted to radio in war, including articles for the engineer, servicemen, dealer, recordist, experimenter and amateur.

**Radio Retailing Today**

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M.

Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

**Radio and Television Weekly**

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; Advertising Manager, Sidney E. Davis. Radio and Television Weekly publishes news of the radio-television, electronics and phonograph record industries (manufacturing and merchandising of products).

**Radio-Television Journal**

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Publisher, Kolbe Publications, Inc., Editor, Mal Parks; Managing Editor, Alex H. Kolbe; Technical Editor, George Duval; Washington Editor, B. F. Holley; News Editor, Patricia McKee; Reader-Service Editor, Mary Scourby; Business Management Editor, Fred Merish; Canadian Editor, E. H. Cooke; Circulation Manager, Betty Borin; Western Manager, Fred Owens.

**Radiotime**

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Vice-President, W. P. Haynes; Secretary, J. M. Leckie; Treasurer, E. R. Romte. BRANCH OFFICE: 45 Richmond St., W. Toronto, Ont., Canada. Radiotime is a composite of individual Canadian radio station program schedules which are standardized and published in one edition.

**Radio Trade-Builder**

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago, Ill. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio



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Business Papers	Poster Advertising
Telephone Directory	Advertising Agencies and Executives
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engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

### **Sales Management**

SEMI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager, Merrill V. Reed. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone State 1266, C. E. Lovejoy, Manager; 15 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern.

### **Service**

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Advisory Editor, A. A. Ghirardi; Business Manager, B. S. Davis; General Manager, Paul S. Weil; Advertising Manager, F. Walen. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television; independent radio service men and service engineers. Editorial content features technical and semi-technical articles, business helps and news of the industry, etc.

### **Standard Rate and Data Service**

MONTHLY. 333 No. Michigan Ave., Chicago 1, Ill. Phone, Randolph 5616. Chairman of the Board, Walter E. Bothhof; President, Richard A. Trenkmann; Exec. Vice-Pres. and Treas., C. Laury Bothof; Exec. Vice-Pres. in Charge New York Office, Albert William Moss; Vice-

Pres., C. W. Doheny; Secretary, Howard E. Rogers; Vice-Pres., James M. Kelly. BRANCH OFFICES: 420 Lexington Ave., New York 17, N. Y., Phone, LExington 2-6611; 816 W. Fifth St. Los Angeles 13. Advertising rate service for publication field revised and issued monthly.

### **Tide**

SEMI-MONTHLY. 232 Madison Ave., New York 16, N. Y. Phone, ASHland 4-3390. President and Publisher, Edwin F. Thayer; Editor, Reginald T. Clough; Radio Editor, Dorothy Blum; Vice-President, J. F. Weintz; Los Angeles Representative, R. J. Birch & Co. BRANCH OFFICES: 360 N. Michigan Ave., Chicago- Ill., J. E. West, Vice-Pres.; 607 South Hill St., Los Angeles, Calif., R. J. Birch; 300 Montgomery St., San Francisco, Calif., R. J. Birch & Co. Report radio news of interest to agency executives and advertisers.

### **Tune In**

MONTHLY. 30 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 5-8425. Published by D. S. Publishing Co. Publisher and Editor, Richard Davis; Secretary, V. C. Albus; Managing Editor, Lawrence Falkenburg; Executive Editor, Teresa Buxton; Associate Editors, Elba Lohman, Francigene Sheridan; Research Editor, Alton Brimmer. Publishes news and pictures of radio programs and personalities; schedules of important radio shows; interesting sidelights of radio including radio facts, humor and an overall picture of radio in general.

### **Variety**

WEEKLY. 154 West 46th St., New York 19, N. Y. Phone, BRyant 9-8153. Publisher, Sid Silverman; Editor, Abel Green; Business Manager, Harold Erichs; Advertising Manager, Louis Rydell; Production Manager, Murray Rann. BRANCH OFFICES: 54 W. Randolph St., Chicago, Ill., Hal Halperin; 1708-10 No. Vine St., Hollywood Calif., Arthur Ungar.

### **Western Advertising**

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GARfield 8966. Editor and Publisher, Ramsey Oppenheim. Assistant Publisher, R. S. Oppenheim. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

# OUR 61<sup>ST</sup> YEAR

METRONOME announces with great pride its entrance into its 61st year of publication. During those 61 years, METRONOME has won the respect and confidence of the entire popular music industry by its consistently honest and accurate coverage of the field to which it has dedicated itself.

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# RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA

(As of January 1, 1944)



*The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Seventh Annual Radio Daily Poll and through the cooperation of radio stations in both countries.*

## ALABAMA

Amusement Weekly: Virgil E. Pierson  
Anniston Star: Dr. Frank McLean  
Birmingham News & Age-Herald: Turner Jordan  
Birmingham Post: Effie Chalmers, T. D. McCluskey  
Chambers County News (Lanett): Vernie Teel  
Mobile Press-Register: George M. Cox, Jr.  
Montgomery Journal: Sarah Crist  
Montgomery Advertiser: Bill Mahoney  
Roanoke Leader: J. B. Stevenson  
Southern Radio News (Birmingham): Virgil Pearson

## ARIZONA

Arizona Farmer (Phoenix): Ernie Douglas  
Arizona Record (Globe): Ralph Herron  
Arizona Republic (Phoenix): Frank Ross  
Arizona Silver Belt (Miami): W. W. Kooken, Jack Slack  
Clifton Copper Era: W. V. Olin  
Graham County Guardian (Safford): Harry Payne  
Arizona Weekly (Phoenix): Cleo Smith  
Phoenix Gazette: C. G. Nuckolls  
Phoenix Republic: Frank Ross  
Somerton Star (Yuma): Joe Gorman  
Tucson Star: Al Wilke, W. R. Matthews  
Yuma Daily Sun: Karl E. Allen

## ARKANSAS

Arkansas Democrat: Bess King  
Arkansas Gazette (Little Rock): Mary Mehaffey  
Fort Smith Tribune: Harry Robinson, E. R. Guthridge  
Greenwood Democrat: Earl Dodd  
N. W. Arkansas Times (Fayetteville): L. S. Reed  
Siloam Springs Herald & Democrat: A. W. Perrine

Texarkana Gazette-News: Al Weeks

## CALIFORNIA

Anaheim Bulletin: Lotus Loudon  
Aviation News (Los Angeles): Doug Crane  
Bakersfield Californian: Ralph Kreiser  
Berkeley Daily Gazette: Howard Sipe, Sylvia Wall  
Calexico Chronicle: Al Haworth  
Chico Express: Chet Dahl  
Chico Record: Chas. Richards  
El Centro Post-Press: S. Fitzhugh  
Fan Fare Magazine (San Francisco): Helene Peters  
Fresno Bee: Art Welter  
Fresno Guide: Ray Garman  
Fullerton News Tribune: Ed Elfstrom  
Hanford Sentinel: W. I. Christie  
Hollywood Citizen: Zuma Palmer  
Hollywood Shopping News: John Kemp, Jerry Kelly  
Holtville Tribune: B. Odets  
Humboldt Standard (Eureka): Don O'Kane  
Imperial Valley Democrat (Brawley): T. Greer  
Long Beach Independent: John Dennis  
Los Angeles Examiner, Times, News, Herald: Jack Holmes  
Twentieth Century News Syndicate (Los Angeles): Barney Glazer  
Marysville Appeal-Democrat: Earl Brownlee  
Mercury Herald: Dan Beebe  
Mission Merchants News (San Francisco): Alfred Jones  
Oakland Post-Enquirer: Janet Stencer  
Oakland Shopping News: Tom Tyrell  
Oakland Tribune: Louise Phillips  
Orange Daily News: William Hart  
Pasadena Independent: Bill Bird  
Pasadena Star & News, Post: Ruth Pryor, Reginald Warren

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The  
Billboard

Riverside Press-Enterprise: **H. A. Powell**  
 Sacramento Bee: **Howard Bailey**  
 San Diego Tribune Sun, Union: **Fred Gongora**  
 San Luis Obispo Telegram: **J. Paulson**  
 San Luis Obispo Independent: **L. Tiernan**  
 San Francisco Call - Bulletin: **Frances Grubb**  
 San Francisco Chronicle: **E. J. Birnbaum, Virginia Madison**  
 San Francisco Examiner: **Edward Murphy**  
 San Francisco News: **Louise Weich**  
 San Francisco Shopping News: **Tom Foster, Tom Tyrell**  
 Santa Barbara News Press: **Marv Bacy, Stella Hollowell**  
 Santa Rosa Republican, Press Democrat: **Mike Pardi**  
 Seal Beach Post: **Phyllis Arrington**  
 Stockton Record: **Earl Edmiston**  
 Universal Radio Features Syndicate (Laguna Beach): **Tom Danson**  
 Vallejo Times Herald, Evening Chronicle: **Marion Devlin**  
 Watsonville Register Pajaronion: **Frank Orr, Fred H. Jenkins**  
 Westmoreland Mail: **Mr. Powell**

## COLORADO

Colorado Springs Gazette & Telegraph: **G. B. Sampson**  
 Denver Monitor: **Carter Kaanta, Stephen Russell, Mrs. Saata**  
 Denver Post: **Betty Craig, Jim Carberry**  
 Ft. Collins Express Courier: **Edith M. Bjornstad**  
 Pueblo Chieftain, Star Journal: **Frank Hoag**  
 Rocky Mountain News (Denver): **Doris Slocum, Nancy Fellers, Rosemary Weber**

## CONNECTICUT

Bridgeport Post & Telegram: **Rocky Clark**  
 Bridgeport Sunday Herald: **Leo Miller**  
 Bristol Press: **Clarkson S. Barnes**  
 Danbury News-Times: **Frank P. Rollins**  
 Greenwich Time: **Ted Yudain**  
 Hartford Courant: **Roberta Sullivan**  
 Hartford Times: **Harold Waldo**  
 Manchester Herald: **Thomas S. Ferguson**  
 Meriden Journal: **Walter Allen**  
 Meriden Record: **Thomas H. Warnock**  
 Middletown Press: **Fred N. Smith**  
 Naugatuck News: **E. J. Ahern**  
 New Britain Herald: **Charles Sikora**  
 New Haven Journal-Courier: **Arthur J. Sloane**  
 New Haven Register: **Roger A. Connolly**  
 New London Day: **George E. Clapp**  
 Norwalk Hour: **Sidney A. Bedient**  
 Post Publishing Co. (Bridgeport): **R. Clark**  
 South Norwalk Sentinel: **Cecil Bridge**

Stamford Advocate: **Martin T. Kane, Leonard S. Massell**  
 Stamford Shopper: **Harry Rosenbaum**  
 Stonington Mirror: **Mr. Anderson**  
 The Sub (Groton): **Roy Perry**  
 Torrington Register: **J. H. Thompson**  
 Waterbury American: **E. Christy Erk**  
 Waterbury Democrat: **W. J. Farrington, Cornelius Maloney**  
 Waterbury Republican: **E. Christy Enk, R. J. Fanning**  
 Willimantic Chronicle: **R. W. Downer**  
 Winsted Citizen: **T. A. Haggerty**

## WASHINGTON, D. C.

Washington Daily News: **Frances Kemble**  
 Washington Post: **Marjorie Kelly**  
 Washington Star: **John Stepp**  
 Washington Times-Herald: **Dwight Martin, George Titus**

## FLORIDA

Bradenton Herald: **Ed Bentley**  
 Gainesville Daily Sun: **Charles L. Bozorth**  
 Lakeland Ledger: **J. D. Simms**  
 Miami Daily News: **Roy Sullivan**  
 Miami Herald: **Marion Atchison, Betty Bellig**  
 Ocala Star-Banner: **Bert Dosh**  
 Orlando Evening Reporter Star: **Robert Haskell, Rosalind Boggs**  
 Orlando Morning Sentinel: **Rosalind Boggs**  
 Orlando Times: **Wm. Glenn**  
 Panama City News-Herald: **Toni Veverka**  
 Pensacola News & Journal: **Carolyn Howard, Frank Pericola**  
 St. Augustine Herald: **Harvey Lopez**  
 St. Petersburg Independent: **Bill Dunlap**  
 St. Petersburg Times: **Sylvia Norman, Al Lino**  
 Sanford Herald: **Nina Dean**  
 Sarasota Herald Tribune: **EdCartledge**  
 Sun-Tropics: **Harry Sullivan**  
 Tampa Daily Times: **Mrs. J. Howell**

## GEORGIA

Albany Herald: **John Herring, Jane Kenney**  
 Albany Journal: **Ben Wills, Ernest Rogers**  
 Atlanta Constitution: **Paul Jones**  
 Atlanta Journal: **Ernie Rogers**  
 Augusta Chronicle: **George Kiser**  
 Augusta Herald: **Sam Moss**  
 Blackshear Times: **Kirk Sutlive**  
 Cordel Dispatch: **Peyton Bishop**  
 Dalton Citizen: **Jennings Whitemer**  
 Gainesville Eagle: **Carolyn Ramsey**  
 Gainesville News: **Virginia Brown**  
 La Grange News: **Hal David**  
 Macon Telegraph, News: **Mrs. McDonald**  
 Savannah Evening Press: **John Sutlive**  
 Savannah Morning News: **Percy Miller**  
 Toccoa Record: **Robert Graves**  
 Waycross Journal-Herald: **Jack Williams, Jr.**

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For 64 history-making years, the Musical Courier has reflected in text and picture the color, art, and glory of the world's opera houses and concert halls.

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As always, the Musical Courier remains a lively, vital exponent in all fields of music; opera, concert, symphony, ballet, recordings, radio, motion pictures.

Published on the 5th and 20th of the month; 20c a copy; \$3.00 a year (20 issues). Canada \$4.00, Foreign \$4.50. Subscription includes all special issues.

119 West 57th Street    New York 19, N. Y.

ILLUSTRATED  
REVIEW OF THE  
WORLD'S MUSIC



### IDAHO

Idaho Daily Statesman, Idaho Evening Statesman (Boise): **Jas Brown**  
 Coeur d'Alene Press: **Louise N. Shaddock**  
 Kellogg Daily Reminder: **F. Blackwell**  
 Lewiston Morning Tribune: **Claude Bassett**  
 Lewiston Shopping News: **Howard Wallace**  
 Moscow News-Review Publishing Co.:  
     **Louis A. Boas**  
 Mullen News: **Hall Saupe**  
 Wallace Miner: **Tom McCabe**  
 Wallace Press Times: **Wes Leib**

### ILLINOIS

Alton Evening Telegraph: **P. B. Dousley, A. R. Schmidt**  
 Belleville Daily Advocate: **Harry Le Mertha**  
 Belleville News Democrat: **Joe Adam**  
 Champaign News-Gazette: **Harold Holmes**  
 Chicago Daily News: **Bob Himley**  
 Chicago Herald-American: **Harry Munzel**  
 Chicago Sun: **Betty Burns**  
 Chicago Times: **Don Foster, Bill Irwin**  
 Chicago Tribune: **Larry Wolters**  
 Davenport Daily Times: **Roberta Reed**  
 Davenport Democrat: **Ina Wickham**  
 Decatur Daily Review and Herald: **Jean Parker**  
 East St. Louis Journal: **Mrs. McMurchy**  
 Freeport Journal-Standard: **Grace Leone Barnett**  
 Harrisburg Daily Register: **Alta Given**  
 Illinois State Journal: **Harry Moody**  
 Illinois State Register: **Robert Stubbs**  
 Jacksonville Courier-Journal: **Erland Erickson**  
 Marion Daily Republican: **Homer Butler**  
 Molins Dispatch: **Gleanna Roberts, Sophie Condos**  
 Peoria Journal Transcript: **R. M. Shephardson**  
 Peoria Star: **Bill Oakley**  
 Rockford Labor News: **Casper Brady**  
 Rockford Register-Republic, Morning Star: **Wm. R. Traum**  
 Rock Island Argus: **Frank F. Telleen**  
 Urbana Courier: **Robert Sink**  
 Urbana Illini: **K. E. Herron**

### INDIANA

Anderson Herald: **Wm. Lover**  
 Anderson Bulletin: **Bryan Luiso**  
 Bryan Democrat: **Case Culles**  
 Elkhart Truth: **Dan Albrecht**  
 Ft. Wayne Journal Gazette: **Mrs. Marion L. Fitzgerald**  
 Ft. Wayne News-Sentinel: **Cliff Ward**  
 Goshen News-Democrat: **Herb Swartz**

Hammond Times: **Paul Damai**  
 Indianapolis News: **Herbert Kenney, Jr.**  
 Indianapolis Star: **Cleo Kern**  
 Indianapolis Times: **Dan Gordon**  
 Lafayette Leader: **Viola Craig**  
 Muncie Star: **Jack Faris**  
 Saturday Spectator (Terre Haute): **N. C. Williams**  
 Vincennes Sun-Commercial: **Ross Garrigus**

### IOWA

Ames Tribune Times: **William Rupe**  
 Burlington Hawkeye Gazette: **Edna Gibson, Janet Distelhorst**  
 Cedar Rapids Gazette: **Nadine Subotnik**  
 Council Bluffs Non-Pareil: **Judy Hatterman**  
 Daily Iowan (Iowa City): **Loren Dickerson**  
 Davenport Daily Times: **M. W. Reed**  
 Davenport Democrat: **Ina B. Wickam**  
 Decorah Journal: **Karlton Rosholt**  
 Decorah Public Opinion: **Dale Ahern**  
 Des Moines Register & Tribune: **Mary Little**  
 Dubuque Telegraph-Herald: **Harry Slichter, M. Whelan**  
 Iowa Daily Student (Ames): **Mary Logan**  
 Moline Dispatch: **Sophia Kondos**  
 Newton Daily News: **E. J. Van Nostrand**  
 Oelwein Daily Register: **Lew Warren**  
 Ottumwa Courier: **Jeanette B. Stein**  
 Rock Is. Argus: **M. E. Emery**  
 Shenandoah Evening Sentinel: **R. K. Tindall**  
 Sioux City Journal: **Willis Forbes**  
 Waterloo Courier: **Joyce Mascik**

### KANSAS

Dodge City Globe: **A. R. Buckingham**  
 Kansas City Kansas: **Bill Griffith**  
 Topeka Daily Capital: **Charles Hill**  
 Topeka State Journal: **Frances Shirley**  
 Wichita Beacon: **Sid Coleman**  
 Wichita Eagle: **M. Kieffer**

### KENTUCKY

Courier Journal: **Joe Creason**  
 Henderson Journal: **Arthur Kasey**  
 Louisville Times: **James Sheehy**  
 Owensboro Inquirer: **Ida Cockriel**  
 Owensboro Messenger: **Clyde Watson**  
 Paducah Sun Democrat: **Joe Lagore**  
 Tribune: **James Montgomery**

### LOUISIANA

Alexandria Daily Town Talk: **Hunter Jarreau**  
 New Orleans Item: **Clarence Daigle**  
 Shreveport Journal: **Doug Attaway, Jr.**  
 Shreveport Times: **C. W. Doebler**



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- Lowell Sun: Elizabeth Sullivan
- New Bedford Standard-Times: William  
Clough
- North Attleboro Chronicle: Charles Mar-  
tin
- Springfield Republican & News: Elaine  
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- Springfield Union: Henry P. Lewis, Mrs.  
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- ✓ Worcester Telegram, Evening Gazette,  
Sunday Telegram: Frederick L.  
Rushton, Paul Larkin

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- Detroit News: Herschel Hart
- Detroit Nitelife: J. R. Biggs
- Detroit Times: Jack Koehler, Jack Lewin
- Evening News (Sault Ste. Marie): John  
Zabelka
- ✓ Grand Rapids Herald: Jeanne Fraze
- Grand Rapids Press: Evelyn Husen
- Ironwood Times: H. O. Sonneyson
- Michigan State News (East Lansing):  
Sheldon Moyer
- Muskegon Chronicle: Paul Elliott
- Pontiac Daily Press: Maxine Mason
- Royal Oak Daily Tribune: L. Miller
- Saginaw News: Frank Schmidt
- State Journal (Lansing): Joe Parks
- Traverse City Record Eagle: Jay Smith

## MINNESOTA

- Duluth Herald & News Tribune: Nathan  
Cohen, Ray Sicard
- Hibbing Tribune: George M. Fisher
- Mankato Free Press: Andy Bowe
- Minneapolis Star Journal Tribune: Flor-  
ence Murphy, Sam Kaufman, C.  
Adams
- Minneapolis Times: Norma Atwood, Carl  
Carlson
- Northfield Independent: A. A. Rowberg
- Northfield News: Nellie Phillips
- Radio Shopper (Moorhead): Mr. Eastman
- Range Facts (Virginia): Jack Bone
- Rochester Post Bulletin: G. S. Witterstine
- St. Cloud Daily Times: Harold Schoel-  
kopf
- St. Paul Dispatch-Pioneer Press: Paul  
Light, Oakes Miller, E. Kogel
- St. Paul Sunday Pioneer Press: Richard  
Gilfillan
- Superior Evening Telegram: Seegar  
Swanson
- Winona Republican Herald: W. Morgan

## MISSISSIPPI

- Birmingham News: Turner Jordon
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Langford
- ✓ Columbus Commercial Dispatch: Roger  
Bryant
- Delta Democrat Times (Greenville): Ed-  
win Vincent
- ✓ Jackson Advertiser: Elsie Holmes

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- Kansas City Star: Bob Hayland, Dean  
Fitzer
- St. Joseph Journal: C. E. Lemon
- St. Joseph News Press: A. V. Burrowes

St. Louis Globe Democrat: **Harry Le Mertha**  
 St. Louis Post Dispatch: **Audrey Driscoll, Jim Spencer**  
 St. Louis Star Times: **Vera Carle, Miss Mealer**  
 Springfield Leader & Press: **James Billings**

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Bozeman Courier: **John Lyman**  
 Missoula County Times: **C. J. Doherty**  
 Western News (Hamilton): **Niles Romney, Jr.**

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Combined Sunday Journal & Star (Lincoln): **Winn Nelson**  
 Dundee News (Omaha): **Miles Greenleaf**  
 Freemont Guide & Tribune: **Ralph Partridge**  
 Kearney Daily Hub: **Dwight King**  
 Lincoln Journal Star: **Winn Nelson**  
 Norfolk Daily News: **Art Thomas, Joann Emerson**  
 North Omaha Booster: **R. B. Hasselquist**  
 Omaha World Herald: **Jake Rachman**  
 Omaha Jewish Press: **Harry Bendelson**  
 South Omaha Sun: **Miles Greenleaf**

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**NEVADA**

Las Vegas Age: **C. P. Squires**  
 Las Vegas Tribune: **M. Wilkenson**

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**NEW HAMPSHIRE**

Laconia Evening Citizen: **Ebba Jansen**  
 Manchester Union-Leader: **Robert M. Blood**

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**NEW JERSEY**

Asbury Park Press: **H. Canning**  
 Atlantic City Press-Union: **Claire McGinnis**  
 Camden Courier: **Florence Sikorski**  
 Fort Monmouth Message (Signal Corps): **Sgt. Tom de Huff**  
 Long Branch Daily Record: **Houston Brown, Marion Tophan**  
 Newark Evening News: **T. Brown, Joe Storch**  
 Newark Sunday Call: **Neal Cocchia**

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**NEW MEXICO**

Albuquerque Journal: **Wini Reiter, H. P. Pickrell**  
 Albuquerque Tribune: **Mary Starrett**  
 Duke City News (Albuquerque): **W. T. Harris**  
 Eddy County News (Carlsbad): **Marcus Griffin**  
 Las Vegas Daily Optic: **Walter Vivian**  
 Radio Waves (Santa Fe): **J. F. Pichler**

**NEW YORK**

Associated Press (New York): **Charles Butterfield**  
 Batavia News: **J. E. Brown**  
 Billboard (New York): **Lou Frankel**  
 Binghamton Press: **Fred Stein**  
 Binghamton Sun: **Jennie Mallette**  
 Brooklyn Eagle (New York): **William Juengst**  
 Bronx Home News (New York): **James Niklad**  
 Buffalo Courier Express: **Don Tranter**  
 Buffalo Evening News: **Helen King**  
 Endicott Daily Bulletin: **J. S. Remaly**  
 Groten Journal: **L. H. Jacobs**  
 Jamestown Post-Journal: **William Price**  
 Kingston County News: **I. V. D. Warren**  
 Kingston Freeman: **R. O. Gruver**  
 Kingston Leader: **N. G. Markson**  
 Look (New York): **Isabella T. Miller**  
 Malverne Herald: **Sally Lambert**  
 Middletown Star Eagle: **Leigh Hawley**  
 Middletown Times-Herald: **Ray Dulye**  
 Musical Courier (New York): **Leonard Liebling**  
 Newburgh News: **Doug Clark**  
 Newsweek Magazine (New York): **Niles W. von Wettberg**  
 New York Daily Mirror: **Nick Kenny**  
 New York Daily News: **Ben Gross**  
 New York Herald Tribune: **Zaza O'Hara**  
 New York Journal-American: **Don Short**  
 New York Post: **Al Curick**  
 New York Sun: **Madeline Moshier**  
 New York Times: **John Hutchens, Jack Gould, Tom Kennedy**  
 New York World Telegram: **Harriet Van Horne**  
 Niagara Falls Gazette: **Bill Boles**  
 Olean Times Herald: **John Morton**  
 People's Voice (New York): **Joe Bostic**  
 Plattsburgh Press-Republican: **William Lynch**  
 PM (New York): **Judy Dupuy**  
 Ithaca Post Standard: **Gert Grover**  
 Ithaca Journal News: **Wm. Waters**  
 Radio-Craft (New York): **Karl E. Schubel**  
 Rochester Daily Record: **E. Willis Stratton, Jr.**  
 Rochester Times Union, Democrat & Chronicle: **Don Yerger, Clinton Manning, W. Yerger**  
 Rosendale News: **R. C. O'Brien**  
 Saugerties Post: **J. W. Frankel**  
 Schenectady Gazette: **John Hume**  
 Schenectady Union Star: **Al Dorn**  
 Syracuse Herald: **Robert Arnold**  
 Syracuse Post-Standard: **Irene Stickler, Jack Baker**  
 Syracuse Press: **Wallace M. Hughes**  
 Syracuse Shopping News: **Don Rich**  
 Utica Observer-Dispatch: **Raymond Pryde**

Variety: **Geo. Rosen**  
Watertown Daily Times: **Dominic Pepp**  
Waverly Sun News: **Hart Seeley**  
West County Publishers (Syracuse):  
**Mrs. All**

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Beaufort County Record (Washington):  
**J. C. Johnston**

Burlington Times-News: **Harold White**

Charlotte News: **Maria Moss**

Charlotte Observer: **Frances Searles**

Durham Morning Herald: **Fred Haney**

Durham Sun: **Wyatt Dixon**

Gastonia Daily Gazette: **J. W. Atkins**

Goldsboro Record: **Jos. E. Brown**

Greensboro News-Record: **J. F. Reynolds**

Greenville Daily Reflector: **Dave Whic-  
hard**

Greenville News Leader: **Dave Mosier**

Hickory Daily Record: **Mrs. Mary Willis**

New Bern Times: **H. I. Crumpler**

News & Views (Jacksonville): **Billy Ar-  
thur**

Raleigh News & Observer: **A. J. McKeiv-  
lin**

Raleigh Times: **I. M. Cheek**

Twin City Daily Times (Morehead):

**H. B. Utley**

Washington Daily News: **C. F. Thompson**

Wilmington Post, Hollyridge Barrage:

**R. G. Carroll**

Wilmington Star, News: **R. M. Dixon**

Wilson Daily Times: **John G. Thomas**

Winston-Salem Journal: **Mary Garber**

## **NORTH DAKOTA**

Bismarck Capital: **Gaylord Conrad**

Bismarck Tribune: **Wm. Moeller**

Fargo Forum: **Sid Hooper**

Jamestown Daily Reminder: **Fred Orr**

Jamestown Sun: **Arnold Chamberlain,  
Mrs. Cooke**

Moorhead Radio Shopper: **E. Eastman**

North Dakota Union Farmer (James-  
town): **Harold Knight**

Stutsman Co. Record (Jamestown): **Eva  
Plunkett**

Valley City Times Record: **Phil Mark**

## **OHIO**

Akron Beacon Journal: **Dorothy Doran**

Ashtabula Star Beacon: **Harold Jerabek**

Bucyrus Telegraph Forum: **Rowland  
Peters**

Canton Repository: **Jack Maxwell**

Cincinnati Enquirer: **Bob Bentley**

Cincinnati Post: **Frank Koester, Frank  
Aston**

Cincinnati Times-Star: **France Raine**

Cleveland Plain Dealer: **Robert Stephan**

Cleveland Press: **Norman Sigal**

Cleveland News: **Elmore Bacon**

Columbus Citizen: **Dorothy Thone, H. J.  
Kissel**

Columbus Dispatch: **Richard A. Mohr**

Columbus Star: **Joe Mills**

Conneaut News Herald: **Jim Mohan**

Dayton Herald, Journal: **Hargie Heyduck**

Delaware Gazette: **W. D. Thomson**

Findlay Republican Courier: **Margaret  
Dennison**

Kenton Daily Democrat: **C. D. Flanagan**

Lima News: **Bob Barton**

Marion Star: **Annette Boyd**

Martins Ferry Times: **George Betts**

Marysville Tribune: **J. M. Huber**

Ohio State Journal (Columbus): **Harrold  
Eckert**

Ohio State Lantern (Columbus): **Peggy  
Miller**

Painesville Telegraph: **Dave Bollinger**

Portsmouth Times: **Betty Russell**

Prospect Monitor: **Fred Keller Dix**

Springfield News: **Glen Koons**

Springfield Sun: **Betty Allen**

Steubenville Herald Star: **Ed Worstel**

The Canton Repository: **Mrs. Edwin  
Schoenleb**

Toledo Blade: **Eleanor Moran**

Toledo Times: **Marie Hartough**

Upper Sandusky Daily Chief Union:  
**L. M. Newcomer**

Youngstown Vindicator: **Virginia T. Kach**

Zanesville News: **Les Smith**

Zanesville Times-Recorder: **Joe Rathbun**

## **OKLAHOMA**

Ada Bulletin: **Clifford Smith**

Ada News: **Roy McKeown**

Carter News: **J. B. Miller**

Daily Ardmore (Ardmore): **Sam Block-  
burn**

Elk City Journal: **J. B. Miller**

Ellis County Capital (Arnett): **Red  
Seward**

Enid Daily Eagle: **A. J. Strauss**

Enid Morning News: **J. Allen Thomas**

Lawton Morning Press: **Homer Hedges**

Muskogee Daily Phoenix, Times-Demo-  
crat: **Paul A. Bruner**

Oklahoma City Advertiser: **O. L. Crain**

Tulsa Daily World: **John Booker, Lee  
Earhart, Edward Burke**

Tulsa Tribune: **Lee Earhart, Harmon  
Phillips**

Washita Valley Enterprise (Corn): **J. E.  
Heinrich**

## **OREGON**

Albany Democrat Herald: **Walter Coover**

Astoria Budget: **Bob Lucas**

Coos Bay Times (Marshfield): **Harrison  
C. J. Storbe**

East Oregonian (Pendleton): **Edna Storey**

Eastern Oregon Review (La Grande):  
**C. V. Shorbe**

Eugene Register Guard: **Horace Burnett**

Lebanon Express: **Robert Hayden**

Oregonian (Portland): **Bill Moyes**

Oregon Journal (Portland): **Larry Gil-  
bertson, Jean Yount, Herbert Adler**

Oregon Statesman (Salem): Maxine Buren  
Roseburg News-Review: Charles Stanton

**PENNSYLVANIA**

Bradford Era: Ray Sill  
Brownsville Telegraph: Walt Catterall  
Connellsville Courier: James Driscoll  
Dubois Courier-Express Daily: Les Ryder  
Erie Daily Times: Charles Wells  
Erie Dispatch Herald: A. J. White  
Erie Lake Shore Visitor: Father Franklin  
Homestead Messenger: Ida Ahlberg  
Johnstown Democrat: Pat Malloy  
Johnstown Tribune: Ben Coll  
Lewiston Sentinel: C. V. Rowland  
Philadelphia Bulletin: Elmer Cull  
Philadelphia Daily News: Jerry Gaghan  
Philadelphia Inquirer: Frank Rosen, D. V. Redding  
Philadelphia Record: George Lilley, Jeff Keen, Harriet Packer  
Pittsburgh Post Gazette: Hal Cohen, Flo Merchant  
Pittsburgh Press: Sy Steinhauer  
Pittsburgh Sun-Telegraph: Jane Shaughnessy  
Scrantonian (Scranton): Alex Thompson  
Scranton Times: Thomas Murphy, A. J. O'Malley  
Scranton Tribune: B. B. Powell  
Sharon Herald: Rosalie Williams, Kenneth Mills  
Sunbury Daily Item: Homer Smith  
Uniontown Standard: George Gray  
Uniontown Herald: Joe Dixon  
Wilkes-Barre Sunday Independent: J. Heffernan, Paul J. Walter  
Wilkes-Barre Times Leader: Hal Smith

**RHODE ISLAND**

Attleboro Sun: Ethel McDonald  
Newport Daily News: H. S. Van Brocklyn  
Pawtucket Times: Sylvester Sprague  
Providence Journal & Bulletin: Ben Kaplan  
Woonsocket Call: Fred Roland

**SOUTH CAROLINA**

Anderson Independent: G. Paul Browne  
Charleston Evening Post: Manning J. Rubin  
Charleston News & Courier: Fred Minshall  
Columbia Record: Brim Rykard  
Greenville News, Piedmont: Bill Gaines, E. N. Smith, Bob Waldrep  
The Observer (Greenville): D. W. Hiott  
The State (Columbia): Murray D. Benoit

**SOUTH DAKOTA**

Belle Fourche Post: Lawrence Weyler  
Rapid City Daily Journal: Clyde Donaldson, Redford Dibble  
Sioux Falls Daily Argus Leader: Ted Ramsay, Wilmer Simmons  
Vermillion Plain Talk: Russ Bauer  
Yankton Press & Dakotan: Fred Monfore

**TENNESSEE**

Bristol Herald Courier: Marjorie Freels  
Chattanooga News Free Press: Ralph Sanders  
Chattanooga Times: Sarah Radin  
Jackson Sun: R. P. Mahon, Jr.  
Johnson City Press-Chronicle: Carl Jones, Jr.  
Johnson City Times: James Quillen  
Kingsport Times: Eilene Crawford  
Knoxville Journal: Juanita Glenn  
Knoxville News-Sentinel: Bill Clebsch  
Leaf Chronicle (Clarksville): Stanley Gower  
Memphis Commercial Appeal: Lillard McGee  
Memphis Press-Scimitar: Lee Johnson  
Nashville Banner: Milton Randolph  
Nashville Tennessean: Herb Bailey

**TEXAS**

Abilene Reporter News: Prexy Anderson, W. H. Bedicheck  
Amarillo News and Globe: Wes Izzard  
Amarillo Times: S. B. Whittenburg  
Austin American: Bill Weege, Ruth Lewis  
Austin Statesman: Gordon Fulcher  
Austin Tribune: Ray Brown, Stanley Gunn  
College City Battalion: Sy Boone  
Beaumont Enterprise: Don Streeter  
Beaumont Journal: Gladys Quilliam  
Big Spring Herald: Robert Whipkey  
Brownsville Herald: Jack Rutledge  
Daily Brownwood Bulletin: Curtiss Petrey  
Daily Texan (Austin): Ellen Gibson  
Dallas News: John Rosenfield, P. Alexander  
Dallas Times Herald: Douglas Hawley  
El Paso Herald-Post: Ed Pooley  
El Paso Times: Ray Stover, Mrs. Clara Webster  
Fort Worth Press: Ann O'Fiel  
Fort Worth Star Telegram: Phil Edwards, Stan Gunn  
Galveston News, Tribune: Silas Ragsdale  
Houston Chronicle: Mildred Stockard  
Houston Post: Dorothy Meitzen  
Houston Press: Anthony Triolo  
Longview News: Ellie Hopkins  
McAllan Monitor: Cy Cassidy

Pampa News: **Tex DeWeese**  
 Paris News: **W. N. Furey**  
 Port Arthur News: **Grace Foote**  
 San Antonio Evening News: **A. W. Walliser**  
 San Antonio Express: **C. E. Good, Mr. Grant**  
 San Antonio Light: **Sam Woolford**  
 Santa Rosa Signal: **Tom Phillips**  
 South Texas Citizen (Laredo): **E. G. Clingenpeel**  
 Sweetwater Press: **Rita Weaver**  
 Temple Telegram: **W. R. Humphrey**  
 Valley Morning Star (Harlingen): **John L. Stone**  
 Victoria Advocate: **S. Stahalia**  
 Wichita Falls Daily Times: **W. L. Underwood, Louis T. Hamlett**  
 Wichita Falls Record News: **H. R. Hamlette**

### UTAH

Cedar City Record: **Morgan Rullo**  
 Deseret News (Salt Lake City): **Mark Peterson**  
 Ogden Standard Examiner: **Dorothy Porter**  
 Salt Lake City Tribune, Telegram: **Ace Campbell**

### VERMONT

Burlington Daily News: **Charles Weaver**  
 St. Albans Daily Messenger: **Walter Murtagh**

### VIRGINIA

Lynchburg Daily Advance: **Dave Wright**  
 Lynchburg News: **Mrs. Johnson**  
 Martinsville Daily Bulletin: **Kay Thompson**  
 Newport News Daily Press: **Fred J. Naff, Lewis T. Jester**  
 Newport News Times-Herald: **William H. Harrison**  
 Norfolk Ledger Dispatch: **Charles Hoofnagle, Louise Britt**  
 Norfolk Pilot: **W. Twyford**  
 Petersburg Progress-Index: **Curtis Lyons**  
 Portsmouth Star: **W. T. Brown**  
 Richmond News Leader: **John Stratton**  
 Richmond Times Dispatch: **C. Rowe**  
 Roanoke Leader: **A. R. Powers**  
 Roanoke Times: **C. N. Snead, W. A. Atkinson**  
 Roanoke World News: **C. B. Thornton, A. G. Smith**  
 Suffolk News Herald: **Lyrus Barrett, Ann Brunk**  
 Virginian Pilot (Norfolk): **Warner Twiford, Daisy Nurney**

### WASHINGTON

Aberdeen World: **Prim Foelkner, Harold Weatherby**  
 Associated Country Newspapers (Spokane): **Mrs. Margaret Porter, H. L. Thorson**

Bremerton News Searchlight: **Bonny Olsen**  
 Clark County Sun (Vancouver): **Marion Sexton**  
 Everett Daily Herald: **Abe Glassberg**  
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 Grays Harbor Washingtonian (Hoquiam): **Doris West**  
 Metropolitan Record (Spokane): **Leo Seccord**  
 Olympian (Olympia): **Marsh Hunt**  
 Olympian News: **Fern Nye**  
 Pullman Herald: **T. S. Goodyear, Paul Stoffel, Jr.**  
 Seattle Post-Intelligencer: **Paul Tietche, Rosalie La Veau**  
 Seattle Star: **Edwarda McCarty**  
 Seattle Times: **Betty Cornelius, Richard Hayes**  
 Shelton Journal: **Grant Angle**  
 Spokane Chronicle: **Wafford Conrad**  
 Spokesman-Review (Spokane): **A. Libby, Byron Johnsrud**  
 Walla Walla Union-Bulletin: **Sherman Mitchell**

### WEST VIRGINIA

Brooke News (Brooke County): **Richard Jennings**  
 Charleston Daily Mail: **Sol Padlibsky**  
 Charleston Gazette: **Edith Graham, Frank Knight**  
 Clarksburg News: **H. G. Rhawn**  
 Dominion News (Morgantown): **Wm. Hart**  
 Fairmont Times: **Martha Donehew**  
 Huntington Advertiser: **C. B. Enslow, Jim Wallen**  
 Huntington Herald Dispatch: **Gene Brown**  
 Morgantown Post: **Brooks Cottle**  
 Moundsville Echo: **Sam Shaw**  
 Weirton Times: **C. J. Denny**  
 Welch Daily News: **Fred Pendelton**  
 Wheeling Intelligencer: **Bob Beans**  
 Wheeling News Register: **Russell Rafferty**

### WISCONSIN

Capital Times: **Art Lentz**  
 Commonwealth Reporter (Fond du Lac): **C. H. Keyser**  
 Deutsche Zeitung (Milw.): **Mr. Schnabel**  
 Janesville Gazette: **Ann Tenny, Ken Houseman**  
 Marshfield News-Herald: **Ed Heller**  
 Milwaukee Journal: **Richard Bellamy**  
 Milwaukee Sentinel: **Buck Herzog, Roy Wiker**  
 Racine Journal-Times: **Verne Hoffman**  
 Stevens Point Daily Journal: **James W. Hull, Francis Strand**  
 Superior Evening Telegram: **Seegar Swanson**  
 Wausau Record-Herald: **Mary Byers**  
 Wisconsin Rapids Tribune: **Lorena Paap**

Wisconsin State Journal (Madison): William Doudna

**WYOMING**

Sheridan Press: Ralph Meyers  
Wyoming Eagle (Cheyenne): Al McCollough

Wyoming State Tribune (Cheyenne): Lewis Bates

**ALASKA**

Juneau Daily Empire: Bill Carter  
Fairbanks News Miner: Arthur Bremer  
Jessen's Weekly (Fairbanks): F. F. Jessen

**TERRITORY OF HAWAII**

Filipino News (Lihue, Kauai): Abraham A. Albayalde  
Garden Island News (Lihue, Kauai): Clarice B. Taylor, Charles Fern  
Honolulu Star-Bulletin: Paul Findeison  
Honolulu Advertiser: Robert Trumbull  
Hilo Tribune-Herald: Kenneth Byerly  
Maui News: Charles Young

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Calgary Herald: Denny Brown  
Edmonton Bulletin: Don Killips, Bert Nightingale  
Edmonton Journal: Don Mac Intyre, Gordon McCallum  
Grande - Prairie Herald - Tribune: Art Jackson  
Lethbridge Herald: George Yackulic  
Western Farm Leader (Calgary): Mrs. N. Smith

**BRITISH COLUMBIA**

Ashcroft Journal, Armstrong Advertiser, Kamloops Sentinel, Merritt Herald, Salmon Arm Observer: Ian Clark  
Nelson News: Hume Lethbridge  
Rossland Miner: E. Daily  
Trail Times: Jack Lunney  
Vancouver Daily Province: Miss Walls, Margaret Fosness  
Vancouver News-Herald: Miss Burton, Cromar Bruce  
Vancouver Sun: L. Price, Ozzie Odium  
Victoria Daily Colonist: Bob Willett

**NEW BRUNSWICK**

Campbellton Graphic: Al Anslow  
Campbellton Tribune: Harold Crockett  
St. John Telegraph-Journal & Evening Times-Globe: Mrs. C. W. Fewings

**NOVA SCOTIA**

Antigonish Casket: Charles MacGillivray  
Halifax Chronicle: Bert Robinson, C. F. Fraser  
Halifax Herald: Bert Wetmore, Robert Rankin

New Glasgow News: Don Sutherland  
Sydney Post-Record: R. D. Duchmein

**ONTARIO**

Brockville Recorder & Times: B. Amond  
Hamilton Spectator: Mabel Bruce  
Hamilton Review: Archie MacMillan  
Kingston Belleville Intelligencer: W. D. Steer  
Kingston Whig Standard: Miss Brooks  
Le Droit (Ottawa): Mr. Berriault  
London Free Press: L. N. Bronson  
Ottawa Citizen: Mr. Hammerstrom  
Ottawa Journal: Mr. Taschereau  
Owen Sound Daily Sun Times: Muriel Ready  
Timmins Daily Press: Ed Copps, Harrison Flint  
Toronto Daily Star: Miss E. Quin  
Toronto Evening Telegram: Charles Holt  
Toronto Globe & Mail: C. H. Jenkins

**PRINCE EDWARD ISLAND**

Charlottetown Patriot: N. Mathieson  
New Glasgow Evening News: James Tibbetts

**QUEBEC**

La Patrie (Montreal): R. Carbonneau, D. Kavanaugh  
La Press (Montreal): J. Morissette, Jean Descheneau  
Le Canada (Montreal): R. Benoit, Rosaire David  
Le Devoir (Montreal): Lucien Desbiens  
L'Illustration (Montreal): Jos. Bourdon  
Le Petit Journal (Montreal): G. Francoeur, Marcel Toupin  
Le Soleil: Germaine Bundock  
Montreal Gazette: Herbert Whittaker, T. Archer  
Montreal Herald: D. P. Davis  
Montreal Standard: O. Gannon  
Montreal Star: George Scott  
St. Maurice Valley Chronicle (Trois Rivieres): Bob Clark  
Val D'Or Star: R. Duff

**SASKATCHEWAN**

Calgary Herald: Denny Brown  
Moose Jaw Times-Herald: Ron Brownridge  
Regina Leader Post: Gee Johnson, Miss M. Jones  
Saskatchewan Farmer (Regina): Gaston Johnson, D. Dibney  
Saskatoon Star Phoenix: Mr. Taylor, Eric Knowles  
Western Spotlight (Moose Jaw): Lewis Lewry  
Winnipeg Free Press: Edith McBride  
Winnipeg Tribune: R. Maley





RADIO DAILY

PRESENTS

A NATION WIDE

UP-TO-THE-MINUTE

ANALYSIS OF THE

1944 RADIO MARKET



# THE 1944 MARKET FOR RADIO

By FRANK BURKE  
Editor THE RADIO DAILY

**R**ADIO'S most comprehensive analysis of the 1944 market, revealing the shifts in population, where it has increased or decreased and complete statistical data on a Metropolitan county and other county basis is incorporated in the following statistical tables.

New figures as of March 1, 1943 are presented for civilian population, together with the actual increase or decrease in percentage from the 1940 Census. These figures are based upon the registrations for War Ration Book Two and in order to minimize the influence of disturbing factors the registration figures have been adjusted to add to an independent estimate of the civilian population. This adjustment has occasioned a slight reduction in the registration figure for each county.

Most significant is the fact that while the county's civilian population declined 2.4 per cent from the last Census, the 237 Metropolitan Counties showed an actual increase of 2.4 per cent while the remaining 2,800 odd counties lost 7.3 per cent. This is the population flow which has caused the boom cities and areas wherever industry is concentrated.

#### — Radio Homes —

In column three of the tables, RADIO DAILY presents a county by county estimate of Radio Homes developed from the factors of population shifts, the estimated increase in radio homes—1940-1943, and a special report on the estimated number of families in the United States 1940-1960. RADIO DAILY wishes to acknowledge the helpfulness of Dr. Leon E. Truesdell, Chief, Population Division, Bureau of the Census for his assistance in looking over the method of projection used to develop these figures which bring the number of Radio Homes to a new all time high of 31,289,920.

The need for a new estimate of Radio Homes by counties is most obvious. The great population shifts which the Ration Book registrations reveal run as high as 797.9 per cent in the case of one Nevada county; several other counties run over 100 per cent. Conversely losses in population run 30-40 per cent through many counties. The big gains in population in Metropolitan Counties add substantially to the potential number of Radio Homes which lie right at the door step of the regional or big city distributor.

#### — Retail Service —

The Retail-Service columns have been retained in the 1944 Annual for the purpose of showing the number of retail outlets and actual sales volume from a Census year. Number of Farms, by counties, has been added, to give figures on the rural element of the population.

One other noticeable feature of the population percentage is the fact that while non-metropolitan counties as a whole declined 7.3 per cent in civilian population, those counties which contain a city of some size show either a smaller rate of decrease or an actual increase in population. In other words those cities not in the Metropolitan District class of 50,000 population or more, have attracted population on a scale only less in scale than the big areas.

Regionally, only the West has gained in population 1940-1943. Losses were suffered by the Northeast, North Central and the South. States which have gained in population include, Connecticut, Michigan, Delaware, Maryland, Virginia, Florida, Arizona, Utah, Nevada, Washington, Oregon, California and the District of Columbia. The greatest percentage gain in state population was registered by Nevada with 25.7 per cent. The greatest percentage loss in North Dakota with a decline of 15.6 per cent. California shows the greatest actual increase in civilian population with a gain of 603,163 while New York with a loss of 759,644 suffered the greatest loss in population.

#### — Conclusion —

In previous annuals, RADIO DAILY has presented factors on Population-Urban and Rural and also county breakdowns of the most important classifications of Retail Trade, together with similar data for Metropolitan Districts. It must be remembered, however, that the new figures presented this year deal with civilian population only, and do not include the millions now serving in the armed services.

In presenting the new 1944 survey, RADIO DAILY credits Walter P. Burns and Associates, Inc., with doing an excellent and accurate job of research. A corps of statisticians under the direction of William Noble, vice-president of the Burns organization, spent several weeks in Washington acquiring the information for the following RADIO DAILY tables:

# ALABAMA

Population 1943\* . . . . . 2,785,147  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) . . . . . 372,350  
 No. of Farms, 1940 . . . . . 231,746

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	1940 NAB Projection	Stores	Sales
Autauga	17,296	-17.5	1,370	2,253	1,408	1,483	189	\$1,518
Baldwin	39,037	+20.8	4,850	2,618	3,587	3,699	469	5,167
Barbour	28,311	-13.5	2,140	3,388	2,140	2,231	360	3,264
Bibb	18,734	-7.1	2,190	1,831	2,077	2,122	253	2,073
Blount	26,961	-8.6	2,940	4,482	2,767	2,858	336	2,499
Bullock	17,911	-9.6	960	2,561	932	951	221	1,763
Butler	27,496	-15.3	2,110	3,316	2,248	2,345	349	3,464
Calhoun	70,189	+12.9	10,850	2,707	8,619	8,830	847	11,653
Chambers	39,613	-6.0	4,810	3,073	4,475	4,629	386	3,367
Cherokee	16,165	-18.9	2,300	2,879	2,478	2,520	306	1,455
Chilton	23,235	-16.9	2,660	3,628	2,778	2,851	361	3,216
Choctaw	17,395	-13.9	980	3,108	992	1,021	292	1,438
Clarke	24,217	-12.4	1,810	3,510	1,805	1,841	417	3,706
Clay	13,818	-18.3	1,360	2,624	1,440	1,498	242	1,511
Cleburne	11,431	-16.1	980	1,869	1,019	1,044	189	1,635
Coffee	30,018	-6.2	2,830	3,733	2,628	2,718	412	3,037
Colbert	35,909	+5.3	5,250	2,267	4,453	4,572	415	5,381
Conceh	20,550	-19.4	1,350	3,246	1,432	1,480	195	1,954
Coosa	11,461	-14.9	1,010	1,676	1,031	1,057	146	836
Covington	36,390	-14.2	3,930	3,975	3,768	4,088	563	6,578
Crenshaw	20,224	-14.4	1,490	2,814	1,644	1,730	284	2,168
Cullman	42,466	-10.3	5,820	6,877	5,706	5,825	608	6,310
Dale	21,962	-3.2	2,250	2,438	2,043	2,100	315	1,703
Dallas	51,236	-7.3	4,180	5,713	3,923	4,056	592	8,996
DeKalb	39,275	-8.8	5,010	6,526	4,787	4,956	522	3,824
Elmore	30,884	-10.6	3,160	3,561	3,040	3,189	433	3,570
Escambia	28,031	-8.6	2,500	2,077	2,368	2,479	383	5,294
Etowah	77,541	+6.8	13,730	3,444	11,387	11,736	836	15,614
Fayette	17,804	-17.8	2,050	3,037	2,167	2,212	233	2,335
Franklin	25,127	-8.8	2,720	3,117	2,630	2,690	349	2,622
Geneva	24,008	-14.6	2,250	3,333	2,276	2,370	337	2,851
Greene	15,978	-16.7	620	3,327	646	671	147	1,622
Hale	22,202	-13.0	1,110	3,850	1,107	1,138	174	1,693
Henry	18,385	-16.1	1,470	2,632	1,517	1,568	188	1,766
Houston	42,085	-7.8	5,300	4,134	4,906	5,200	666	8,175
Jackson	36,195	-13.4	4,050	4,683	3,981	4,172	437	3,517
Jefferson	See Listing—End of State							
Lamar	16,040	-18.6	1,730	3,137	86,706	89,654	5,194	132,388
Lauderdale	46,562	+1.1	6,360	4,098	1,859	1,903	248	1,753
Lawrence	24,121	-13.5	2,190	3,489	5,596	5,728	555	7,505
Lee	32,185	-11.7	3,280	2,715	2,225	2,286	226	1,490
Limestone	32,909	-7.7	3,420	4,767	3,214	3,344	413	5,762
Lowndes	18,867	-16.7	660	3,508	3,239	3,356	396	3,401
Macon	25,592	-7.5	1,660	3,374	673	707	169	1,390
Madison	69,771	+5.2	9,670	5,187	1,553	1,631	410	2,873
Marengo	29,024	-18.8	1,480	5,389	8,228	8,412	735	11,964
Marion	22,681	-21.2	2,550	3,629	1,535	1,626	327	3,249
Marshall	38,942	-8.1	5,480	5,505	2,800	2,860	254	2,191
Mobile	See Listing—End of State							
Monroe	23,089	-21.6	1,630	3,939	5,265	5,367	618	5,831
Montgomery	See Listing—End of State							
Morgan	46,106	-4.2	7,630	3,990	20,856	21,526	2,348	41,224
Perry	21,452	-19.4	1,110	3,799	1,746	1,847	277	2,967
Pickens	24,223	-12.5	2,020	3,984	15,221	15,879	1,507	34,555
Pike	27,994	-13.8	2,690	3,198	7,011	7,194	578	8,757
Randolph	21,755	-14.7	2,360	3,524	1,117	1,215	225	2,274
Russell	See Listing—End of State							
St. Clair	24,840	-9.1	3,110	2,588	2,015	2,078	200	2,322
Shelby	26,155	-9.7	3,170	2,181	2,700	2,806	440	4,614
Sumter	23,230	-15.0	1,140	3,821	2,410	2,486	330	2,324
Talladega	62,265	+20.1	6,470	3,232	3,007	2,169	427	3,302
Tallapoosa	33,029	-6.4	4,170	2,981	3,007	3,082	260	3,113
Tuscaloosa	73,285	-3.6	9,720	4,559	3,083	3,170	259	2,809
Walker	59,686	-7.0	8,610	3,943	1,128	1,202	183	2,136
Washington	13,667	-15.6	900	1,574	4,471	4,980	511	7,749
Wilcox	23,970	-8.8	1,040	4,011	3,850	4,005	434	4,857
Winston	16,769	-10.5	1,790	2,317	8,794	9,168	736	14,673
City								
BIRMINGHAM (Jefferson)	477,446	+3.8	102,210	4,455	86,706	89,654	5,194	132,388
MOBILE (Mobile)	232,956	+64.6	37,670	2,233	20,856	21,526	2,348	41,224
MONTGOMERY (Montgomery)	116,962	+5.0	18,260	3,772	15,221	15,879	1,507	34,555
TOTAL STATE	2,785,147	-1.5	372,350	231,746	321,671	332,776	32,917	467,334

Note—Russell County contained in Columbus, Ga., Metropolitan District. Listed Under Ga.  
 \* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by  
**RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# ARIZONA

Population 1943\* ..... 578,756  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 114,330  
 No. of Farms, 1940 ..... 18,468

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Apache	20,567	-14.6	1,360	3,120	1,372	1,433	154	\$2,487
Cochise	34,454	+ 6.2	8,260	1,076	6,893	7,126	560	11,419
Cocconino	17,194	- 8.4	2,510	1,509	2,403	2,459	380	7,021
Gila	27,766	+16.3	6,090	595	4,631	4,844	332	6,780
Graham	10,190	-15.9	1,760	676	1,821	1,878	212	3,366
Greenlee	15,075	+73.3	2,920	239	1,567	1,602	133	2,291
Maricopa	See Listing—End of State							
Mohave	7,484	-12.9	1,660	373	1,657	1,713	198	4,347
Navajo	26,813	+ 5.9	3,050	2,448	2,518	2,629	282	5,841
Pima	86,952	+19.4	19,440	932	14,619	15,092	1,167	30,678
Pinal	52,094	+80.6	7,270	1,309	3,695	3,815	463	5,681
Santa Cruz	8,429	-11.1	1,570	174	1,548	1,582	162	3,026
Yavapai	22,572	-14.9	5,380	715	5,473	5,666	546	9,771
Yuma	40,520	+109.7	7,360	670	3,242	3,347	371	6,883
<b>City</b>	<b>METROPOLITAN DISTRICTS—COUNTIES</b>							
PHOENIX (Maricopa)	208,646	+12.1	45,700	4,632	36,344	37,208	3,201	72,712
<b>TOTAL STATE</b>	<b>578,756</b>	<b>+16.4</b>	<b>114,330</b>	<b>18,468</b>	<b>87,781</b>	<b>90,394</b>	<b>8,061</b>	<b>\$172,883</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# ARKANSAS

Population 1943\* ..... 1,816,806  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 261,950  
 No. of Farms, 1940 ..... 216,674

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Arkansas	22,913	- 6.2	3,700	2,324	3,450	3,556	362	\$5,200
Ashley	25,337	- 5.4	2,900	3,127	2,697	2,762	276	3,570
Baxter	10,702	+ 4.1	1,290	1,420	1,113	1,140	167	913
Benton	30,701	-15.1	5,700	5,570	5,845	5,997	637	5,430
Boone	13,956	-12.0	2,540	2,192	2,507	2,691	276	3,167
Bradley	15,175	-16.1	2,130	1,440	2,163	2,263	226	2,979
Calhoun	7,965	-17.3	840	1,142	875	907	79	587
Carroll	11,858	-19.5	2,150	2,452	2,308	2,384	295	1,092
Chicot	27,057	- 1.4	2,420	4,154	2,138	2,223	313	3,215
Clark	21,709	-11.0	3,080	2,636	2,883	3,111	362	3,690
Clay	26,940	- 5.1	4,240	3,307	3,961	4,041	426	2,687
Cleburne	11,369	-13.4	1,530	2,181	1,538	1,580	171	1,030
Cleveland	10,369	-17.5	1,010	1,748	1,158	1,193	114	798
Columbia	26,179	-12.2	3,300	3,700	3,160	3,363	316	4,486
Conway	18,767	-12.9	2,300	2,468	2,318	2,364	310	2,569
Craighead	43,377	- 8.1	7,850	4,541	7,463	7,695	690	8,107
Crawford	23,162	- 3.2	3,450	2,196	3,138	3,225	307	2,633
Crittenden	41,596	- 2.1	3,610	6,475	3,226	3,345	485	6,011
Cross	24,076	- 7.6	2,660	3,836	2,528	2,603	345	2,910
Dallas	12,075	-16.6	1,360	1,373	1,415	1,461	211	2,512
Desha	34,387	+26.6	3,110	4,050	2,191	2,261	286	3,197
Drew	21,584	+ 8.8	2,040	2,685	1,631	1,713	226	2,479
Faulkner	23,322	- 9.9	3,650	3,347	3,580	3,652	355	3,503
Franklin	12,290	-21.6	1,850	2,142	2,017	2,106	216	1,486
Fulton	8,130	-20.7	1,010	1,939	1,104	1,122	131	517
Garland	40,040	- 1.4	8,250	1,573	7,325	7,562	898	13,126
Grant	9,722	- 7.2	1,350	1,246	1,231	1,308	104	1,009
Greene	26,080	-13.7	4,550	3,676	4,570	4,733	387	3,758
Hempstead	28,149	-14.1	3,360	4,048	3,426	3,502	340	4,844
Hot Spring	18,131	- 4.1	2,690	2,054	2,352	2,444	276	2,181
Howard	13,768	-17.2	1,840	2,094	1,915	1,984	263	2,437
Independence	22,052	-14.0	3,440	3,412	3,463	3,584	298	3,517
Izard	10,694	-16.7	1,320	2,571	1,407	1,418	170	664
Jackson	24,766	- 6.3	3,200	2,861	3,029	3,080	356	3,824
Jefferson	72,497	+11.4	8,970	6,484	7,250	7,412	1,014	14,075
Johnson	15,034	-20.0	2,290	2,347	2,465	2,541	235	2,039
Lafayette	14,964	-11.2	1,540	2,178	1,493	1,554	240	2,051
Lawrence	20,630	- 8.9	3,100	2,757	3,010	3,069	297	2,542
Lee	24,437	- 8.9	2,040	4,280	1,962	2,024	239	2,927
Lincoln	17,644	-10.5	1,250	3,575	1,212	1,263	164	1,171
Little River	13,101	-17.8	1,340	1,960	1,422	1,458	174	1,705
Logan	22,181	-14.6	3,270	2,792	3,360	3,441	324	2,840
Lonoke	33,368	+12.0	4,480	4,424	3,582	3,666	405	4,150
Madison	11,143	-23.3	1,180	2,892	1,308	1,348	206	643
					1,039	1,063	123	406

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Marion	7,376	-22.1	930	1,537	4,221	4,333	404	7,376
Miller	31,483	-1.2	4,720	2,716	9,696	10,021	1,016	16,594
Mississippi	77,836	-3.0	10,720	7,866	2,005	2,030	210	2,431
Monroe	18,825	-10.9	2,010	2,633	950	975	117	611
Montgomery	6,885	-22.4	860	1,341	2,181	2,256	231	2,344
Nevada	16,451	-17.2	2,100	2,492	809	820	144	362
Newton	8,480	-22.1	720	1,926	3,577	3,722	377	5,261
Ouachita	28,910	-7.2	3,830	1,952	729	764	113	423
Perry	6,698	-20.2	680	1,011	4,026	4,171	479	7,531
Phillips	41,574	-9.6	4,170	5,774	1,312	1,372	204	1,104
Pike	10,030	-14.9	1,300	1,425	4,415	4,460	432	4,884
Poinsett	33,032	-12.3	4,370	4,136	1,839	1,885	273	2,463
Polk	13,571	-14.3	1,810	1,975	3,164	3,307	334	3,582
Pope	20,539	-20.0	2,980	2,677	1,815	1,860	201	1,245
Prairie	11,602	-24.2	1,600	2,063	2,130	2,210	251	1,753
Pulaski	See Listing—End of State		2,060	2,469	2,839	2,922	410	4,828
Randolph	15,179	-17.1	2,060	2,469	2,839	2,922	410	4,828
St. Francis	33,294	-7.6	2,980	5,456	2,493	2,539	216	2,151
Saline	18,504	-3.4	2,710	2,025	1,708	1,757	186	1,408
Scott	11,582	-12.9	1,700	1,546	1,051	1,070	151	647
Searcy	10,196	-14.6	1,020	1,957	12,119	12,301	1,001	18,361
Sebastian	61,718	-1.7	13,290	2,407	1,844	1,877	197	1,021
Seward	12,561	-17.6	1,730	1,648	1,304	1,339	167	628
Sharp	10,107	-12.1	1,310	1,987	748	768	83	439
Stone	7,275	-15.4	730	1,602	748	768	83	439
Union	50,054	-0.8	8,530	2,815	7,498	7,826	861	13,363
Van Buren	9,856	-21.3	1,160	2,028	1,284	1,306	158	571
Washington	36,739	-10.6	6,600	5,213	0,535	6,666	624	8,644
White	34,571	-7.0	5,020	4,760	5,102	5,177	514	4,624
Woodruff	19,452	-12.1	2,360	2,747	2,305	2,410	277	2,620
Yell	15,855	-24.4	2,310	2,440	2,610	2,687	314	2,056
City								
LITTLE ROCK (Pulaski)	173,174	+11.0	36,560	4,481	29,051	30,215	2,934	55,711
TOTAL STATE	1,816,806	-6.7	261,950	216,674	244,586	252,148	27,024	\$320,973

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# CALIFORNIA

Population 1943\* ..... 7,471,228  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 2,273,100  
 No. of Farms, 1940 ..... 132,658

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Alameda	See Listing—End of State		State		63	64	7	\$31
Alpine	200	-38.1	50	13	2,153	2,205	250	3,568
Amador	6,544	-27.1	1,830	407	10,913	11,373	947	10,627
Butte	39,618	-7.5	11,600	2,584	2,152	2,197	186	2,871
Calaveras	5,871	-28.6	1,820	469	2,331	2,495	247	4,448
Colusa	8,034	-17.9	2,300	730	1,110	1,130	195	1,994
Contra Costa	See Listing—End of State		State		3,312	3,434	286	4,739
Del Norte	3,261	-31.3	900	247	3,063	3,063	251	5,205
Eldorado	9,150	-30.8	2,720	863	10,388	10,650	1,108	24,881
Fresno	See Listing—End of State		State		1,681	1,750	175	4,184
Glenn	10,611	-13.0	2,970	1,376	31,076	32,283	2,664	62,668
Humboldt	41,364	-9.5	12,190	2,065	7,915	8,131	773	14,576
Imperial	52,304	-12.4	10,540	2,696	2,300	2,416	275	2,954
Inyo	17,477	+129.2	4,220	228	3,580	3,659	262	5,866
Kern	131,316	-2.8	34,540	2,188	4,699	4,810	445	7,318
Kings	33,507	-4.7	8,540	2,132	1,414	1,437	119	1,834
Lake	6,695	-17.0	2,250	876	6,005	6,347	706	9,541
Lassen	14,798	+2.2	4,100	486	10,308	10,676	905	18,872
Los Angeles	See Listing—End of State		State		2,104	2,175	204	2,573
Madera	22,846	-2.0	5,190	1,538	530	570	69	843
Marin	See Listing—End of State		State		17,334	17,803	1,662	36,819
Mariposa	3,029	-46.0	930	370	7,076	7,076	567	12,080
Mendocino	23,538	-15.4	6,030	1,843	5,004	5,166	448	9,224
Merced	43,478	-7.5	10,890	3,777	7,025	7,271	666	11,762
Modoc	13,918	+59.7	3,720	686	2,713	2,834	303	4,103
Mono	943	-59.0	280	92				
Monterey	75,622	+6.3	20,650	1,999				
Napa	36,955	+29.7	9,920	1,764				
Nevada	12,995	-32.6	3,970	492				
Orange	See Listing—End of State		State					
Placer	24,136	-14.1	6,980	1,451				
Plumas	8,669	-24.9	2,410	187				

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Riverside	116,362	+14.4	33,074	4,672	25,847	26,063	2,263	41,209
Sacramento	See Listing—End of State							
San Benito	10,429	- 8.5	2,920	1,001	2,836	2,887	271	4,172
San Bernardino	176,474	+ 9.5	51,360	6,110	41,367	42,798	3,288	63,316
San Diego	See Listing—End of State							
San Francisco	See Listing—End of State							
San Joaquin	See Listing—End of State							
San Luis Obispo	39,715	+19.5	11,380	1,916	8,465	8,771	950	15,655
San Mateo	See Listing—End of State							
Santa Barbara	69,217	- 1.8	21,020	1,339	18,761	19,463	1,751	38,829
Santa Clara	See Listing—End of State							
Santa Cruz	38,128	-15.4	12,930	1,712	13,279	13,607	1,283	23,203
Shasta	27,856	- 3.3	7,570	1,229	6,834	7,071	702	14,329
Sierra	1,645	-45.6	550	86	836	853	76	918
Siskiyou	32,378	+13.2	9,090	1,208	7,225	7,390	669	11,882
Solano	See Listing—End of State							
Sonoma	71,936	+ 4.2	22,670	6,209	19,291	19,882	1,897	37,711
Stanislaus	76,271	+ 1.9	21,930	5,734	18,974	19,596	1,560	36,463
Sutter	17,040	- 8.8	4,650	1,425	4,451	4,599	251	4,145
Tehama	12,198	-14.8	3,610	1,744	3,633	3,798	394	6,259
Trinity	2,138	-46.1	660	329	994	1,019	77	849
Tulane	101,223	- 5.5	25,770	6,372	23,936	24,775	1,656	36,918
Tuolumne	7,574	-30.4	2,370	403	2,882	2,965	277	5,347
Ventura	68,350	- 1.9	18,820	1,745	16,854	17,425	1,439	27,803
Yolo	26,015	- 4.5	6,990	1,339	6,484	6,652	512	10,850
Yuba	17,367	+ 2.0	4,460	562	3,874	3,975	600	12,316
<b>CITY</b>								
<b>FRESNO</b>								
(Fresno)	163,589	- 8.4	44,800	9,550	42,537	43,924	4,002	84,522
<b>LOS ANGELES</b>								
(Los Angeles, Orange)	3,134,767	+ 7.6	1,054,530	18,584	872,543	894,530	72,255	1,531,040
<b>SACRAMENTO</b>								
(Sacramento)	191,793	+ 7.1	52,500	3,456	43,712	44,868	3,904	98,782
<b>SAN FRANCISCO—Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano)</b>								
OAKLAND	1,724,929	+19.2	568,730	7,397	428,065	440,864	35,712	840,263
<b>SAN DIEGO</b>								
(San Diego)	386,590	+40.0	126,520	5,814	82,582	84,343	6,403	130,542
<b>SAN JOSE</b>								
(Santa Clara)	180,565	+ 4.3	55,660	5,608	47,352	48,829	3,882	85,505
<b>STOCKTON</b>								
(San Joaquin)	139,760	+ 4.1	37,000	5,575	31,559	32,452	2,933	59,892
TOTAL STATE..	7,471,228	+ 8.8	2,373,100	132,658	1,933,031	1,987,204	163,651	\$3,515,950

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# COLORADO

Population 1943\* ..... 1,095,043  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 283,580  
 No. of Farms, 1940 ..... 51,436

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Adams	20,352	- 9.5	4,580	1,729	4,402	4,577	350	\$4,135
Alamosa	8,074	-23.0	1,870	608	2,105	2,151	228	4,916
Arapahoe	See Listing—End of State							
Archuleta	2,468	-35.2	390	354	506	514	59	675
Baca	5,770	- 7.0	1,140	906	1,085	1,107	146	1,244
Bent	8,082	-16.3	1,770	687	1,771	1,879	170	1,805
Boulder	37,620	+ 0.5	11,340	1,352	10,070	10,213	830	13,886
Chaffee	7,069	-12.8	1,880	295	1,936	1,977	240	3,234
Cheyenne	2,476	-16.5	610	496	642	662	78	648
Clear Creek	2,474	-34.6	750	47	957	994	101	1,428
Conejos	9,393	-19.4	1,180	1,049	1,268	1,295	142	1,583
Costilla	5,744	-23.7	570	523	627	670	89	602
Crowley	4,463	-17.3	990	532	1,041	1,069	103	1,132
Custer	1,432	-36.9	320	305	447	458	49	329
Delta	13,029	-20.9	3,080	1,699	3,369	3,449	336	4,250
Denver	See Listing—End of State							
Dolores	1,780	- 9.1	360	236	323	353	29	237
Douglas	2,945	-15.8	790	417	818	840	76	720
Eagle	4,393	-18.1	1,080	329	1,135	1,171	112	1,327
Elbert	4,139	-24.2	1,000	989	1,149	1,169	87	714
El Paso	59,147	+ 9.5	18,030	1,310	14,593	15,026	1,352	25,558
Fremont	17,236	-12.7	4,080	987	4,199	4,298	413	5,173
Garfield	8,975	-15.0	2,170	980	2,216	2,288	228	3,300
Gilpin	781	-51.9	270	51	437	441	46	330

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Grand	2,842	-20.8	720	253	780	812	137	1,520
Gunnison	4,451	-28.1	1,180	362	1,415	1,435	141	*1,935
Hinsdale	193	-44.7	50	34	76	78	9	†44
Huerfano	11,964	-25.6	2,000	696	2,308	2,384	264	3,725
Jackson	1,483	-17.5	360	282	367	392	52	531
Jefferson	See Listing—End of State							
Kiowa	2,429	-13.0	600	454	602	629	73	511
Kit Carson	6,269	-16.5	1,360	1,148	1,441	1,467	149	1,743
Lake	7,143	+ 3.8	1,980	29	1,699	1,740	146	3,108
La Plata	11,642	-24.9	2,520	† 1,046	2,901	2,966	280	5,266
Larimer	29,197	-17.8	8,380	1,825	8,925	9,104	842	13,647
Las Animas	27,950	-13.7	4,850	1,281	4,917	5,056	503	7,830
Lincoln	5,124	-12.9	1,270	834	1,277	1,304	190	1,708
Logan	15,344	-16.5	3,610	1,575	3,796	3,880	338	5,961
Mesa	27,668	-18.1	6,780	2,652	7,216	7,370	603	12,634
Mineral	655	-32.8	180	49	232	234	31	296
Moffat	4,083	-19.7	1,050	527	1,119	1,169	105	1,684
Montezuma	7,308	-30.2	1,410	1,043	1,704	1,757	147	2,351
Montrose	13,002	-15.7	2,950	1,426	3,064	3,133	218	4,640
Morgan	14,468	-16.0	3,560	1,349	3,681	3,787	350	5,575
Otero	23,534	- 0.2	5,520	1,189	4,855	5,021	492	7,309
Ouray	1,423	-31.9	460	153	499	590	57	580
Park	1,575	-51.9	470	306	780	803	100	913
Phillips	4,314	-12.8	1,140	626	1,170	1,179	140	1,454
Pitkin	1,293	-29.6	350	169	423	437	38	259
Prowers	18,587	+51.1	4,190	1,022	2,507	2,607	294	3,654
Pueblo	See Listing—End of State							
Rio Blanco	2,201	-25.2	570	339	653	671	50	890
Rio Grande	10,672	-14.0	2,160	675	2,196	2,245	247	4,152
Routt	8,633	-18.0	2,230	829	2,331	2,417	200	3,192
Sequache	4,963	-19.6	880	505	951	976	107	1,107
San Juan	1,138	-20.9	290	—	324	328	51	469
San Miguel	2,235	-39.0	510	178	691	709	62	760
Sedgwick	4,340	-18.0	1,070	505	1,127	1,164	120	1,673
Summit	1,174	-33.1	380	59	481	490	46	363
Teller	2,838	-56.1	900	246	1,624	1,678	161	1,996
Washington	6,412	-23.1	1,460	1,439	1,636	1,680	125	1,201
Weld	53,652	-15.8	13,200	4,512	13,602	14,038	1,126	17,556
Yuma	9,924	-18.0	2,370	1,765	2,477	2,582	241	2,876
City	METROPOLITAN DISTRICTS—COUNTIES							
DENVER (Arapahoe, Denver, Jefferson)	404,664	+ 6.1	123,680	3,000	102,137	106,624	8,147	208,193
PUEBLO (Pueblo)	74,416	+ 8.1	18,690	1,193	15,493	15,839	1,327	25,954
TOTAL STATE..	1,059,043	- 5.4	283,580	51,436	258,573	267,295	22,971	\$436,576
† Includes 4 farms in San Juan County								

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# CONNECTICUT

Population 1943\* . . . . . 1,758,963  
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . . . 486,180  
 No. of Farms, 1940 . . . . . 21,163

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Fairfield	See Listing—End of State							
Hartford	See Listing—End of State							
Litchfield	97,931	+ 12.5	26,840	2,795	21,479	21,824	1,600	32,237
Middlesex	See Listing—End of State							
New Haven	See Listing—End of State							
New London	126,472	+ 2.5	34,230	2,947	29,676	30,290	2,437	50,483
Tolland	32,692	+ 2.6	8,670	2,229	7,531	7,668	534	7,731
Windham	53,834	- 4.2	14,650	2,447	13,486	13,817	1,176	21,511
City	METROPOLITAN DISTRICTS—COUNTIES							
BRIDGEPORT (Fairfield)	435,537	+ 4.1	121,330	2,772	103,147	106,428	8,534	200,688
HARTFORD—(Hartford, Middlesex)	530,217	+ 4.7	145,010	5,090	121,628	126,094	9,081	235,185
NEW HAVEN (New Haven)	482,280	- 0.4	135,450	2,883	120,312	123,139	10,863	215,451
WATERBURY								
TOTAL STATE..	1,758,963	+ 3.0	486,180	21,163	417,259	429,260	34,225	\$763,295

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# DELAWARE

Population 1943\* ..... 270,836  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 68,920  
 No. of Farms, 1940 ..... 8,994

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Kent	31,159	- 9.5	7,280	2,742	7,093	7,278	886	\$12,531
New Castle	See Listing—	End of State						
Sussex	52,491	+ 0.1	12,590	4,665	11,194	11,446	1,296	20,623
CITY METROPOLITAN DISTRICTS—COUNTIES								
WILMINGTON (New Castle)	187,186	+ 4.9	49,050	1,587	41,634	42,656	3,806	83,656
<b>TOTAL STATE</b>	<b>270,836</b>	<b>+ 2.1</b>	<b>68,920</b>	<b>8,994</b>	<b>59,921</b>	<b>61,380</b>	<b>5,998</b>	<b>\$116,810</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# DIST. OF COL.

Population 1943\* ..... 833,720  
 Radio Homes, 1944  
 (RADIO DAILY Esti-  
 mate) ..... 212,550  
 No. of Farms, 1940 ..... 65

City	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
WASHINGTON (District of Columbia; Montgomery, Prince Georges, Md., Alexandria City, Arlington, Va.)	1,178,970	+28.2	308,960	4,312	218,120	223,884	13,210	521,128
<b>TOTAL, D. C.</b>	<b>833,720</b>	<b>+26.7</b>	<b>212,550</b>	<b>65</b>	<b>158,377</b>	<b>162,446</b>	<b>10,723</b>	<b>\$442,259</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# FLORIDA

Population 1943\* ..... 2,080,003  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 411,060  
 No. of Farms, 1940 ..... 62,248

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Alachua	38,218	- 1.0	5,540	2,108	4,844	5,076	705	\$10,522
Baker	5,862	-10.0	490	434	479	488	95	772
Bay	36,210	+75.0	5,990	162	3,160	3,240	317	4,956
Bradford	12,724	+46.0	1,580	901	938	1,011	146	1,426
Brevard	18,069	+12.0	3,780	764	3,021	3,097	498	5,699
Broward	51,530	+29.9	10,790	946	7,515	7,714	968	17,143
Calhoun	7,320	-10.9	630	518	626	632	92	998
Charlotte	3,586	- 2.1	740	102	663	684	97	1,102
Citrus	4,950	-15.3	730	217	756	770	102	1,064
Clay	8,195	+26.7	1,160	290	813	847	100	783
Collier	4,271	-16.3	550	86	572	583	110	1,220
Columbia	15,266	- 9.4	1,510	1,383	1,424	1,522	253	3,382
Dade	See Listing—	End of State						
DeSoto	8,299	+ 6.5	1,390	604	1,132	1,168	186	2,122
Dixie	6,244	-11.0	750	194	749	755	88	1,305
Duval	See Listing—	End of Space						
Escambia	87,946	+27.4	16,050	1,164	11,317	11,717	921	20,382
Flagler	2,394	-20.3	310	107	348	349	66	496
Franklin	10,376	+73.2	1,280	16	639	697	110	1,054
Gadsden	30,029	- 4.5	2,420	1,466	2,237	2,305	306	5,288
Gilchrist	3,399	-20.0	280	529	307	314	53	532
Glades	1,992	-27.4	290	159	350	358	39	386
Gulf	7,474	+ 7.5	1,080	85	884	916	92	1,119
Hamilton	8,756	-10.5	670	928	663	674	133	1,128
Hardee	8,468	-16.6	1,230	1,132	1,270	1,322	192	2,095
Hendry	5,047	- 3.6	900	156	817	848	105	1,428
Hernando	5,132	- 9.0	770	546	738	759	103	1,400
Highlands	14,047	+51.9	2,430	389	1,445	1,498	201	2,473
Hillsborough	See Listing—	End of State						
Holmes	13,629	-11.8	1,060	1,672	1,048	1,085	135	775
Indian River	9,329	+ 4.2	1,720	742	1,454	1,506	234	2,852
Jackson	31,053	- 9.8	2,460	3,585	2,414	2,463	339	4,537
Jefferson	11,007	- 8.5	820	1,288	777	828	144	1,153
Lafayette	3,505	-20.4	390	548	426	429	51	396



County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Lake	28,196	+ 3.5	5,400	2,017	4,696	4,739	549	7,273
Lee	21,598	+23.5	4,570	291	3,172	3,415	393	6,622
Leon	35,674	+12.7	4,060	1,443	3,857	4,040	416	9,236
Levy	11,611	- 7.5	1,130	851	1,054	1,112	190	1,619
Liberty	2,902	-22.7	220	253	243	252	46	221
Madison	15,067	- 6.9	1,320	1,499	1,229	1,279	225	2,168
Manatee	24,725	- 5.3	5,080	676	4,567	4,835	461	7,391
Marion	30,343	- 2.9	4,490	2,146	4,129	4,200	428	8,172
Martin	6,481	+ 3.0	1,200	177	1,057	1,069	167	1,719
Monroe	20,072	+48.0	4,090	94	2,555	2,584	334	2,947
Nassau	10,775	- 0.4	1,470	531	1,301	1,343	186	1,901
Okaloosa	15,591	+20.9	1,650	898	1,207	1,254	160	1,771
Okeechobee	2,929	- 2.4	420	174	385	389	66	780
Orange	79,448	+13.4	18,940	2,399	14,992	15,401	1,561	33,718
Osceola	9,687	- 4.3	2,150	442	2,008	2,028	183	2,252
Palm Beach	88,356	+10.5	18,420	808	14,879	15,223	2,182	38,733
Pasco	13,322	- 4.7	2,500	1,107	2,276	2,380	246	2,329
Pinellas	See Listing—End of State							
Polk	90,356	+ 4.3	17,460	4,273	14,802	15,315	1,821	28,932
Putnam	17,806	- 4.8	2,590	850	2,408	2,467	374	4,408
St. Johns	20,182	+ 0.8	3,730	348	3,315	3,358	496	6,366
St. Lucie	13,084	+10.2	2,140	598	1,663	1,780	242	5,129
Santa Rosa	13,799	-14.2	1,360	1,222	1,375	1,420	150	1,488
Sarasota	19,514	+21.2	4,350	191	3,220	3,324	448	8,193
Seminole	21,080	- 5.5	3,880	760	3,470	3,536	542	5,691
Sumter	9,532	-13.7	1,260	804	1,276	1,316	166	1,318
Suwannee	16,029	- 6.1	1,570	1,877	1,459	1,511	283	2,731
Taylor	9,682	-16.3	910	483	953	973	167	2,081
Union	7,228	+ 1.9	440	547	387	393	70	445
Volusia	53,099	- 1.1	11,870	1,518	10,747	10,888	1,353	20,367
Wakulla	5,717	+ 4.6	560	286	472	484	71	684
Walton	13,284	- 6.8	1,230	1,028	1,120	1,191	159	1,750
Washington	10,900	-11.4	890	1,259	874	900	128	1,087
City	METROPOLITAN DISTRICTS—COUNTIES							
JACKSONVILLE (Duval)	258,381	+23.0	55,720	1,436	40,627	41,893	3,429	84,393
MIAMI (Dade)	301,144	+12.5	79,190	1,439	62,001	64,382	6,348	151,272
TAMPA (Hillsboro, Pinellas)								
ST. PETERSBURG	308,082	+13.3	74,310	4,362	58,845	60,412	5,828	105,877
TOTAL STATE	2,080,003	+10.0	411,060	62,248	326,447	336,803	36,849	\$661,022

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# GEORGIA

Population 1943\* 3,026,728  
 Radio Homes, 1944 (RADIO DAILY Estimate) 439,010  
 No. of Farms, 1940 216,033

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Appling	11,114	-23.3	1,020	1,459	1,165	1,179	180	\$1,601
Atkinson	6,318	-10.9	650	662	660	658	87	457
Bacon	7,101	-12.3	780	994	769	791	145	1,282
Baker	6,190	-15.7	390	1,093	392	410	63	277
Baldwin	22,349	- 7.6	2,060	805	1,957	2,023	244	3,319
Banks	6,902	-21.0	730	1,370	791	820	60	109
Barrow	12,116	- 7.3	1,920	1,458	1,819	1,864	182	1,805
Bartow	23,362	- 7.6	3,150	1,861	3,268	3,443	276	3,794
Ben Hill	13,061	-10.1	1,900	900	1,876	1,900	242	3,445
Berrien	12,712	-17.3	1,270	1,739	1,348	1,367	180	2,125
Bibb	See Listing—End of State							
Bleckley	8,415	-12.8	870	916	868	894	134	1,165
Brantley	6,015	-12.5	400	679	402	410	79	386
Brooks	17,032	-16.9	1,520	2,236	1,582	1,632	193	2,116
Bryan	5,626	-10.5	380	378	374	384	108	559
Bullock	22,047	-15.2	2,300	2,842	2,347	2,421	454	4,767
Burke	22,113	-16.6	1,510	2,360	1,556	1,617	335	2,670
Butts	8,172	-11.0	1,020	950	996	1,032	129	1,319
Calhoun	9,206	-11.8	600	1,347	608	616	171	1,099
Camden	6,295	+ 6.5	570	308	468	486	96	884
Candler	7,120	-21.8	940	1,141	827	843	118	1,373
Cawoll	29,984	-12.2	4,260	4,377	4,179	4,344	474	4,289
Catoosa	11,427	+30.3	2,540	1,306	1,784	1,816	90	660
Charlton	4,549	-13.5	400	297	408	412	68	568

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1910-13	% Change			1910	NAB Projection	Stores	Sales
Cbatham	See Listing—End of		State					
Chattahoochee	1,797	-25.9	120	269	149	153	49	250
Chattooga	18,825	+ 1.6	3,090	1,234	2,550	2,750	176	2,833
Cherokee	17,398	-13.6	2,360	2,435	2,415	2,463	335	2,519
Clarke	28,685	+ 1.0	5,440	757	4,757	4,909	428	10,711
Clay	6,333	-10.3	460	989	455	464	102	765
Clayton	10,744	- 7.8	1,620	1,023	1,547	1,587	135	728
Clinch	5,480	-14.8	590	268	613	624	106	741
Cobb	39,500	+ 3.2	7,200	2,826	5,994	6,366	502	6,578
Coffee	20,062	- 6.9	1,860	2,087	1,759	1,808	243	3,314
Colquitt	32,103	- 2.8	3,580	2,880	3,232	3,357	396	5,411
Columbia	8,737	- 7.4	830	1,200	787	810	108	459
Cook	10,297	-13.6	1,160	1,326	1,170	1,207	146	1,614
Coweta	26,106	- 3.2	3,360	1,853	3,065	3,145	359	4,238
Crawford	6,360	-10.8	470	741	436	466	93	411
Crisp	15,834	- 9.7	1,740	1,226	1,714	1,742	241	4,342
Dade	5,697	- 3.3	630	577	566	586	57	353
Dawson	3,610	-19.4	370	614	394	410	53	88
Decatur	22,033	- 0.9	1,890	1,563	1,652	1,735	287	3,362
DeKalb	See Listing—End of		State					
Dodge	16,854	-19.8	1,450	2,033	1,578	1,606	242	2,153
Dooley	14,376	-14.9	1,210	1,680	1,241	1,272	185	1,414
Dougherty	30,491	+ 6.7	4,360	666	3,623	3,735	626	11,035
Douglas	8,794	-12.5	1,120	1,135	1,100	1,162	130	1,107
Early	17,609	- 5.7	1,370	2,232	1,264	1,317	198	2,440
Echols	2,647	-10.7	210	230	216	216	28	99
Effingham	8,773	- 9.1	800	827	762	792	104	762
Elbert	16,119	-17.8	2,130	1,893	2,146	2,318	283	2,790
Emanuel	19,343	-17.7	2,050	2,444	2,157	2,226	356	3,003
Evans	6,141	-17.0	640	707	659	691	113	1,169
Fannin	13,920	- 5.6	1,680	1,649	1,588	1,617	173	853
Fayette	7,593	- 7.1	660	1,132	633	637	87	506
Floyd	57,030	+ 1.6	11,140	2,085	9,424	9,954	625	14,813
Forsyth	9,545	-15.7	1,120	2,009	1,168	1,190	746	607
Franklin	15,220	- 2.5	1,830	2,139	1,649	1,708	217	1,918
Fulton	See Listing—End of		State					
Gilmer	8,881	- 1.3	810	1,226	736	748	87	689
Glascock	3,772	-17.0	450	561	471	482	62	308
Glynn	32,020	+46.1	5,410	170	3,400	3,453	431	7,036
Gordon	17,275	- 6.3	2,910	2,158	2,715	2,801	261	2,826
Grady	17,289	-12.0	1,830	1,923	1,836	1,865	186	2,506
Greene	12,557	- 8.4	1,300	1,337	1,195	1,277	123	1,530
Gwinnett	25,663	-11.8	3,560	3,309	3,504	3,634	392	3,143
Habersham	13,809	- 6.5	1,930	1,386	1,822	1,876	235	2,180
Hall	33,382	- 4.1	5,260	2,405	4,845	4,956	474	7,765
Hancock	11,088	-13.1	650	1,679	644	673	151	1,150
Haralson	12,467	-13.3	1,790	1,629	1,791	1,851	150	1,841
Harris	10,373	- 9.2	790	1,212	748	777	93	736
Hart	13,135	-15.3	1,680	2,308	1,702	1,773	110	1,013
Heard	7,137	-17.1	560	1,324	582	603	81	430
Henry	13,246	-12.4	1,370	1,893	1,358	1,401	169	1,471
Houston	11,762	+ 4.1	930	1,008	799	817	115	1,543
Irwin	11,841	- 8.5	1,040	1,586	1,008	1,031	112	1,171
Jackson	18,395	- 8.4	2,360	2,223	2,214	2,312	243	2,520
Jasper	7,543	-14.0	850	802	705	884	124	1,013
Jeff Davis	7,596	-14.1	770	961	796	802	92	874
Jefferson	18,278	- 8.8	1,820	1,036	1,735	1,804	324	2,613
Jenkins	10,357	-12.5	790	1,243	806	816	137	1,391
Johnson	9,493	-26.7	580	1,586	885	902	188	1,296
Jones	7,553	- 9.3	670	740	597	673	53	436
Lamar	9,050	-10.3	1,240	742	1,216	1,242	143	1,414
Lanier	5,126	- 9.0	470	580	462	467	61	545
Laurens	28,454	-15.3	2,940	3,569	2,948	3,091	494	4,798
Lee	6,557	-16.3	360	946	375	385	46	455
Liberty	9,897	+15.1	680	917	490	541	114	768
Lincoln	6,177	-12.3	510	1,032	467	523	103	566
Long	3,190	-21.9	210	400	216	235	61	269
Lowndes	32,913	+ 3.3	4,040	1,852	3,483	3,572	476	7,697
Lumpkin	5,583	-10.3	550	841	540	549	115	426
McDuffie	10,353	- 4.8	1,110	995	1,000	1,061	159	1,674
McIntosh	5,714	+ 8.0	490	130	405	421	101	663
Macon	14,373	- 9.9	1,230	1,349	1,194	1,231	149	1,643
Madison	11,385	-15.2	1,390	1,876	1,344	1,403	132	848
Marion	6,397	- 8.0	450	792	430	444	96	668
Meriwether	19,404	-12.0	1,930	1,856	1,849	1,972	308	2,066
Miller	8,834	-11.6	650	1,400	649	665	110	851
Mitchell	20,391	-12.3	1,640	2,862	1,610	1,672	293	2,875
Monroe	9,947	- 7.5	930	975	891	912	146	1,499
Montgomery	7,888	-18.4	570	1,085	583	616	123	668
Morgan	10,983	-13.6	1,100	1,333	1,082	1,139	125	1,363
Murray	9,668	-13.2	1,280	1,258	1,290	1,322	96	785

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Muscogee	See Listing—End of State							
Newton	18,916	+ 1.8	2,950	1,198	2,584	2,641	246	3,127
Oconee	6,544	-13.6	700	924	716	730	61	237
Oglethorpe	9,943	-20.0	990	1,593	960	998	99	736
Paulding	10,967	-14.5	1,260	1,788	1,282	1,322	90	842
Peach	10,895	+ 5.0	1,230	433	1,054	1,073	139	2,015
Pickens	7,712	-15.6	1,040	939	1,092	1,103	84	969
Pierce	10,161	-13.9	880	1,375	890	913	163	1,789
Pike	8,735	-15.8	890	1,159	923	941	107	670
Polk	26,434	- 7.1	4,420	1,493	4,162	4,294	332	5,230
Pulaski	8,999	- 8.4	840	944	808	824	134	1,640
Putnam	7,363	-13.5	680	833	693	708	118	1,199
Quitman	2,974	-13.4	150	365	152	158	36	153
Rabun	6,398	-18.2	660	1,037	690	712	110	1,058
Randolph	14,036	-15.5	1,130	1,952	1,161	1,199	280	2,130
Richmond	See Listing—End of State							
Rockdale	6,953	-10.0	920	809	916	924	117	1,065
Schley	4,331	-13.9	390	629	395	400	54	446
Screven	17,162	-15.7	1,210	2,320	1,251	1,284	248	1,990
Seminole	7,974	- 6.1	640	950	596	613	128	1,146
Spaulding	27,628	- 2.8	4,880	850	4,463	4,560	403	7,755
Stephens	14,757	+13.8	2,150	895	1,722	1,746	182	2,218
Stewart	9,793	- 7.6	660	1,082	616	646	131	1,144
Sumter	22,861	- 6.5	2,340	1,567	2,215	2,267	389	4,587
Talbot	7,558	- 7.2	440	831	416	431	101	587
Taliaferro	5,291	-15.7	370	807	387	397	65	379
Tattnall	15,213	- 6.3	1,520	1,696	1,379	1,458	225	1,913
Taylor	9,015	-16.3	820	1,157	858	876	125	1,137
Telfair	12,534	-17.2	1,150	1,413	1,213	1,234	232	2,028
Terrell	15,139	- 9.2	1,070	2,003	1,037	1,080	223	2,139
Thomas	30,659	- 2.0	4,090	2,065	3,050	3,784	489	6,034
Tift	17,960	- 3.4	2,230	1,344	2,005	2,080	353	4,474
Toombs	16,032	- 5.4	1,630	1,563	1,469	1,547	255	2,822
Towns	4,039	-18.0	450	741	462	479	58	165
Treutlen	6,191	-18.9	480	857	504	528	84	814
Troup	36,443	-16.7	5,220	1,235	5,427	5,607	648	12,064
Turner	9,377	-13.5	910	1,321	936	954	138	1,393
Twiggs	8,513	- 6.6	490	1,014	431	472	78	428
Union	6,757	-12.0	550	1,325	546	558	112	261
Upson	23,621	- 5.8	3,550	921	3,311	3,410	288	4,844
Walker	See Listing—End of State							
Walton	18,945	- 8.8	2,630	2,286	2,559	2,698	234	2,874
Ware	26,610	- 4.7	4,070	1,029	3,804	3,873	541	8,464
Warren	9,560	- 6.6	720	1,235	683	702	94	900
Washington	18,256	-24.7	1,530	2,506	1,707	1,800	378	2,648
Wayne	12,575	- 4.2	1,220	950	1,138	1,158	190	1,850
Webster	3,777	-20.1	250	576	271	274	46	267
Wheeler	6,804	-20.3	650	989	682	716	89	427
White	5,627	-12.3	570	924	559	585	100	295
Whitfield	27,904	+ 6.9	5,260	1,586	4,320	4,497	423	6,594
Wilcox	10,177	-20.2	860	1,385	938	954	156	1,012
Wilkes	13,403	-11.1	1,150	1,757	1,110	1,160	208	1,862
Wilkinson	9,725	-11.8	930	1,092	904	949	149	1,001
Worth	18,464	-13.6	1,430	2,664	1,444	1,488	202	1,565
<b>METROPOLITAN DISTRICTS—COUNTIES</b>								
ATLANTA (DeKalb, Fulton)	523,093	+ 9.6	115,210	4,909	93,197	96,008	7,670	216,104
AUGUSTA (Richmond)	88,255	+ 8.5	15,660	920	12,539	13,159	1,335	27,603
COLUMBUS (Muscogee; Russell, Ala.)	139,706	+25.6	21,330	3,078	15,080	15,682	1,573	29,847
MACON (Bibb)	97,658	+16.6	17,110	829	13,065	13,461	1,306	28,800
SAVANNAH (Chatham)	139,406	+19.8	26,950	496	20,172	20,732	2,064	40,137
Note—Walker County contained in Chattanooga, Tenn. Metropolitan District. Listed under Tenn.								
TOTAL STATE	3,026,728	- 2.4	439,010	216,033	381,668	394,755	42,968	\$670,021

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# IDAHO

Population 1943\* . . . . . 467,567  
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . . . 121,350  
 No. of Farms, 1940 . . . . . 43,663

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Ada	49,045	- 2.7	14,060	2,689	12,535	13,140	862	\$26,236
Adams	2,631	-22.8	620	410	685	724	64	626

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Bannock	35,937	+ 3.4	9,090	1,723	7,844	8,048	637	15,025
Bear Lake	6,445	-18.5	1,680	711	1,804	1,855	147	2,207
Benewah	5,464	-25.5	1,450	643	1,693	1,718	121	1,655
Bingham	18,852	-10.4	4,330	2,217	4,206	4,325	273	4,872
Blaine	3,861	-27.1	1,010	318	1,166	1,216	152	2,215
Boise	1,103	-52.7	320	195	510	530	41	394
Bonner	13,172	-15.9	3,310	1,551	3,408	3,517	258	3,624
Bonneville	21,139	-17.7	5,290	1,672	5,487	5,757	382	12,349
Boundary	4,974	-16.9	1,260	768	1,331	1,355	101	1,750
Botte	1,529	-18.5	350	264	382	386	41	418
Camas	914	-32.8	260	193	325	330	39	327
Canyon	36,526	-10.7	9,770	3,631	9,578	9,864	632	14,233
Caribou	2,033	-11.0	550	247	544	555	60	837
Cassia	13,835	- 4.1	3,160	1,296	2,898	2,977	239	4,667
Clark	813	-19.1	230	113	230	244	20	1190
Clearwater	6,996	-15.1	1,680	531	1,728	1,766	107	2,147
Custer	2,369	-33.2	580	365	746	764	89	906
Elmore	8,882	+61.0	2,090	476	1,219	1,237	136	1,805
Franklin	8,367	-18.2	1,030	996	2,165	2,203	146	2,637
Fremont	7,578	-26.5	1,750	967	2,039	2,109	156	2,451
Gem	6,796	-28.8	1,670	900	2,120	2,186	122	2,912
Gooding	7,397	-20.1	1,820	1,006	1,967	2,018	155	2,769
Idaho	8,630	-32.0	2,170	1,464	2,697	2,790	212	3,293
Jefferson	8,642	-19.7	2,010	1,297	2,153	2,227	144	1,906
Jerome	18,324	+85.1	4,270	969	2,053	2,178	144	2,904
Kootenai	22,973	+ 3.1	6,550	1,733	5,684	5,796	412	6,139
Latah	16,018	-14.8	4,520	1,777	4,695	4,758	328	6,463
Lemhi	4,372	-33.0	1,060	530	1,349	1,381	136	2,176
Lewis	3,803	-18.5	1,060	546	1,142	1,159	98	1,345
Lincoln	3,379	-20.1	810	441	882	904	82	1,031
Madison	7,358	-19.9	1,690	1,012	1,813	1,876	135	2,529
Minidoka	7,892	-20.0	2,000	1,048	2,174	2,221	153	2,690
Nez Perce	15,366	-18.6	4,610	1,282	4,751	4,948	355	10,123
Oneida	3,910	-27.8	930	644	1,143	1,159	92	1,277
Owyhee	4,819	-14.7	990	873	1,006	1,041	93	934
Payette	7,602	-20.1	2,060	922	2,230	2,285	179	3,020
Power	3,048	-23.1	670	505	839	854	75	1,161
Shoshone	20,422	- 3.8	6,820	192	5,382	5,489	396	9,035
Teton	2,945	-18.2	610	492	655	672	70	568
Twin Falls	30,359	-16.6	8,330	2,717	8,672	8,948	591	15,786
Valley	4,189	+ 3.8	1,040	361	907	916	103	1,566
Washington	6,858	-22.5	1,790	976	1,988	2,045	167	3,375
<b>TOTAL STATE..</b>	<b>467,567</b>	<b>-10.9</b>	<b>121,350</b>	<b>43,663</b>	<b>118,824</b>	<b>122,471</b>	<b>8,944</b>	<b>\$184,503</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# ILLINOIS

Population 1943\* ..... 7,622,739  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 2,191,320  
 No. of Farms, 1940 ..... 213,439

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Adams	58,647	-10.1	16,060	3,271	15,778	16,058	1,220	\$20,192
Alexander	21,771	-14.6	4,100	845	4,114	4,311	356	5,643
Bond	13,191	- 9.3	3,240	1,585	3,148	3,203	244	3,176
Boone	14,646	- 3.7	4,380	1,175	3,985	4,138	293	5,079
Brown	6,627	-17.7	1,670	1,100	1,800	1,851	149	1,361
Bureau	33,908	- 9.8	9,930	3,040	9,737	9,929	917	9,677
Calhoun	6,763	-17.6	1,450	991	1,538	1,578	145	1,206
Carroll	17,671	- 0.7	5,170	1,623	4,668	4,760	437	5,363
Cass	14,326	-12.8	3,860	1,053	3,823	3,981	392	4,604
Champaign	69,644	+ 8.6	21,750	3,122	17,686	18,271	1,348	31,332
Christian	34,178	-11.4	9,510	2,591	9,208	9,607	719	11,011
Clark	15,924	-15.5	4,050	2,358	4,176	4,304	375	3,775
Clay	16,009	-15.5	4,140	2,086	4,314	4,400	279	4,080
Clinton	19,619	-14.4	4,500	1,724	4,560	4,690	418	3,746
Coles	34,609	-10.0	9,950	2,083	9,707	9,945	716	13,591
Cook	See Listing—End of State							
Crawford	18,917	-11.2	4,940	2,046	4,904	4,991	418	4,880
Cumberland	9,625	-17.7	2,480	1,779	2,627	2,696	148	1,320
DeKalb	32,821	- 4.6	9,830	2,251	9,200	9,358	702	13,401
DeWitt	16,027	-12.2	4,550	1,420	4,550	4,642	354	5,290
Douglas	14,927	-15.1	4,210	1,358	4,337	4,432	280	4,591
DuPage	See Listing—End of State							
Edgar	22,227	- 9.0	6,360	2,054	6,184	6,298	483	6,887

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Edwards	7,916	-11.8	2,040	1,030	2,042	2,083	160	1,602
Effingham	18,467	-16.2	4,510	2,086	4,677	4,797	518	6,649
Fayette	24,436	-16.2	5,740	2,997	5,902	6,103	478	7,610
Ford	13,501	-10.0	4,080	1,476	3,897	4,081	378	4,854
Franklin	43,611	-17.9	11,310	2,489	11,926	12,295	872	10,877
Fulton	41,469	-7.1	11,820	3,199	11,105	11,475	800	10,841
Gallatin	9,299	-18.5	2,020	1,070	2,171	2,213	183	1,516
Greene	17,910	-11.7	4,390	1,737	4,370	4,484	359	3,772
Grundy	18,702	+ 1.7	5,340	1,354	4,464	4,760	434	4,893
Hamilton	12,621	-6.2	2,740	2,257	2,604	2,635	207	1,469
Hancock	23,647	-10.1	6,650	3,177	6,493	6,652	564	4,973
Hardin	7,957	+ 2.6	1,550	740	1,348	1,364	127	805
Henderson	7,850	-12.3	2,070	1,060	2,095	2,111	140	1,073
Henry	41,349	-5.6	22,210	3,023	11,468	11,739	855	13,492
Iroquois	28,655	-11.8	8,150	3,613	8,091	8,311	626	7,955
Jackson	33,983	-10.4	8,260	2,384	7,968	8,261	812	10,396
Jasper	11,260	-16.2	2,760	2,359	2,911	2,938	191	1,852
Jefferson	33,721	-1.9	8,530	3,308	7,726	7,899	626	9,642
Jersey	12,649	-7.2	2,870	1,269	2,695	2,782	221	2,752
Jo Daviess	19,973	-0.1	5,400	2,018	4,862	4,652	426	4,854
Johnson	8,683	-19.1	1,780	1,579	1,893	1,947	181	1,278
Kane	130,625	+ 0.3	36,620	2,071	32,122	33,289	2,407	55,296
Kankakee	61,807	+ 1.5	41,610	2,353	12,675	13,045	1,084	20,579
Kendall	9,868	-11.1	2,810	1,129	2,770	2,837	139	1,971
Knox	47,182	-9.7	14,030	2,609	13,666	14,026	1,061	19,034
Lake	See Listing—End of State							
LaSalle	94,351	-3.5	26,160	3,858	23,906	24,673	2,043	34,124
Lawrence	19,667	-6.7	4,670	1,590	4,376	4,534	421	4,970
Lee	32,866	-5.0	8,440	2,467	7,782	8,036	564	9,852
Livingston	35,575	-8.4	9,400	3,398	8,979	9,217	694	9,997
Logan	26,798	-9.0	6,520	1,973	6,283	6,457	595	8,073
McDonough	25,356	-5.9	7,500	2,334	6,927	7,207	530	8,132
McHenry	37,040	-0.7	10,690	2,535	9,402	9,806	912	14,687
McLean	66,366	-10.2	19,480	3,899	18,907	19,482	1,504	28,383
Macon	See Listing—End of State							
Macoupin	40,954	-11.6	11,320	3,180	11,247	11,554	913	9,668
Madison	See Listing—End of State							
Marion	40,962	-14.6	10,590	2,946	10,687	11,147	921	18,960
Marshall	11,547	-12.4	3,300	1,181	3,297	3,370	295	3,212
Mass	13,990	-8.9	3,880	1,322	3,739	3,839	372	4,015
Massac	13,195	-11.7	2,930	1,096	2,915	2,985	308	2,563
Menard	8,659	-18.8	2,350	980	2,539	2,582	217	2,326
Mercer	15,921	-10.1	4,540	1,925	4,464	4,540	342	3,922
Monroe	11,817	-7.3	2,670	1,403	2,552	2,588	254	3,149
Montgomery	29,029	-15.9	7,930	2,816	8,164	8,438	669	8,811
Morgan	32,038	-11.9	7,770	2,068	7,714	7,932	643	11,821
Moultrie	11,474	-14.9	3,020	1,278	3,101	3,177	231	2,450
Ogle	28,205	-5.6	8,330	2,780	7,820	8,010	500	7,857
Peoria	See Listing—End of State							
Perry	20,834	-11.1	5,020	1,557	4,885	5,075	422	5,220
Piatt	12,559	-14.3	3,570	1,260	3,651	3,717	256	3,018
Pike	21,443	-15.4	5,440	2,836	5,581	5,720	494	4,878
Pope	6,087	-23.9	1,260	1,237	1,417	1,466	106	802
Pulaski	13,600	-14.3	2,460	968	2,480	2,563	242	1,668
Putnam	4,514	-14.7	1,210	505	1,243	1,278	97	754
Randolph	29,714	-11.6	6,400	2,161	6,285	6,528	518	6,006
Richland	15,009	-12.4	3,950	1,833	3,951	4,034	336	4,898
Rock Island	See Listing—End of State							
St. Clair	See Listing—End of State							
Saline	31,660	-16.8	8,070	2,116	8,319	8,682	619	8,927
Sangamon	See Listing—End of State							
Schuyler	9,451	-17.3	2,450	1,509	2,585	2,629	177	1,914
Scott	6,736	-17.6	1,700	798	1,775	1,847	155	1,459
Shelby	22,838	-13.1	6,250	3,458	6,279	6,446	486	4,491
Stark	7,764	-12.6	2,180	965	2,199	2,248	205	2,007
Stephenson	37,934	-6.7	2,310	2,594	10,610	10,823	844	15,619
Tazewell	See Listing—End of State							
Union	19,188	-10.9	3,710	1,724	3,595	3,750	291	4,178
Vermilion	76,665	-11.7	21,380	3,330	21,304	21,819	1,610	27,350
Wabash	12,915	-5.9	3,440	907	3,219	3,305	262	3,989
Warren	19,104	-10.3	5,610	1,839	5,458	5,609	460	7,189
Washington	13,946	-11.7	3,160	1,999	3,139	3,225	326	2,882
Wayne	18,952	-14.2	4,330	3,388	4,344	4,512	301	4,005
White	20,092	+ 0.3	4,860	1,883	4,314	4,423	411	4,396
Whiteside	41,708	-3.8	12,050	2,682	11,040	11,363	823	13,963
Will	119,685	+ 4.8	31,380	2,999	26,692	27,285	1,843	35,388
Williamson	46,070	-14.0	12,060	2,405	11,609	12,063	792	10,760
Winnebago	See Listing—End of State							
Woodford	17,334	-9.4	4,770	1,942	4,589	4,724	346	5,276

County	POPULATION			No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13	Radio Daily Homes 1914		1940 Census	NAB Projection	Stores	Sales
<b>METROPOLITAN DISTRICTS—COUNTIES</b>								
CHICAGO (Cook, DuPage, Lake, Lake, Ind.)	4,531,674	— 0.9	1,320,240	9,012	1,184,987	1,211,233	89,645	2,149,644
DECATUR (Macon)	83,178	— 1.8	24,440	2,335	22,033	22,627	1,542	37,018
PEORIA (Peoria, Tazewell)	202,177	— 4.5	57,900	4,812	53,555	55,224	3,611	85,562
ROCKFORD (Winnebago)	124,779	+ 3.0	37,510	2,110	32,303	33,194	2,209	51,803
SPRINGFIELD (Sangamon)	115,540	— 2.0	32,840	3,131	28,802	30,404	2,063	48,298
TOTAL STATE	7,622,739	— 3.3	2,191,320	213,439	1,974,604	2,023,969	151,829	\$3,152,602

NOTE: Rock Island County contained in Davenport-Rock Island, Moline Metropolitan District and listed under Iowa. Madison, St. Clair Counties contained in St. Louis, Mo. Metropolitan District. Listed under Mo.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# INDIANA

Population 1943\* ..... 3,396,878  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 926,280  
 No. of Farms, 1940 ..... 184,549

County	POPULATION			No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13	Radio Daily Homes 1914		1940 Census	NAB Projection	Stores	Sales
Adams	20,135	— 5.3	5,080	1,999	4,779	4,836	352	\$5,041
Allen	See Listing—End of State							
Bartholomew	30,275	+ 7.1	8,150	1,815	6,790	6,963	520	8,519
Benton	10,509	— 5.5	2,880	1,101	2,678	2,770	206	3,414
Blackford	12,340	—10.5	3,570	941	3,538	3,603	260	3,881
Boone	20,967	— 5.0	6,320	2,643	5,891	6,023	416	6,129
Brown	4,988	—19.4	890	883	952	982	86	546
Carroll	13,835	—10.2	3,890	1,742	3,837	3,891	300	3,632
Cass	33,411	— 9.5	9,450	2,202	9,223	9,454	696	11,920
Clark	See Listing—End of State							
Clay	21,971	—13.4	5,670	2,153	5,728	5,839	411	6,048
Clinton	26,394	— 7.1	7,780	2,050	7,340	7,551	517	9,838
Crawford	8,281	—18.6	1,520	1,509	1,656	1,673	209	1,088
Daviess	26,659	+ 1.9	6,210	2,434	5,364	5,546	427	5,557
Dearborn	See Listing—End of State							
Decatur	15,810	—10.8	3,940	1,745	3,912	3,980	392	4,900
DeKalb	22,926	— 7.4	6,580	2,124	6,193	6,392	521	7,228
Delaware	75,043	+ 0.1	22,350	2,462	19,877	20,316	1,407	27,577
Dubois	19,512	—13.6	4,010	1,902	4,077	4,176	437	4,786
Elkhart	70,504	— 2.9	20,050	3,182	18,372	18,744	1,307	26,399
Fayette	19,754	+ 1.8	5,510	986	4,839	4,925	300	5,442
Floyd	See Listing—End of State							
Fountain	13,497	—26.2	3,820	1,621	4,450	4,536	347	4,826
Franklin	12,967	—10.0	2,810	1,860	2,766	2,811	235	2,428
Fulton	13,744	—11.8	3,980	1,967	3,999	4,066	327	4,114
Gibson	27,843	— 9.3	6,990	2,290	6,812	6,924	540	6,030
Grant	54,596	— 2.2	15,800	2,547	14,058	14,635	1,093	18,231
Greene	32,375	+ 3.3	8,040	3,060	6,922	7,121	596	6,384
Hamilton	23,313	— 5.3	6,940	2,573	6,494	6,595	492	6,602
Hancock	17,093	— 1.2	5,050	1,837	4,514	4,639	361	4,668
Harrison	15,873	— 7.2	3,120	2,586	2,961	3,030	253	2,201
Hendricks	19,323	— 4.1	5,390	2,396	4,949	5,083	381	4,453
Henry	39,127	— 2.7	11,040	2,320	10,140	10,323	727	11,230
Howard	45,828	— 4.0	13,370	1,880	12,300	12,614	907	17,001
Huntington	27,542	— 8.0	8,010	2,400	7,702	7,854	603	9,197
Jackson	24,769	— 6.9	5,990	2,286	5,703	5,816	534	6,630
Jasper	13,838	— 3.9	3,560	1,782	3,214	3,354	260	3,891
Jay	20,728	— 8.3	6,020	2,431	5,713	5,902	467	6,384
Jefferson	19,971	+ 0.3	4,440	2,113	3,930	4,041	385	4,488
Jennings	12,563	— 8.2	2,350	1,748	2,252	2,299	185	2,279
Johnson	24,583	+ 9.3	5,610	1,945	5,415	5,558	429	5,991
Knox	39,933	— 9.2	10,410	2,224	9,955	10,310	916	13,226
Kosciusko	27,176	— 8.1	7,680	3,192	7,381	7,530	510	8,232
Lagrange	12,959	— 9.7	2,890	1,821	2,846	2,885	281	3,191
Lake	See Listing—End of State							
La Porte	67,961	+ 6.8	18,270	2,476	15,219	15,616	1,184	23,096
Lawrence	31,884	— 9.0	7,840	2,126	7,655	7,786	561	7,319
Madison	89,824	+ 1.4	26,280	3,336	22,920	23,677	1,736	30,737
Marion	See Listing—End of State							
Marshall	24,230	— 6.6	6,550	2,560	6,094	6,362	531	7,290
Martin	9,731	— 5.5	1,750	1,165	1,848	1,680	161	1,491
Miami	25,861	— 7.4	7,600	2,069	7,215	7,382	547	7,917
Monroe	36,178	— 1.0	8,870	2,119	7,868	8,143	580	11,637

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Montgomery	24,857	— 8.7	7,410	2,456	7,160	7,341	630	9,012
Morgan	19,458	— 1.7	4,770	2,069	4,296	4,415	392	5,203
Newton	9,442	—12.4	2,530	1,051	2,479	2,584	226	3,183
Noble	20,397	—10.4	5,750	2,175	5,634	5,748	513	6,288
Ohio	3,457	— 8.6	870	498	854	863	76	636
Orange	14,723	—15.0	3,260	2,030	3,339	3,430	300	3,645
Owen	10,413	—13.9	2,260	1,702	2,296	2,351	241	2,398
Parke	14,672	—15.5	3,670	1,971	3,814	3,899	335	3,586
Perry	15,015	—15.5	2,880	1,609	3,033	3,068	341	2,674
Pike	14,492	—15.0	3,200	1,557	3,242	3,361	333	3,051
Porter	29,517	+ 6.0	8,110	1,879	6,867	6,985	583	8,995
Posey	18,293	+ 4.6	4,300	1,679	4,000	4,095	334	3,674
Pulaski	11,135	— 7.6	2,620	1,050	2,493	2,565	226	2,942
Putnam	19,508	— 6.4	5,060	2,409	4,867	4,914	402	4,975
Randolph	22,984	—14.1	6,750	2,886	6,854	7,031	563	7,025
Ripley	16,046	—15.1	3,610	2,634	3,722	3,805	399	4,290
Rush	17,223	— 9.0	4,830	1,769	4,712	4,785	378	4,752
St. Joseph	See Listing—End of State							
Scott	9,802	+ 9.2	2,270	965	1,888	1,904	151	1,007
Seely	23,364	—10.0	6,710	2,273	6,547	6,705	472	8,241
Spencer	14,219	—12.3	2,900	2,024	2,872	2,956	297	2,101
Starke	14,291	+16.6	3,390	1,534	2,615	2,665	279	3,218
Steuben	12,195	—11.2	3,500	1,507	3,455	3,532	303	5,033
Sullivan	22,572	—16.4	5,760	2,641	5,940	6,123	473	5,054
Switzerland	6,837	—16.3	1,640	1,503	1,676	1,743	166	902
Tippecanoe	55,317	+ 8.4	15,620	2,039	12,781	13,247	829	23,420
Tipton	13,075	—13.6	3,770	1,441	3,872	3,930	284	3,475
Union	5,339	—11.3	1,530	684	1,522	1,543	86	1,555
Vanderburgh	See Listing—End of State							
Vermillion	19,091	—12.4	5,290	1,100	5,297	5,401	479	5,049
Vigo	See Listing—End of State							
Wabash	24,907	— 6.4	7,130	2,210	6,708	6,856	589	8,488
Warren	7,861	—13.2	1,950	1,184	2,075	2,113	127	1,268
Warrick	17,985	— 7.5	4,080	2,051	3,833	3,998	301	3,438
Washington	15,349	— 9.8	3,310	2,470	3,210	3,309	294	2,653
Wayne	59,294	+ 0.1	16,850	2,182	14,864	15,315	1,190	21,734
Wells	17,134	—10.3	4,910	2,256	4,776	4,912	291	4,842
White	14,825	—13.0	4,070	1,715	4,055	4,109	396	4,379
Whitley	15,769	— 7.2	4,490	2,022	4,280	4,356	332	4,471

**METROPOLITAN DISTRICTS—COUNTIES**

City	Population	% Change	Radio Daily Homes	No. of Farms	1940 Census	NAB Projection	Stores	Sales
EVANSVILLE (Vanderburgh, Henderson, Ky.)	171,613	+ 8.8	44,410	3,626	36,358	37,312	2,772	56,684
FORT WAYNE (Allen)	154,597	— 0.3	44,110	1,999	39,150	40,101	2,885	64,856
INDIANAPOLIS (Marion)	498,094	+ 8.9	147,810	3,083	120,282	124,210	8,719	215,676
SOUTH BEND (St. Joseph)	165,621	+ 2.3	46,150	2,783	40,180	41,204	2,844	63,459
TERRE HAUTE (Vigo)	95,271	— 4.5	27,470	2,094	25,651	26,153	2,037	39,110
<b>TOTAL STATE</b>	<b>3,396,878</b>	<b>— 0.8</b>	<b>926,280</b>	<b>184,549</b>	<b>826,603</b>	<b>848,325</b>	<b>63,978</b>	<b>\$1,130,510</b>

NOTE: Lake County contained in Chicago Metropolitan District, listed under Ill. Clark, Floyd Counties contained in Louisville, Ky. Metropolitan District, listed under Ky. Dearborn County contained in Cincinnati Metropolitan District, listed under Ohio.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# IOWA

Population 1943\* ..... 2,308,748  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 638,790  
 No. of Farms, 1940 ..... 213,318

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Adair	11,872	—10.0	3,300	2,098	3,222	3,299	288	\$3,124
Adams	8,552	—15.8	2,420	1,582	2,491	2,570	202	2,106
Allamakee	15,079	—12.2	3,700	2,088	3,665	3,777	381	4,565
Appanoose	19,834	—18.2	5,200	2,092	5,544	5,647	484	5,649
Audubon	10,648	— 9.7	2,850	1,820	2,790	2,854	251	3,171
Benton	20,197	—11.7	5,750	2,490	5,762	5,866	506	6,851
Black Hawk	See Listing—End of State							
Boone	26,141	—12.2	7,090	2,504	7,043	7,232	592	9,013
Bremer	15,888	—11.4	4,300	2,060	4,332	4,399	358	6,213
Buchanan	18,895	—10.0	4,770	2,367	4,655	4,765	438	5,044
Buena Vista	16,829	—15.2	4,800	2,110	5,054	5,148	528	7,599

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940	NAB Projection	Stores	Sales
Butler	15,719	-12.6	4,240	2,361	4,328	4,373	358	4,503
Calhoun	15,424	-12.3	4,410	2,097	4,398	4,496	457	5,401
Carroll	20,438	-10.2	5,320	2,119	5,216	5,323	515	8,004
Cass	16,509	-11.5	4,770	2,205	4,773	4,863	587	7,249
Cedar	14,429	-14.5	4,070	2,227	4,087	4,286	336	5,144
Cerro Gordo	39,174	-10.7	10,810	1,996	10,721	10,922	900	20,010
Cherokee	16,189	-15.9	4,050	1,824	4,174	4,307	399	5,985
Chickasaw	13,202	-13.3	4,180	2,053	3,510	3,576	337	4,032
Clarke	8,149	-17.0	2,380	1,450	2,450	2,573	191	2,296
Clay	15,197	-14.4	4,340	1,840	4,395	4,520	428	8,123
Clayton	27,343	+12.4	6,310	2,970	5,504	5,591	551	5,470
Clinton	42,462	-5.1	12,120	2,649	11,313	11,541	988	17,062
Crawford	17,961	-12.5	4,550	2,507	4,708	4,790	443	5,446
Dallas	21,653	-12.2	6,390	2,448	6,380	6,489	510	7,530
Davis	9,376	-15.8	2,350	1,852	2,430	2,498	198	2,039
Decatur	12,603	-10.1	3,150	1,919	3,060	3,147	279	2,948
Delaware	15,099	-18.3	3,960	2,248	4,246	4,300	350	4,524
Des Moines	42,144	+14.5	12,230	1,726	9,523	9,777	706	14,638
Dickinson	9,876	-18.9	2,770	1,256	2,946	3,035	378	4,168
Dubuque	59,898	-6.1	15,170	2,303	14,322	14,587	1,148	24,822
Emmet	11,460	-14.5	3,070	1,315	3,121	3,228	307	5,136
Fayette	26,178	-10.2	7,010	3,109	6,906	7,013	605	8,748
Floyd	17,339	-14.0	5,000	1,897	5,046	5,208	443	6,298
Franklin	14,373	-12.2	4,020	2,158	3,995	4,102	296	4,831
Fremont	12,228	-16.5	3,290	1,742	3,464	3,539	337	2,633
Greene	13,145	-20.8	3,880	2,159	4,262	4,357	392	4,658
Grundy	12,376	-8.4	3,420	1,788	3,384	3,494	295	3,940
Guthrie	14,669	-14.8	3,400	2,394	4,074	4,206	463	3,790
Hamilton	17,236	-13.5	4,820	2,161	4,925	5,024	403	6,263
Hancock	13,687	-11.1	3,560	1,998	3,568	3,633	295	4,243
Hardin	20,362	-9.6	5,810	2,062	5,555	5,810	574	8,545
Harrison	19,453	-14.6	4,730	2,637	4,857	4,984	510	5,236
Henry	18,123	+ 0.7	4,650	1,866	4,099	4,180	316	4,033
Howard	11,970	-11.5	3,030	1,749	3,024	3,095	268	3,426
Humboldt	11,559	-14.1	3,130	1,425	3,060	3,264	333	3,849
Ida	9,172	-17.0	2,590	1,389	2,711	2,782	263	3,232
Iowa	15,073	-11.4	4,060	2,155	4,031	4,099	359	5,171
Jackson	17,437	-9.1	4,570	2,227	4,407	4,528	433	5,707
Jasper	27,929	-11.3	7,950	2,988	7,843	8,032	529	8,315
Jefferson	14,016	-11.1	3,960	1,782	3,836	3,997	343	4,468
Johnson	32,270	-2.8	8,890	2,573	8,117	8,307	572	14,254
Jones	17,891	-10.3	4,540	2,139	4,434	4,540	382	5,259
Keokuk	15,892	-13.7	4,610	2,532	4,707	4,799	401	4,872
Kossuth	23,604	-11.4	5,870	3,106	5,772	5,933	522	7,925
Lee	40,102	-2.4	10,570	2,106	9,611	9,952	840	12,552
Linn	See Listing—End of State							
Louisa	10,353	-9.1	2,770	1,306	2,682	2,746	230	3,083
Lucas	11,472	-21.3	3,230	1,665	3,548	3,628	250	3,759
Lyon	13,357	-13.1	3,250	1,870	3,236	3,369	357	3,422
Madison	12,154	-16.3	3,320	2,088	3,430	3,533	280	3,649
Mahaska	22,691	-14.3	6,550	2,728	6,687	6,824	449	7,957
Marion	23,201	-14.1	6,160	2,459	6,125	6,427	550	7,235
Marshall	31,873	-10.0	9,120	2,302	8,934	9,117	712	14,134
Mills	12,971	-13.9	3,010	1,500	3,046	3,136	299	3,285
Mitchell	12,423	-12.0	3,320	1,738	3,323	3,390	294	3,937
Monona	14,525	-20.4	3,990	2,091	3,874	4,032	368	4,407
Monroe	11,904	-18.2	3,040	1,643	3,174	3,300	263	2,893
Montgomery	13,695	-12.8	4,110	1,633	4,131	4,238	397	5,359
Muscatine	28,915	-7.6	8,630	1,744	8,210	8,375	686	11,038
O'Brien	16,166	-16.2	4,560	1,986	4,689	4,845	520	6,858
Osceola	9,360	-11.8	2,380	1,306	2,380	2,425	225	3,099
Page	21,632	-13.1	5,780	2,100	5,772	5,952	628	11,026
Palo Alto	14,107	-12.8	3,500	1,864	3,498	3,612	346	4,756
Plymouth	20,569	-12.5	5,050	2,842	5,249	5,373	422	6,216
Pocahontas	14,055	-13.6	3,780	2,039	3,815	3,934	349	4,471
Polk	See Listing—End of State							
Pottawattamie	See Listing—End of State							
Poweshiek	17,008	-9.3	4,990	2,161	4,808	4,937	342	5,713
Ringold	9,171	-17.7	2,490	1,853	2,617	2,710	177	1,893
Sac	15,360	-12.9	4,280	2,058	4,320	4,412	390	5,241
Scott	See Listing—End of State							
Shelby	15,586	-6.8	3,970	2,148	3,783	3,854	414	4,557
Sioux	24,363	-10.5	5,720	3,028	5,659	5,776	603	6,498
Story	33,172	-0.8	9,570	2,292	8,478	8,773	815	14,447
Tama	19,167	-14.5	5,390	2,724	5,570	5,670	499	5,954
Taylor	12,081	-15.3	3,330	2,208	3,440	3,505	344	2,625
Union	13,744	-15.6	4,050	1,603	4,142	4,303	377	5,145
Van Buren	10,650	-11.6	3,000	1,756	2,997	3,063	262	2,151
Wapello	44,293	—	11,480	2,008	11,249	11,479	767	14,947
Warren	15,581	-11.9	4,240	2,487	4,195	4,321	458	3,899
Washington	17,139	-14.5	4,750	2,266	4,909	5,002	389	6,708



County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Wayne	11,205	-15.8	3,120	1,740	3,341	3,400	264	2,511
Webster	36,486	-12.1	10,360	2,078	10,444	10,568	808	18,315
Winnebago	10,512	-24.8	2,670	1,646	3,047	3,152	317	4,719
Winneshek	19,430	-12.7	4,910	2,887	4,959	5,060	438	5,777
Woodbury	See Listing—End of State							
Worth	10,087	-11.9	2,620	1,533	2,629	2,670	223	2,581
Wright	17,137	-14.5	4,830	1,987	4,967	5,085	425	5,920

**METROPOLITAN DISTRICTS—COUNTIES**

City	1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	1940 Census	NAB Projection	Stores	Sales
CEDAR RAPIDS (Linn)	86,918	- 2.5	26,210	3,728	23,922	24,490	1,808	41,370
DAVENPORT (Scott; Rock Island, Ill.)								
DOCK ISLAND, ILL.								
MOLINE, ILL.	203,288	+ 2.8	59,620	4,111	51,786	52,760	3,763	83,132
DES MOINES (Polk)	190,218	- 2.2	57,317	3,139	51,022	53,129	3,972	94,342
SIOUX CITY (Woodbury)	94,449	- 8.9	26,230	3,192	25,208	25,966	2,207	47,338
WATERLOO (Black Hawk)	77,075	- 3.6	22,860	2,494	21,084	21,563	1,446	37,097
<b>TOTAL STATE</b>	<b>2,308,748</b>	<b>- 9.0</b>	<b>638,790</b>	<b>213,318</b>	<b>617,006</b>	<b>633,168</b>	<b>52,780</b>	<b>\$870,632</b>

NOTE: Pottawattamie County contained in Omaha-Council Bluffs Metropolitan District. Listed under Neb.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# KANSAS

Population 1943\* ..... 1,707,262  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 450,421  
 No. of Farms, 1940 ..... 156,327

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Allen	16,220	-18.4	4,230	1,949	4,430	4,597	394	\$4,603
Anderson	9,797	-16.0	2,340	1,671	2,430	2,489	242	2,310
Atchison	18,912	-14.9	5,010	1,732	5,109	5,270	442	5,683
Barber	7,506	-17.3	1,950	1,030	2,039	2,100	220	2,772
Barton	23,744	- 5.1	6,230	1,723	5,763	5,926	533	8,959
Bourbon	16,135	-23.0	4,240	2,120	4,764	4,890	474	5,493
Brown	13,472	-22.6	3,690	2,034	4,142	4,236	348	4,178
Butler	29,707	- 7.2	7,820	2,482	7,391	7,596	642	9,246
Chase	5,044	-20.5	1,240	743	1,366	1,379	110	1,122
Chautauqua	6,890	-25.4	1,540	1,134	1,764	1,796	169	1,991
Cherokee	27,255	- 8.6	6,540	2,312	6,325	6,476	505	5,063
Cheyenne	5,138	-17.4	1,120	949	1,151	1,208	119	1,476
Clark	3,305	-19.0	720	553	880	905	101	1,218
Clay	10,975	-17.4	3,180	1,809	3,365	3,420	315	3,950
Cloud	14,660	-15.0	3,920	1,938	3,974	4,123	385	4,863
Coffey	10,314	-16.0	2,500	1,956	2,596	2,661	245	2,750
Comanche	3,724	-15.6	970	547	1,023	1,034	124	1,323
Cowley	34,529	- 9.5	9,430	2,483	9,164	9,428	797	11,460
Crawford	40,502	- 8.3	11,080	2,464	10,881	11,055	1,024	12,244
Decatur	6,265	-15.7	1,460	1,174	1,453	1,552	152	1,304
Dickinson	20,523	-10.5	5,770	2,366	5,698	5,829	574	6,182
Doniphan	10,290	-20.5	2,420	1,670	2,611	2,714	251	1,707
Douglas	33,360	+32.5	9,680	1,854	6,609	6,799	527	9,078
Edwards	5,337	-16.3	1,390	827	1,446	1,479	166	1,469
Elk	6,244	-23.7	1,520	1,167	1,694	1,756	184	1,422
Ellis	15,699	-10.5	3,130	1,235	3,071	3,164	293	4,660
Ellsworth	8,473	-14.0	2,150	1,265	2,174	2,239	224	2,131
Finney	11,623	+15.2	2,760	879	2,120	2,210	209	4,511
Ford	16,980	- 1.6	4,300	1,485	3,806	3,987	398	6,798
Franklin	19,030	- 8.9	4,930	2,153	4,811	4,976	427	5,733
Geary	17,045	+52.6	5,130	687	3,104	3,178	258	4,027
Gore	4,128	-13.9	730	822	748	763	107	762
Graham	4,636	-23.6	1,210	984	1,003	1,051	105	779
Grant	1,835	- 5.7	380	272	348	363	45	431
Gray	4,842	+ 1.4	1,010	866	847	909	95	837
Greeley	1,463	-10.7	320	209	310	324	39	246
Greenwood	12,800	-22.4	3,960	1,733	3,486	3,579	362	4,054
Hamilton	2,514	- 5.0	560	379	529	536	80	762
Harper	9,454	-21.7	2,600	1,571	2,866	2,945	322	3,382
Harvey	20,033	- 7.7	5,300	1,614	5,063	5,191	429	6,655
Haskell	1,951	- 6.6	450	423	424	433	46	399
Hodgeman	3,413	- 3.5	720	759	656	675	84	421
Jackson	11,067	-17.3	2,700	2,090	2,783	2,906	276	2,241
Jefferson	10,999	-13.5	2,510	1,943	2,541	2,613	246	1,698
Jewell	9,532	-20.4	2,390	2,393	2,554	2,657	208	1,768

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Johnson	See Listing—End of State							
Kearny	2,306	— 8.7	540	471	493	538	62	411
Kingman	10,255	—14.5	2,580	1,666	2,655	2,711	268	2,691
Kiowa	4,227	—17.3	1,070	735	1,123	1,154	129	1,045
Labette	31,912	+ 5.1	8,200	2,464	7,002	7,138	602	7,931
Lane	2,470	—12.4	590	552	591	604	70	659
Leavenworth	36,468	+10.1	9,260	2,084	7,546	7,722	593	8,316
Lincoln	6,545	—21.5	1,150	1,382	1,788	1,868	156	1,302
Linn	9,961	—16.8	2,130	2,013	2,208	2,285	265	2,059
Logan	3,621	— 1.8	790	511	712	732	107	828
Lyon	22,754	—13.9	6,080	2,406	6,186	6,336	565	8,355
McPherson	22,149	— 8.3	5,870	2,575	5,586	5,751	530	6,831
Marion	16,716	—11.8	4,080	2,540	4,011	4,162	367	4,135
Marshall	17,827	—15.1	4,640	2,686	4,779	4,873	541	4,715
Meade	5,089	— 7.8	1,120	750	1,060	1,097	114	1,494
Miami	16,709	—14.3	4,040	2,216	4,144	4,203	346	3,926
Mitchell	9,642	—15.0	2,540	1,451	2,599	2,670	284	3,214
Montgomery	47,802	— 3.8	12,590	2,462	11,565	11,881	1,048	15,120
Morris	8,385	—19.1	2,180	1,414	2,334	2,388	232	2,056
Morton	2,061	— 5.7	450	334	406	437	65	538
Nemaha	14,060	—16.1	3,340	2,286	3,466	3,549	349	3,963
Neosho	19,039	—14.3	4,870	2,175	4,954	5,077	425	5,074
Ness	6,265	— 8.7	1,380	1,059	1,321	1,364	183	1,174
Norton	8,443	—14.1	1,850	1,437	1,848	1,928	164	1,930
Osage	11,810	—21.9	3,060	2,309	3,392	3,479	328	2,677
Osborne	6,870	—30.1	1,810	1,468	2,220	2,271	238	2,062
Ottawa	7,458	—19.1	2,140	1,468	2,294	2,356	191	1,662
Pawnee	9,062	—12.0	2,080	1,102	2,073	2,125	206	2,933
Phillips	8,625	—17.3	1,100	1,657	2,133	2,256	254	2,134
Pottawatomie	11,905	—15.1	2,870	1,985	2,954	3,020	302	3,018
Prairie	11,488	— 7.0	2,960	1,118	2,897	3,045	299	4,399
Rawlins	5,036	—23.9	1,170	1,154	1,340	1,379	137	1,123
Reno	50,029	— 4.1	13,660	3,265	12,483	12,887	1,152	19,886
Republic	10,751	—18.1	2,800	2,209	2,974	3,043	306	2,603
Rice	14,374	—16.5	4,100	1,487	4,291	4,403	382	5,173
Riley	22,386	+ 8.7	6,280	1,495	5,171	5,274	476	8,499
Rooks	7,567	—10.9	1,840	1,250	1,743	1,822	189	1,692
Rush	6,873	—17.0	1,810	1,128	1,664	1,695	189	1,597
Russell	11,882	—11.7	3,050	1,270	3,037	3,109	298	3,729
Saline	33,384	+13.0	9,470	1,667	7,315	7,677	732	12,318
Scott	3,663	— 2.9	870	528	790	813	92	1,074
Sedgwick	See Listing—End of State							
Seward	7,622	+16.5	1,910	478	1,425	1,500	171	3,181
Shawnee	See Listing—End of State							
Sheridan	4,244	—20.1	810	929	854	885	93	710
Sherman	5,931	— 7.6	1,430	705	1,359	1,402	144	2,051
Smith	8,365	—21.0	2,020	1,963	2,201	2,260	223	1,768
Stafford	8,849	—15.6	2,330	1,312	2,351	2,475	196	2,646
Stanton	1,456	+ 0.9	270	223	244	252	36	378
Stevens	2,767	—13.3	600	433	604	620	63	633
Sumner	21,686	—17.1	5,960	2,840	6,313	6,469	481	6,114
Thomas	5,957	— 7.3	1,510	955	1,425	1,466	175	2,175
Trego	4,466	—23.3	990	884	1,110	1,130	124	1,096
Wabaunsee	7,383	—19.9	1,700	1,516	1,858	1,883	209	1,541
Wallace	1,953	—11.9	420	328	416	428	48	387
Washington	12,750	—19.9	3,140	2,630	3,406	3,486	332	2,547
Wichita	1,963	—10.2	420	395	409	423	46	614
Wilson	14,935	—15.7	3,840	1,856	3,952	4,076	340	3,504
Woodson	6,411	—20.0	1,480	1,091	1,616	1,648	219	1,401
Wyandotte	See Listing—End of State							

City	METROPOLITAN DISTRICTS—COUNTIES							
TOPEKA (Shawnee)	85,526	— 6.3	24,920	2,200	23,202	23,955	1,797	35,534
WICHITA (Sedgwick)	189,995	+32.6	54,870	3,290	36,943	38,356	3,172	62,794
TOTAL STATE	1,707,262	— 4.6	450,421	156,327	411,984	424,457	37,592	\$503,948

NOTE: Johnson and Wyandotte Counties contained in Kansas City, Mo.—Kansas City, Kans. Metropolitan District. Listed under Mo.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# KENTUCKY

Population 1943\* ..... 2,607,673  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 478,740  
 No. of Farms, 1940 ..... 252,894

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Adair	16,214	-12.7	1,870	3,331	1,902	1,925	252	\$1,388
Allen	13,205	-14.8	1,770	2,709	1,841	1,862	213	1,876
Anderson	7,990	-10.6	1,750	1,480	1,718	1,762	105	1,382
Ballard	8,650	- 8.8	1,650	1,387	1,553	1,636	150	987
Barren	24,989	- 9.3	4,270	4,264	4,138	4,232	393	5,141
Bath	9,847	-14.0	1,650	1,686	1,577	1,636	146	965
Bell	41,895	- 4.4	5,250	1,385	5,026	5,195	443	7,441
Boone	10,240	- 5.4	2,200	1,443	2,232	2,289	170	1,197
Bourbon	16,150	- 9.9	3,830	1,343	3,513	3,616	207	3,454
Boyd	See Listing—End of State							
Boyle	16,248	- 4.8	3,560	1,307	3,238	3,383	280	5,302
Bracken	8,145	-13.2	1,810	1,370	1,798	1,866	173	1,364
Breathitt	18,547	-22.5	900	3,663	1,003	1,030	379	980
Breckinridge	15,104	-14.9	2,270	2,814	2,346	2,381	292	1,537
Bullitt	8,854	- 6.9	1,540	1,177	1,475	1,491	111	987
Butler	11,098	-22.8	1,110	2,091	1,254	1,280	246	723
Caldwell	13,017	-10.2	2,360	1,572	2,291	2,361	180	2,281
Calloway	16,863	-11.4	3,090	3,040	2,995	3,118	295	3,040
Campbell	See Listing—End of State							
Carlisle	6,189	-19.1	1,130	1,143	1,192	1,242	94	787
Carroll	7,558	-12.7	1,010	963	1,667	1,692	153	2,095
Carter	21,786	-14.7	2,000	2,858	2,678	2,738	289	2,148
Casey	16,487	-17.4	1,550	3,389	1,635	1,672	197	937
Christian	36,439	+ 0.9	5,610	3,027	4,906	5,061	519	7,083
Clark	16,399	- 8.8	3,630	1,605	3,431	3,592	316	4,444
Clay	19,716	-17.5	1,410	3,574	1,496	1,530	259	1,123
Clinton	9,393	- 8.6	990	1,574	959	978	128	727
Crittenden	10,082	-16.8	1,900	1,641	2,006	2,040	166	1,476
Cumberland	9,767	-18.1	990	1,964	1,055	1,075	153	866
Daviess	48,937	- 6.5	10,610	3,294	9,928	10,299	792	14,220
Edmonson	9,091	-19.9	1,020	1,818	1,117	1,132	185	693
Elliott	6,732	-22.7	630	1,487	707	718	116	422
Estill	14,645	-18.5	1,670	1,940	1,784	1,821	231	1,896
Fayette	81,324	+ 3.1	19,490	1,198	16,678	17,249	1,125	36,564
Fleming	11,360	-14.8	2,140	2,433	2,168	2,259	244	1,753
Floyd	44,500	-15.8	5,670	4,026	5,906	6,031	585	5,846
Franklin	21,426	- 8.1	4,920	1,363	4,748	4,820	335	7,189
Fulton	13,920	- 9.7	2,560	1,020	2,486	2,559	339	4,012
Gallatin	3,271	-24.1	600	729	660	701	79	626
Garrard	10,321	-13.3	1,790	1,922	1,817	1,848	149	1,669
Grant	8,742	-11.5	1,770	1,545	1,772	1,802	183	1,792
Graves	28,507	-10.3	5,500	4,247	5,305	5,503	492	5,901
Grayson	15,000	-14.6	1,760	2,916	1,804	1,847	288	1,673
Green	10,680	-13.3	1,540	2,605	1,547	1,586	181	930
Greentop	18,842	-24.4	2,970	2,094	3,395	3,463	272	2,027
Hancock	5,653	-17.0	890	1,086	939	962	104	693
Hardin	29,917	+40.4	5,610	2,836	3,606	3,740	425	5,673
Harlan	66,040	-12.3	10,270	1,638	10,204	10,484	663	14,272
Harrison	12,486	-17.4	2,930	2,568	2,973	3,144	280	3,945
Hark	14,391	-16.5	2,020	2,979	2,121	2,172	255	1,666
Henderson	See Listing—End of State							
Henry	11,061	- 9.5	2,320	1,501	2,293	2,321	179	1,822
Hickman	6,944	-24.0	1,260	1,388	1,384	1,440	100	1,018
Hopkins	32,720	-13.4	6,470	2,343	6,546	6,667	531	7,558
Jackson	11,822	-27.6	900	2,535	1,049	1,100	168	793
Jefferson	See Listing—End of State							
Jessamine	10,707	-12.1	2,160	1,148	2,172	2,202	223	2,284
Johnson	21,503	-16.6	2,600	2,644	2,757	2,800	293	3,367
Kenton	See Listing—End of State							
Knott	16,957	-15.2	1,220	2,645	1,270	1,289	226	778
Knox	23,870	-23.1	2,470	3,432	2,766	2,831	326	2,219
Larue	9,022	- 6.2	1,500	1,332	1,424	1,445	158	1,226
Laurel	21,138	-17.6	2,260	3,631	2,404	2,462	266	2,357
Lawrence	13,363	-22.6	1,490	2,508	1,668	1,712	215	1,139
Lee	8,619	-20.6	850	1,396	936	957	146	770
Leslie	12,696	-15.3	590	2,334	611	622	148	562
Letcher	35,077	-13.6	4,460	2,670	4,455	4,642	450	4,672
Lewis	12,985	-17.2	1,700	2,288	1,722	1,824	157	916
Lincoln	16,507	-16.9	2,430	2,802	2,525	2,607	288	2,063
Livingston	8,077	-11.5	1,280	1,257	1,282	1,307	92	614
Logan	20,350	-12.8	3,380	3,045	3,378	3,486	316	3,310
Lyon	7,855	-13.4	1,030	914	974	1,062	77	826
McCracken	45,210	- 6.8	9,880	1,937	9,318	9,595	780	15,917
McCreary	15,416	- 6.3	1,640	1,675	1,536	1,573	203	1,682
McLean	9,386	-18.0	1,780	1,397	1,891	1,933	158	1,103
Madison	29,801	+ 4.4	4,940	3,643	4,163	4,341	408	5,760

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	Projection	Stores	Sales
Magoffin	12,982	-25.8	980	2,670	1,016	1,039	245	673
Marion	14,848	-12.2	2,260	2,122	2,243	2,303	169	2,375
Marshall	13,431	-19.1	2,370	2,182	2,518	2,601	211	1,667
Martin	8,771	-20.0	630	1,394	680	699	107	413
Mason	17,313	-9.2	3,770	1,530	3,648	3,730	375	5,450
Meade	8,016	-9.2	1,340	1,295	1,309	1,322	130	910
Menifee	4,425	-22.2	380	950	405	415	68	341
Mercer	13,129	-10.3	2,830	1,932	2,760	2,835	218	2,761
Metcalfe	8,942	-17.3	1,180	2,205	1,237	1,275	112	517
Monroe	13,175	-6.4	1,670	2,322	1,576	1,604	259	1,128
Montgomery	11,211	-8.7	2,030	1,100	1,965	2,007	209	2,732
Morgan	12,773	-24.1	1,080	3,008	1,197	1,248	270	830
Muhlenberg	30,809	-18.0	4,780	2,868	4,870	4,976	416	5,066
Nelson	16,855	-6.4	2,790	1,968	2,614	2,678	200	2,532
Nicholas	7,073	-17.9	1,570	1,485	1,668	1,705	110	1,169
Ohio	18,112	-25.8	2,640	3,429	3,080	3,133	412	2,119
Oldham	10,449	-2.5	1,610	802	1,472	1,504	107	1,135
Owen	9,076	-17.1	1,780	1,993	1,877	1,917	123	1,367
Owsley	6,767	-24.5	540	1,713	618	633	116	378
Pendleton	8,512	-18.1	1,820	1,741	1,924	1,973	156	1,444
Perry	42,871	-10.4	5,530	3,268	5,438	5,535	512	7,621
Pike	65,602	-7.8	7,430	6,633	7,115	7,284	770	8,067
Powell	5,830	-24.0	550	947	588	613	92	302
Pulaski	32,396	-18.7	4,260	5,186	4,611	4,681	510	4,482
Robertson	2,822	-17.4	610	737	640	659	64	426
Rockcastle	14,452	-15.8	1,170	2,366	1,207	1,240	255	1,062
Rowan	11,107	-12.8	1,460	1,345	1,473	1,500	217	1,675
Russell	12,451	-8.5	1,200	2,194	1,172	1,187	173	915
Scott	12,826	-10.4	2,890	1,617	2,800	2,892	195	2,811
Shelby	16,149	-9.1	3,540	2,086	3,384	3,506	207	3,723
Simpson	10,405	-11.5	1,910	1,484	1,818	1,868	176	2,229
Spencer	5,585	-17.3	980	1,115	1,043	1,058	68	644
Taylor	12,645	-6.7	2,070	1,829	1,961	2,013	178	1,917
Todd	12,982	-8.8	1,790	1,766	1,713	1,771	196	1,507
Trigg	10,179	-20.4	1,400	1,609	1,527	1,553	104	1,050
Trimble	4,813	-14.1	930	1,084	930	973	81	324
Union	16,735	-3.9	3,240	1,217	2,970	3,057	224	2,711
Warren	33,226	-9.3	6,050	3,608	5,787	5,987	626	8,674
Washington	11,650	-10.1	1,990	2,143	1,961	1,997	149	1,864
Wayne	15,278	-11.2	1,450	2,437	1,357	1,466	177	1,385
Webster	16,753	-12.7	2,970	1,647	2,977	3,066	282	2,840
Whitley	28,236	-14.8	3,260	2,796	3,340	3,434	469	5,128
Wolfe	8,294	-17.0	610	1,642	646	654	108	390
Woodford	10,714	-9.6	2,190	820	2,109	2,194	159	2,088

City

METROPOLITAN DISTRICTS—COUNTIES

LOUISVILLE (Jefferson; Clark; Floyd, Ind.)	503,989	+11.7	131,870	6,229	105,487	108,086	7,865	165,965
TOTAL STATE	2,607,673	-8.0	478,740	252,894	444,416	456,633	40,283	\$554,228

NOTE: Boyd County contained in Huntington-Ashland Metropolitan District. Listed under West Virginia. Campbell, Kenton Counties contained in Cincinnati Metropolitan District. Listed under Ohio. Henderson County contained in Evansville Metropolitan District. Listed under Indiana.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# LOUISIANA

Population 1943*	2,339,596
Radio Homes, 1944 (RADIO DAILY Estimate)	350,620
No. of Farms, 1940	150,007

Parish	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	Projection	Stores	Sales
Acadia	41,712	-9.8	4,300	3,937	4,203	4,300	627	\$7,510
Allen	16,477	-6.1	2,010	1,302	1,878	1,933	195	1,998
Ascension	20,070	-5.4	2,170	1,411	2,012	2,060	266	2,929
Assumption	16,578	-10.6	1,380	551	1,373	1,391	204	2,380
Avozelles	35,244	-10.2	3,510	5,242	3,395	3,511	592	4,362
Beauregard	16,786	+13.1	1,920	1,709	1,504	1,551	195	2,065
Bienville	20,516	-14.5	2,040	3,083	2,090	2,142	220	2,658
Bossier	30,160	+3.5	3,900	3,079	3,286	3,422	276	4,528
Caddo	See Listing—End of State							
Calcasieu	73,917	+30.8	12,950	1,776	9,043	9,179	973	16,994
Caldwell	10,331	-14.2	1,300	1,252	1,296	1,348	120	1,358
Cameron	5,493	-23.7	700	842	789	813	97	505
Catahoula	11,394	-22.1	900	2,219	915	1,019	132	1,136

Parish	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Claiborne	26,271	-12.0	2,640	3,758	2,645	2,698	318	3,720
Concordia	13,195	- 9.4	1,170	1,824	1,137	1,161	167	1,913
DeSoto	27,548	-13.4	2,310	4,397	2,313	2,378	303	3,591
East Baton Rouge	112,246	+27.0	22,350	1,853	15,889	16,314	1,277	37,038
East Carroll	16,986	-16.0	1,490	2,876	1,500	1,582	159	2,239
East Feliciana	17,847	- 1.1	970	1,971	877	889	132	1,072
Evangeline	30,581	+ 0.3	2,010	4,578	1,781	1,827	409	2,613
Franklin	28,907	-10.7	2,760	5,865	2,704	2,792	267	3,346
Grant	15,751	- 1.1	1,690	1,423	1,491	1,549	177	1,651
Iberia	34,400	- 7.5	4,610	1,314	4,411	4,519	512	7,455
Iberville	24,784	- 8.5	2,540	741	2,476	2,512	351	3,681
Jackson	15,790	-11.3	2,210	1,638	2,186	2,231	156	3,029
Jefferson	See Listing—End of State							
Jefferson Davis	22,570	- 6.7	2,790	1,665	2,620	2,711	311	4,636
Lafayette	43,190	- 1.7	4,890	3,441	4,428	4,528	681	8,896
Lafourche	34,489	-10.7	3,440	1,120	3,342	3,474	401	7,309
LaSalle	12,183	+11.2	1,610	704	1,297	1,322	150	2,058
Lincoln	22,513	- 9.2	2,850	2,842	2,744	2,824	255	3,773
Livingston	16,045	- 9.8	1,770	2,162	1,757	1,771	194	1,567
Madison	16,753	- 9.2	1,580	2,524	1,533	1,561	202	2,885
Morehouse	25,786	- 6.5	2,610	3,744	2,454	2,511	210	3,845
Natchitoches	37,357	- 8.9	3,230	4,886	3,091	3,197	392	4,546
Orleans	See Listing—End of State							
Ouachita	60,437	+ 2.1	11,240	2,499	9,735	10,035	947	21,681
Plaquemines	9,663	-21.6	1,270	602	1,446	1,464	137	938
Pointe Coupee	21,951	- 8.6	1,830	2,828	1,748	1,815	338	2,715
Rapides	93,157	+27.0	12,750	3,368	8,978	9,309	957	18,428
Red River	14,018	-11.7	1,070	2,338	1,159	1,180	113	1,355
Richland	25,492	-11.6	2,450	4,866	2,439	2,549	253	3,240
Sabine	21,307	- 9.7	2,020	2,540	1,928	2,020	261	2,581
St. Bernard	7,480	+ 2.7	1,240	111	1,073	1,093	102	701
St. Charles	11,748	- 4.7	1,510	253	1,417	1,441	188	1,553
St. Helena	7,885	-17.4	620	1,709	661	672	49	321
St. James	14,187	-14.5	1,210	434	1,213	1,270	242	1,748
St. John the Baptist	13,303	- 9.9	1,450	181	1,422	1,449	196	1,705
St. Landry	68,854	- 3.7	5,320	7,883	4,915	5,021	829	10,128
St. Martin	23,081	-12.6	1,760	2,440	1,784	1,812	369	2,681
St. Mary	32,802	+ 4.3	4,070	387	3,505	3,569	404	5,001
St. Tammany	22,184	- 6.1	3,290	1,245	3,098	3,158	350	3,697
Tangipahoa	42,352	- 7.0	5,240	4,521	5,026	5,089	544	7,812
Tensas	13,204	-17.2	970	2,371	1,021	1,050	162	1,450
Terrebonne	35,182	- 1.9	3,880	917	3,441	3,590	493	8,035
Union	20,780	- 0.8	2,510	3,248	2,169	2,298	203	1,968
Vermilion	34,111	- 9.6	3,500	3,392	3,437	3,495	516	4,869
Vernon	26,871	+40.4	2,020	1,885	1,977	2,019	209	2,270
Washington	32,383	- 6.0	4,710	3,261	4,443	4,526	396	6,223
Webster	34,442	+ 2.3	4,810	2,785	4,208	4,295	394	5,705
West Baton Rouge	10,388	- 7.8	1,080	501	1,049	1,061	107	1,205
West Carroll	17,020	-11.6	2,060	3,275	2,044	2,103	194	1,903
West Feliciana	10,996	- 6.2	490	1,253	467	473	82	676
Winn	14,865	-12.2	1,690	1,641	1,610	1,731	154	2,120

City	METROPOLITAN DISTRICTS—COUNTIES							
NEW ORLEANS (Jefferson, Orleans)	574,164	+ 5.4	129,010	483	110,175	112,180	9,991	185,931
SHREVEPORT (Caddo)	132,420	-11.8	25,950	5,061	25,835	26,484	2,255	56,696
TOTAL STATE	2,339,596	- 0.8	350,620	150,007	207,833	315,261	32,356	\$522,652

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# MAINE

Population 1943\* . . . . . 795,228  
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . . . 198,630  
 No. of Farms, 1940 . . . . . 38,980

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Androscoggin	76,225	- 0.6	19,790	2,111	17,657	18,150	1,511	\$30,783
Aroostook	78,717	-16.6	13,540	5,706	14,031	14,559	1,639	23,982
Cumberland	See Listing—End of State							
Franklin	17,708	-11.0	4,310	1,469	4,266	4,348	469	5,659
Hancock	24,396	-24.7	6,590	1,804	7,501	7,757	887	10,787

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Kennebec	70,392	- 8.9	17,040	3,449	16,464	16,868	1,543	28,390
Knox	22,474	-17.2	6,380	1,544	6,704	6,869	732	9,891
Lincoln	14,356	-11.8	3,920	1,810	3,850	4,012	411	5,624
Oxford	37,008	-13.3	8,930	2,509	9,047	9,204	795	11,968
Penobscot	93,590	- 3.6	22,950	3,932	21,146	21,649	1,768	36,143
Piscataquis	17,241	- 6.6	4,360	977	4,156	4,232	359	4,483
Sagadahoc	18,236	- 4.6	4,900	669	4,558	4,662	370	6,260
Somerset	31,088	-17.7	7,730	2,863	8,279	8,509	790	9,741
Waldo	16,727	-20.9	4,150	2,593	4,547	4,667	480	5,181
Washington	29,915	-20.7	7,210	2,358	7,816	8,102	893	9,383
York	88,412	+ 8.2	23,240	2,240	19,340	19,689	2,147	27,914
City								
PORTLAND								
(Cumberland)	158,743	+10.5	43,590	2,937	34,977	36,033	2,964	69,868
TOTAL STATE..	795,288	- 5.8	198,630	38,980	184,348	189,300	17,758	\$296,057

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

Population 1943\* ..... 1,967,963  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 490,240  
 No. of Farms, 1940 ..... 42,110

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Allegany	83,623	- 3.9	20,590	1,132	18,896	19,427	1,423	\$29,240
Anne Arundel	See Listing—End of State							
Baltimore	See Listing—End of State							
Baltimore City	See Listing—End of State							
Calvert	10,769	+ 2.7	1,460	1,177	1,256	1,286	202	1,962
Caroline	15,858	- 9.6	3,510	1,817	3,450	3,507	346	4,091
Carroll	38,672	- 1.0	8,820	3,188	7,950	8,090	585	9,364
Cecil	30,647	+16.1	6,460	1,456	4,897	5,136	443	6,201
Charles	20,691	+25.6	2,590	1,276	1,799	1,907	231	3,141
Dorchester	24,015	-14.3	4,840	1,486	4,769	5,040	618	6,943
Frederick	52,228	- 8.9	11,680	3,466	11,525	11,793	927	18,123
Garrett	18,810	-14.4	3,140	2,068	3,146	3,267	263	4,031
Harford	42,628	+33.8	9,820	2,269	6,567	6,823	557	9,261
Howard	18,349	+ 6.8	3,720	1,007	3,071	3,176	302	4,447
Kent	12,998	- 3.5	2,770	852	2,444	2,613	319	4,133
Montgomery	See Listing—End of State							
Prince Georges	See Listing—End of State							
Queen Annes	12,256	-15.3	2,550	1,271	2,527	2,579	232	2,868
St. Marys	17,716	+21.1	1,720	1,347	1,280	1,313	250	2,365
Somerset	17,573	-16.2	3,310	1,193	3,357	3,521	432	3,121
Talbot	15,913	-15.3	3,770	1,033	3,853	3,970	390	6,863
Washington	70,360	+ 2.2	17,140	2,516	14,843	15,305	1,300	23,162
Wicomico	32,116	- 7.0	7,830	2,191	7,335	7,597	687	12,970
Worcester	18,212	-14.1	4,000	1,767	4,001	4,169	468	7,573
City								
BALTIMORE (Baltimore (city), Anne Arundel, Baltimore)								
Baltimore)	1,197,493	+11.6	319,230	5,378	252,619	261,658	22,478	457,989
TOTAL STATE..	1,967,963	+ 8.9	490,240	42,110	396,338	410,164	34,063	\$664,491

NOTE:Montgomery, Prince Georges Counties contained in Washington, D. C. Metropolitan District. Listed under Washington, D. C.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

Population 1943\* ..... 4,116,242  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 1,133,480  
 No. of Farms, 1940 ..... 31,897

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Barnstable	36,113	- 2.8	10,510	1,422	9,684	9,825	1,084	\$21,793
Berkshire	120,299	- 1.6	33,390	1,684	30,007	30,922	2,259	51,640
Bristol	See Listing—End of State							
Dukes	4,649	-17.2	1,410	208	1,508	1,517	222	3,248
Essex	See Listing—End of State							

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Franklin	47,211	— 4.5	13,340	2,434	12,347	12,704	932	19,792
Hampden	See Listing—End of State							
Hampshire	See Listing—End of State							
Middlesex	See Listing—End of State							
Nantucket	2,529	—25.0	810	43	948	955	119	2,110
Norfolk	See Listing—End of State							
Plymouth	See Listing—End of State							
Suffolk	See Listing—End of State							
Worcester	See Listing—End of State							

City	METROPOLITAN DISTRICTS—COUNTIES							
BOSTON (Suffolk, Essex, Middlesex, Norfolk, Plymouth)								
LOWELL								
LAWRENCE								
HAVERHILL	2,692,242	— 4.6	740,670	11,857	682,799	705,399	55,758	1,282,454
FALL RIVER (Bristol)								
NEW BEDFORD	340,315	— 6.7	94,530	3,833	89,300	91,776	7,110	126,600
SPRINGFIELD (Hampden, Hampshire)								
HOLYOKE	395,266	— 2.3	109,840	4,582	99,027	101,708	7,741	171,943
WORCESTER								
(Worcester)	477,618	— 5.1	128,980	5,834	119,210	122,836	8,775	196,533
TOTAL STATE..	4,116,242	— 4.5	1,133,480	31,897	1,044,830	1,077,642	84,000	\$1,876,113

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# MICHIGAN

Population 1943\* ..... 5,282,307  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 1,445,290  
 No. of Farms, 1940 ..... 187,589

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Alcona	4,322	—20.8	1,040	792	1,130	1,171	99	\$1,047
Alger	8,455	—16.5	1,800	568	1,905	1,932	162	2,683
Allegan	37,375	—10.7	10,200	4,775	10,018	10,305	790	10,837
Alpena	18,456	—10.9	4,260	1,362	4,225	4,307	330	6,487
Antrim	9,150	—16.5	2,030	1,249	2,145	2,180	167	1,857
Arenac	7,246	—21.5	1,540	1,359	1,726	1,744	165	2,211
Baraga	6,683	—28.6	1,570	850	1,895	1,938	135	2,141
Barry	20,584	— 9.0	5,880	3,111	5,715	5,824	289	4,896
Bay	See Listing—End of State							
Benzie	6,109	—21.4	1,620	798	1,795	1,822	180	2,184
Berrien	89,337	+ 0.4	25,470	5,324	22,559	23,150	1,672	33,004
Branch	24,378	— 5.7	7,200	2,792	6,774	6,928	514	7,563
Calhoun	99,999	+ 6.1	29,260	3,523	24,493	25,227	1,737	36,390
Cass	20,572	— 6.1	5,850	2,466	5,478	5,627	385	5,170
Charlevoix	10,208	—21.3	2,510	1,124	2,706	2,821	286	3,572
Cheboygan	10,257	—24.8	2,240	1,122	2,545	2,625	267	3,658
Chippewa	28,031	+ 4.9	6,550	1,584	5,597	5,699	459	9,036
Clare	8,012	—12.6	1,910	899	1,889	1,973	190	2,651
Clinton	25,316	— 5.1	6,950	3,141	6,428	6,615	423	5,949
Crawford	2,562	—32.0	580	101	740	754	111	1,525
Delta	30,786	— 9.6	7,510	1,426	7,286	7,509	575	10,424
Dickinson	22,849	—20.5	6,030	623	6,676	6,782	470	7,687
Eaton	32,743	— 4.0	9,650	3,354	8,801	9,103	623	8,473
Emmet	12,317	—22.0	2,860	1,120	3,189	3,252	364	7,110
Genesee	See Listing—End of State							
Gladwin	7,894	—15.9	1,840	1,296	1,915	1,961	158	1,909
Gogebic	25,784	—18.9	6,510	842	7,106	7,263	569	9,808
Grand Traverse	20,988	—10.3	5,000	1,614	4,903	5,002	338	9,505
Gratiot	28,238	—12.3	7,510	3,346	7,405	7,662	586	9,338
Hillsdale	27,771	— 4.5	7,850	3,601	7,224	7,475	518	6,594
Houghton	36,070	—24.2	9,780	1,644	11,116	11,377	802	13,249
Huron	27,878	—14.4	6,710	4,155	6,837	6,904	579	8,171
Ingham	See Listing—End of State							
Ionia	32,038	—10.3	8,580	3,041	8,353	8,583	667	8,633
Iosca	7,196	—15.7	1,830	741	1,862	1,952	168	2,264
Iron	16,906	—16.5	4,150	857	4,382	4,466	322	5,200
Isabella	21,506	—17.2	5,360	2,619	5,628	5,769	373	6,778
Jackson	95,102	+ 2.1	28,550	3,386	23,193	23,707	1,592	35,064
Kalamazoo	See Listing—End of State							
Kalkaska	3,654	—29.2	780	690	891	969	60	740
Kent	See Listing—End of State							
Keweenaw	2,917	—26.1	730	140	63,953	65,723	4,479	102,253
Lake	4,001	—16.6	840	697	871	873	44	577
Lapeer	30,332	— 5.6	6,980	3,444	8,711	9,151	115	802
Leelanau	6,130	—27.1	1,280	1,119	1,517	1,553	170	7,789

County	POPULATION			Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13	1940-13			1940 Census	NAB Projection	Stores	Sales
Lenawee	51,222	— 3.6	14,420	4,186	13,200	13,808	1,011	16,740	
Livingston	21,024	+ 08	5,730	2,236	5,112	5,251	386	6,301	
Luce	6,783	— 8.6	1,110	189	1,069	1,103	77	1,968	
Mackinac	7,124	—24.3	1,540	511	1,722	1,793	208	2,281	
Macomb	See Listing—End of State								
Manistee	15,492	—16.0	4,230	1,338	4,435	4,504	375	5,324	
Marquette	40,333	—14.3	10,400	1,030	10,608	10,833	781	14,758	
Mason	18,809	— 2.8	5,020	1,858	4,589	4,695	364	5,727	
Mecosta	14,392	—14.9	3,650	2,144	3,679	3,835	318	4,286	
Menominee	21,610	—13.2	5,420	2,002	5,484	5,683	367	4,426	
Midland	28,535	+ 5.3	7,040	2,113	5,956	6,129	353	7,612	
Missaukee	6,511	—19.0	1,310	1,214	1,394	1,440	108	1,511	
Monroe	58,198	— 0.7	15,260	4,165	13,549	14,003	948	15,712	
Montcalm	24,995	—12.5	6,920	3,685	6,923	7,133	636	7,393	
Montmorency	2,831	—26.3	560	500	667	676	77	809	
Muskegon	99,837	+ 5.7	28,210	2,277	23,998	24,324	1,492	33,219	
Newaygo	16,822	—12.8	4,170	2,799	4,236	4,295	298	3,717	
Oakland	See Listing—End of State								
Oceana*	12,415	—16.2	3,060	2,015	3,182	3,262	274	3,158	
Ogemaw	8,051	— 7.7	1,680	1,080	1,559	1,649	156	2,430	
Ontonagon	7,130	—37.2	1,800	1,239	2,401	2,452	197	2,378	
Osceola	12,094	— 9.1	2,860	1,929	2,777	2,836	236	2,998	
Oscoda	1,937	—23.8	420	247	478	486	72	554	
Otsego	4,658	—20.1	970	514	958	979	135	1,813	
Ottawa	58,480	— 1.8	16,460	4,369	14,882	15,240	998	19,197	
Presque Isle	9,936	—18.8	1,890	1,105	2,044	2,076	198	2,436	
Roscommon	3,130	—14.7	810	197	828	851	148	1,441	
Saginaw	See Listing—End of State								
St. Clair	78,314	+ 2.8	22,000	4,533	18,953	19,456	1,329	27,451	
St. Joseph	27,523	—13.3	8,280	2,336	8,321	8,532	709	10,757	
Sanilac	26,677	—11.4	6,900	4,897	6,738	6,868	551	7,059	
Schooner	7,593	—20.3	1,780	382	1,939	1,963	173	2,873	
Shiawassee	38,687	— 6.1	10,900	3,246	10,179	10,484	766	13,178	
Tuscola	33,026	— 7.5	8,050	4,590	7,707	7,892	611	9,562	
Van Buren	30,381	—13.4	8,960	4,348	8,881	9,237	816	10,975	
Washtenaw	99,649	+ 23.3	28,360	3,363	20,880	21,332	1,761	38,361	
Wayne	See Listing—End of State								
Wexford	15,013	—16.5	3,810	1,336	4,023	4,100	342	5,888	
<b>CITY METROPOLITAN DISTRICTS—COUNTIES</b>									
DETROIT (Macomb, Oakland, Wayne)	2,566,463	+ 8.1	705,290	11,557	582,775	597,704	39,675	990,123	
FLINT (Genesee)	224,163	— 1.7	62,280	5,281	56,536	57,660	3,594	89,672	
GRAND RAPIDS (Kent)	228,290	— 7.3	67,700	5,623	63,953	65,723	4,479	102,253	
KALAMAZOO (Kalamazoo)	100,260	+ 0.2	28,800	2,909	25,472	26,175	1,784	43,610	
LANSING (Ingham)	121,891	— 6.7	36,370	2,999	34,502	35,306	2,095	58,173	
SAGINAW (Bay, Saginaw)	201,876	— 1.7	54,080	8,552	48,712	50,073	3,171	71,657	
<b>TOTAL STATE</b>	<b>5,282,307</b>	<b>+ 0.6</b>	<b>1,445,290</b>	<b>187,589</b>	<b>1,271,499</b>	<b>1,304,149</b>	<b>90,038</b>	<b>\$1,954,069</b>	

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

Population 1943\* 2,541,000  
 Radio Homes, 1944 (RADIO DAILY Estimate) 677,240  
 No. of Farms, 1940 197,351

County	POPULATION			Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-13	1940-13			1940 Census	NAB Projection	Stores	Sales
Aitkin	13,220	—26.0	3,560	2,858	3,739	3,791	401	\$3,410	
Anoka	See Listing—End of State								
Becker	21,323	—19.7	4,690	3,321	5,149	5,212	370	5,550	
Beltrami	21,165	—18.9	4,780	2,696	5,041	5,244	521	7,822	
Benton	14,551	— 9.7	3,120	1,615	3,084	3,116	322	3,886	
Big Stone	8,720	—16.5	2,180	1,131	2,303	2,338	285	3,804	
Blue Earth	31,987	—11.6	8,670	3,046	8,547	8,845	861	17,137	
Brown	23,229	— 9.1	6,010	2,073	5,778	5,953	486	9,312	
Carlton	21,459	—11.4	5,230	2,510	5,212	5,282	420	6,563	
Carver	15,758	—10.5	3,850	2,053	3,750	3,889	381	4,838	
Cass	15,544	—24.7	3,360	2,530	3,856	3,960	405	3,582	
Chippawa	13,843	—18.2	3,630	1,757	3,908	3,954	303	6,354	
Chisago	11,215	—14.5	2,930	2,035	3,027	3,088	318	3,088	
Clay	22,164	—12.6	5,490	2,128	5,514	5,661	390	8,169	
Clearwater	9,324	—16.4	2,050	1,803	2,133	2,178	206	2,049	
Cook	2,064	—31.4	490	161	606	613	94	897	



County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Cottonwood	13,629	-15.6	3,450	1,978	3,557	3,672	297	4,026
Crow Wing	25,047	-17.1	6,460	2,076	6,778	6,954	674	10,478
Dakota	40,313	+ 1.6	10,040	2,358	8,534	8,964	653	12,694
Dodge	11,089	-14.2	2,830	1,796	2,873	2,946	231	2,890
Douglas	18,131	-11.0	4,540	2,695	4,487	4,583	462	6,297
Faribault	21,692	- 9.4	5,550	2,525	5,459	5,608	544	8,272
Fillmore	22,681	-12.2	5,740	3,169	5,673	5,859	625	6,480
Freeborn	28,911	- 9.0	7,630	3,069	7,267	7,551	539	11,269
Goodhue	28,809	- 8.7	7,680	3,037	7,358	7,607	672	11,016
Grant	8,472	-13.8	2,150	1,384	2,156	2,236	223	2,908
Hennepin	See Listing—End of State							
Houston	12,809	-13.1	3,170	1,845	3,174	3,269	298	3,443
Hubbard	8,864	-20.0	1,990	1,489	2,127	2,209	206	2,482
Isanti	10,826	-16.4	2,370	1,956	2,481	2,544	221	2,855
Itasca	28,874	-12.5	6,750	3,105	6,943	7,061	606	8,787
Jackson	14,563	-13.3	3,720	2,285	3,722	3,829	276	4,275
Kanabec	8,240	-14.6	1,940	1,755	1,994	2,035	166	2,049
Kandiyohi	24,210	- 8.7	5,690	2,019	5,646	5,752	494	8,641
Kittling	8,872	-17.2	2,100	1,481	2,123	2,146	226	3,083
Koochiching	15,191	-10.3	3,510	1,552	3,427	3,507	434	5,430
Lac qui Parle	13,720	-11.5	3,360	2,094	3,335	3,428	269	3,701
Lake	6,245	-10.2	1,890	411	1,868	1,891	211	2,855
Lake of the Woods	4,040	-32.4	890	1,072				
Le Sueur	16,940	-11.9	4,450	2,125	1,119	1,150	145	966
Lincoln	9,561	-11.4	2,320	1,564	4,419	4,537	395	4,895
Lyon	18,134	-15.9	4,580	1,976	2,298	2,346	206	2,309
McLeod	19,281	- 9.8	4,760	2,504	4,712	4,876	466	8,654
Mahnomen	6,701	-16.8	1,260	983	4,676	4,762	520	7,111
Marshall	14,987	-18.4	3,400	2,879	1,325	1,358	114	1,354
Martin	21,440	-13.0	5,640	2,557	3,629	3,693	314	3,561
Meeker	17,282	-10.3	4,260	2,484	5,616	5,817	540	9,159
Millie Laes	13,034	-16.2	3,150	2,132	4,175	4,256	397	5,168
Morrison	24,423	-11.1	5,200	3,418	3,263	3,344	317	4,389
Mower	35,338	- 2.1	9,310	2,574	5,163	5,252	590	5,898
Murray	13,089	-13.1	3,050	2,100	8,346	8,622	643	13,681
Nicollet	17,251	- 5.6	3,940	1,496	3,081	3,150	254	3,458
Nobles	18,921	-10.8	4,850	2,211	3,681	3,790	284	3,772
Norman	11,498	-22.0	2,740	2,003	4,760	4,901	406	8,151
Olmstead	37,422	-12.3	9,340	2,453	3,012	3,114	280	3,413
Otter Tail	45,317	-14.8	10,400	7,031	9,193	9,532	702	19,350
Pennington	10,847	-16.0	2,660	1,366	10,604	10,949	814	11,995
Pine	17,800	-17.1	4,130	3,506	2,766	2,829	221	4,886
Pipestone	12,006	-13.0	3,060	1,319	4,349	4,430	406	4,286
Polk	30,972	-17.9	7,440	4,342	3,018	3,155	320	5,638
Pope	11,900	-12.1	2,930	1,864	7,880	8,092	775	10,836
Ramsey	See Listing—End of State							
Red Lake	6,597	-11.0	1,400	985	2,924	2,986	259	2,971
Redwood	20,187	- 9.4	5,020	2,663	1,385	1,410	151	1,606
Renville	21,740	-11.7	5,310	3,095	4,836	4,970	454	6,899
Rice	28,886	-10.2	6,830	2,388	5,300	5,416	495	6,963
Rock	9,415	-13.9	2,450	1,368	6,657	6,828	555	9,625
Roseau	12,908	-14.5	2,740	2,433	2,475	2,556	231	3,406
St. Louis	See Listing—End of State							
Scott	13,972	-10.3	3,100	1,598	2,812	2,881	243	3,108
Sherburne	8,316	-20.5	1,730	1,211	2,995	3,103	417	4,240
Sibley	13,910	-16.3	3,360	2,326	1,899	1,936	189	2,139
Stearns	58,447	-13.0	12,290	4,685	3,425	3,575	307	3,837
Steele	18,195	- 7.9	4,510	1,970	12,424	12,669	1,357	19,839
Stevens	9,812	-11.1	2,320	1,337	4,618	4,603	325	7,270
Swift	13,513	-12.6	3,250	1,876	2,274	2,338	192	3,614
Todd	22,401	-18.4	5,240	3,720	3,293	3,356	322	4,612
Traverse	7,139	-13.8	1,800	1,102	5,594	5,695	416	5,344
Wabash	15,286	-13.4	3,920	1,696	1,846	1,878	166	2,314
Wadena	11,154	-12.7	2,470	1,624	3,919	4,035	427	4,784
Waseca	13,512	-11.0	3,490	1,703	2,504	2,547	252	3,961
Washington	See Listing—End of State							
Watsonwan	12,763	- 8.2	6,240	1,468	3,416	3,525	282	4,435
Wilkin	9,372	-10.5	2,190	1,250	3,158	3,291	292	4,665
Winona	34,124	- 9.7	8,900	2,089	2,180	2,215	202	2,664
Wright	24,547	- 0.9	5,970	3,798	8,631	8,908	801	14,292
Yellow Medicine	15,324	- 9.4	3,860	2,222	5,889	6,026	641	6,755

City	METROPOLITAN DISTRICTS—COUNTIES							
DULUTH (St. Louis; Douglas, Wisc.)								
SUPERIOR, WISC.	228,354	-10.1	63,660	10,035	62,661	63,657	4,952	102,279
MINNEAPOLIS (Anoka, Hennepin, Ramsey, Washington)								
ST. PAUL	910,305	- 1.5	270,890	8,557	244,382	250,823	17,920	508,228
TOTAL STATE..	2,541,000	- 8.9	677,240	197,351	647,499	664,296	54,511	\$1,081,158

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# MISSISSIPPI

Population 1943\* ..... 2,030,258

Radio Homes, 1944 (RADIO

DAILY Estimate) ..... 223,071

No. of Farms, 1940 ..... 291,092

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Adams	26,107	— 4.2	3,080	1,641	2,798	2,909	402	\$8,072
Alcorn	23,697	—12.1	3,770	2,835	3,702	3,847	418	4,890
Amite	20,400	— 6.8	1,780	3,868	1,697	1,732	209	1,190
Attala	25,797	—14.7	2,550	4,518	2,637	2,733	204	3,475
Benton	8,624	—17.3	760	1,746	757	813	111	364
Bolivar	61,336	— 9.2	5,170	12,005	4,889	5,123	828	9,184
Calhoun	17,802	—14.8	2,280	3,237	2,333	2,404	210	1,517
Carroll	16,244	—21.2	1,400	3,745	1,487	1,576	138	1,037
Chickasaw	19,075	— 8.2	2,080	2,177	1,942	2,041	241	1,816
Choctaw	11,515	—15.0	1,100	2,115	1,138	1,160	149	937
Claiborne	12,014	— 6.2	910	1,800	829	873	147	1,490
Clarke	18,272	—11.3	1,860	2,525	1,835	1,881	165	1,693
Clay	17,403	— 8.5	1,780	2,689	1,681	1,765	215	2,345
Coahoma	45,152	— 6.2	4,130	7,758	3,840	4,011	506	8,849
Copiah	29,805	—12.3	3,110	4,526	3,058	3,177	345	4,077
Covington	15,561	— 8.6	1,620	2,609	1,514	1,602	198	1,531
De Soto	25,749	— 3.4	1,670	5,536	1,446	1,556	189	1,978
Forrest	45,443	+30.2	6,950	1,270	4,814	4,952	528	9,651
Franklin	9,802	—21.6	990	1,691	1,111	1,122	143	944
George	8,494	— 2.4	840	972	733	773	95	1,050
Greene	8,072	—15.1	660	923	689	698	86	752
Grenada	19,213	+ 0.8	1,960	2,222	1,720	1,750	214	2,854
Hancock	9,996	—11.8	1,310	509	1,285	1,331	174	1,351
Harrison	61,916	+22.2	10,840	1,030	7,815	8,219	905	12,437
Hinds	See Listing—End of State							
Holmes	37,049	— 6.7	2,590	6,350	2,460	2,515	402	4,263
Humphreys	24,387	— 7.1	1,890	4,304	1,763	1,832	215	2,702
Issaquena	5,206	—19.1	290	1,158	297	320	35	301
Itawamba	15,522	—22.1	1,540	3,565	1,636	1,740	297	896
Jackson	31,429	+53.6	5,270	753	3,113	3,225	285	3,192
Jasper	17,619	— 9.6	1,440	3,134	1,409	1,443	214	1,484
Jefferson	11,938	—14.5	640	2,492	641	676	113	1,141
Jefferson Davis	14,346	— 9.6	1,100	2,833	1,051	1,095	115	1,313
Jones	48,110	— 2.3	6,850	3,951	6,136	6,342	632	9,128
Kemper	16,403	—25.0	1,110	3,482	1,248	1,301	219	1,207
Lafayette	19,987	— 6.0	2,050	3,405	2,054	2,137	261	2,504
Lamar	6,952	—42.5	760	1,347	1,143	1,155	122	789
Lauderdale	58,604	+ 0.6	8,150	2,844	7,109	7,344	736	13,758
Lawrence	12,634	— 9.6	990	2,319	956	990	162	1,188
Leake	20,595	—16.2	1,800	4,205	1,858	1,917	233	2,325
Lee	34,322	—11.6	4,770	4,973	4,734	4,863	499	6,543
Leflore	49,983	— 6.4	5,330	7,727	4,961	5,128	570	10,082
Lincoln	24,561	—10.7	2,770	3,617	2,722	2,799	352	4,149
Lowndes	35,320	+ 0.2	4,080	3,330	3,583	3,699	434	6,083
Madison	34,156	— 8.9	2,750	5,538	2,640	2,719	304	3,616
Marion	21,235	—11.8	2,110	3,129	2,081	2,153	335	3,556
Marshall	24,115	— 5.5	1,370	4,304	1,375	1,425	280	2,045
Monroe	33,163	—11.9	3,750	5,272	3,706	3,823	433	4,830
Montgomery	14,856	— 5.4	1,680	2,275	1,532	1,604	205	1,844
Neshoba	24,588	—11.8	2,430	4,384	2,407	2,481	181	2,095
Newton	20,496	—15.5	2,060	3,483	2,123	2,188	241	2,466
Noxubee	21,467	—16.4	1,060	4,267	1,089	1,125	217	2,309
Oktibbeha	20,880	— 5.7	2,020	2,743	1,870	1,944	229	2,654
Panola	31,807	— 7.6	3,050	6,998	2,909	2,990	302	4,209
Pearl River	17,248	— 9.8	2,420	1,530	2,360	2,420	256	3,075
Perry	8,155	—12.2	750	989	759	770	82	655
Pike	32,432	— 7.3	4,510	3,142	4,204	4,373	505	6,487
Pontotoc	18,924	—17.4	2,290	3,975	2,414	2,467	231	1,675
Prentiss	17,927	—14.3	2,250	3,113	2,276	2,338	277	2,074
Quitman	24,631	— 9.4	2,790	5,511	2,645	2,759	245	2,487
Rankin	25,101	—10.1	2,230	3,605	2,064	2,231	216	1,670
Scott	21,892	— 5.4	2,510	3,398	2,072	2,392	236	3,095
Sharkey	13,993	— 9.3	1,410	2,244	1,355	1,393	136	1,999
Shenandoah	18,607	—15.5	2,030	3,369	2,066	2,164	253	1,869
Smith	15,348	—20.9	1,570	3,289	1,670	1,765	177	985
Stamps	5,571	— 9.5	660	516	639	660	97	885
Sunflower	54,820	—10.1	4,820	10,981	4,644	4,825	536	6,520
Tallahatchie	31,265	— 8.5	2,840	6,415	2,659	2,815	253	2,637
Tate	17,196	—10.9	1,620	3,924	1,650	1,631	229	1,714
Tippah	16,291	—17.2	2,010	3,004	2,128	2,168	234	1,627
Tishomingo	15,167	—10.6	1,870	2,402	1,850	1,891	197	1,026
Tunica	21,554	— 4.7	1,530	6,080	1,365	1,451	214	2,498
Union	19,016	—13.0	2,620	3,308	2,656	2,701	288	2,216
Walthall	15,679	—10.6	1,310	3,410	1,288	1,318	112	2,006
Warren	37,513	— 5.3	5,770	2,310	5,371	5,490	470	9,028
Washington	64,988	— 3.8	6,830	7,915	6,267	6,441	716	12,815

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Wayne	13,975	-17.4	1,070	2,162	1,122	1,154	166	1,398
Webster	11,736	-17.1	1,390	2,370	1,457	1,494	220	1,782
Wilkinson	16,443	+ 3.1	1,450	2,222	1,242	1,284	237	2,058
Winston	20,087	-11.7	1,750	3,380	1,758	1,789	213	2,157
Yalobusha	15,985	-13.1	1,760	2,928	1,770	1,814	241	2,091
Yazoo	35,539	-11.4	2,920	6,066	2,876	2,950	446	4,902

METROPOLITAN DISTRICTS—COUNTIES								
City JACKSON (Hinds)	13,327	+ 5.6	17,790	6,396	14,728	15,334	1,336	34,488
TOTAL STATE	2,030,258	- 7.0	223,071	291,092	205,613	213,312	24,421	\$303,274

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# MISSOURI

Population 1943\* . . . . . 3,575,734  
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . . . 901,820  
 No. of Farms, 1940 . . . . . 256,100

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Adair	16,974	-16.2	4,510	2,209	4,731	4,802	409	\$5,827
Andrew	10,463	-19.6	2,470	2,233	3,020	3,090	236	1,713
Atchison	10,600	-17.8	2,720	1,513	2,910	2,964	212	2,853
Audrain	21,877	- 3.5	5,720	2,107	5,322	5,397	379	5,964
Barry	19,510	-17.1	3,960	3,341	4,150	4,264	382	3,533
Barton	11,032	-22.0	2,530	1,992	2,697	2,881	277	2,279
Bates	15,873	-18.7	3,630	3,011	3,939	3,985	406	3,464
Benton	9,142	-18.0	1,720	2,119	1,841	1,868	210	1,626
Bollinger	10,092	-21.8	1,400	2,175	1,536	1,595	193	926
Boone	33,900	- 3.1	8,870	2,837	8,221	8,291	679	12,980
Buchanan	See Listing—End of State							
Butler	30,963	- 9.7	4,750	3,373	4,537	4,745	491	6,255
Caldwell	9,896	-14.9	2,520	1,796	2,610	2,651	250	2,344
Callaway	20,952	- 9.3	3,900	2,833	3,804	3,857	334	3,972
Camden	6,655	-25.8	1,270	1,306	1,360	1,396	174	860
Cape Girardeau	33,892	-10.3	7,840	2,664				
Carroll	14,486	-18.7	3,740	2,674	7,582	7,840	639	12,030
Carter	4,627	-25.7	690	660	4,044	4,107	326	3,464
Cass	17,260	-11.6	4,220	2,797	710	733	99	643
Cedar	9,681	-17.2	1,860	1,980	4,212	4,306	419	4,024
Chariton	14,454	-20.1	3,390	2,774	1,907	2,002	223	1,508
Christian	11,410	-15.7	2,190	2,461	3,722	3,774	319	2,825
Clark	8,847	-13.0	2,040	1,673	2,277	2,327	217	1,420
Clay	33,329	+ 9.6	8,190	1,935	2,062	2,101	211	1,696
Clinton	11,159	-15.9	2,890	1,582	7,547	7,673	741	11,069
Cole	31,068	-11.0	6,790	1,725	3,008	3,076	302	3,363
Cooper	16,442	- 9.0	3,420	2,074	6,740	6,859	553	11,776
Crawford	9,537	-24.9	1,580	1,875	3,291	3,384	307	4,090
Dade	9,218	-18.0	1,950	2,075	1,806	1,862	198	1,944
Dallas	9,708	-15.8	1,690	1,933	2,041	2,117	211	1,305
Davies	10,745	-19.8	2,550	2,368	1,732	1,800	190	1,043
De Kalb	7,953	-18.4	1,030	1,782	2,800	2,827	234	1,831
Dent	9,974	-15.2	1,790	1,756	2,162	2,202	215	1,441
Douglas	12,827	-17.8	1,810	2,823	1,728	1,882	284	2,168
Dunklin	40,787	- 9.3	6,840	3,475	1,900	1,968	180	1,320
Franklin	31,747	- 6.3	6,790	3,384	6,578	6,771	654	8,602
Gasconade	11,232	- 9.5	2,210	1,564	6,390	6,534	751	7,925
Gentry	10,748	-19.5	2,740	2,021	2,172	2,207	254	2,368
Greene	See Listing—End of State							
Grundy	12,903	-17.9	3,490	1,841	3,659	3,795	311	3,548
Harrison	13,781	-16.6	3,390	2,831	3,600	3,642	301	3,263
Henry	18,571	-16.8	4,490	2,756	4,630	4,752	499	4,859
Hickory	5,165	-20.6	1,020	1,386	1,129	1,151	126	492
Holt	9,600	-23.1	2,430	1,586	2,749	2,808	233	2,121
Howard	10,856	-16.7	1,500	1,611	2,639	2,691	210	2,295
Howell	18,578	-16.6	3,190	3,251	3,323	3,428	387	4,037
Iron	8,052	-22.9	1,140	1,205	1,290	1,311	141	1,308
Jackson	See Listing—End of State							
Jasper	76,343	- 3.0	20,320	3,053	18,408	18,989	1,676	28,155
Jefferson	25,604	-19.9	6,340	2,644	6,970	7,037	477	6,635
Johnson	14,075	-34.9	3,290	3,057	4,315	4,410	416	4,390
Knox	7,419	-16.4	1,840	1,623	1,926	1,957	104	1,247
Laclede	18,008	- 3.8	3,100	2,719	2,862	2,929	343	3,219
Lafayette	24,206	-13.1	5,830	2,803	5,865	6,009	582	6,168
Lawrence	21,708	-11.9	4,770	3,067	4,777	4,863	456	3,926

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Lewis	9,845	-14.3	2,630	1,695	2,710	2,735	272	1,978
Lincoln	12,552	-12.8	2,930	2,262	2,956	3,022	251	2,754
Linn	18,546	-13.4	4,940	2,348	5,014	5,087	458	4,966
Livingston	14,965	-16.9	3,810	2,141	3,972	4,009	330	4,563
McDonald	13,569	-13.8	2,220	2,464	2,240	2,313	241	2,161
Macon	17,241	-19.4	4,350	3,379	4,642	4,738	432	4,963
Madison	8,814	- 8.7	1,500	949	1,464	1,484	181	1,683
Maries	7,037	-18.5	970	1,566	1,058	1,073	91	409
Marion	27,243	-13.7	7,530	1,643	7,683	7,838	687	9,888
Mercer	7,445	-15.1	1,840	1,794	1,882	1,930	120	1,288
Miller	12,376	-16.4	2,250	2,144	2,338	2,387	260	2,440
Mississippi	23,456	+ 1.3	3,290	2,320	2,891	2,955	334	4,015
Montineau	10,618	- 9.8	2,280	1,697	2,241	2,276	233	2,275
Monroe	11,056	-16.2	2,780	2,327	2,866	2,947	207	2,596
Montgomery	11,877	- 4.5	2,770	1,933	2,597	2,635	257	2,094
Morgan	9,642	-13.4	1,730	1,826	1,703	1,784	195	1,940
New Madrid	39,295	- 1.2	5,530	3,473	4,907	5,066	534	5,608
Newton	27,719	- 4.5	5,730	3,514	5,250	5,452	465	4,588
Nodaway	21,162	-17.2	5,380	3,433	5,709	5,790	433	5,987
Oregon	10,853	-18.9	1,630	2,006	1,750	1,787	182	1,475
Osage	10,870	-12.2	1,540	1,858	1,523	1,572	163	1,128
Ozark	9,666	-10.2	1,160	2,115	1,143	1,164	118	552
Pemiscot	39,300	-16.1	5,890	3,002	6,167	6,265	590	8,018
Perry	12,313	-19.8	2,290	1,860	2,472	2,536	266	2,797
Pettis	28,367	-14.9	7,350	2,534	7,584	7,731	612	9,125
Phelps	20,324	+16.6	3,720	1,919	2,827	2,936	345	4,023
Pike	16,540	- 9.8	4,190	2,119	4,088	4,194	354	3,863
Platte	12,443	-10.2	3,030	2,065	2,976	3,031	251	2,442
Polk	14,599	-16.1	2,980	3,055	3,007	3,170	347	2,724
Pulaski	15,416	+33.1	2,970	1,570	1,852	1,871	255	1,754
Putnam	9,571	-15.5	2,180	2,013	2,167	2,219	180	1,345
Ralls	8,336	-17.0	1,970	1,618	2,071	2,117	141	1,010
Randolph	21,604	-11.7	5,890	2,012	5,891	6,013	475	6,418
Ray	15,168	-18.4	3,790	2,466	4,079	4,119	351	2,941
Reynolds	7,073	-24.5	810	1,282	924	947	137	677
Ripley	10,768	-14.6	1,500	1,940	1,550	1,577	169	1,384
St. Charles	See Listing—End of State							
St. Clair	10,329	-21.4	1,980	2,305	2,136	2,219	246	1,404
St. Francois	32,444	- 9.8	6,990	1,473	6,758	6,981	580	8,669
St. Louis	See Listing—End of State							
St. Louis City	See Listing—End of State							
Ste. Genevieve	9,895	- 9.3	1,780	1,320	1,739	1,759	163	1,914
Saline	25,179	-14.4	5,890	2,637	6,018	6,130	498	6,239
Schuyler	5,548	-16.3	1,530	1,192	1,593	1,624	154	1,183
Scotland	6,955	-18.7	1,790	1,575	1,924	1,966	144	1,520
Scott	27,792	- 8.5	5,530	1,832	5,428	5,586	556	6,344
Shannon	9,758	-17.5	1,290	1,687	1,364	1,403	153	998
Shelby	9,507	-15.3	2,480	1,816	2,559	2,613	271	2,393
Stoddard	29,773	- 9.8	4,780	3,956	4,546	4,780	399	3,807
Stone	9,163	-18.9	1,400	1,868	1,466	1,539	183	1,089
Sullivan	11,806	-13.8	2,620	2,427	2,644	2,729	261	1,540
Taney	8,396	-18.7	1,320	1,499	1,401	1,458	223	1,251
Texas	17,937	- 9.5	2,720	3,427	2,662	2,724	339	2,802
Vernon	21,915	-14.3	4,760	3,197	4,778	4,962	461	4,938
Warren	7,153	- 7.5	1,350	1,202	1,364	1,381	152	1,262
Washington	12,567	-28.2	1,570	1,428	1,864	1,910	201	1,749
Wayne	9,585	-25.1	1,310	1,572	1,505	1,532	213	1,506
Webster	14,476	-16.0	2,760	2,819	2,857	2,942	328	2,734
Worth	5,236	-17.5	1,260	1,080	1,354	1,374	120	1,090
Wright	14,876	-17.2	2,380	2,914	2,497	2,567	308	2,810

City	METROPOLITAN DISTRICTS—COUNTIES							
KANSAS CITY, MO (Jackson; Johnson, Wyandotte, Kans.)								
KANSAS CITY, KANS.								
KANS.	688,591	+ 4.9	205,040	7,479	172,636	178,295	13,354	314,642
ST. JOSEPH (Buchanan)	80,312	-14.6	21,860	2,444	22,659	23,011	1,898	33,479
ST. LOUIS (St. Louis City, St. Charles, St. Louis; Madison, St. Clair, Ill.)	1,495,929	+ 4.7	426,390	11,815	362,765	370,766	29,737	568,872
SPRINGFIELD (Greene)	87,119	- 3.8	23,480	4,357	21,599	22,152	1,997	31,197
TOTAL STATE	3,575,734	- 5.5	901,820	256,100	832,590	853,299	73,694	\$1,201,439

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# MONTANA

Population 1943\* ..... 478,973  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 124,180  
 No. of Farms, 1940 ..... 41,823

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Beaverhead	5,377	-22.6	1,530	457	1,710	1,763	202	\$3,796
Big Horn	8,830	-15.3	1,900	1,103	1,940	1,999	161	2,926
Blaine	7,647	-20.1	1,730	1,078	1,868	1,916	194	3,683
Broadwater	2,313	-33.0	580	268	712	744	69	1,198
Carbon	9,189	-22.6	2,390	1,074	2,643	2,737	241	2,794
Carter	2,774	-15.4	670	637	703	709	49	401
Cascade	41,262	- 1.8	2,170	1,401	11,051	11,270	815	23,690
Chouteau	5,984	-18.2	1,690	1,383	1,809	1,837	122	1,941
Custer	8,982	-13.8	2,510	496	2,584	2,618	181	4,763
Daniels	3,511	-23.1	910	804	1,040	1,056	103	1,366
Dawson	7,649	-11.2	2,020	834	1,996	2,041	176	3,111
Deer Lodge	14,448	- 6.0	3,850	179	3,643	3,704	262	5,655
Fallon	3,088	-17.0	760	510	813	819	75	1,068
Fergus	11,568	-17.6	3,220	1,486	3,415	3,503	299	5,383
Flathead	21,147	-12.9	6,110	1,701	6,034	6,296	442	10,105
Gallatin	15,536	-15.0	4,330	1,242	4,335	4,558	429	9,641
Garfield	2,743	- 3.9	630	687	578	590	43	356
Glacier	7,916	-12.4	1,770	495	1,780	1,805	158	3,987
Golden Valley	1,161	-27.8	330	268	394	399	37	209
Granite	2,531	-25.6	750	205	883	890	86	1,323
Hill	11,427	-14.1	3,070	1,245	3,137	3,198	295	6,195
Jefferson	3,333	-28.5	820	331	977	1,013	105	1,243
Judith Basin	3,265	-10.6	890	699	891	899	75	931
Lake	10,155	-24.7	2,570	1,673	2,948	3,022	236	3,382
Lewis and Clark	19,821	-10.4	5,920	532	5,743	5,924	455	12,137
Liberty	1,682	-23.9	430	420	546	552	47	647
Lincoln	6,436	-18.3	1,710	534	1,828	1,864	155	2,001
McCone	2,118	-36.3	620	754	836	856	48	495
Madison	4,918	-32.6	1,440	655	1,603	1,657	151	1,686
Meagher	1,601	-28.4	450	228	537	544	69	887
Mineral	1,408	-34.1	430	112	547	569	60	470
Missoula	23,774	-14.6	7,030	776	7,313	7,396	568	16,222
Musselshell	4,658	-18.5	1,310	314	1,425	1,440	122	1,922
Park	9,321	-19.4	2,760	623	2,923	3,032	263	4,970
Petroleum	877	-19.0	230	180	256	259	24	222
Phillips	5,904	-25.2	1,580	1,046	1,822	1,848	142	2,465
Pondera	5,176	-22.9	1,320	879	1,492	1,511	149	2,597
Powder River	2,541	-19.6	590	688	637	659	31	430
Powell	5,646	- 8.2	1,560	309	1,487	1,530	126	2,163
Prairie	2,188	- 9.2	530	257	521	525	45	628
Ravalli	10,135	-21.9	2,970	1,501	2,971	3,028	221	3,641
Richland	8,210	-19.6	2,030	1,218	2,226	2,264	166	3,288
Roosevelt	8,845	- 9.8	2,040	1,043	1,990	2,044	213	3,391
Rosebud	5,480	-15.4	1,240	690	1,293	1,309	132	1,940
Sanders	5,560	-19.9	1,420	854	1,555	1,575	127	1,494
Sheridan	6,242	-20.1	1,560	1,238	1,700	1,726	126	1,668
Silver Bow	49,061	- 7.8	15,350	202	14,543	15,048	1,081	28,788
Stillwater	6,925	+21.6	1,820	796	1,340	1,368	130	1,580
Sweet Grass	2,988	-19.8	820	463	883	908	70	1,136
Teton	5,886	-15.0	1,630	1,081	1,699	1,729	142	2,162
Toole	5,406	-20.2	1,540	569	1,663	1,705	190	3,130
Treasure	1,292	-13.8	310	203	300	318	31	377
Valley	10,657	-29.8	2,890	1,297	3,528	3,611	334	6,446
Wheatland	2,809	-14.5	760	229	780	803	91	1,390
Wheat	1,939	-10.4	490	373	486	491	42	374
Yellowstone	37,347	- 9.3	10,510	1,703	10,134	10,403	707	22,472
Yellowstone National Park (Part)		-100.0			12	18		
<b>TOTAL STATE</b>	<b>478,973</b>	<b>-14.2</b>	<b>124,180</b>	<b>41,823</b>	<b>134,503</b>	<b>137,900</b>	<b>11,113</b>	<b>\$232,366</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# NEBRASKA

Population 1943\* ..... 1,194,124  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 312,520  
 No. of Farms, 1940 ..... 121,062

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Adams	29,056	+18.2	7,070	1,456	5,453	5,530	482	\$8,533
Antelope	10,786	-18.8	2,590	1,940	2,770	2,852	279	2,722

County	POPULATION		Radio Daily Homes 1944	No. of Farms <sup>1</sup>	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Arthur	799	-23.5	170	181	194	196	23	94
Banner	1,242	-11.5	300	323	302	306	11	52
Blaine	1,296	-15.7	300	278	307	314	32	224
Boone	10,325	-14.9	2,320	1,672	2,369	2,442	243	2,552
Box Butte	11,254	+ 4.8	2,920	854	2,469	2,547	252	4,729
Boyd	5,245	-13.4	1,140	913	1,149	1,175	151	1,380
Brown	4,973	-16.6	1,120	733	1,175	1,200	144	1,710
Buffalo	22,314	- 5.7	5,590	2,276	5,230	5,369	546	7,753
Burt	10,379	-17.3	2,800	1,508	2,950	3,004	248	3,185
Butler	10,870	-17.1	2,500	1,896	2,621	2,689	307	2,114
Cass	15,926	- 6.3	4,350	1,983	4,097	4,178	349	3,066
Cedar	13,245	-12.4	3,130	2,100	3,091	3,190	257	3,136
Chase	4,736	-10.8	1,080	768	1,073	1,095	128	1,846
Cherry	5,938	-38.4	1,360	1,217	1,808	1,893	210	2,610
Cheyenne	9,756	+ 2.6	2,420	1,167	2,102	2,144	229	3,617
Clay	10,191	- 2.4	8,670	1,551	2,427	2,470	259	1,735
Colfax	9,294	-12.5	2,380	1,416	2,422	2,466	249	2,875
Cuming	11,571	-14.7	2,820	1,925	2,895	2,966	250	3,627
Custer	17,669	-21.8	4,160	3,413	4,656	4,723	524	5,445
Dakota	8,538	-13.2	2,100	775	2,097	2,168	161	1,775
Dawes	9,124	- 6.7	2,450	844	2,350	2,404	237	3,743
Dawson	15,790	-11.7	3,660	1,919	3,914	3,982	390	6,888
Deuel	3,303	- 7.7	810	515	770	789	97	1,256
Dixon	8,986	-13.7	2,430	1,476	2,287	2,340	202	1,960
Dodge	23,867	+ 0.3	6,720	1,793	5,948	6,105	623	9,362
Douglas	See Listing—End of State							
Dundy	4,392	-16.2	920	652	961	982	97	1,171
Fillmore	9,445	-17.3	2,400	1,768	2,534	2,577	215	2,202
Franklin	6,188	-20.1	1,430	1,201	1,548	1,594	190	1,518
Frontier	4,992	-22.2	1,160	1,169	1,290	1,317	134	1,134
Furnas	8,141	-19.4	2,120	1,334	2,212	2,322	292	2,557
Gage	25,420	-14.1	6,640	2,870	6,748	6,918	622	8,176
Garden	3,764	-19.6	890	663	976	987	112	843
Garfield	2,875	-16.5	610	490	663	667	87	791
Gosper	2,702	-26.7	570	767	672	685	38	516
Grant	1,179	-11.2	280	119	274	282	39	579
Greely	5,632	-17.7	1,150	956	1,195	1,252	149	1,202
Hall	29,655	+ 7.7	8,000	1,567	6,637	6,778	596	11,611
Hamilton	8,312	-16.7	2,110	1,623	2,209	2,267	177	1,818
Harlan	5,823	-18.3	4,010	1,121	1,460	1,525	160	1,274
Hayes	2,197	-25.7	470	561	546	563	23	185
Hitchcock	5,452	-14.9	1,240	802	1,291	1,308	137	1,383
Holt	14,018	-15.3	3,200	2,305	3,288	3,368	335	3,628
Hooker	1,342	+ 7.1	280	123	244	246	36	837
Howard	7,048	-16.3	1,640	1,402	1,715	1,745	183	1,393
Jefferson	16,156	+ 4.0	4,310	1,611	3,674	3,775	320	4,403
Johnson	7,054	-18.6	1,950	1,282	1,986	2,032	189	1,651
Kearney	6,362	- 7.2	1,690	1,155	1,594	1,640	141	1,248
Keith	6,121	-26.5	1,470	766	1,746	1,772	185	3,587
Keyapaha	2,293	-29.1	500	572	602	615	43	268
Kimball	3,444	-12.0	870	515	880	891	102	1,345
Knox	14,466	-12.2	3,230	2,464	3,244	3,291	327	2,019
Lancaster	See Listing—End of State							
Lincoln	27,362	+ 7.6	6,730	1,962	5,621	5,703	537	9,999
Logan	1,472	-15.5	300	269	313	322	39	330
Loup	1,431	-19.5	320	314	340	355	34	165
McPherson	980	-16.6	190	264	205	207	8	87
Madison	22,278	- 8.2	5,680	1,874	5,477	5,653	598	8,718
Merrick	7,954	-15.0	2,070	1,238	2,142	2,177	249	2,258
Morrill	7,540	-20.1	1,700	1,007	1,840	1,888	194	2,284
Nance	6,219	-18.7	1,400	961	1,504	1,533	140	1,378
Nemaha	9,930	-22.3	2,780	1,471	3,108	3,169	259	3,005
Nuckolls	8,493	-18.7	2,040	1,373	2,207	2,233	213	2,262
Otoe	15,605	-17.8	4,300	2,215	4,601	4,675	477	5,168
Pawnee	6,585	-22.7	1,640	1,362	1,863	1,883	165	1,580
Perkins	4,408	-15.2	1,030	897	1,062	1,089	116	1,677
Phelps	7,196	-14.9	2,050	1,161	2,076	2,160	201	2,960
Pierce	8,860	-13.2	2,160	1,601	2,159	2,222	217	2,196
Platte	17,020	-15.7	3,800	2,094	3,961	4,036	378	5,789
Polk	7,127	-18.5	2,000	1,386	2,030	2,068	173	1,482
Redwillow	10,274	-14.0	2,610	1,047	2,647	2,717	302	5,223
Richardson	16,059	-16.3	4,150	1,915	4,351	4,409	397	5,489
Rock	3,214	-19.2	730	593	781	800	83	958
Saline	12,915	-14.0	3,440	2,067	3,541	3,581	360	3,606
Sarpy	10,522	+ 8.8	2,750	1,064	2,257	2,308	121	1,406
Saunders	17,086	- 4.5	4,490	2,668	4,193	4,272	390	4,196
Scotts Bluff	29,735	-12.3	6,880	1,900	6,895	7,021	616	14,936
Seward	11,983	-15.4	3,080	2,076	3,172	3,242	345	2,965
Sheridan	8,424	-14.6	2,060	1,236	2,122	2,173	223	3,728
Sherman	5,817	-25.1	1,180	1,167	1,363	1,385	144	1,200
Sioux	2,781	-30.5	610	609	767	780	39	298

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES 1940		RETAIL—SERVICE	
	1913*	% Change 1910-13			Census	NAB Projection	Stores	Sales
Stanton	5,843	-15.2	1,410	1,218	1,468	1,480	99	955
Thayer	10,160	-17.1	2,520	1,641	2,076	2,711	286	2,932
Thomas	1,185	-23.7	280	189	317	319	48	338
Thurston	8,443	-17.7	1,650	1,100	1,734	1,789	160	1,811
Valley	6,845	-16.1	1,650	1,173	1,738	1,758	150	1,720
Washington	10,134	-12.5	2,700	1,577	2,713	2,788	170	2,291
Wayne	8,431	-14.7	2,230	1,451	2,316	2,350	182	2,409
Webster	6,961	-13.8	1,650	1,283	1,691	1,713	166	1,847
Wheeler	1,538	-28.2	330	377	392	397	33	170
York	12,507	-15.9	3,370	1,829	3,544	3,590	300	4,346
City								
LINCOLN (Lancaster)	95,526	- 5.0	27,810	2,915	26,329	26,482	537	9,999
OMAHA (Douglas; Pottawattamie, Ia.)								
COUNCIL BLUFFS, IA.	307,312	- 2.0	87,090	5,554	78,409	80,642	6,091	139,080
TOTAL STATE	1,194,124	- 9.1	312,520	121,062	298,700	305,681	2,641	\$423,568

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# NEVADA

Population 1943\* ..... 136,685  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 38,770  
 No. of Farms, 1940 ..... 3,573

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES 1940		RETAIL—SERVICE	
	1913*	% Change 1910-13			Census	NAB Projection	Stores	Sales
Churchill	4,920	- 7.5	1,240	597	1,183	1,218	95	\$2,598
Clark	41,790	+154.6	10,320	362	3,788	3,871	395	9,959
Douglas	1,641	-20.2	420	127	437	473	56	938
Elko	9,928	- 9.0	2,560	491	2,433	2,535	291	5,415
Esmeralda	770	-50.5	240	25	400	405	43	886
Eureka	938	-31.1	200	59	248	263	34	326
Humboldt	4,087	-13.8	970	226	958	1,009	119	2,733
Lander	1,514	-13.2	380	54	390	395	55	763
Lincoln	4,043	- 2.1	1,070	217	961	991	83	1,270
Lyon	3,564	-12.6	920	342	903	944	93	1,141
Mineral	7,686	+797.9	4,410	83	475	486	50	772
Nye	4,273	+18.5	1,190	141	897	926	127	2,026
Ormsby	2,904	- 9.5	830	28	821	830	82	1,578
Pershing	2,827	+ 4.2	650	108	593	612	60	1,071
Storey	506	-58.4	200	8	317	344	30	404
Washoe	34,155	+ 5.2	10,430	516	8,703	9,069	838	27,132
White Pine	11,139	-10.0	2,740	189	2,693	2,748	190	6,173
TOTAL STATE	136,685	+25.7	38,770	3,573	26,200	27,119	9,639	\$65,183

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# N. HAMPSHIRE

Population 1943\* ..... 454,490  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 122,670  
 No. of Farms, 1940 ..... 16,554

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES 1940		RETAIL—SERVICE	
	1913*	% Change 1910-13			Census	NAB Projection	Stores	Sales
Belknap	21,524	-11.5	5,780	854	5,858	5,894	477	\$9,842
Carroll	12,787	-18.0	3,450	742	3,657	3,754	450	5,708
Cheshire	33,230	- 4.9	9,030	1,557	8,321	8,596	580	12,265
Coos	32,065	-17.0	7,940	1,136	8,343	8,532	746	12,930
Grafton	39,060	-12.5	10,330	2,034	10,318	10,655	880	18,461
Hillsborough	See Listing—End of State							
Merrimack	50,664	-16.5	13,290	2,120	14,028	14,290	1,069	22,732
Rockingham	58,212	+ 0.4	16,320	2,993	14,468	14,844	1,335	23,323
Strafford	43,051	- 1.2	11,760	1,226	10,584	10,788	820	17,809
Sullivan	25,908	+ 1.8	6,920	1,285	6,058	6,173	408	9,404
City								
MANCHESTER (Hillsborough)	137,449	- 5.1	37,850	2,607	35,174	36,048	2,874	60,055
TOTAL STATE	454,490	- 7.5	122,670	16,554	116,800	119,664	19,639	\$192,529

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# NEW JERSEY

Population 1943\* . . . . . 4,103,454  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) . . . . . 1,143,080  
 No. of Farms, 1940 . . . . . 25,835

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Atlantic . . . . .	See Listing—	End of State						
Bergen . . . . .	See Listing—	End of State						
Burlington . . . . .	See Listing—	End of State						
Camden . . . . .	See Listing—	End of State						
Cape May . . . . .	26,034	— 9.0	7,860	418	7,587	7,785	1,411	17,456
Cumberland . . . . .	72,874	— 0.4	19,690	2,760	17,479	17,900	1,461	28,873
Essex . . . . .	See Listing—	End of State						
Gloucester . . . . .	See Listing—	End of State						
Hudson . . . . .	See Listing—	End of State						
Hunterdon . . . . .	34,696	— 5.6	9,810	2,431	9,292	9,434	751	11,364
Mercer . . . . .	See Listing—	End of State						
Middlesex . . . . .	See Listing—	End of State						
Monmouth . . . . .	See Listing—	End of State						
Morris . . . . .	See Listing—	End of State						
Ocean . . . . .	36,794	— 0.9	10,820	875	9,618	9,025	1,315	19,736
Passaic . . . . .	See Listing—	End of State						
Salem . . . . .	42,479	+ 1.0	11,320	1,547	9,963	10,199	774	14,223
Somerset . . . . .	74,965	+ 0.8	19,500	1,319	17,016	17,564	1,374	23,328
Sussex . . . . .	30,388	+ 2.6	8,270	1,273	7,205	7,319	737	12,595
Union . . . . .	See Listing—	End of State						
Warren . . . . .	48,226	— 3.9	13,630	1,521	12,665	12,856	1,160	16,064
<b>City</b>	<b>METROPOLITAN DISTRICTS—COUNTIES</b>							
ATLANTIC CITY (Atlantic) . . . . .	107,272	—13.5	30,540	1,618	30,852	31,814	3,964	64,301
TRENTON (Mercer) . . . . .	196,966	— 0.2	50,730	1,135	44,807	46,118	4,535	89,873
<b>TOTAL STATE</b> . . . . .	4,103,454	— 1.2	1,143,080	25,835	1,020,466	1,050,612	91,715	\$1,704,931

Note—Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Union Counties contained in New York Northeastern Metropolitan District. Listed under New York. Burlington, Camden, Gloucester Counties contained in Philadelphia Metropolitan District. Listed under Pennsylvania.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# NEW MEXICO

Population 1943\* . . . . . 496,161  
 Radio Homes, 1944  
 (RADIO DAILY Esti-  
 mate) . . . . . 73,920  
 No. of Farms, 1940 . . . . . 34,105

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Bernalillo . . . . .	72,477	+ 4.4	15,280	1,646	12,688	13,396	1,220	\$27,188
Catron . . . . .	3,182	—34.8	410	641	550	558	90	370
Chaves . . . . .	25,461	+ 6.2	4,740	979	3,955	4,088	479	9,220
Colfax . . . . .	14,918	—20.3	2,750	659	3,014	3,057	354	5,127
Curry . . . . .	20,584	+13.4	4,460	1,191	3,502	3,633	418	8,803
DeBaca . . . . .	4,564	+22.5	670	347	490	508	81	780
Dona Ana . . . . .	27,469	— 9.7	3,750	1,574	3,695	3,746	412	5,483
Eddy . . . . .	25,610	+ 5.3	4,380	655	3,867	3,983	377	8,519
Grant . . . . .	21,317	+12.8	3,770	618	2,993	3,059	263	5,116
Guadalupe . . . . .	7,654	—11.5	580	476	551	590	139	1,503
Harding . . . . .	3,176	—27.4	340	475	450	477	72	702
Hidalgo . . . . .	6,235	+29.3	1,020	228	737	746	111	1,709
Lca . . . . .	17,160	—18.9	4,150	549	4,254	4,559	392	8,752
Lincoln . . . . .	6,678	—22.0	1,010	640	1,094	1,144	179	1,438
Luna . . . . .	8,434	+30.6	1,400	308	970	987	150	2,294
McKinley . . . . .	31,723	+34.2	3,440	1,996	2,283	2,385	303	6,736
Mora . . . . .	8,315	—24.3	300	1,222	333	340	109	633
Otero . . . . .	11,050	+ 5.0	1,480	656	1,315	1,348	207	2,364
Quay . . . . .	11,670	— 3.6	2,260	999	2,069	2,132	255	3,614
Rio Arriba . . . . .	20,994	—17.2	980	2,622	1,039	1,058	194	1,761
Roosevelt . . . . .	12,995	—10.7	2,180	1,797	2,087	2,206	222	3,152
Sandoval . . . . .	12,603	— 9.3	760	1,710	743	765	134	876
San Juan . . . . .	8,262	—51.7	850	2,383	1,385	1,440	169	2,127
San Miguel . . . . .	23,942	—14.2	1,990	1,482	2,029	2,073	334	4,482
Santa Fe . . . . .	26,427	—14.3	3,990	973	4,074	4,161	369	9,045
Sierra . . . . .	5,175	—25.7	740	397	877	883	169	1,221
Socorro . . . . .	9,205	—19.4	820	798	881	897	173	1,520



County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Taos .....	15,596	—15.8	890	1,803	921	948	255	1,796
Torrance .....	8,264	—25.0	860	1,301	970	1,008	175	1,201
Union .....	6,921	—23.9	2,200	1,035	1,366	1,395	189	2,073
Valencia .....	18,100	—10.6	1,470	1,945	1,427	1,483	235	2,422
<b>TOTAL STATE..</b>	<b>496,161</b>	<b>— 6.5</b>	<b>73,920</b>	<b>34,105</b>	<b>66,609</b>	<b>69,053</b>	<b>8,229</b>	<b>\$132,117</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# NEW YORK

Population 1943\* ..... 12,684,378  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 3,638,130  
 No. of Farms, 1940 ..... 153,238

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Albany .....	See Listing—End of State							
Allegany .....	37,480	— 5.5	9,970	3,018	9,311	9,585	764	11,740
Bronx .....	See Listing—End of State							
Broome .....	See Listing—End of State							
Cattaraugus .....	64,236	—11.6	17,520	4,124	17,354	17,878	1,331	28,172
Cayuga .....	59,359	— 9.4	16,600	3,359	15,934	16,434	1,406	24,615
Chautauqua .....	115,595	— 6.5	34,490	5,573	32,632	33,487	2,354	44,202
Chemung .....	76,457	+ 3.7	21,300	1,508	18,454	19,296	1,658	33,917
Chenango .....	33,800	— 7.3	9,360	3,371	8,883	9,082	872	14,641
Clinton .....	42,875	—16.3	9,380	2,753	9,778	9,982	891	16,142
Columbia .....	36,699	—11.5	10,300	2,153	10,229	10,514	1,054	14,607
Cortland .....	30,457	— 9.5	8,880	1,787	8,615	8,879	771	15,262
Delaware .....	36,939	— 9.9	9,590	3,738	9,364	9,592	966	15,964
Dutchess .....	118,795	— 1.4	28,770	1,958	25,690	26,386	2,440	52,783
Erie .....	See Listing—End of State							
Essex .....	29,825	—12.7	7,250	1,604	7,238	7,473	791	12,126
Franklin .....	40,815	— 7.8	9,420	2,761	8,954	9,235	1,035	16,080
Fulton .....	45,165	— 7.1	13,930	1,323	13,327	13,523	1,054	20,056
Genesee .....	40,978	— 7.9	11,300	2,487	10,745	11,074	797	16,426
Greene .....	24,304	—13.0	7,140	1,653	7,229	7,363	808	9,870
Hamilton .....	2,895	—30.9	760	248	949	971	216	1,459
Herkimer .....	See Listing—End of State							
Jefferson .....	70,261	—14.8	18,800	4,205	20,380	20,834	2,052	33,591
Kings .....	See Listing—End of State							
Lewis .....	19,102	—16.3	4,610	2,126	4,774	4,905	479	5,778
Livingston .....	33,809	—12.2	8,410	2,155	8,353	8,577	802	11,378
Madison .....	37,282	— 5.8	10,660	2,752	9,845	10,163	884	15,170
Monroe .....	See Listing—End of State							
Montgomery .....	53,446	— 9.6	15,590	1,813	15,286	15,588	1,291	22,542
Nassau .....	See Listing—End of State							
New York .....	See Listing—End of State							
Niagara .....	See Listing—End of State							
Oneida .....	See Listing—End of State							
Onondaga .....	See Listing—End of State							
Ontario .....	50,152	— 9.3	13,900	3,093	13,270	13,805	1,107	20,364
Orange .....	125,619	— 6.3	35,800	3,513	33,337	34,416	3,369	62,270
Orleans .....	24,703	—11.0	7,080	2,161	7,001	7,147	559	8,538
Oswego .....	63,371	—10.3	17,750	4,426	17,284	17,752	1,387	22,000
Otsego .....	39,956	—13.3	11,390	3,752	11,450	11,737	1,077	18,776
Putnam .....	13,996	—15.5	3,780	346	3,959	4,023	422	8,257
Queens .....	See Listing—End of State							
Rensselaer .....	See Listing—End of State							
Richmond .....	See Listing—End of State							
Rockland .....	See Listing—End of State							
St. Lawrence .....	88,190	— 3.2	20,290	6,236	19,413	19,904	1,846	28,728
Saratoga .....	62,892	— 4.1	19,970	2,591	16,507	16,833	1,556	21,619
Schenectady .....	See Listing—End of State							
Schoharie .....	18,799	— 9.7	5,130	2,453	5,003	5,127	401	6,645
Schuyler .....	11,540	—11.1	3,220	1,126	3,148	3,254	307	3,568
Seneca .....	26,030	+ 1.2	6,330	1,413	5,399	5,706	477	5,894
Steuben .....	81,190	— 4.4	21,300	4,513	20,031	20,748	1,572	27,825
Suffolk .....	195,354	— 0.3	47,780	2,344	43,682	44,051	4,793	93,394
Sullivan .....	32,570	—14.1	9,140	2,778	9,224	9,515	1,396	19,392
Tioga .....	24,546	— 9.3	6,920	2,127	6,545	6,850	543	8,301
Tompkins .....	46,477	+ 9.8	13,650	1,966	11,087	11,369	749	18,091
Ulster .....	76,513	—12.1	21,980	3,286	22,088	22,427	2,000	32,924
Warren .....	33,674	— 6.6	9,480	1,096	9,044	9,199	884	20,414
Washington .....	41,076	—12.1	10,610	2,934	10,592	10,823	919	11,461
Wayne .....	49,032	— 7.0	14,040	4,334	13,131	13,630	1,000	19,477
Westchester .....	See Listing—End of State							
Wyoming .....	28,089	— 8.6	7,550	2,616	7,339	7,471	578	8,975
Yates .....	15,079	— 7.9	4,480	1,548	4,272	4,394	259	4,686

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
METROPOLITAN DISTRICTS—COUNTIES								
ALBANY (Albany, Rensselaer, Schenectady)								
SCHEENECTADY								
TROY	442,586	— 4.9	133,220	5,790	124,035	126,874	10,374	224,641
BINGHAMTON								
(Broome)	159,745	— 3.6	43,730	2,851	40,239	41,249	3,037	68,342
BUFFALO (Erie, Niagara)								
NIAGARA								
FALLS	966,545	+ 0.9	270,090	10,042	237,711	243,328	17,943	391,821
NEW YORK, NORTHEASTERN NEW JERSEY (Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Westchester; Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Union, N. J.)	10,990,877	— 4.6	3,171,500	8,262	2,864,050	3,020,476	241,337	5,492,634
ROCHESTER (Monroe)	420,303	— 4.1	124,750	4,129	113,480	117,687	8,591	203,857
SYRACUSE (Onondaga)	264,943	—10.2	77,630	4,490	74,709	77,634	5,289	130,114
UTICA (Herkimer, Oneida)								
ROME	256,305	— 2.6	69,150	7,022	63,176	64,623	5,606	96,307
TOTAL STATE	12,684,378	— 5.7	3,638,130	153,238	3,385,703	3,498,754	302,325	\$6,243,699

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# N. CAROLINA

Population 1943\* . . . 3,424,954  
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . 518,560  
 No. of Farms, 1940 . . . 278,276

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Alamance	57,143	— 0.5	10,390	2,402	9,675	9,891	802	\$14,894
Alexander	12,839	— 4.6	1,710	1,988	1,596	1,633	155	1,206
Alleghany	8,080	— 3.1	940	1,690	860	878	157	647
Anson	25,037	—12.0	2,790	2,324	2,731	2,842	284	3,544
Ashe	19,399	—14.4	2,220	4,153	2,218	2,308	313	1,333
Avery	10,778	—20.5	1,160	1,584	1,285	1,306	141	572
Beaufort	32,046	—12.0	3,820	3,256	3,822	3,899	595	5,917
Bertie	23,901	— 8.8	2,370	3,095	2,273	2,349	270	2,862
Bladen	25,060	— 7.7	2,470	3,297	2,342	2,418	259	2,940
Brunswick	17,825	+ 4.2	1,070	1,721	1,406	1,460	232	1,218
Buncombe	See Listing—End of State							
Burke	35,972	— 6.8	5,500	2,228	5,242	5,340	456	5,736
Cabarrus	63,645	+ 7.2	12,320	1,843	10,315	10,537	747	14,695
Caldwell	35,006	— 2.3	5,280	2,705	4,775	4,890	391	5,765
Camden	4,955	— 8.9	480	561	656	672	73	211
Carteret	18,345	+ 0.7	2,630	714	2,321	2,366	311	3,183
Caswell	18,888	— 8.2	1,870	3,000	1,691	1,831	136	1,052
Catawba	48,793	— 5.5	9,340	3,082	8,733	8,982	704	10,703
Chatham	22,164	—10.4	3,000	3,173	2,827	3,000	274	2,832
Cherokee	17,426	— 7.4	2,030	2,182	1,902	1,970	225	1,784
Chowan	11,039	— 4.6	1,290	1,006	1,200	1,229	161	1,859
Clay	5,272	—17.7	480	1,097	513	537	64	177
Cleveland	56,741	— 2.3	8,860	4,750	8,022	8,200	561	9,490
Columbus	43,895	— 3.9	4,770	5,426	4,331	4,500	474	6,674
Craven	34,369	+ 9.8	4,440	2,226	3,598	3,702	529	6,310
Cumberland	63,884	+26.2	8,570	2,960	6,079	6,299	621	10,740
Currituck	5,903	—11.8	710	778	704	724	112	505
Dare	4,429	—24.6	800	55	909	938	151	827
Davidson	49,266	— 7.7	9,240	3,298	8,729	9,057	566	8,547
Davie	13,172	—11.7	2,160	1,521	2,003	2,100	207	1,730
Duplin	37,673	— 5.5	3,970	5,385	3,684	3,815	504	3,991
Durham	See Listing—End of State							
Edgecombe	44,223	—10.0	5,700	3,156	5,497	5,696	550	9,223
Forsyth	See Listing—End of State							
Franklin	27,745	— 8.7	2,870	3,630	2,703	2,838	266	2,803
Gaston	89,661	+ 2.4	16,830	2,207	14,656	15,029	1,030	16,552
Gates	9,055	—10.0	870	1,308	799	871	93	871
Graham	10,085	+66.5	930	818	537	548	65	371
Granville	26,770	— 8.8	2,870	3,555	2,860	2,841	297	3,799
Greene	16,325	—12.0	2,050	2,355	2,015	2,086	138	1,516
Guilford	See Listing—End of State							
Halifax	52,327	— 7.4	5,250	3,552	4,967	5,100	706	9,075
Hartnett	41,882	— 5.3	5,340	4,349	5,029	5,177	483	5,830
Haywood	30,568	—12.2	4,470	3,119	4,449	4,574	400	5,727
Henderson	23,269	—10.7	4,230	2,323	4,076	4,268	316	5,697

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Hertford	17,004	-12.1	1,900	2,023	1,854	1,942	205	2,626
Hoke	15,421	+ 3.4	1,480	1,687	1,246	1,306	107	1,401
Hyde	6,206	-20.8	610	996	665	683	142	451
Iredell	45,968	- 8.8	7,900	3,905	7,621	7,817	755	8,929
Jackson	16,874	-12.9	1,670	2,565	1,664	1,721	185	2,166
Johnston	56,306	-11.7	7,090	7,646	7,063	7,235	670	7,820
Jones	9,665	-11.5	910	1,493	862	924	91	637
Lee	17,954	- 4.2	3,000	1,620	2,718	2,836	241	3,906
Lenoir	38,871	- 5.7	5,630	3,519	5,182	5,411	497	9,384
Lincoln	22,799	- 5.7	3,630	2,548	3,411	3,494	352	3,320
McDowell	21,238	- 7.6	3,060	1,243	2,893	2,996	259	3,031
Macon	14,110	-11.1	1,480	2,243	1,453	1,498	240	1,759
Madison	17,842	-20.8	1,900	3,891	2,048	2,120	298	1,370
Martin	23,937	- 8.3	2,310	2,406	2,178	2,250	341	4,083
Mecklenburg	See Listing—End of State							
Mitchell	13,903	-13.0	1,930	2,175	1,924	1,985	174	1,665
Montgomery	15,806	- 2.9	2,140	1,284	1,923	2,002	243	2,433
Moore	30,931	- 0.1	4,200	2,243	3,631	3,816	376	4,946
Nash	51,259	- 7.8	6,520	4,941	6,246	6,394	530	9,280
New Hanover	77,562	+ 61.8	14,130	324	7,803	8,230	948	17,480
Northampton	24,961	-11.8	2,010	2,941	1,950	2,045	235	1,679
Onslow	26,337	+ 46.8	2,490	2,188	1,445	1,579	223	1,609
Orange	23,588	+ 2.2	3,890	2,043	3,374	3,474	270	3,685
Pamlico	8,860	- 8.7	870	843	817	850	122	480
Pasquotank	22,925	+ 11.5	3,790	844	2,998	3,107	361	5,265
Pender	17,020	- 3.9	1,580	1,965	1,449	1,487	179	1,386
Perquimans	9,523	- 2.6	1,100	1,066	1,001	1,030	157	1,252
Person	22,628	- 9.6	2,700	2,832	2,629	2,697	255	3,157
Pitt	64,997	-10.2	6,980	5,650	6,802	6,977	681	12,359
Polk	10,661	-10.2	1,560	1,271	1,511	1,548	135	1,123
Randolph	40,470	- 9.2	7,110	4,230	6,595	7,042	538	6,056
Richmond	35,847	- 2.6	5,170	1,790	4,019	4,832	328	6,169
Robeson	84,031	+ 9.3	8,410	7,797	6,788	7,062	783	11,598
Rockingham	55,105	- 4.8	9,530	4,226	8,865	9,072	824	11,122
Rowan	57,354	-17.1	12,120	3,417	12,697	13,032	932	16,173
Rutherford	40,453	-11.2	6,410	3,706	6,349	6,476	557	6,190
Sampson	44,021	- 7.2	4,510	6,443	4,239	4,377	537	5,445
Scotland	21,892	- 5.8	2,310	1,702	2,090	2,223	259	3,418
Stanly	31,466	- 4.2	5,950	2,408	5,419	5,611	420	6,309
Stokes	20,522	- 9.4	2,720	4,071	2,639	2,694	250	1,530
Surry	41,868	+ 0.2	6,310	4,471	5,605	5,744	565	7,490
Swain	12,567	+ 3.2	1,100	1,617	941	907	154	830
Sylvania	12,657	+ 3.4	1,890	1,010	1,570	1,673	122	1,903
Tyrrell	4,809	-13.4	570	599	579	588	80	439
Union	36,264	- 7.2	5,360	4,552	4,997	5,200	497	5,199
Vance	27,686	- 7.6	3,490	2,179	3,290	3,422	380	6,356
Wake	104,492	- 4.6	17,870	5,255	16,529	17,024	1,441	33,976
Warren	21,700	- 6.2	1,550	2,558	1,440	1,488	243	2,354
Washington	11,904	- 3.4	1,310	969	1,200	1,228	182	1,362
Watauga	15,699	-13.3	1,990	2,696	2,008	2,065	261	1,958
Wayne	58,490	+ 0.3	7,630	4,378	6,736	6,937	707	11,529
Wilkes	37,346	-13.2	4,120	5,350	4,086	4,249	534	4,792
Wilson	46,174	- 8.1	6,580	4,118	6,191	6,449	637	10,396
Yadkin	18,076	-12.5	2,620	2,948	2,566	2,693	211	1,295
Yancey	14,016	-18.5	1,380	2,884	1,475	1,515	230	748

City	METROPOLITAN DISTRICTS—COUNTIES							
ASHEVILLE (Buncombe)	96,552	-11.2	19,400	5,426	19,024	19,593	1,530	32,476
CHARLOTTE (Mecklenburg)	155,160	+ 2.2	31,120	3,223	26,847	27,785	1,929	55,395
DURHAM (Durham)	83,274	+ 3.8	17,420	1,476	14,882	15,275	1,186	27,823
GREENSBORO (Guilford)	150,410	- 2.3	31,900	4,941	28,486	29,540	2,088	48,105
WINSTON-SALEM (Forsyth)	114,638	- 9.4	23,570	3,489	22,900	23,338	1,832	35,265
TOTAL STATE..	3,424,954	- 3.9	518,560	278,276	471,863	487,353	44,328	\$675,361

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# N. DAKOTA

Population 1943\* ..... 541,395  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 128,290  
 No. of Farms, 1940 ..... 73,962

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Adams	3,631	-22.1	1,890	753	963	1,008	93	\$1,022
Barnes	14,534	-18.4	3,720	1,999	3,045	4,044	355	4,872
Benson	10,335	-18.2	2,300	1,648	2,450	2,504	177	1,734
Billings	1,639	-35.2	330	471	423	427	17	102
Bottineau	10,784	-18.6	2,670	2,219	2,851	2,926	263	2,628
Bowman	3,546	- 8.1	860	659	822	845	107	1,107
Burke	6,448	-15.7	1,660	1,201	1,734	1,764	181	1,199
Burleigh	18,590	-17.4	4,880	1,212	4,808	5,051	329	9,039
Cass	45,637	-13.6	12,040	2,592	12,191	12,538	944	25,513
Cavalier	11,790	-15.3	2,590	2,104	2,605	2,720	258	2,492
Dickey	8,299	-15.1	1,980	1,274	2,037	2,080	180	2,085
Divide	5,517	-22.1	1,490	1,306	1,658	1,691	137	1,271
Dunn	6,230	-25.6	1,220	1,359	1,397	1,445	111	799
Eddy	4,466	-22.2	1,100	678	1,215	1,247	111	1,504
Emmons	9,447	-19.2	1,650	1,413	1,776	1,814	115	1,378
Foster	4,859	-16.6	1,160	661	1,221	1,254	135	1,596
Golden Valley	3,063	-12.4	770	507	762	784	80	895
Grand Forks	29,963	-13.2	7,780	2,065	7,844	8,018	571	14,355
Grant	6,486	-21.5	1,210	1,233	1,355	1,382	98	793
Griggs	4,712	-19.0	1,130	940	1,231	1,250	105	1,136
Hettinger	6,961	- 6.7	1,390	1,055	1,337	1,348	117	1,468
Kidder	5,480	-18.1	1,190	1,025	1,263	1,289	108	909
La Moure	9,086	-11.8	2,060	1,429	2,027	2,098	183	1,635
Logan	6,490	-14.2	1,210	1,044	1,247	1,264	100	845
McHenry	11,919	-15.1	2,730	1,992	2,827	2,873	249	2,177
McIntosh	7,934	-11.7	1,530	1,118	1,536	1,559	124	1,194
McKenzie	6,462	-23.3	1,600	1,563	1,805	1,837	113	1,052
McLean	14,662	- 8.8	3,210	2,423	3,126	3,179	253	2,294
Mercer	8,204	-14.6	1,540	1,057	1,599	1,620	123	1,393
Morton	18,107	-10.3	3,990	1,755	3,842	3,994	320	4,578
Mountrail	8,850	-15.6	2,180	1,831	2,274	2,320	203	1,905
Nelson	7,704	-15.6	1,850	1,268	1,925	1,972	193	1,761
Oliver	3,365	-12.8	690	638	671	706	29	231
Pembina	12,684	-19.1	3,050	1,811	3,168	3,236	331	3,316
Pierce	7,865	-14.6	1,630	1,137	1,661	1,716	130	1,903
Ramsey	12,464	-20.2	3,110	1,497	3,340	3,458	308	5,794
Ransom	8,484	-15.7	2,100	1,257	2,122	2,227	187	2,362
Renville	5,182	- 6.3	1,390	1,056	1,299	1,337	108	1,023
Richland	17,417	-15.1	4,230	2,490	4,320	4,452	366	5,627
Rolette	9,761	-22.4	1,670	1,254	1,860	1,895	149	1,994
Sargent	7,213	-17.0	1,740	1,285	1,827	1,869	157	1,219
Sheridan	5,506	-16.8	1,190	1,018	1,255	1,285	117	748
Sioux	3,557	-19.5	660	447	656	671	47	525
Slope	2,005	-31.6	500	589	614	630	31	149
Stark	14,018	- 9.1	2,960	1,320	2,848	2,927	207	3,060
Steele	4,316	-30.3	1,000	981	1,228	1,249	102	853
Stutsman	20,498	-12.8	4,540	2,256	4,562	4,677	373	6,418
Towner	5,780	-19.7	1,430	1,030	1,520	1,583	160	1,669
Trail	11,677	- 5.1	2,770	1,498	2,587	2,642	249	3,209
Walsh	17,260	-16.8	3,740	2,490	3,919	4,015	331	5,032
Ward	26,984	-15.6	7,020	2,447	7,244	7,471	647	11,920
Wells	9,852	-12.0	2,390	1,527	2,386	2,442	227	2,436
Williams	13,742	-15.8	3,570	2,080	3,690	3,801	340	5,001
<b>TOTAL STATE..</b>	<b>541,395</b>	<b>-15.6</b>	<b>128,290</b>	<b>73,962</b>	<b>131,006</b>	<b>134,437</b>	<b>11,049</b>	<b>\$162,780</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# OHIO

Population 1943\* ..... 6,822,021  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 1,894,240  
 No. of Farms, 1940 ..... 233,783

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Adams	17,333	-20.1	3,610	2,684	3,066	4,013	384	\$3,068
Allen	69,817	- 4.8	19,940	2,574	18,570	18,991	1,444	29,477
Ashland	27,644	- 7.2	8,060	2,336	7,508	7,826	511	10,652
Ashtabula	65,766	- 4.2	18,930	4,746	17,353	17,852	1,368	25,217
Athens	38,250	-17.1	9,340	2,413	9,642	10,042	774	11,875
Auglaize	26,022	- 7.2	7,420	2,387	7,048	7,200	589	7,496
Belmont	See Listing—End of State							

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1910	NAB Projection	Stores	Sales
Brown	18,382	-15.0	4,460	3,326	4,002	4,004	423	3,003
Butler	See Listing—End of State							
Carroll	15,541	-10.9	3,890	1,930	3,821	3,928	304	3,187
Champaign	24,301	-3.4	6,870	2,055	6,321	6,422	482	6,968
Clark	See Listing—End of State							
Clermont	31,490	-7.7	8,280	3,465	7,093	8,114	625	7,303
Clinton	22,014	-2.5	6,340	2,020	5,781	5,924	516	7,742
Columbiana	86,347	-4.2	23,410	3,643	21,437	22,082	1,870	31,967
Coshocton	26,441	-13.6	7,090	2,497	7,208	7,381	584	8,587
Crawford	34,814	-2.1	10,310	2,053	9,334	9,548	737	11,892
Cuyahoga	See Listing—End of State							
Darke	35,781	-7.9	9,860	4,680	9,443	9,663	798	10,718
Defiance	21,652	-11.1	6,040	2,141	5,944	6,101	490	7,386
Delaware	22,749	-15.1	6,330	2,780	6,366	6,065	517	7,320
Erie	45,267	+4.8	12,920	1,660	10,918	11,239	954	16,811
Fairfield	43,991	-9.3	11,830	3,031	11,470	11,712	794	13,135
Fayette	19,564	-8.6	5,060	1,564	4,916	5,013	391	7,369
Franklin	See Listing—End of State							
Fulton	21,801	-7.7	6,100	2,771	5,823	5,983	468	7,407
Gallia	23,284	-6.6	4,270	2,736	3,905	4,144	310	4,514
Geauga	15,822	-18.6	3,930	2,497	4,255	4,318	306	4,546
Greene	41,769	+21.5	11,200	2,164	8,281	8,481	502	9,377
Guernsey	31,873	-17.9	8,430	2,767	8,808	9,156	709	9,427
Hamilton	See Listing—End of State							
Hancock	35,452	-13.1	10,720	2,830	10,773	11,057	732	12,905
Hardin	25,272	-6.6	7,110	2,358	6,739	6,906	587	6,898
Harrison	17,273	-15.0	4,310	1,818	4,368	4,533	343	3,646
Henry	20,171	-11.4	5,570	2,450	5,525	5,621	418	6,000
Highland	24,541	-9.4	6,640	2,986	6,428	6,572	548	7,622
Hocking	16,954	-21.2	3,990	1,403	4,396	4,480	321	4,395
Holmes	15,800	-11.6	3,000	2,286	2,994	3,063	294	3,708
Huron	29,975	-13.9	8,710	2,457	8,820	9,069	763	11,677
Jackson	23,239	-13.9	5,340	1,757	5,463	5,562	436	6,598
Jefferson	88,073	-10.2	21,740	2,011	21,380	21,742	1,768	34,049
Knox	28,254	-8.9	8,170	2,893	7,749	8,087	556	9,706
Lake	52,546	+5.1	15,200	1,601	12,959	13,217	897	18,498
Lawrence	See Listing—End of State							
Licking	59,723	-4.1	17,400	3,994	15,759	16,420	1,098	20,043
Logan	26,274	-11.3	7,710	2,493	7,614	7,785	687	8,927
Lorain	113,064	+0.6	31,630	3,423	27,895	28,497	2,047	39,348
Lucas	See Listing—End of State							
Madison	20,145	-7.6	4,500	1,552	4,309	4,414	375	6,033
Mahoning	See Listing—End of State							
Marion	45,300	+0.9	13,070	1,838	11,289	11,769	734	14,759
Medina	32,611	-1.3	9,370	3,126	8,328	8,597	630	11,367
Meigs	20,724	-14.0	4,820	2,703	4,805	5,019	391	5,141
Mercer	23,314	-11.2	5,870	2,795	5,818	5,927	522	7,107
Miami	54,096	+2.8	15,980	2,867	13,867	14,148	914	17,761
Monroe	14,573	-21.8	2,940	2,986	3,224	3,333	271	2,224
Montgomery	See Listing—End of State							
Morgan	10,963	-22.9	2,630	2,186	2,928	3,020	216	2,457
Morrow	13,737	-12.2	3,750	2,315	3,695	3,824	190	2,882
Muskingum	64,970	-6.9	18,190	3,381	17,252	17,656	1,240	24,697
Noble	10,526	-27.8	2,260	2,193	2,722	2,760	257	2,000
Ottawa	24,761	+2.4	7,020	1,680	6,026	6,264	510	7,683
Paulding	13,365	-13.9	3,580	1,758	3,642	3,723	323	3,425
Perry	23,690	-23.8	5,920	2,130	6,708	6,884	479	6,051
Pickaway	26,035	-6.6	5,790	1,869	5,527	5,622	442	5,732
Pike	12,216	-24.2	2,100	1,702	2,373	2,437	251	2,152
Portage	50,058	+7.3	13,500	3,368	11,221	11,545	789	15,282
Preble	22,415	-3.9	6,210	2,588	5,743	5,858	530	6,324
Putnam	19,881	-20.5	5,140	2,867	5,621	5,775	524	5,772
Richland	71,250	-3.5	19,690	2,857	17,986	18,570	1,293	28,730
Ross	46,815	-10.2	10,510	2,765	10,270	10,516	718	13,747
Sandusky	42,968	+4.8	11,410	2,383	10,500	10,791	855	13,878
Scioto	73,546	-15.0	17,130	3,354	17,305	18,020	1,456	23,749
Seneca	47,496	-2.1	13,010	2,781	11,673	12,047	1,000	16,464
Shelby	25,178	-3.4	6,850	2,253	6,273	6,400	473	7,112
Stark	See Listing—End of State							
Summit	See Listing—End of State							
Trumbull	See Listing—End of State							
Tuscarawas	64,780	-5.9	17,400	2,832	16,304	16,733	1,344	20,071
Union	18,125	-9.4	5,110	2,332	4,982	5,056	375	6,005
Van Wert	20,694	-22.7	6,050	2,372	6,750	6,956	484	7,607
Vinton	8,901	-23.1	1,690	1,306	1,920	1,952	144	1,279
Warren	30,430	+1.8	8,060	2,450	7,061	7,192	500	7,072
Washington	35,061	-18.1	8,690	3,836	9,151	9,443	699	10,843
Wayne	49,124	-2.8	12,450	3,776	11,428	11,639	1,019	16,066
Williams	23,088	-9.5	6,970	2,384	6,770	6,960	626	8,550
Wood	68,298	+31.9	18,850	3,406	12,926	13,268	1,124	13,150
Wyandot	17,338	-9.8	4,760	1,910	4,079	4,747	384	5,091

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1910 Census	NAB Projection	Stores	Sales
<b>METROPOLITAN DISTRICTS—COUNTIES</b>								
AKRON (Summit) ...	359,276	+ 5.9	101,860	2,986	85,603	87,816	6,070	140,031
CANTON (Stark) .....	248,507	+ 5.8	87,510	4,707	56,730	58,199	4,260	92,205
CINCINNATI (Hamilton: Dearborn, Ind.: Kenton, Ky.) . . .	850,179	+ 5.2	247,860	7,322	212,958	217,946	15,521	352,463
CLEVELAND (Cuyahoga) ..	1,199,049	— 1.5	349,790	2,500	318,772	323,878	24,211	555,343
COLUMBUS (Franklin) ..	417,498	+ 7.7	118,680	3,513	96,785	100,569	7,025	186,311
DAYTON (Montgomery)	341,553	+15.6	98,380	4,163	76,034	78,076	5,143	129,680
HAMILTON (Butler)	123,813	+ 3.0	33,880	2,926	29,254	29,979	2,014	41,873
MIDDLETOWN (Clark) .....	98,717	+ 3.2	28,000	2,281	24,258	24,780	1,728	35,536
TOLEDO (Lucas) .....	324,657	— 5.7	95,850	2,403	89,929	92,162	6,109	155,392
YOUNGSTOWN (Mahoning, Trumbull) ...	365,499	— 1.9	92,760	6,685	83,698	85,886	5,736	136,894
TOTAL STATE..	6,822,021	— 1.2	1,894,240	233,783	1,697,672	1,739,399	127,215	\$2,616,387

Note—Belmont County contained in Wheeling Metropolitan District. Listed under W. Va. Lawrence County contained in Huntington Metropolitan District. Listed under W. Va.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# OKLAHOMA

Population 1943\* ..... 2,100,524  
 Radio Homes, 1944  
 (RADIO DAILY Estimate) ..... 427,980  
 No. of Farms, 1940 ..... 179,687

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1910 Census	NAB Projection	Stores	Sales
Adair .....	14,841	— 5.8	1,530	1,704	1,412	1,474	174	\$1,090
Alfalfa .....	11,112	—21.4	3,140	2,012	3,127	3,180	283	2,676
Atoka .....	15,751	—15.8	1,760	2,069	1,787	1,877	225	1,715
Beaver .....	7,288	—15.7	1,500	1,659	1,578	1,597	142	1,016
Beckham .....	19,383	—12.6	3,970	2,424	3,924	4,088	468	5,426
Blaine .....	15,675	—15.5	3,070	2,160	3,125	3,266	388	3,781
Bryan .....	33,208	—12.9	5,740	3,512	5,643	5,924	445	6,215
Caddo .....	34,765	—16.4	6,390	4,425	6,526	6,797	687	7,444
Canadian .....	24,545	— 9.1	5,650	2,486	5,427	5,535	435	6,427
Carter .....	33,948	—21.6	6,520	2,517	7,121	7,412	770	9,358
Cherokee .....	18,574	—11.7	1,890	2,507	1,821	1,925	237	1,987
Choctaw .....	19,997	—29.5	2,530	3,042	3,091	3,173	299	3,076
Cimarron .....	3,369	— 7.8	700	605	671	686	97	873
Cleveland .....	31,028	+11.9	6,330	2,061	5,087	5,190	433	6,068
Coal .....	9,414	—26.5	1,210	1,558	1,430	1,463	143	1,467
Comanche .....	49,964	+51.1	10,340	2,039	6,259	6,435	650	10,350
Cotton .....	10,688	—17.0	2,080	1,544	2,167	2,238	201	2,703
Craig .....	19,351	— 8.2	3,100	2,166	2,952	3,043	280	3,896
Creek .....	41,955	—24.4	8,370	3,156	9,417	9,724	938	11,108
Custer .....	20,077	—13.0	4,370	2,290	4,340	4,502	486	5,939
Delaware .....	10,358	—44.3	1,400	2,683	2,038	2,117	194	1,216
Dewey .....	9,863	—17.7	1,880	1,931	2,001	2,038	248	1,738
Ellis .....	6,839	—19.2	1,490	1,443	1,544	1,631	179	1,752
Garfield .....	40,335	—11.3	10,890	2,900	10,767	11,001	901	17,915
Garvin .....	25,894	—16.9	3,890	3,125	4,026	4,288	599	4,802
Grady .....	35,338	—14.1	6,810	3,887	6,869	7,097	697	8,419
Grant .....	10,248	—21.9	2,820	2,250	3,117	3,199	262	2,609
Greer .....	13,437	— 7.6	2,620	1,674	2,466	2,569	291	2,929
Harmon .....	8,265	—17.5	1,660	1,248	1,716	1,801	153	1,317
Harper .....	5,154	—20.1	1,050	945	1,141	1,171	142	1,098
Haskell .....	14,129	—18.4	1,880	1,866	1,964	2,043	188	1,694
Hughes .....	22,613	—22.5	3,700	2,740	4,146	4,243	357	4,147
Jackson .....	21,717	— 4.4	4,620	2,048	4,233	4,355	400	4,646
Jefferson .....	11,692	—22.6	2,000	1,594	2,234	2,238	234	2,178
Johnston .....	11,367	—28.8	1,550	1,736	1,863	1,908	211	1,379
Kay .....	42,983	— 8.7	11,050	2,663	10,620	10,945	891	14,451
Kingfisher .....	12,302	—21.2	2,740	2,292	3,065	3,191	256	3,662
Kiowa .....	20,335	—10.8	4,300	2,602	4,179	4,350	442	4,824
Latimer .....	9,728	—21.4	1,240	1,192	1,362	1,391	158	1,188
LeFlore .....	35,030	—23.6	4,770	3,927	5,425	5,557	521	4,900
Lincoln .....	22,152	—25.0	3,920	3,862	4,470	4,607	373	3,747

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1910 Census	NAB Projection	Stores	Sales
Logan	20,226	-19.9	4,470	2,316	4,146	4,967	467	6,287
Love	8,425	-26.3	1,250	1,414	1,471	1,494	153	1,057
McClain	15,400	-10.8	2,520	2,266	2,724	2,796	286	2,170
McCurtain	32,076	-22.4	3,340	4,427	3,704	3,796	409	3,608
McIntosh	22,215	- 7.8	2,740	2,654	2,496	2,641	240	2,100
Major	9,632	-19.4	1,920	2,145	2,057	2,109	230	1,825
Marshall	9,974	-19.5	1,520	1,252	1,646	1,687	135	1,623
Mayes	28,658	+32.3	4,100	2,534	2,754	2,885	379	3,039
Murray	10,253	-25.9	1,000	959	2,043	1,192	301	2,260
Muskogee	75,191	+14.1	13,500	3,614	10,428	10,801	1,143	16,032
Noble	12,172	-17.9	2,910	1,653	3,070	3,168	303	3,279
Nowata	12,658	-19.8	2,390	1,736	2,588	2,659	212	2,677
Okfuskee	20,135	-23.4	2,880	2,657	3,237	3,313	307	3,048
Oklahoma	See Listing—	End of State						
Oklmulgee	41,423	-17.3	7,750	2,847	8,091	8,331	845	10,688
Osage	29,309	-29.4	6,500	2,464	7,600	8,020	652	8,417
Ottawa	33,201	- 7.4	7,150	1,965	6,664	6,945	533	7,379
Pawnee	13,888	-20.2	2,770	1,818	2,897	3,079	284	2,710
Payne	32,220	-10.6	7,630	2,543	7,465	7,709	744	10,886
Pittsburg	58,707	+19.8	9,510	3,468	6,955	7,318	644	8,370
Pontotoc	29,732	-25.3	5,940	2,580	6,605	6,987	704	10,167
Pottawatomie	43,507	-20.8	8,920	3,595	9,776	10,022	1,074	13,597
Pushmataha	14,543	-25.3	1,670	1,919	1,918	1,969	187	1,864
Roger Mills	7,942	-26.0	1,350	1,819	1,564	1,603	180	1,232
Rogers	19,777	- 6.2	3,400	2,294	3,118	3,266	415	3,370
Seminole	38,480	-37.1	7,330	3,019	9,746	10,052	1,030	13,740
Sequoyah	20,544	-11.2	1,960	2,504	1,915	1,976	235	1,639
Stephens	27,213	-12.5	5,210	2,592	5,143	5,370	518	6,634
Texas	9,124	- 7.8	2,010	1,408	1,919	1,972	261	3,068
Tillman	18,301	-11.8	3,870	2,119	3,770	3,944	404	3,490
Tulsa	See Listing—	End of State						
Wagoner	18,576	-14.2	2,260	2,404	2,285	2,348	257	1,934
Washington	26,562	-13.1	6,690	1,348	6,766	6,899	542	9,893
Washita	18,936	-15.0	4,000	3,447	4,067	4,212	314	3,232
Woods	12,627	-15.3	3,160	1,789	3,244	3,339	339	4,202
Woodward	13,951	-14.3	2,770	1,521	2,803	2,890	320	4,960

METROPOLITAN DISTRICTS—COUNTIES

City								
OKLAHOMA CITY (Oklahoma)	263,340	+ 7.9	70,350	3,424	57,392	59,619	5,104	104,680
TULSA (Tulsa)	208,324	+ 7.7	54,770	2,689	44,945	46,414	3,789	80,671
TOTAL STATE..	2,100,524	- 9.8	427,980	179,687	405,754	420,182	39,448	\$549,054

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# OREGON

Population 1943\* . . . . . 1,152,492  
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . . . 351,220  
 No. of Farms, 1940 . . . . . 61,829

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Baker	12,741	-30.4	3,620	1,259	4,413	4,525	404	\$7,630
Benton	22,806	+22.4	6,580	1,507	4,828	4,978	385	8,471
Clackamas	See Listing—	End of State						
Clatsop	29,751	+26.8	9,230	661	6,572	6,746	635	11,744
Columbia	18,300	-12.7	5,240	2,060	5,278	5,399	368	5,604
Coos	30,227	- 6.8	8,860	1,953	8,364	8,601	699	12,691
Crook	5,193	- 6.1	1,370	495	1,273	1,320	69	1,544
Curry	3,272	-23.8	890	375	986	1,027	125	1,225
Deschutes	18,722	+ 0.5	5,300	1,047	4,570	4,770	366	9,084
Deunglas	23,234	- 9.6	6,530	2,734	6,289	6,526	591	8,288
Gilliam	2,098	-26.2	570	292	661	677	96	1,396
Grant	5,400	-15.4	1,530	580	1,583	1,607	151	2,006
Harney	4,231	-21.3	1,120	436	1,285	1,341	117	2,527
Hood River	8,722	-24.7	2,580	1,142	2,942	3,025	243	4,046
Jackson	46,827	+29.3	13,880	2,702	9,641	9,916	671	14,435
Jefferson	1,945	- 4.8	500	227	468	481	35	569
Josephine	14,288	-12.3	4,090	1,944	4,005	4,170	354	5,641
Klamath	34,770	-14.1	10,080	1,552	10,151	10,499	727	22,472
Lake	5,463	-13.2	1,520	484	1,492	1,563	107	2,660
Lane	69,856	+ 1.1	20,310	4,454	17,816	18,295	1,206	26,640
Lincoln	13,088	- 9.9	3,620	972	3,418	3,619	431	4,533
Linn	33,101	+ 8.6	8,920	3,325	7,260	7,494	558	8,861
Malheur	15,218	-23.0	4,580	2,545	4,013	4,117	336	5,408

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES 1910 NAB		RETAIL—SERVICE	
	1913*	% Change 1910-13			Census	Projection	Stores	Sales
Marion	72,064	— 4.2	20,000	4,785	18,499	18,866	1,436	28,503
Morrow	4,040	— 6.8	1,060	540	1,008	1,026	97	1,282
Multnomah	See Listing—End of State							
Polk	1,703	— 5.3	5,200	1,743	4,819	4,950	348	3,904
Sherman	12,278	—26.6	530	343	618	653	71	662
Tillamook	29,747	+ 0.3	3,470	960	3,059	3,152	288	4,056
Umatilla	14,908	+14.3	7,850	2,312	6,140	6,334	559	10,587
Union	8,180	—14.3	4,450	1,255	4,508	4,638	421	6,661
Wallowa	10,671	+ 7.3	2,120	989	1,781	1,814	163	2,389
Wasco	37,202	—18.3	3,140	1,007	3,320	3,410	322	6,923
Washington	37,202	— 5.1	10,850	4,348	10,025	10,331	643	9,878
Wheeler	2,616	—12.0	670	249	656	684	64	823
Yamhill	25,803	— 2.0	7,470	2,817	6,742	6,919	532	8,578
City								
METROPOLITAN DISTRICTS—COUNTIES								
PORTLAND (Clackamas, Multnomah)	495,104	+ 20.1	163,490	7,735	122,158	125,753	9,096	224,442
TOTAL STATE	1,152,492	+ 5.9	351,220	61,829	290,641	299,226	22,714	\$476,363

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# PENNA.

Population 1943\* . . . . . 9,457,755  
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . . . 2,461,880  
 No. of Farms, 1940 . . . . . 169,027

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	1913*	% Change 1910-13			Census	Projection	Stores	Sales
Adams	37,220	— 5.6	8,910	3,071	8,366	8,561	607	37,841
Allegheny	See Listing—End of State							
Armstrong	73,232	— 9.7	17,450	3,047	17,142	17,447	1,073	17,639
Beaver	163,503	+ 4.3	40,680	2,047	34,919	35,681	2,342	44,194
Bedford	36,692	—10.1	7,740	2,994	7,553	7,738	656	8,307
Berks	See Listing—End of State							
Blair	See Listing—End of State							
Bradford	43,349	—14.4	11,270	4,269	11,432	11,741	956	13,559
Bucks	108,824	+ 1.0	29,350	4,290	25,838	26,447	2,010	27,603
Butler	87,152	— 0.5	21,470	4,528	19,295	19,696	1,313	25,901
Cambria	See Listing—End of State							
Cameron	6,693	— 2.3	1,810	165	1,620	1,676	127	2,072
Carbon	54,331	—12.0	13,630	674	13,665	13,903	1,153	12,503
Centre	50,832	— 3.4	12,380	1,977	11,335	11,564	834	15,713
Chester	133,303	— 1.7	32,280	4,290	29,184	29,885	2,362	43,933
Clarion	33,563	—12.6	6,670	2,199	7,760	7,906	502	8,902
Clearfield	80,174	—12.9	18,720	3,530	19,035	19,299	1,314	19,921
Clinton	32,993	— 4.5	8,230	762	7,662	7,835	627	9,292
Columbia	48,527	— 5.6	12,420	2,099	11,698	11,944	874	12,418
Crawford	71,939	+ 0.4	19,280	5,596	17,200	17,530	1,217	22,800
Cumberland	74,107	+ 0.7	20,460	2,809	17,936	18,439	1,329	21,693
Dauphin	See Listing—End of State							
Delaware	See Listing—End of State							
Elk	31,241	— 9.3	7,380	720	7,038	7,302	518	7,854
Eric	See Listing—End of State							
Fayette	See Listing—End of State							
Forest	4,698	—18.9	1,130	276	1,203	1,234	96	968
Franklin	60,948	— 7.8	15,270	3,731	14,527	14,972	1,111	18,346
Fulton	8,024	—24.8	1,710	1,417	1,915	2,013	234	1,374
Greene	39,414	—11.8	8,670	2,650	8,696	8,846	537	8,058
Huntingdon	36,774	—12.1	8,290	1,625	8,210	8,460	666	9,094
Indiana	62,205	—22.1	14,340	3,235	16,065	16,298	1,133	18,016
Jefferson	43,765	—19.1	10,560	2,356	11,401	11,603	787	13,428
Juniata	13,497	—12.2	2,960	1,501	2,980	3,016	320	2,833
Lackawanna	See Listing—End of State							
Lancaster	See Listing—End of State							
Lawrence	95,706	— 1.2	24,900	2,155	22,495	22,847	1,671	30,918
Lebanon	71,601	— 1.4	18,920	1,920	17,142	17,350	1,450	23,322
Lehigh	See Listing—End of State							
Luzerne	See Listing—End of State							
Lycoming	90,911	— 2.9	24,810	2,718	22,611	23,181	1,817	30,745
McKean	52,576	— 7.2	14,330	1,234	13,405	13,914	990	19,481
Mercer	117,354	+16.1	29,750	3,764	22,816	23,612	1,823	33,054
Mifflin	39,189	— 8.8	9,330	1,147	8,955	9,234	834	12,453
Monroe	26,416	—11.4	7,120	1,183	7,094	7,194	796	11,466
Montgomery	See Listing—End of State							
Montour	15,946	+ 3.1	3,340	637	2,838	2,950	219	2,881
Northampton	See Listing—End of State							



County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Northumberland	111,408	-12.2	28,160	1,812	28,048	28,732	2,370	31,212
Perry	21,513	-7.3	5,250	1,885	5,023	6,092	416	4,128
Philadelphia	See Listing—End of State							
Pike	6,471	-13.2	1,900	465	1,905	1,955	185	1,658
Potter	14,477	-20.5	3,600	1,420	3,924	4,038	328	4,898
Schuylkill	185,719	-18.7	44,230	2,032	47,282	48,604	4,786	54,081
Snyder	18,589	-8.0	4,360	1,667	4,194	4,269	403	3,081
Somerset	73,011	-14.1	16,090	2,627	16,536	16,761	1,185	19,499
Sullivan	6,034	-19.6	1,320	651	1,454	1,467	164	1,038
Susquehanna	26,509	-21.8	6,580	3,227	7,313	7,480	571	6,718
Tioga	29,683	-15.2	7,670	2,783	7,833	8,072	619	8,549
Union	19,739	-2.5	3,990	1,044	4,173	4,292	423	4,284
Venango	60,109	-6.0	14,910	2,294	13,779	14,335	932	18,136
Warren	38,832	-9.2	9,720	2,028	9,247	9,628	607	17,485
Washington	See Listing—End of State							
Wayne	25,814	-13.8	6,380	2,834	6,488	6,642	556	7,621
Westmoreland	See Listing—End of State							
Wyoming	14,055	-15.8	3,490	1,340	3,582	3,714	353	4,572
York	See Listing—End of State							

City	METROPOLITAN DISTRICTS—COUNTIES							
ALLENTOWN (Lehigh, Northampton)								
BETHLEHEM								
EASTON	341,100	-1.6	91,130	4,671	82,710	84,377	7,234	127,473
ALTOONA (Blair)	127,709	-9.0	33,960	1,931	32,772	33,624	2,292	45,838
ERIE (Erie)	186,250	+3.0	50,670	4,503	43,538	44,849	3,591	65,554
HARRISBURG (Dauphin)	171,123	-3.3	47,060	2,098	42,999	43,978	3,573	71,915
JOHNSTOWN (Cambria)	192,557	-9.8	43,440	2,719	42,720	43,438	2,791	62,429
LANCASTER (Lancaster)	200,093	-5.8	49,930	8,446	47,219	48,007	5,089	76,578
PHILADELPHIA (Delaware, Montgomery, Philadelphia; Burlington, Camden, Gloucester, N. J.)	2,962,029	+0.3	817,140	8,396	715,109	739,007	61,008	1,185,802
PITTSBURGH (Allegheny, Fayette, Washington, Westmoreland)	2,082,301	-2.1	538,580	14,251	488,569	498,683	31,322	750,190
READING (Berks)	224,145	-7.3	61,370	5,541	58,515	59,579	5,960	87,545
SCRANTON (Lackawanna, Luzerne)								
WILKES-BARRE	609,905	-17.9	150,170	3,896	159,107	163,228	13,465	204,431
YORK (York)	174,703	-1.8	47,590	7,120	43,008	43,789	3,214	58,410
TOTAL STATE..	9,457,755	-4.4	2,461,880	169,027	2,265,921	2,323,980	179,692	\$3,346,477

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# RHODE IS.

Population 1943\* . . . . . 695,696  
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . . . 194,670  
 No. of Farms, 1940 . . . . . 3,014

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Bristol	See Listing—End of State							
Kent	See Listing—End of State							
Newport	See Listing—End of State							
Providence	See Listing—End of State							
Washington	34,363	+5.9	9,300	543	7,953	8,097	728	14,417
City	METROPOLITAN DISTRICTS—COUNTIES							
PROVIDENCE (Bristol, Kent, Newport, Providence)	661,333	-2.2	185,280	2,471	168,786	171,555	13,695	263,736
TOTAL STATE..	695,696	-1.9	194,670	3,014	176,730	179,652	14,423	\$296,690

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# S. CAROLINA

Population 1943\* . . . . . 1,831,553  
 Radio Homes, 1944  
 (RADIO DAILY Esti-  
 mate) . . . . . 234,500  
 No. of Farms, 1940 . . . . . 137,558

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Abbeville	19,201	-16.3	2,170	2,474	2,219	2,303	350	\$2,653
Aiken	54,165	+ 8.5	7,250	3,390	5,861	6,090	686	6,478
Allendale	11,417	-12.4	720	935	723	737	162	1,315
Anderson	78,636	-11.4	12,880	6,430	12,758	13,005	1,197	15,716
Bamberg	16,373	-12.2	1,300	1,643	1,260	1,330	269	2,666
Barnwell	71,087	-15.2	1,120	1,787	1,153	1,184	300	2,225
Beaufort	20,942	+13.9	1,450	1,843	1,128	1,163	276	2,594
Berkeley	24,959	- 8.0	1,560	2,815	1,476	1,528	246	1,995
Calhoun	13,971	-13.9	890	1,749	876	930	229	1,939
Charleston	See Listing—End of State							
Cherokee	29,591	-11.1	4,210	2,670	4,141	4,252	411	3,670
Chester	28,944	-11.2	3,660	2,518	3,615	3,693	339	5,292
Chesterfield	31,885	-11.3	3,170	3,101	3,124	3,206	410	4,386
Clarendon	26,476	-15.9	1,550	3,270	1,598	1,642	262	3,009
Colleton	25,136	- 4.3	1,980	2,641	1,838	1,864	308	3,434
Darlington	42,951	- 5.0	4,850	3,360	4,457	4,621	516	7,484
Dillon	25,510	-13.9	2,450	3,111	2,476	2,548	337	3,977
Dorchester	21,028	+ 5.5	1,980	1,622	1,641	1,704	247	2,493
Edgefield	15,061	-10.8	1,320	2,151	1,278	1,334	262	2,087
Fairfield	20,667	-14.6	1,830	1,868	1,877	1,929	228	2,748
Florence	62,633	-11.3	7,280	5,985	7,169	7,351	865	15,192
Georgetown	24,859	- 5.7	2,290	1,772	2,105	2,198	338	4,117
Greenville	140,708	+ 3.0	26,850	5,607	23,136	23,757	1,833	40,113
Greenwood	38,770	- 3.3	5,840	2,099	5,302	5,459	646	9,387
Hampton	16,233	- 7.1	1,140	1,646	1,084	1,109	157	1,499
Horry	49,852	- 4.0	4,390	6,462	4,050	4,144	584	8,401
Jasper	8,693	-21.1	610	1,075	674	690	76	644
Kershaw	31,491	- 4.3	2,810	2,532	2,520	2,649	406	4,044
Lancaster	27,400	-18.3	3,890	2,462	4,090	4,221	330	5,062
Laurens	37,802	-14.4	5,440	3,285	5,526	5,664	569	6,980
Lee	19,730	-20.8	1,340	2,183	1,480	1,506	278	2,981
Lexington	36,563	+ 1.6	4,960	2,914	4,331	4,427	488	4,288
McCormick	8,363	-19.3	530	1,290	576	585	132	914
Marion	28,650	- 4.8	3,040	2,417	2,826	2,898	364	5,332
Marlboro	29,856	-10.3	2,580	2,881	2,509	2,579	321	4,483
Newberry	30,441	- 9.3	3,850	2,881	3,718	3,814	515	5,827
Oconee	31,503	-13.7	3,990	3,595	4,105	4,161	439	4,563
Orangeburg	60,136	- 5.6	5,250	5,804	4,930	5,049	984	10,064
Pickens	35,041	- 5.6	5,420	3,227	5,075	5,215	537	5,140
Richland	See Listing—End of State							
Saluda	14,410	-16.2	1,940	2,496	1,995	1,426	243	1,273
Spartanburg	129,019	+ 1.0	22,130	6,761	19,406	19,936	1,424	28,917
Sumter	51,897	- 1.1	4,730	3,228	4,264	4,437	524	10,460
Union	28,792	- 8.2	3,920	1,915	3,763	3,847	376	5,636
Williamsburg	35,079	-14.5	2,160	5,263	2,209	2,275	357	3,939
York	56,323	- 4.0	8,190	5,848	7,474	7,730	730	11,342

## METROPOLITAN DISTRICTS—COUNTIES

City	1913*	% Change 1910-13	Radio Daily Homes 1944	No. of Farms	1940 Census	NAB Projection	Stores	Sales
CHARLESTON (Charleston)	152,791	+29.8	24,630	1,776	16,969	17,589	1,776	35,121
COLUMBIA (Richland)	119,619	+14.1	19,560	2,428	15,347	15,856	1,554	38,221
<b>TOTAL STATE</b>	<b>1,831,553</b>	<b>- 3.2</b>	<b>234,500</b>	<b>137,558</b>	<b>209,542</b>	<b>215,636</b>	<b>23,871</b>	<b>\$351,101</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# S. DAKOTA

Population 1943\* . . . . . 559,628  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) . . . . . 136,190  
 No. of Farms, 1940 . . . . . 72,454

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Armstrong	9	-78.6	7	7	9	9	..	..
Aurora	4,576	-15.1	1,060	896	1,055	1,118	117	\$867
Beadle	17,211	-12.4	4,570	1,724	4,545	4,665	395	7,125
Bennett	2,889	-27.2	460	559	540	548	73	603
Bon Homme	9,115	-11.0	2,210	1,368	2,171	2,231	209	1,894
Brookings	13,688	-17.9	3,530	1,929	3,740	3,830	331	5,440
Brown	25,763	-13.2	6,950	2,222	7,000	7,170	592	11,708
Brule	5,143	-17.0	1,260	862	1,339	1,357	166	1,781
Buffalo	1,621	-17.9	240	203	257	261	14	100

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Butte	7,456	— 6.8	1,830	800	1,751	1,794	219	3,448
Campbell	4,510	—10.4	870	751	848	873	62	498
Charles Mix	10,534	—21.7	2,060	1,027	2,279	2,350	185	1,815
Clark	7,580	—15.4	1,900	1,521	1,949	1,996	163	1,666
Clay	8,569	—10.8	2,200	1,224	2,269	2,320	180	2,389
Codington	15,391	— 9.5	3,900	1,170	3,783	3,902	382	8,026
Corson	5,786	—14.3	1,120	923	1,095	1,167	106	847
Custer	4,917	—18.4	1,150	654	1,214	1,245	143	1,619
Davison	12,766	—16.8	3,540	918	3,671	3,779	422	7,665
Day	11,199	—17.4	2,650	1,825	2,794	2,843	257	3,191
Devel	7,321	—13.4	1,720	1,283	1,691	1,772	141	1,237
Dewey	5,001	—12.4	940	563	940	958	107	822
Douglas	5,614	—11.6	1,250	1,000	1,227	1,271	123	995
Edmunds	7,203	— 7.8	1,540	1,103	1,488	1,511	114	1,169
Fall River	9,695	+18.6	2,190	587	1,648	1,699	190	2,128
Faulk	4,640	—10.2	1,190	802	1,165	1,198	139	965
Grant	8,725	—17.3	2,260	1,379	2,397	2,429	210	2,226
Gregory	8,067	—15.6	1,710	1,361	1,730	1,821	179	1,674
Haakon	2,968	—15.6	790	631	809	834	88	948
Hamlin	6,674	—11.7	1,580	1,088	1,681	1,607	165	1,344
Hand	5,850	—18.4	1,440	1,283	1,536	1,509	106	1,427
Hanson	4,584	—15.1	1,100	855	1,140	1,162	79	625
Harding	2,220	—25.9	500	569	569	594	40	380
Hughes	6,036	— 8.9	1,060	435	1,601	1,639	165	2,965
Hutchinson	11,313	—10.7	2,440	1,734	2,423	2,467	238	2,253
Hyde	2,670	—14.2	660	593	675	686	69	824
Jackson	1,510	—22.8	370	317	414	423	70	529
Jerauld	3,931	—17.3	990	732	1,054	1,064	112	1,077
Jones	2,031	—19.1	520	414	552	569	67	679
Kingsbury	9,702	—10.4	2,410	1,464	2,342	2,419	272	2,417
Lake	10,181	—18.0	2,610	1,338	2,778	2,832	269	3,692
Lawrence	16,053	—15.9	4,470	469	4,652	4,753	372	7,455
Lincoln	11,051	—16.1	2,850	1,854	2,935	3,027	226	2,447
Lyman	3,141	—37.7	730	801	989	1,009	108	875
McCook	8,074	—17.6	1,930	1,411	2,047	2,101	207	1,632
McPherson	6,905	—17.3	1,270	1,195	1,334	1,365	125	1,045
Marshall	7,401	—16.7	1,660	1,309	1,730	1,790	172	2,126
Meade	8,527	— 9.8	2,130	1,365	2,019	2,131	205	2,226
Mellette	3,165	—22.9	450	587	496	511	66	370
Miner	5,616	—17.8	1,400	1,095	1,500	1,523	142	1,141
Minnehaha	57,601	— 0.2	15,850	2,458	14,073	14,409	1,185	27,782
Moody	7,762	—16.9	2,060	1,352	2,140	2,214	168	2,011
Pennington	22,701	— 4.6	5,990	1,085	5,502	5,719	591	12,147
Perkins	5,500	—16.5	1,270	1,097	1,309	1,371	117	1,448
Potter	4,237	— 8.2	1,040	604	975	1,018	155	1,198
Roberts	13,883	—12.6	3,130	2,279	3,156	3,221	270	3,078
Sanborn	4,855	—15.6	1,180	935	1,210	1,259	124	966
Shannon	4,693	—12.5	630	504	639	546	29	312
Spink	11,381	— 9.1	2,890	1,751	2,822	2,864	293	2,845
Stanley	1,639	—16.3	450	322	458	483	36	335
Sully	2,260	—15.3	520	488	529	544	40	401
Todd	4,717	—17.5	620	569	652	675	54	416
Tripp	8,580	—13.7	1,900	1,515	1,910	1,979	181	2,718
Turner	11,296	—14.9	2,880	1,857	2,923	3,029	300	2,368
Union	9,444	—19.1	2,410	1,522	2,572	2,639	221	2,352
Walworth	5,901	—18.9	1,440	643	1,641	1,585	152	2,026
Washabaugh	1,442	—27.2	190	319	232	227	17	81
Washington	1,322	—26.1	160	179	185	191	8	72
Yankton	13,865	—17.0	3,020	1,519	2,131	3,242	247	4,843
Ziebach	2,241	—22.1	400	476	430	447	31	237
TOTAL STATE..	550,628	—12.9	136,190	72,454	136,049	139,854	12,781	\$177,601

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# TENNESSEE

Population 1943\* ..... 2,853,527  
 Radio Homes, 1944 (RADIO  
 DAILY Estimate) ..... 481,030  
 No. of Farms, 1940 ..... 247,617

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Anderson	24,270	— 8.4	3,730	1,995	3,610	3,659	263	\$3,234
Bedford	22,047	— 4.8	4,400	2,981	4,046	4,196	305	4,317
Benton	11,167	— 6.8	1,200	1,629	1,207	1,254	187	1,316
Bledsoe	7,987	— 4.4	770	1,009	706	727	89	656
Blount	45,979	+11.8	1,520	3,010	6,672	6,896	378	6,645
Bradley	27,720	— 2.7	4,920	1,727	4,453	4,593	398	5,270
Campbell	29,703	— 4.6	3,970	2,031	3,739	3,783	308	4,468
Cannon	9,162	— 7.3	970	2,102	910	939	162	665
Carroll	26,354	+ 1.4	3,870	3,637	3,419	3,483	340	3,199
Carter	34,292	— 2.4	5,570	2,758	4,935	5,158	331	5,392

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940	NAB Projection	Stores	Sales
Cheatham	8,370	-15.7	1,170	1,449	1,196	1,246	135	965
Chester	10,453	-6.0	1,300	1,543	1,219	1,248	142	1,139
Claiborne	23,407	-5.1	2,700	3,081	2,389	2,668	249	1,721
Clay	9,690	-11.1	900	1,761	897	910	115	531
Cocke	20,696	-14.1	2,430	3,119	2,442	2,530	250	2,352
Coffee	24,773	+30.7	3,630	2,366	2,482	2,668	305	2,846
Crockett	15,474	-10.7	2,270	2,748	2,250	2,290	228	1,845
Cumberland	14,861	-4.7	1,570	2,063	1,440	1,492	122	1,576
Davidson	See Listing—End of State							
Decatur	9,213	-10.2	1,280	1,380	1,261	1,284	151	868
DeKalb	12,285	-15.8	1,610	2,765	1,674	1,711	187	1,243
Dickson	17,155	-13.0	2,350	2,537	2,356	2,425	280	2,872
Dyer	34,017	-2.6	6,080	3,217	5,580	6,685	412	7,806
Fayette	26,985	-11.0	1,460	6,669	1,428	1,470	174	2,069
Fentress	12,742	-10.7	1,020	1,740	1,005	1,029	124	1,266
Franklin	23,034	-3.6	3,450	2,500	3,139	3,254	212	3,165
Gibson	45,438	+1.3	7,580	6,227	6,731	6,831	571	6,498
Giles	25,979	-11.2	3,880	4,413	3,840	3,921	429	4,237
Grainger	11,945	-16.8	1,160	2,451	1,193	1,239	152	804
Greene	36,013	-8.6	5,330	5,601	5,146	5,272	505	5,664
Grundy	10,371	-10.2	1,390	623	1,372	1,390	93	821
Hamblen	18,241	-2.0	3,310	1,853	2,708	2,762	201	4,096
Hamilton	See Listing—End of State							
Hancock	9,960	-11.3	820	1,768	806	825	93	419
Hardeman	22,768	-3.5	2,060	2,961	1,891	1,946	258	2,353
Hardin	14,777	-17.0	1,890	2,223	1,850	2,028	182	1,422
Hawkins	28,525	...	3,390	3,938	3,326	3,389	350	2,592
Haywood	24,808	-10.4	2,090	4,873	2,022	2,096	253	3,283
Henderson	16,584	-13.7	2,350	2,692	2,413	2,446	197	2,020
Henry	24,051	-7.1	3,570	3,548	3,630	3,676	354	4,374
Hickman	12,387	-16.7	1,580	1,941	1,661	1,695	172	1,090
Houston	5,744	-10.7	760	699	764	771	95	549
Humphreys	10,492	-15.5	1,280	1,407	1,331	1,368	138	1,344
Jackson	12,560	-16.7	1,270	2,556	1,364	1,392	174	1,038
Jefferson	18,297	-1.7	2,790	2,124	2,541	2,582	163	1,825
Johnson	13,657	+5.1	1,450	1,740	1,199	1,254	140	765
Knox	See Listing—End of State							
Lake	10,405	-7.4	1,360	408	1,299	1,321	147	1,812
Lauderdale	24,897	+1.7	3,070	3,437	2,700	2,743	312	3,842
Lawrence	26,236	-8.7	3,290	3,649	3,205	3,253	327	3,931
Lewis	4,850	-17.1	730	627	726	738	68	720
Lincoln	24,342	-10.6	4,040	4,289	3,973	4,084	272	3,962
Loudon	20,922	+5.5	3,490	1,419	2,947	3,011	212	2,983
McMinn	27,630	-10.2	4,600	2,971	4,454	4,603	361	5,287
McNairy	17,816	-12.8	2,090	2,849	2,112	2,155	248	1,787
Macon	12,123	-18.7	1,620	2,691	1,745	1,784	258	1,085
Madison	54,619	+0.9	9,530	4,151	8,400	8,588	628	13,230
Marion	19,186	+0.2	2,720	842	2,429	2,474	244	2,522
Marshall	15,815	-1.3	3,050	2,304	2,692	2,796	198	3,188
Maury	37,486	-7.1	6,930	3,439	6,538	6,728	561	8,197
Meigs	5,030	-21.3	630	784	684	702	45	214
Monroe	23,152	-4.6	2,690	2,496	2,527	2,660	200	2,338
Montgomery	34,020	+2.0	5,600	3,232	4,810	4,913	502	6,259
Moore	3,568	-12.8	530	856	537	551	31	187
Morgan	13,006	-14.7	1,530	1,632	1,597	1,614	154	1,020
Obion	27,636	-10.8	5,390	3,118	5,319	5,439	424	5,804
Overton	16,353	-13.4	1,220	2,815	1,228	1,263	186	1,226
Perry	6,292	-16.5	890	965	954	958	105	685
Pickett	5,325	-14.3	440	1,092	459	462	86	348
Polk	22,456	+45.1	2,760	1,074	1,735	1,774	192	2,488
Puinam	22,435	-14.5	2,720	3,349	2,765	2,866	373	3,385
Rhea	14,048	-14.1	2,000	1,247	2,025	2,085	183	2,522
Roane	24,593	-11.5	3,650	1,615	3,675	3,724	288	3,751
Robertson	24,414	-15.9	3,810	3,668	3,925	4,049	379	4,067
Rutherford	32,848	-2.2	5,490	4,450	4,849	5,090	430	6,508
Scott	13,801	-13.6	1,430	1,507	1,474	1,492	150	1,621
Sequatchie	4,750	-5.7	550	665	514	525	57	384
Sevier	22,475	-3.5	2,610	3,422	2,398	2,462	183	2,325
Shelby	See Listing—End of State							
Smith	13,641	-15.5	2,200	3,167	2,259	2,335	220	1,861
Stewart	9,802	-27.7	1,280	2,069	1,522	1,566	144	847
Sullivan	81,610	+18.1	15,490	3,824	11,750	12,102	606	18,008
Sumner	29,321	-10.4	4,670	4,840	4,485	4,680	335	3,724
Tipton	27,822	-0.8	3,370	4,166	3,009	3,095	252	3,811
Trousdale	5,678	-7.1	970	944	907	939	68	699
Nnicol	13,701	-3.0	1,840	1,100	1,729	1,783	226	1,704
Union	7,813	-13.5	790	1,423	778	818	119	491
Van Buren	3,484	-14.8	370	488	370	393	32	127
Warren	17,566	-11.1	2,590	2,777	2,540	2,617	202	2,901
Washington	53,101	+2.8	9,300	3,233	8,032	8,231	735	14,230
Wayne	12,319	-9.7	1,240	1,609	1,230	1,242	140	994
Weakley	24,733	-16.2	4,120	4,686	4,306	4,382	427	1,142
White	14,525	-9.1	1,640	2,196	1,508	1,628	201	1,509
Williamson	22,545	-10.6	3,450	3,534	3,374	3,487	292	3,323
Wilson	23,201	-8.2	4,060	3,879	3,889	4,016	293	3,518

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940	NAB Projection	Stores	Sales
City	METROPOLITAN DISTRICTS—COUNTIES							
CHATTANOOGA (Hamilton; Walker, Ga.)	216,522	+ 2.5	45,990	4,723	39,579	40,695	3,322	68,605
KNOXVILLE (Knox)	193,345	+ 2.7	39,070	5,033	33,956	34,573	2,390	60,799
MEMPHIS (Shelby)	380,508	+ 6.2	79,310	7,785	65,665	68,364	5,442	153,441
NASHVILLE (Davidson)	264,914	+ 3.0	62,060	3,065	53,655	54,922	4,261	99,342
TOTAL STATE	2,853,527	— 2.1	481,030	247,617	434,733	446,943	37,613	\$650,526

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# TEXAS

Population 1943\* . . . . . 6,341,450  
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . . . 1,252,106  
 No. of Farms, 1940 . . . . . 418,002

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940	NAB Projection	Stores	Sales
Anderson	30,197	—18.6	4,710	3,675	4,958	5,176	579	\$7,069
Andrews	987	—22.7	230	106	264	268	39	364
Angelina	29,256	— 9.1	5,140	2,781	4,818	5,091	417	6,788
Aransas	2,948	—15.0	540	108	553	572	77	701
Archer	6,396	—15.8	1,370	501	1,405	1,459	168	1,362
Armstrong	2,213	—11.3	580	408	576	585	54	490
Atascosa	18,056	— 6.3	1,750	2,020	1,609	1,683	318	2,385
Austin	14,693	—15.5	1,930	3,100	2,012	2,047	324	2,906
Bailey	6,423	+ 1.7	1,160	820	1,030	1,042	110	1,378
Bandera	3,106	—26.8	600	656	717	720	74	686
Bastrop	21,598	— 0.1	2,570	2,473	2,290	2,341	300	3,040
Baylor	6,451	—16.8	1,280	718	1,350	1,375	167	2,117
Bee	14,730	—10.6	2,220	1,147	2,210	2,246	346	4,916
Bell	50,860	+13.4	9,940	4,004	7,833	8,081	839	10,866
Bexar	See Listing—End of State							
Blanco	3,473	—18.6	680	632	730	750	81	920
Borden	734	—47.4	100	243	211	217	6	24
Bosque	12,720	—19.3	2,630	2,032	2,795	2,894	308	2,439
Bowie	57,412	+14.3	9,700	3,890	7,628	7,829	860	12,480
Brazoria	44,809	+65.6	7,230	1,824	4,086	4,112	421	7,060
Brazos	29,903	+10.8	4,820	1,773	3,871	3,978	379	8,804
Brewster	7,619	+17.6	1,120	265	848	869	161	2,106
Briscoe	3,418	—15.7	660	516	695	704	115	879
Brooks	6,150	— 3.3	500	307	467	469	95	1,482
Brown	33,993	+31.1	7,320	2,119	5,073	5,183	624	7,852
Burleson	14,856	—19.0	1,530	2,523	1,633	1,681	236	2,221
Burnet	8,419	—21.8	1,600	1,294	1,788	1,811	182	1,062
Caldwell	20,634	—17.5	2,930	1,864	3,110	3,190	438	6,057
Calhoun	5,612	— 6.5	820	353	780	798	114	1,122
Callahan	6,125	—47.1	1,270	1,435	1,901	2,009	230	2,088
Cameron	81,074	— 1.7	10,410	3,243	9,368	9,644	1,661	10,120
Camp	9,164	—10.9	1,300	1,355	1,285	1,313	190	1,421
Carson	5,821	—12.1	1,510	493	1,606	1,537	142	1,853
Cass	29,590	—11.7	3,610	4,404	3,564	3,683	394	5,120
Castro	3,588	—22.5	760	703	840	861	73	943
Chambers	6,368	—15.2	1,300	368	1,343	1,367	125	1,985
Cherokee	33,631	—23.5	5,600	5,134	5,116	5,337	621	7,374
Childress	12,624	+ 3.9	2,740	904	2,382	2,407	291	4,105
Clay	9,668	—23.6	1,890	1,521	2,121	2,193	243	2,067
Cochran	4,638	+24.2	760	431	543	560	89	693
Coke	3,340	—27.2	610	756	711	728	75	644
Coleman	17,816	—13.4	3,590	2,049	3,608	3,704	411	3,973
Collin	37,770	—20.0	8,120	4,771	8,749	9,017	771	8,697
Collingsworth	8,981	—13.1	1,770	1,358	1,808	1,824	212	2,458
Colorado	15,726	—11.7	2,090	2,227	2,078	2,128	331	4,311
Comal	12,654	+ 2.7	2,420	732	2,084	2,149	282	3,877
Comanche	15,009	—22.0	3,070	2,911	3,389	3,494	257	2,407
Concho	4,907	—20.8	930	727	1,003	1,036	130	1,239
Cooke	27,106	+ 8.8	5,680	2,530	4,607	4,763	405	6,161
Corvell	21,077	+ 4.2	3,570	2,703	3,064	3,134	320	2,779
Cottle	6,062	—14.4	1,210	700	1,245	1,258	168	2,100
Crane	2,037	—28.3	530	34	624	657	79	939
Crockett	2,434	—13.3	440	137	441	454	58	1,224
Crosby	8,866	—10.8	1,880	1,288	1,845	1,915	188	2,198
Culberson	1,409	—14.8	230	81	234	240	57	709
Dallam	7,066	+ 8.8	1,620	473	1,292	1,354	177	2,796
Dallas	See Listing—End of State							
Dawson	14,142	— 8.0	2,780	1,727	2,694	2,730	325	4,829

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Deaf Smith	5,820	— 3.9	1,380	854	1,272	1,304	140	2,744
Delta	9,856	—23.3	2,010	1,606	2,224	2,311	162	1,703
Denton	36,869	+ 9.5	8,240	3,340	6,646	6,856	650	8,908
DeWitt	23,184	— 7.0	3,360	3,301	3,185	3,265	518	6,468
Dickens	6,576	—16.2	1,280	920	1,334	1,363	133	2,384
Dimmit	9,364	+ 9.6	870	442	692	726	103	1,078
Donley	6,421	—14.2	1,450	877	1,479	1,511	169	1,936
Duval	15,367	—25.3	2,000	1,251	2,225	2,360	328	3,831
Eastland	24,950	—17.8	5,070	2,332	5,423	5,093	662	7,430
Ector	14,076	— 2.5	3,820	52	3,459	3,568	361	9,570
Edwards	2,259	—23.0	430	272	482	494	60	492
Ellis	39,953	—16.3	7,790	3,958	8,112	8,288	971	10,024
El Paso	See Listing—End of State							
Erath	16,509	—20.5	3,230	2,618	3,511	3,622	309	3,978
Falls	28,646	—20.4	3,780	3,833	4,093	4,203	483	5,480
Fannin	32,953	—10.8	6,820	4,638	7,439	7,581	612	6,209
Fayette	24,439	—16.4	3,020	4,794	3,142	3,209	511	4,978
Fisher	10,548	—18.4	1,930	1,487	2,013	2,099	194	1,837
Floyd	9,229	—13.4	2,090	1,317	2,088	2,156	178	2,717
Foard	4,076	—22.2	800	561	887	908	106	1,104
Fort Bend	29,367	—10.9	3,320	3,644	3,319	3,355	540	7,474
Franklin	6,100	—27.2	1,150	1,310	1,342	1,383	85	1,083
Freestone	17,234	—18.5	2,110	2,761	2,238	2,324	327	3,108
Frio	8,850	— 3.9	890	713	819	840	163	1,388
Gaines	5,387	—33.8	1,190	470	1,507	1,570	233	3,275
Galveston	See Listing—End of State							
Garza	5,087	—10.4	1,120	721	1,085	1,122	125	1,702
Gillespie	9,804	— 8.1	1,660	1,407	1,614	1,624	227	2,842
Glasscock	797	—33.2	190	148	259	263	16	98
Goliad	7,013	—20.3	710	1,233	777	789	114	1,235
Gonzales	21,794	—16.4	2,760	3,587	2,805	2,930	425	4,119
Gray	22,716	— 5.0	6,120	663	6,740	5,816	513	10,794
Grayson	66,053	— 5.0	15,600	4,296	14,505	14,851	1,409	19,103
Gregg	53,085	— 0.5	12,300	1,337	11,118	11,368	1,248	23,563
Grimes	15,785	—27.1	1,780	2,518	2,086	2,174	267	3,224
Guadalupe	23,191	— 9.4	3,160	2,757	3,038	3,127	448	4,394
Hale	18,149	— 3.5	4,220	1,628	3,879	3,982	449	7,805
Hall	11,023	— 9.0	2,070	1,118	2,025	2,049	263	3,310
Hamilton	10,836	—18.5	2,160	1,897	2,326	2,372	296	2,851
Hansford	2,762	— 0.8	650	335	583	591	75	1,280
Hardeman	9,844	—11.1	2,140	1,030	2,092	2,165	266	3,043
Hardin	15,634	— 1.5	2,590	1,225	2,295	2,397	255	3,157
Harris	See Listing—End of State							
Harrison	47,300	— 7.1	5,930	5,306	5,556	5,754	594	9,747
Hartley	1,635	—12.7	380	207	387	394	25	203
Haskell	12,521	—16.0	2,500	1,939	2,600	2,659	278	2,848
Hays	14,702	— 4.2	1,930	1,233	1,990	2,057	280	3,176
Hemphill	3,206	—23.1	720	349	820	825	98	1,532
Henderson	23,345	—26.6	3,670	3,949	4,208	4,296	385	4,894
Hidalgo	108,379	+ 2.2	11,830	5,094	10,231	10,554	1,586	20,508
Hill	31,029	—19.1	5,900	3,954	6,347	6,489	680	6,614
Hockley	13,649	+ 7.5	2,720	1,506	2,236	2,308	211	2,861
Hood	6,512	— 2.4	1,100	1,064	994	1,020	142	932
Hopkins	24,363	—19.5	4,580	4,324	5,010	5,087	547	5,781
Houston	22,535	—27.6	2,380	4,393	2,740	2,905	331	3,915
Howard	22,464	+ 7.0	5,010	802	4,143	4,280	533	10,534
Hudspeth	2,930	— 7.0	370	140	352	355	73	487
Hunt	40,632	—16.7	9,180	4,462	9,587	9,862	971	12,013
Hutchinson	17,839	— 6.5	4,790	183	4,527	4,655	307	7,165
Irion	1,596	—18.7	390	149	354	355	43	312
Jack	8,440	—17.3	1,550	1,204	1,652	1,664	227	1,963
Jackson	11,600	— 1.0	1,710	1,258	1,557	1,571	191	2,185
Jasper	15,900	— 9.1	2,040	1,705	1,903	2,021	239	3,184
Jeff Davis	1,977	—16.8	260	104	275	279	43	307
Jefferson	See Listing—End of State							
Jim Hogg	4,853	—10.9	580	196	564	583	131	1,525
Jim Wells	17,817	—12.0	2,340	1,234	2,340	2,383	377	5,999
Johnson	26,883	—11.5	5,960	2,921	5,988	6,082	620	6,900
Jones	22,044	— 5.7	4,400	2,179	4,078	4,271	435	6,133
Karnes	17,284	—10.2	1,790	2,098	1,722	1,788	301	3,398
Kaufman	31,108	—18.8	4,930	3,270	5,306	5,410	673	6,825
Kendall	4,109	—19.1	790	739	862	868	137	1,389
Kenedy	612	—12.6	30	8	31	33	3	18
Kent	2,580	—24.4	440	454	479	505	58	486
Kerr	9,060	—22.2	1,990	729	2,225	2,252	244	4,819
Kimble	3,345	—33.9	700	443	871	893	98	1,368
King	920	—13.7	210	110	209	214	17	201
Kinney	4,152	+18.0	460	127	426	430	74	714
Kleberg	15,526	+16.4	2,110	371	1,950	1,999	257	3,758
Knox	8,760	—13.2	1,590	980	1,582	1,635	227	2,235
Lamar	48,496	— 3.8	8,510	4,176	7,816	8,027	657	9,654
Lamb	16,265	— 7.6	3,270	2,167	3,141	3,206	369	4,887
Lampasas	8,918	— 2.7	1,940	1,064	1,770	1,812	199	2,404
La Salle	6,945	—13.2	560	453	554	570	157	1,178
Lavaca	21,485	—15.7	2,700	4,197	2,799	2,862	363	3,579
Lee	11,067	—13.2	1,170	2,087	1,180	1,205	209	1,643

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Leon	13,325	-24.9	1,360	2,760	1,542	1,602	316	2,318
Liberty	21,631	-11.9	3,300	1,961	3,287	3,365	448	6,362
Limestone	26,189	-22.5	4,030	3,427	4,491	4,622	593	5,039
Lipscomb	3,482	-7.5	820	479	794	805	114	1,074
Live Oak	8,175	-16.6	1,090	1,015	1,128	1,169	148	1,532
Llano	4,539	-24.3	1,000	666	1,144	1,162	133	1,541
Loving	212	-25.6	70	11	68	72	9	*38
Lubbock	56,661	+9.4	13,490	2,119	11,007	11,345	1,076	25,008
Lynn	11,714	-1.8	2,400	1,471	2,183	2,221	176	3,255
McCulloch	11,963	-9.4	2,400	1,098	2,334	2,380	321	3,950
McLennan	See Listing—End of State							
McMullen	1,213	-11.7	190	162	198	198	26	114
Madison	9,175	-23.7	850	1,674	944	991	174	2,485
Marion	11,090	-3.2	1,050	1,286	950	982	206	1,755
Martin	4,493	-19.1	780	779	827	863	84	1,134
Mason	4,259	-20.8	940	714	1,033	1,050	118	1,474
Matagorda	21,826	+8.8	3,180	1,614	2,575	2,665	389	5,711
Maverick	11,625	+15.8	1,140	272	872	903	167	2,138
Medina	16,428	+2.0	1,240	1,719	1,949	1,995	210	2,285
Menard	3,786	-16.3	770	380	816	821	109	1,402
Midland	12,966	+10.8	2,940	386	2,430	2,467	233	6,272
Milan	26,595	-19.7	3,620	3,895	3,873	4,024	467	4,739
Mills	6,365	-19.9	1,200	1,364	1,319	1,333	151	1,414
Mitchell	10,002	-19.8	2,010	1,119	2,176	2,226	269	3,223
Montague	16,290	-20.3	3,180	2,164	3,424	3,528	395	4,018
Montgomery	18,503	-19.7	2,710	2,296	2,899	3,006	360	4,763
Moore	8,739	+95.9	2,140	178	1,048	1,083	102	1,487
Morris	9,978	+1.7	1,130	1,210	972	1,011	138	1,287
Motley	3,991	-20.1	770	590	866	863	104	1,206
Nacogdoches	28,935	-18.2	4,070	3,604	4,207	4,419	491	6,937
Navarro	42,622	-16.9	7,360	4,210	7,789	7,924	852	10,046
Newton	10,943	-20.1	1,060	1,565	1,166	1,177	161	1,276
Nolan	15,060	-13.0	3,380	948	3,218	3,487	331	6,270
Nueces	See Listing—End of State							
Ochiltree	3,685	-12.5	940	528	966	974	108	2,065
Oldham	1,486	+7.3	370	177	307	318	46	434
Orange	36,692	+111.1	6,650	1,141	2,838	3,022	282	3,713
Palo Pinto	20,196	+9.4	4,630	1,325	3,327	3,814	454	4,449
Panola	18,336	-18.6	2,890	3,237	2,051	2,078	229	2,231
Parker	18,122	-11.5	3,440	2,481	3,455	3,510	381	3,763
Parmer	5,036	-14.5	1,120	915	1,141	1,175	123	1,506
Pecos	7,659	-6.4	1,380	326	1,239	1,332	201	2,911
Polk	16,411	-20.5	2,170	2,074	2,374	2,432	232	3,766
Potter	See Listing—End of State							
Presidio	9,094	-8.5	820	490	792	816	181	2,219
Rains	5,727	-21.9	650	1,132	953	970	83	427
Randall	7,762	+8.0	2,100	660	1,702	1,763	118	1,578
Reagan	2,010	+0.7	550	76	477	496	55	615
Real	1,991	-17.7	310	300	332	335	48	307
Red River	24,253	-18.5	3,420	3,726	3,711	3,778	440	4,079
Reeves	9,256	+15.6	1,540	277	1,203	1,232	246	3,908
Refugio	8,315	-19.9	1,500	396	1,628	1,674	235	3,309
Roberts	968	-24.9	360	154	293	300	28	457
Robertson	21,887	-14.9	2,450	2,834	2,406	2,578	390	3,607
Rockwall	5,949	-15.6	1,010	667	1,148	1,177	143	1,102
Runnels	16,897	-10.6	3,450	2,103	3,337	3,483	403	4,918
Rusk	39,288	-23.0	6,440	4,280	7,200	7,406	752	11,398
Sabine	9,062	-16.8	1,010	1,598	1,032	1,080	137	1,277
San Augustine	10,021	-19.6	840	2,162	867	939	146	1,650
San Jacinto	7,446	-17.8	340	1,547	459	483	97	616
San Patricio	27,362	-5.2	4,390	1,089	4,028	4,192	517	8,204
San Saba	8,429	-23.5	1,560	1,276	1,768	1,813	181	1,979
Schleicher	2,337	-24.2	450	286	518	523	59	589
Scurry	9,189	-20.4	1,900	1,446	2,051	2,109	249	2,862
Shackelford	4,641	-25.3	1,120	460	1,256	1,312	135	1,467
Shelby	23,908	-18.2	2,990	4,952	3,131	3,253	404	4,357
Sherman	1,863	-8.0	450	311	435	441	40	637
Smith	62,864	-9.0	11,730	5,306	11,230	11,613	1,297	21,281
Somervell	2,394	-22.0	390	434	432	436	66	418
Starr	12,528	-2.1	710	916	630	658	274	1,236
Stephens	8,688	-29.7	2,070	810	2,439	2,591	281	3,926
Sterling	1,281	-8.8	300	117	264	295	39	545
Stonewall	4,246	-24.0	700	754	807	826	85	634
Sutton	3,156	-20.6	500	166	572	573	104	1,450
Swisher	5,688	-12.9	1,400	1,035	1,399	1,446	166	1,929
Tarrant	See Listing—End of State							
Taylor	51,578	+16.8	11,050	1,871	9,023	9,444	1,048	17,205
Terrell	3,036	+3.8	450	136	392	395	81	907
Terry	11,033	-1.1	2,180	1,305	1,951	2,004	197	3,338
Throckmorton	3,307	-22.6	650	572	737	756	100	704
Titus	16,450	-14.4	2,710	2,146	2,748	2,819	329	3,974
Tom Green	41,903	+6.6	9,280	1,408	7,770	7,936	960	17,235
Travis	See Listing—End of State							
Trinity	10,480	-23.5	1,260	1,615	1,387	1,468	190	2,261
Tyler	9,036	-24.4	1,220	1,522	1,381	1,412	182	1,844
Upshur	20,442	-21.0	3,020	3,412	3,344	3,427	340	3,538

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Upton	3,139	-26.0	860	77	1,013	1,028	145	2,349
Uvalde	13,432	+ 1.4	2,020	755	1,786	1,819	283	3,764
Val Verde	16,854	+ 9.1	2,290	309	1,874	1,931	337	4,218
Van Zandt	27,270	-12.5	4,920	4,381	4,892	5,072	456	4,641
Victoria	26,181	+10.3	3,920	1,646	3,756	3,847	451	9,064
Walker	17,195	-13.5	1,960	1,874	1,951	2,039	256	3,721
Waller	9,880	- 3.9	1,060	1,484	970	999	184	2,003
Ward	9,856	+ 2.9	2,080	109	1,801	1,842	262	*4,001
Washington	21,618	-14.8	2,250	3,912	2,318	2,367	437	4,623
Webb	48,203	+ 6.1	5,190	427	4,349	4,465	710	10,751
Wharton	32,102	-11.2	4,740	3,746	4,687	4,790	576	8,904
Wheeler	10,786	-13.1	2,210	1,266	2,246	2,276	297	3,577
Wichita	71,355	- 3.1	17,560	1,329	15,845	16,407	1,646	31,850
Wilbarger	17,732	-13.4	4,620	1,300	4,012	4,146	405	6,695
Willacy	13,205	- 0.2	1,510	979	1,322	1,369	271	2,370
Williamson	37,607	- 9.8	6,550	3,954	6,380	6,558	801	9,169
Wilson	14,314	-16.1	1,420	2,092	1,477	1,512	258	2,191
Winkler	5,448	-11.3	1,360	25	1,348	1,370	206	3,194
Wise	16,176	-15.2	3,070	2,490	3,043	3,220	354	2,914
Wood	21,578	-11.4	3,610	3,286	3,579	3,651	439	4,035
Yoakum	2,673	-50.0	620	260	987	1,017	153	918
Young	15,203	-20.0	3,380	1,449	3,685	3,763	481	6,730
Zapata	3,512	-10.3	170	329	170	171	60	119
Zavala	9,916	-14.5	720	316	721	760	165	1,337

**METROPOLITAN DISTRICTS—COUNTIES**

City	Population	% Change	Radio Daily Homes	No. of Farms	1940 Census	NAB Projection	Stores	Sales
AMARILLO (Potter)	57,754	+ 6.4	15,980	302	13,388	13,773	1,188	28,888
AUSTIN (Travis)	112,036	+ 0.9	22,890	2,647	20,170	20,627	324	2,906
BEAUMONT (Jefferson)	175,097	+20.5	41,040	2,387	30,298	31,338	2,533	57,967
CORPUS CHRISTI (Nueces)	120,965	+30.6	22,230	1,457	15,366	15,753	2,029	40,771
DALLAS (Dallas)	440,888	+10.6	116,310	3,510	93,564	96,130	7,764	205,466
EL PASO (El Paso)	137,579	+ 9.3	27,380	1,075	22,696	23,088	2,324	45,669
FORT WORTH (Tarrant)	254,001	+12.6	66,060	3,622	52,082	53,708	4,573	107,841
GALVESTON (Galveston)	97,310	+21.9	24,250	909	18,060	18,363	1,842	35,786
HOUSTON (Harris)	588,175	+11.2	145,960	6,949	116,300	120,628	9,268	239,223
SAN ANTONIO (Bexar)	412,905	+30.7	90,840	3,664	63,406	64,431	6,454	120,258
WACO (McLennan)	110,189	+ 8.1	22,940	4,445	18,734	19,443	1,827	31,610
<b>TOTAL STATE..</b>	<b>6,341,450</b>	<b>- 0.6</b>	<b>1,252,100</b>	<b>418,002</b>	<b>1,090,206</b>	<b>1,122,042</b>	<b>116,824</b>	<b>\$1,940,914</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# UTAH

Population 1943\* ..... 585,065  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 151,470  
 No. of Farms, 1940 ..... 25,411

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Beaver	4,676	- 6.7	1,110	329	1,050	1,073	94	\$1,099
Box Elder	18,083	- 4.0	4,640	1,805	4,134	4,215	327	4,499
Cache	27,831	- 8.8	7,190	2,253	6,981	7,116	455	8,692
Carbon	19,381	+ 7.4	4,550	454	3,836	3,888	274	6,466
Daggett	337	-40.2	70	68	76	80	7	64
Davis	22,355	+42.1	5,430	1,474	3,503	3,562	179	2,796
Duchesne	6,660	-25.7	1,260	1,104	1,467	1,500	110	1,304
Emery	5,373	-24.0	1,160	822	1,341	1,359	90	674
Garfield	3,462	-34.1	630	418	835	860	80	541
Grand	1,902	- 8.1	360	155	347	353	35	455
Iron	7,544	- 9.4	1,830	550	1,794	1,814	145	3,727
Juab	5,499	-25.6	1,470	395	1,736	1,762	124	1,636
Kane	2,196	-14.3	440	210	442	457	53	505
Millard	16,168	+68.2	3,510	967	1,890	1,954	170	2,133
Morgan	2,583	- 1.1	650	247	576	598	43	488
Plute	1,658	-24.7	380	215	436	453	37	364
Rich	1,571	-22.5	410	249	468	475	24	166
Salt Lake	See Listing	—End of State						
San Juan	3,677	-22.0	320	675	405	420	40	430
Sanpete	12,992	-19.1	3,350	1,426	3,620	3,665	360	2,655
Sevier	9,433	-11.1	2,340	959	2,571	2,661	263	3,195



County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Summit	7,244	-16.9	1,930	513	2,020	2,073	172	1,638
Tooele	12,365	+35.4	3,150	368	2,120	2,155	157	2,198
Uintah	7,458	-24.7	1,450	1,123	1,677	1,700	108	1,674
Utah	63,948	+11.4	15,710	3,055	12,696	12,975	823	15,174
Wasatch	5,336	-7.3	1,340	431	1,265	1,297	95	1,360
Washington	6,739	-27.3	1,420	681	1,677	1,711	175	1,842
Wayne	1,719	-28.2	330	359	391	403	34	132
Weber	74,124	+30.7	20,280	1,693	14,092	14,379	938	21,895
<b>City</b>								
<b>SALT LAKE CITY</b>								
(Salt Lake)	232,958	+10.4	64,760	2,515	52,972	53,955	3,347	94,342
<b>TOTAL STATE</b>	<b>585,005</b>	<b>+ 6.4</b>	<b>151,470</b>	<b>25,411</b>	<b>126,419</b>	<b>128,923</b>	<b>8,759</b>	<b>\$182,147</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# VERMONT

Population 1943\* ..... 320,948  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 81,770  
 No. of Farms, 1940 ..... 23,582

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Addison	14,406	-19.7	3,410	1,951	3,705	3,783	322	\$4,979
Bennington	20,350	-8.7	5,640	905	5,459	5,584	514	7,983
Caledonia	21,890	-10.0	5,740	1,977	5,634	5,784	523	9,296
Chittenden	46,808	-0.7	12,100	1,642	11,521	11,748	920	22,419
Essex	5,809	-10.5	1,280	601	1,376	1,390	148	1,182
Franklin	25,226	-14.8	6,240	2,157	6,472	6,566	533	8,677
Grand Isle	3,110	-18.2	730	447	767	790	65	734
Lamoille	9,276	-15.9	2,270	1,195	2,381	2,411	218	3,174
Orange	13,911	-18.4	3,320	2,151	3,544	3,607	312	4,182
Orleans	18,413	-16.5	4,430	2,187	4,626	4,764	484	7,147
Rutland	41,508	-9.0	10,630	1,934	10,285	10,528	973	18,258
Washington	35,162	-15.4	9,010	2,086	9,293	9,482	851	16,280
Windham	25,773	-7.5	6,670	1,646	6,455	6,544	573	11,613
Windsor	39,586	+ 4.6	10,260	2,703	8,735	8,924	772	13,427
<b>TOTAL STATE</b>	<b>320,948</b>	<b>-10.2</b>	<b>81,770</b>	<b>23,582</b>	<b>80,253</b>	<b>81,905</b>	<b>7,208</b>	<b>\$129,351</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# VIRGINIA

Population 1943\* ..... 2,769,722  
 Radio Homes, 1944 (RADIO DAILY Estimate) ..... 499,290  
 No. of Farms, 1940 ..... 174,885

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Accomack	27,214	-17.4	4,820	2,183	5,013	5,184	550	\$4,246
Albemarle	42,974	-2.5	7,150	2,591	6,757	6,908	674	16,070
Charlottesville	Independent city—included in county above							
Alleghany	27,063	-7.2	5,350	526	5,119	5,192	458	8,314
Clifton Forge	Independent city—included in county above							
Amelia	7,502	-11.7	640	1,487	635	658	116	751
Amherst	18,295	-9.8	2,150	2,221	2,112	2,154	235	1,673
Appomattox	8,232	-8.7	970	1,322	931	962	128	1,470
Arlington	See Listing—End of State							
Alexandria	Independent city—included in county above							
Augusta	56,065	-0.1	10,510	3,719	9,130	9,550	797	14,790
Staunton	Independent city—included in county above							
Bath	5,680	-21.0	900	886	950	1,007	102	1,021
Bedford	26,138	-12.0	3,450	4,105	3,462	3,515	405	3,579
Bland	6,187	-8.1	860	918	841	848	78	355
Botetourt	15,033	-8.6	2,370	1,700	2,308	2,346	234	1,609
Brunswick	18,683	-4.6	1,720	2,535	1,608	1,643	214	2,328
Buchanan	24,988	-20.6	2,810	2,420	3,112	3,157	453	3,654
Buckingham	11,535	-13.9	880	1,872	995	1,018	149	944
Campbell	67,556	-4.4	12,880	2,645	11,990	12,261	1,227	26,319
Lynchburg	Independent city—included in county above							
Caroline	11,520	-17.4	1,250	1,800	1,308	1,337	185	1,412
Carroll	22,740	-12.2	2,830	4,005	2,814	2,887	271	1,841
Charles City	4,311	+10.8	350	368	312	318	47	188
Charlotte	13,264	-16.4	1,120	2,435	1,161	1,193	223	1,207
Chesterfield	28,229	-9.5	5,870	1,717	5,716	5,870	324	3,015
Clarke	6,463	-9.7	1,190	567	1,099	1,187	117	1,506

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Craig	3,252	-13.7	560	543	577	579	58	393
Culpeper	12,072	-9.7	1,810	1,230	1,788	1,814	179	3,258
Cumberland	6,364	-15.2	540	1,447	547	570	75	503
Dickenson	19,728	-7.2	2,380	2,181	2,282	2,308	244	2,181
Dinwiddie	48,603	-0.1	7,750	1,834	6,821	7,048	794	15,869
Petersburg	Independent city—included in county above							
Elizabeth City	See Listing—End of State							
Hampton	Independent city—included in county above							
Essex	6,621	+ 5.5	730	956	667	705	141	1,189
Fairfax	52,943	+38.9	10,580	1,484	6,938	7,105	344	4,840
Fauquier	19,321	- 8.2	2,880	2,183	2,763	2,827	310	4,628
Floyd	11,006	- 8.0	1,350	2,281	1,312	1,324	213	1,086
Fluvanna	6,709	- 5.3	780	1,157	729	746	98	676
Franklin	22,475	-13.1	2,570	3,867	2,588	2,643	291	2,242
Frederick	25,247	- 3.3	4,970	1,674	5,217	5,337	533	9,956
Winchester	Independent city—included in county above							
Giles	15,539	+ 6.2	2,420	1,339	2,048	2,084	193	2,089
Gloucester	9,564	+ 0.2	1,420	1,253	1,221	1,287	151	1,552
Gouchland	7,519	-11.1	700	1,358	695	707	102	493
Grayson	20,857	- 4.8	2,970	2,937	2,777	2,829	297	3,656
Greene	4,655	-10.8	320	828	324	327	65	269
Greensville	13,781	- 7.3	1,330	1,106	1,263	1,291	198	2,501
Halifax	37,246	- 9.8	3,620	5,886	3,494	3,617	460	5,329
Hanover	17,855	- 3.5	2,220	1,946	2,045	2,093	221	2,566
Henrico	See Listing—End of State							
Richmond	Independent city—included in county above							
Henry	38,911	+ 6.4	5,870	2,229	4,832	5,057	496	7,928
Martinsville	Independent city—included in county above							
Highland	4,262	-12.6	680	607	686	705	68	321
Isle of Wight	13,198	- 1.4	1,380	1,248	1,234	1,271	217	2,084
James City	12,918	+38.0	1,740	326	1,145	1,167	146	2,943
Williamsburg	Independent city—included in county above							
King and Queen	6,094	-12.4	580	1,202	588	605	96	376
King George	5,650	+18.0	730	844	553	563	70	465
King William	7,573	- 3.6	980	697	908	927	144	*1,587
Lancaster	7,016	-20.1	1,230	700	1,079	1,115	173	1,527
Lee	34,132	-13.1	4,010	3,571	4,056	4,134	332	3,569
Loudoun	18,250	- 8.7	3,340	1,716	3,204	3,306	305	4,422
Louisa	10,999	-19.5	1,290	2,256	1,395	1,425	180	1,614
Lunenburg	13,805	- 0.3	1,490	1,948	1,316	1,354	157	1,797
Madison	7,891	- 6.8	890	1,202	846	862	114	662
Mathews	6,386	-10.7	1,030	766	1,017	1,041	111	1,029
Mecklenburg	28,544	-10.6	2,650	4,303	2,600	2,676	473	4,919
Middlesex	5,967	-10.6	720	971	683	724	119	939
Montgomery	41,262	+31.7	6,780	1,670	4,086	4,763	356	5,886
Radford	Independent city—included in county above							
Nansemond	34,288	+ 1.1	5,070	1,601	4,378	4,560	551	8,673
Suffolk	Independent city—included in county above							
Nelson	14,848	- 8.6	1,650	1,829	1,601	1,634	248	1,476
New Kent	3,895	- 8.0	400	362	368	376	61	**659
Norfolk	See Listing—End of State							
South Norfolk	Independent city—included in county above							
Norfolk	Independent city—included in county above							
Portsmouth	Independent city—included in county above							
Northhampton	15,939	- 9.2	2,490	777	2,401	2,468	330	3,835
Northumberland	8,579	-18.0	1,240	1,183	1,292	1,342	163	1,292
Nottoway	17,040	+ 9.5	2,170	1,595	1,737	1,812	248	3,303
Orange	11,679	- 7.7	1,720	1,353	1,647	1,681	209	3,181
Page	13,764	- 7.4	2,200	1,327	2,083	2,138	238	2,093
Patrick	13,379	-19.5	1,230	3,005	1,337	1,367	191	1,106
Pittsylvania	91,154	- 3.5	13,710	6,932	12,707	12,932	1,008	21,658
Danville	Independent city—included in county above							
Powhatan	5,451	- 3.9	530	829	488	499	80	545
Prince Edward	12,555	-15.9	1,460	1,689	1,524	1,556	210	3,325
Prince George	21,250	+ 1.7	3,870	869	3,370	3,452	289	3,535
Hopewell	Independent city—included in county above							
Princess Anne	See Listing—End of State							
Prince William	15,444	+32.5	2,870	1,044	1,939	2,007	253	3,208
Pulaski	27,458	+20.6	4,600	1,191	3,410	3,510	290	4,322
Rappahannock	6,187	-14.2	610	861	614	630	90	552
Richmond	5,856	-11.7	720	893	710	734	135	997
Roanoke	See Listing—End of State							
Roanoke	Independent city—included in county above							
Rockbridge	24,891	- 6.9	4,460	2,125	4,193	4,334	385	5,246
Buena Vista	Independent city—included in county above							
Rockingham	39,047	- 2.5	7,190	3,884	6,528	6,721	600	12,965
Harrisonburg	Independent city—included in county above							
Russell	23,935	-10.1	3,080	2,840	3,023	3,082	300	2,175
Scott	25,689	- 4.8	2,910	3,874	2,716	2,769	369	2,016
Shenandoah	19,196	- 8.1	3,840	2,395	3,677	3,760	436	3,571
Smyth	27,286	- 5.5	3,580	2,086	3,342	3,441	413	4,008
Southampton	24,878	- 5.9	2,410	2,345	2,240	2,319	323	3,887
Spotsylvania	21,159	+ 5.7	4,400	1,313	3,032	3,788	418	9,146
Fredericksburg	Independent city—included in county above							
Stafford	8,465	- 3.9	1,480	898	1,350	1,392	110	528
Surry	5,274	-14.8	650	781	674	686	95	626

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1910 Census	NAB Projection	Stores	Sales
Sussex	11,898	- 4.7	1,030	1,236	935	989	172	1,622
Tazewell	42,115	+ 1.2	7,090	1,622	6,292	6,389	488	7,839
Warren	10,925	- 1.2	2,060	829	1,828	1,884	230	3,188
Warwick	See Listing—End of State							
Newport News	Independent city—included in county above							
Washington	47,298	- 0.1	7,640	4,240	6,833	6,947	641	9,475
Bristol	Independent city—included in county above							
Westmoreland	8,706	- 8.5	1,020	1,110	885	928	191	1,304
Wise	48,758	- 7.1	7,140	2,340	6,770	6,932	595	8,465
Wythe	21,165	- 6.8	3,480	1,862	3,322	3,376	281	4,131
York	10,265	+ 19.8	1,650	421	1,188	1,264	106	865

City

METROPOLITAN DISTRICTS—COUNTIES

NORFOLK (Hampton, Newport News, Norfolk, Portsmouth, South Norfolk, cities; Elizabeth City, Norfolk, Princess Anne, Warwick)

PORTSMOUTH

NEWPORT

News	466,787	+ 45.2	106,340	2,668	66,120	68,614	2,717	125,242
RICHMOND (Richmond city; Henrico)	251,871	+ 7.2	62,250	1,070	52,105	53,209	4,175	122,057
ROANOKE (Roanoke city; Roanoke)	108,968	- 2.9	25,550	1,531	23,422	23,878	1,713	44,335

TOTAL STATE . . . 2,769,722 + 4.8 499,290 174,885 409,978 421,078 38,793 \$672,402  
 Note—Arlington, Alexandria city included in Washington, D. C., Metropolitan District. Listed under D. C.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# WASHINGTON

Population 1943\* . . . 1,848,255  
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . 576,420  
 No. of Farms, 1940 . . . 81,686

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1910 Census	NAB Projection	Stores	Sales
Adams	4,856	-21.8	1,370	651	1,507	1,548	148	\$2,388
Asotin	7,198	-14.0	2,140	542	2,174	2,239	99	1,235
Benton	10,540	-12.6	2,760	1,673	2,748	2,840	200	2,869
Chelan	30,608	-11.1	9,140	2,079	9,027	9,230	719	16,959
Cllalam	20,623	- 5.1	5,850	1,226	5,406	5,569	410	7,529
Clark	81,490	+ 70.3	24,290	4,528	13,235	13,490	851	15,270
Columbia	4,231	-23.8	1,240	525	1,427	1,453	141	1,654
Cowlitz	40,433	+ 0.7	11,730	1,925	10,329	10,564	715	14,753
Douglas	2,789	-67.8	930	1,245	2,202	2,268	121	1,450
Ferry	3,458	-26.4	850	553	990	1,014	86	783
Franklin	6,736	+ 6.8	1,860	363	1,548	1,584	149	2,663
Garfield	2,587	-23.5	770	335	880	896	76	1,377
Grant	6,651	-54.7	2,190	600	3,916	3,988	399	5,700
Grays Harbor	45,475	-14.4	13,800	1,915	13,918	14,372	1,148	21,357
Island	5,775	- 4.1	1,840	1,044	1,652	1,737	128	1,103
Jefferson	7,898	- 0.3	2,390	518	2,092	2,165	185	2,304
King	See Listing—End of State							
Kitsap	85,595	+ 98.8	27,220	2,102	12,731	13,048	794	15,761
Kitittas	16,372	-10.1	4,620	1,196	4,964	5,075	415	7,623
Klickitat	8,683	-23.5	2,300	1,113	2,618	2,677	214	3,154
Lewis	34,314	-17.1	9,890	3,941	10,278	10,635	820	13,090
Lincoln	9,047	-20.4	2,680	1,269	2,929	2,975	290	4,621
Mason	12,676	+ 9.2	3,600	769	2,967	3,028	244	3,584
Okanogan	17,762	-27.6	4,520	2,397	5,368	5,509	434	7,046
Pacific	12,050	-24.1	3,590	710	4,101	4,176	367	4,875
Pend Oreille	5,223	-27.0	1,340	657	1,572	1,615	164	1,800
Pierce	See Listing—End of State							
San Juan	2,349	-25.6	730	497	855	875	64	650
Skagit	35,303	- 6.0	10,380	3,242	9,659	9,980	885	12,543
Skanania	3,310	-28.6	940	331	1,134	1,164	104	790
Snohomish	89,132	+ 0.4	25,200	6,231	24,388	24,947	1,741	30,381
Spokane	See Listing—End of State							
Stevens	15,178	-21.3	3,850	2,537	4,240	4,318	281	3,775
Thurston	37,570	+ 0.8	11,740	2,876	10,324	10,569	752	14,990
Wahkiakum	3,094	-27.8	860	449	1,012	1,055	59	746
Walla Walla	29,290	- 4.1	8,100	1,420	7,319	7,647	637	14,146
Whatcom	58,673	- 2.8	18,260	4,703	16,600	17,062	1,189	21,969
Whitman	23,780	-12.8	7,090	2,537	7,138	7,310	668	10,858
Yakima	83,805	-15.3	23,640	6,606	24,046	24,887	1,660	37,112

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
<b>METROPOLITAN DISTRICTS—COUNTIES</b>								
SEATTLE (King) . . . . .	604,556	+ 20.1	203,410	5,760	150,794	156,460	12,440	264,082
SPOKANE (Spokane) . . . . .	171,674	+ 5.6	53,120	4,999	44,715	45,791	3,389	76,774
TACOMA (Pierce) . . . . .	207,293	+ 19.6	66,190	5,622	49,690	50,924	2,752	72,536
<b>TOTAL STATE</b> . . . . .	<b>1,848,255</b>	<b>+ 7.5</b>	<b>576,420</b>	<b>81,686</b>	<b>472,553</b>	<b>486,684</b>	<b>36,938</b>	<b>\$722,300</b>

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# W. VIRGINIA

Population 1943\* . . . . . 1,748,851  
 Radio Homes, 1944  
 (RADIO DAILY Estimate) . . . . . 340,600  
 No. of Farms, 1940 . . . . . 99,282

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Barbour . . . . .	17,010	-14.4	2,990	2,097	3,044	3,111	252	\$2,275
Berkeley . . . . .	25,354	-12.6	6,010	1,306	6,072	6,199	547	7,099
Boone . . . . .	23,720	-16.9	3,800	1,053	3,930	4,086	262	4,540
Braxton . . . . .	17,138	-20.9	2,040	2,886	2,256	2,293	238	1,961
Brooke . . . . .	See Listing—End of State							
Cabell . . . . .	See Listing—End of State							
Calhoun . . . . .	9,514	-23.6	1,250	1,756	1,429	1,446	145	1,037
Clay . . . . .	16,621	+ 9.3	1,790	1,552	1,467	1,507	129	1,383
Doddridge . . . . .	8,392	-23.2	1,410	1,543	1,587	1,621	106	1,092
Fayette . . . . .	66,291	-17.8	12,730	2,388	13,556	13,841	764	17,972
Gilmer . . . . .	9,579	-20.5	1,310	1,822	1,447	1,472	144	1,001
Grant . . . . .	7,498	-14.8	1,190	928	1,225	1,252	143	1,171
Greenbrier . . . . .	34,130	-11.4	5,960	2,747	5,944	6,018	509	6,818
Hampshire . . . . .	11,545	-11.0	1,930	1,538	1,850	1,952	191	1,570
Hancock . . . . .	29,587	-6.3	7,220	384	6,827	6,947	448	6,921
Hardy . . . . .	9,241	-14.5	1,270	1,205	1,320	1,339	163	1,165
Harrison . . . . .	72,932	-12.0	15,890	2,784	16,217	16,666	1,170	21,644
Jackson . . . . .	14,509	-12.6	2,490	2,539	2,502	2,563	223	1,848
Jefferson . . . . .	14,970	-10.7	3,060	859	3,006	3,086	266	2,773
Kanawha . . . . .	See Listing—End of State							
Lewis . . . . .	18,861	-15.3	3,570	1,834	3,664	3,756	289	3,912
Lincoln . . . . .	19,476	-14.9	1,930	2,775	1,983	2,028	190	1,596
Logan . . . . .	60,854	-10.2	10,170	974	9,886	10,109	656	15,504
McDowell . . . . .	92,826	-1.6	16,270	2,246	14,838	15,062	790	22,056
Marion . . . . .	64,950	-5.4	15,050	2,467	13,990	14,334	886	16,489
Marshall . . . . .	See Listing—End of State							
Mason . . . . .	22,238	-0.1	3,390	2,326	2,993	3,076	254	2,095
Mercer . . . . .	62,388	-8.6	12,580	3,193	12,231	12,458	829	17,032
Mineral . . . . .	20,358	-8.4	4,430	1,009	4,269	4,346	333	4,043
Mingo . . . . .	41,485	+ 1.7	6,090	2,040	5,342	5,439	434	8,380
Monongalia . . . . .	52,358	+ 2.2	11,760	1,805	10,328	10,502	789	14,034
Monroe . . . . .	12,149	-10.5	1,940	1,893	1,934	1,958	170	1,184
Morgan . . . . .	7,707	-11.8	1,490	762	1,554	1,630	175	1,084
Nicholas . . . . .	18,849	-21.7	2,600	2,277	2,884	2,949	199	2,361
Ohio . . . . .	See Listing—End of State							
Pendleton . . . . .	9,220	-15.3	1,280	1,399	1,315	1,351	122	1,042
Pleasants . . . . .	5,516	-17.6	1,250	614	1,317	1,357	107	1,282
Pocahontas . . . . .	12,133	-12.7	1,800	1,407	1,828	1,855	209	1,867
Preston . . . . .	24,491	-19.5	4,290	2,594	4,685	4,774	409	3,521
Putnam . . . . .	17,007	-12.8	2,650	1,861	2,660	2,735	193	2,183
Raleigh . . . . .	86,041	-0.7	16,100	2,773	14,512	14,873	914	20,840
Randolph . . . . .	26,996	-10.8	4,980	1,987	4,875	5,026	368	6,212
Ritchie . . . . .	12,348	-19.8	2,280	1,935	2,477	2,534	214	1,926
Roane . . . . .	16,814	-19.1	2,290	2,409	2,471	2,519	211	2,358
Summers . . . . .	17,515	-14.2	2,860	2,168	2,886	2,983	244	2,915
Taylor . . . . .	17,587	-11.7	3,580	1,052	3,569	3,647	299	3,439
Tucker . . . . .	10,625	-19.3	2,050	773	2,079	2,132	180	1,784
Tyler . . . . .	9,811	-21.9	2,020	1,347	2,247	2,296	162	1,987
Upshur . . . . .	16,076	-12.4	2,910	2,215	2,815	2,969	237	2,631
Wayne . . . . .	31,033	-12.7	4,490	3,030	4,509	4,629	297	2,246
Webster . . . . .	15,870	-12.2	2,210	1,700	2,223	2,260	124	2,024
Wetzel . . . . .	19,555	-12.5	3,470	1,770	3,515	3,577	383	3,541
Wirt . . . . .	5,137	-20.7	740	993	803	827	84	487
Wood . . . . .	55,327	-11.3	14,090	2,393	13,946	14,234	1,021	18,620
Wyoming . . . . .	30,003	+ 0.8	3,840	1,579	4,161	4,221	247	5,121

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
<b>METROPOLITAN DISTRICTS—COUNTIES</b>								
CHARLESTON (Kanawha) . . . . .	207,043	+ 6.4	44,770	3,406	37,521	38,591	2,447	64,394
HUNTINGTON (Cabell; Boyd, Ky.; Lawrence, Ohio)	177,360	— 6.7	39,730	5,695	37,579	38,571	2,884	56,134
ASHLAND, KY. . . . .	177,360	— 6.7	39,730	5,695	37,579	38,571	2,884	56,134
WHEELING (Brooke; Marshall, Ohio; Belmont, Ohio) . . . . .	210,863	—10.1	52,390	6,204	51,162	52,394	4,115	67,011
TOTAL STATE . . . . .	1,748,851	— 8.0	340,600	99,282	326,347	334,239	24,120	\$423,651

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# WISCONSIN

Population 1943\* . . . . . 2,956,860  
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . . . 794,580  
 No. of Farms, 1940 . . . . . 186,735

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Adams . . . . .	6,486	—23.2	1,500	1,344	1,695	1,722	135	\$1,133
Ashland . . . . .	17,518	—19.6	4,280	1,272	4,635	4,702	404	7,215
Barron . . . . .	30,022	—12.4	7,480	4,317	7,475	7,627	661	9,839
Bayfield . . . . .	12,319	—22.2	2,960	2,100	3,323	3,370	205	2,920
Brown . . . . .	82,175	— 1.1	20,950	3,312	18,897	19,223	1,685	37,174
Buffalo . . . . .	13,629	—15.3	3,280	2,045	3,402	3,452	273	3,212
Burnett . . . . .	8,946	—21.4	2,240	2,003	2,450	2,513	167	1,883
Calumet . . . . .	15,327	—13.0	3,870	1,987	3,914	3,990	404	4,445
Chippewa . . . . .	36,605	—10.1	8,210	3,823	8,025	8,206	722	11,347
Clark . . . . .	29,409	—13.4	6,940	5,174	6,794	6,942	631	7,562
Columbia . . . . .	31,981	— 1.6	8,700	2,982	7,846	8,051	747	11,221
Crawford . . . . .	16,320	—16.4	3,570	1,924	3,714	3,794	325	3,582
Dane . . . . .	See Listing—End of State							
Dodge . . . . .	47,062	—13.3	12,500	4,564	12,624	12,886	1,094	14,000
Door . . . . .	20,680	+ 8.8	5,170	2,253	4,228	4,349	433	5,913
Douglas . . . . .	See Listing—End of State							
Dunn . . . . .	23,658	—13.6	5,840	3,354	5,923	6,086	424	6,370
Eau Claire . . . . .	44,946	— 4.4	12,020	2,156	11,012	11,342	735	18,771
Florence . . . . .	3,124	—25.2	740	507	866	878	70	604
Fond du Lac . . . . .	56,831	— 8.9	15,420	3,931	14,918	15,265	1,310	23,144
Forest . . . . .	8,617	—27.0	1,780	745	2,096	2,139	189	2,279
Grant . . . . .	36,837	— 9.3	9,430	4,028	9,178	9,337	806	11,671
Green . . . . .	20,973	— 9.4	5,930	2,439	5,778	5,870	514	8,869
Green Lake . . . . .	12,704	— 9.8	3,500	1,458	3,470	3,503	360	4,742
Iowa . . . . .	16,955	—17.7	4,270	2,447	4,561	4,642	402	4,219
Iron . . . . .	8,209	—17.4	2,080	564	2,158	2,234	279	2,469
Jackson . . . . .	13,692	—17.5	3,160	2,205	3,333	3,430	300	3,854
Jefferson . . . . .	38,302	— 1.5	10,890	3,102	9,844	10,077	929	15,549
Juneau . . . . .	16,756	—10.3	3,910	2,122	3,792	3,908	365	4,318
Kenosha . . . . .	See Listing—End of State							
Kewaunee . . . . .	15,624	— 6.3	3,920	2,019	3,733	3,772	361	3,684
La Crosse . . . . .	56,320	— 5.6	15,670	1,676	14,516	14,781	1,107	25,196
Lafayette . . . . .	17,082	— 8.6	4,300	2,264	4,172	4,253	376	4,602
Langlade . . . . .	19,356	—16.7	4,660	1,843	4,832	4,935	481	7,109
Lincoln . . . . .	19,112	—15.2	4,600	2,038	4,720	4,842	462	6,127
Manitowoc . . . . .	62,169	+ 1.0	16,590	3,741	14,678	14,947	1,206	21,898
Marathon . . . . .	70,371	— 7.3	16,210	6,564	15,383	15,735	1,248	22,000
Marinette . . . . .	31,656	—12.6	7,690	2,935	7,743	7,931	607	10,390
Marquette . . . . .	7,889	—13.3	2,000	1,291	2,026	2,062	212	1,957
Milwaukee . . . . .	See Listing—End of State							
Monroe . . . . .	29,717	— 0.9	6,630	3,340	5,987	6,076	565	7,764
Oconto . . . . .	21,703	—19.8	5,070	3,144	5,471	5,634	542	4,951
Oneida . . . . .	15,372	—18.8	3,910	789	4,158	4,297	492	7,924
Outagamie . . . . .	66,210	— 5.5	17,140	3,558	16,079	16,483	1,248	26,470
Ozaukee . . . . .	18,643	— 1.8	5,090	1,553	4,635	4,712	407	6,395
Pepin . . . . .	7,208	— 8.7	1,650	945	1,620	1,638	165	2,081
Pierce . . . . .	19,137	—10.9	4,920	2,810	4,843	4,974	461	6,004
Polk . . . . .	22,220	—15.2	5,570	4,072	5,770	5,869	439	6,266
Portage . . . . .	28,873	—19.3	6,480	2,869	7,012	7,120	589	9,477
Price . . . . .	14,741	—20.2	3,300	2,513	3,551	3,671	320	4,519
Racine . . . . .	See Listing—End of State							
Richland . . . . .	18,867	— 7.4	4,600	2,442	4,358	4,469	363	4,483
Rock . . . . .	78,484	— 2.1	22,900	3,443	20,602	21,200	1,441	32,949
Rusk . . . . .	14,675	—17.3	3,320	2,430	3,509	3,572	299	4,098
St. Croix . . . . .	21,893	—11.9	5,640	3,014	5,541	5,758	492	6,630
Sauk . . . . .	35,794	+ 6.2	9,190	3,470	7,792	7,922	722	11,003
Sawyer . . . . .	9,021	—21.8	1,930	1,300	2,129	2,192	227	2,881
Shawano . . . . .	28,523	—19.4	6,440	3,753	7,053	7,183	691	7,765
Sheboygan . . . . .	70,528	— 7.5	19,970	3,408	19,202	19,576	1,370	27,287
Taylor . . . . .	16,913	—15.9	3,480	3,310	3,631	3,699	304	3,605
Trempealeau . . . . .	22,732	— 6.8	5,280	3,040	5,022	5,124	437	5,500
Vernon . . . . .	26,136	—12.7	6,160	3,979	6,261	6,346	503	5,889

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Vilas	6,380	—28.3	1,520	455	1,836	1,866	258	3,621
Walworth	31,567	—4.6	9,390	2,599	8,720	8,942	956	14,976
Washburn	9,736	—22.1	2,480	1,479	2,686	2,732	232	3,003
Washington	27,337	—3.8	7,270	2,609	6,735	6,852	522	8,353
Waukesha	See Listing—End of State							
Waupaca	32,532	—6.0	8,280	3,457	7,793	7,961	782	10,114
Waushara	11,663	—18.3	2,810	2,177	3,128	3,173	273	2,924
Winnebago	77,377	—3.9	21,830	2,525	20,162	20,590	1,465	31,389
Wood	41,816	—6.0	10,400	2,979	9,839	10,000	702	15,056

METROPOLITAN DISTRICTS—COUNTIES								
MADISON (Dane)	134,815	+ 3.2	38,180	5,834	33,071	33,787	2,582	62,699
MILWAUKEE (Milwaukee, Waukesha)	767,172	+ 0.1	241,990	5,228	215,788	219,986	16,713	372,855
RACINE (Kenosha, Racine)								
KENOSHA	152,259	— 3.3	43,440	3,580	39,934	40,594	2,929	59,457
TOTAL STATE	2,956,860	— 5.7	794,580	186,735	743,078	758,449	61,062	\$1,127,415

Note: Douglas County contained in Duluth-Superior Metropolitan District. Listed under Minnesota.

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

# WYOMING

Population 1943\* . . . . . 231,977  
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . . . 61,540  
 No. of Farms, 1940 . . . . . 15,018

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Albany	13,018	— 6.6	3,770	458	3,587	3,657	241	\$6,859
Big Horn	10,466	—18.9	2,550	1,051	2,697	2,747	284	4,088
Campbell	4,624	—23.5	1,210	852	1,359	1,408	116	1,882
Carbon	13,020	+ 3.0	3,200	524	2,927	3,005	270	6,070
Converse	5,776	—12.9	1,520	522	1,504	1,563	158	2,554
Crook	4,321	—20.9	980	808	1,065	1,105	103	956
Fremont	12,584	—21.8	2,760	1,542	3,041	3,127	339	5,286
Goshen	10,352	—15.2	2,430	1,328	2,487	2,561	217	3,368
Hot Springs	3,469	—24.7	940	246	1,087	1,105	95	1,652
Johnson	3,705	—25.6	1,050	505	1,205	1,244	150	1,707
Laramie	35,216	+ 27.3	10,380	900	7,437	7,566	610	15,706
Lincoln	8,159	—20.7	2,010	808	2,238	2,258	219	3,097
Natrona	21,354	—10.5	6,450	359	6,342	6,515	535	13,295
Niobrara	4,191	—30.0	1,110	533	1,353	1,394	122	2,350
Park	20,191	+ 84.0	4,890	916	2,463	2,539	251	4,903
Platte	7,051	—12.0	1,760	778	1,751	1,790	158	2,880
Sheridan	15,874	—17.6	4,370	1,019	4,660	4,754	508	8,987
Sublette	1,788	—35.6	460	312	648	651	69	856
Sweetwater	20,077	+ 3.5	5,370	256	4,844	4,884	357	8,878
Teton	1,588	—37.6	420	201	582	587	75	1,178
Vinta	6,466	—10.5	1,560	398	1,521	1,571	150	2,921
Washakie	4,495	—23.3	1,010	306	1,121	1,170	111	2,552
Weston	3,953	—20.3	1,010	396	1,104	1,121	138	1,796
Yellowstone								
Nat. Park (Part)	239	—42.5	130	....	103	200	36	870
TOTAL STATE	231,977	— 5.2	61,540	15,018	57,126	58,531	5,312	\$104,700
TOTAL U. S.	128,231,363	— 2.4	31,298,920	6,096,799	28,048,219	28,838,203	2,416,383	\$45,462,207

\* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

**— FOR —**  
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Only *one* network completely covers the Pacific Coast   ▶

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*More than half of the retail sales on the Pacific Coast are made outside of the counties in which the regularly Hooper rated cities are located.\* Don Lee is the only network that completely covers all of the outside markets.*

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\*Sales Management Survey of Buying Power, May 10, 1943

T H E N A T I O N ' S   G R E A T E S T   R E G I O N A L   N E T W O R K





NETWORKS  
OF THE  
UNITED STATES



NATIONAL  
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*This is*  
**The WEST VIRGINIA NETWORK**

*Parkersburg*



**WPAR**  
CBS  
250 on 1450

*Clarksburg*



**WBLK**  
NBC  
250 on 1400

*Huntington*



**WSAZ**  
BLUE  
1000 on 930

*Charleston*



**WCHS**  
CBS  
5000 on 580

**THE WEST VIRGINIA NETWORK**

JOHN A. KENNEDY  
PRESIDENT

HOWARD L. CHERNOFF  
MANAGING DIRECTOR

*National Representatives,* THE BRANHAM COMPANY

# THE BLUE NETWORK CO., INC.

WHEN a business organization reaches two years of age, with the cash register indicating a fair amount of profit, it almost inevitably gets down off its toes and assumes a complacent attitude. Standards have been established and policies set and since these have proved successful, the company is usually content to ride along on the wave created by its initial success.



MARK WOODS

We at the Blue Network, however, have no intention of losing the reputation as a pioneering network which we have acquired in the two years since the Blue was separated from NBC and set out on its own. We have standards—scores of them—but those in which we take the most pride are our standards of dissatisfaction, reputed to be the highest in the broadcasting industry.

## No "Perfect Program"

With regard to programs, for example, we believe there is no perfect program, nor is there any type of show that is a "must" on our program schedule because a large segment of the industry regards it as indispensable. The daytime serial had been regarded in this light for many years until the Blue in 1943 decided that the question deserved investigation and conducted a survey of daytime radio which proved that while a large number of women like this type of program, there is a still larger number who do not listen to the radio to any extent during the daytime.

These figures indicated a dissatisfaction with the current daytime program structure and strengthened the Blue in its view that the radio listener would welcome a new kind of daytime fare, such as "Breakfast at Sardi's" and "Breakfast Club."

And once we have determined on a sales policy, we do not stow it away in

the file marked "permanent." Although we were the first to announce the two per cent cash discount and devised a daytime package rate—all innovations at the time—we would be the first to amend or discard entirely these policies if a change in the industry rendered them impractical.

I present these facts and opinions merely because I wish to prove that the Blue does not intend to rest on its successful performance in the past, that it will be the first in the broadcasting industry to realize the necessity of change and the last to cling to a policy because "it's always been done that way."

This pioneering spirit was given immeasurable impetus last year when Edward J. Noble became the owner of the Blue Network. Not only did the transaction make the Blue completely independent of any other business organization but it put at our head one of the leading figures in American industry. Expansion into the new fields of frequency modulation broadcasting and television will be facilitated under Mr. Noble's leadership.

## Crucial Period for All

This year will be a crucial period in the lives of the American people and, since radio has become so inextricable a part of their lives, it will also put the broadcasting industry on its merits. Radio has achieved new records in the immediate dissemination of news, the clarification of problems of world-wide and national interest through a free discussion, the awakening of the American people to the importance of conservation and similar campaigns and the presentation of entertainment.

In all these fields radio will be required to do a better job than ever before. Just as the invasion of Hitler's European stronghold will bring out the finest qualities of the American people, so this major military operation will demand the most skillful handling of radio's news-gathering facilities. And once the war is over, radio will find an important role in the ironing out of the tremendous problems of the post-war era. Throughout these periods, the Blue Network will stand ready to do its part as a servant of the American people.





# BLUE NETWORK COMPANY, Inc.

R. C. A. Bldg., 30 Rockefeller Plaza  
New York, N. Y.  
(Telephone Number, Circle 7-5700)

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Whiteman, Paul .... Director of Music

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Dolan, Thomas J. . . . . Traffic Manager

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Seiferth, Joseph M., Jr. . . . . Audience Promotion

Ellsworth, Thomas B. . . . . Promotion Research

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Ell, Henry . . . . . Publicity Manager

Peterson, R. S. . . . . Auditor and Business Manager

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Schoenfeld, Merritt R. . . . . Network Sales Manager

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Hudson, Russell . . . . . Sales Service Manager

Lonner, Walter W. . . . . Traffic Manager

Moore, Tracy . . . . . Sales Manager

Moss, Robert . . . . . Product Manager

Perrin, Victor H. . . . . Chief Announcer

Robb, John C. . . . . Manager News and Special Features

Stedman, K. S. . . . . Auditor

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Palmer, T. B. . . . . Engineering Manager

Wesson, Robert . . . . . Publicity and Promotion Manager

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Rhodes, Lester R. . . . . Local Sales Manager

Robertson, Lawrence . . . . . Production Manager

Stations Owned and/or Managed and/or Programmed by

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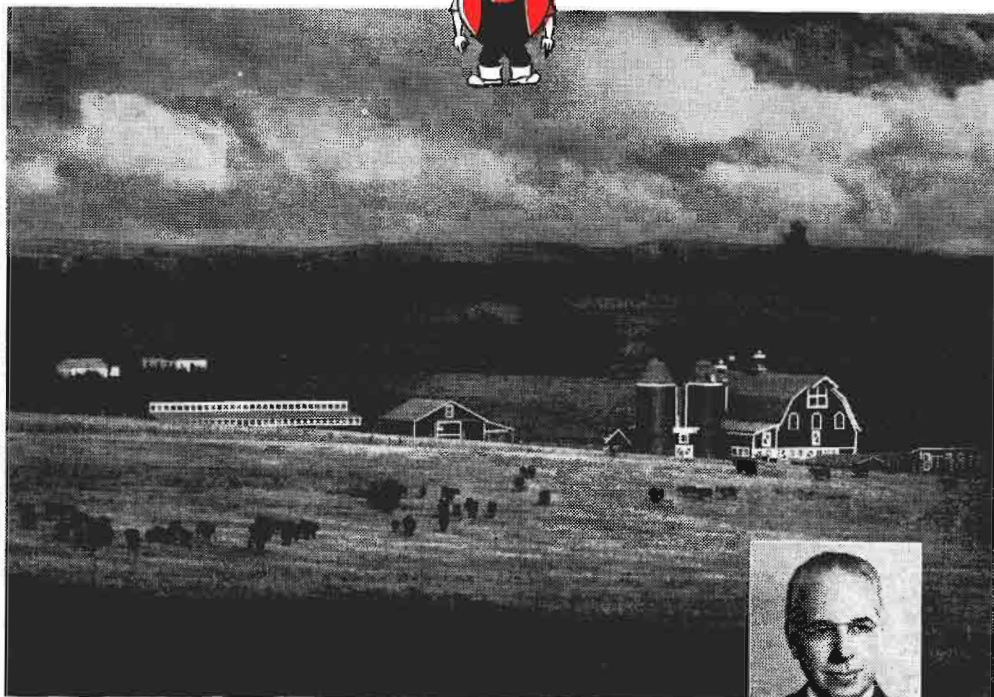
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# Opening New Horizons



The story of KMBC of Kansas City has always been one of utilizing to the fullest extent radio's inherent potentialities, thus opening New Horizons for listeners in the "Heart of America." The past year has seen another such New Horizon come into existence—improving even to a greater extent KMBC's extensive farm service to this region's 49% rural population.

Thus was born this year *KMBC Service Farms*—fully equipped, pure-blooded livestock farms, putting into practical demonstration the teachings of Phil Evans, nationally known farm authority who directs KMBC's farm department. Again KMBC broadens its service to this community, in behalf of itself as a radio station and of broadcasting as an industry.

**ARTHUR B. CHURCH**  
President and founder of KMBC whose faith in the limitless potentialities of radio's service to the community has been shown again in the development of *KMBC Service Farms*—dedicated to the betterment of rural thousands in the "Heart of America."

## **K M B C**

**OF KANSAS CITY**

FREE & PETERS, INC.

**SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS**



# COLUMBIA BROADCASTING SYSTEM

**A**MERICAN radio in 1943 achieved an importance in the everyday life of the people of this country and of the peoples of the world which far surpasses its accomplishments in any other year of its brief history.



PAUL W. KESTEN

Radio brought the fighting front to the home front. It brought the Solomons and North Africa and Sicily and Attu to the farms and villages and towns and cities from which the heroes went to war.

And to these heroes in Guadalcanal and London and Iceland radio brought America.

Radio sold bonds—millions of dollars worth of bonds—and it recruited men and women for the different branches of the Armed Forces. Radio salvaged fats, explained the why and hows of rationing, encouraged farmers to produce—and told them how they could produce more and why they should.

Radio, more than ever in its history, brought messages from the people's chosen officials into the homes and hearts of the people—messages perhaps more important than any ever heard by the American people.

The Columbia Broadcasting System was privileged to take an important part in these mighty efforts.

The record of these 12 months shows that CBS devoted 17,718 broadcasts to some phase of the war, which filled 3,504 hours of air time. (Of this total, 1,715 hours were sustaining programs. Commercially-sponsored programs contributed 1,789 hours—approximately 45 per cent of total sponsored operating time on the network.)

## Paley Overseas

In October, William S. Paley, CBS President, took leave from his network duties and went to the Mediterranean theater of war to fulfill a special assign-

ment with the U. S. Army's Psychological Warfare Branch at General Eisenhower's headquarters.

Columbia's audiences heard during the past year a great variety of programs devised to cover practically every field of human interest.

## Discount Plan

Effectiveness of the CBS Full Network Discount Plan, instituted a half year before, was conclusively demonstrated in 1943. For the listener, it meant that many topnotch programs were available to every radio set within broadcast range of a CBS station anywhere in the United States.

Of the 53 commercially sponsored programs heard his year on the full CBS continental network, 35 were the result of the discount plan. At least three other programs were slated to take advantage of the same offer at the start of '44.

Early in 1943 the Columbia Affiliates Advisory Board was formed. Under the plan, the country was divided into a number of districts corresponding roughly to the operational pattern of the network.

## War Bond Sales

During the year 1943, our records indicate that CBS has been instrumental in selling over 136 millions in war bonds—through CBS stations to the listening audiences, to CBS personnel via payroll deductions and similar arrangements and through purchase by the Columbia broadcasting System itself.

CBS is utilizing at present the largest staff of foreign correspondents in its history to bring the people accurate, swift and first-hand reporting of the mighty struggle that is convulsing the world.

The CBS short wave listening post recorded about 50 million words of foreign short wave broadcasts in 1943 which were translated from as many as 15 languages.

To CBS during 1943 went an imposing number of awards and citations won by CBS programs, personnel and stations.

American radio has just passed through the most important year in its brief history. But when the accomplishments of 1944 are spread on the record, the achievements of 1943 may well seem pale in comparison.





# C O L U M B I A

## Broadcasting System

485 Madison Avenue, New York City  
(Telephone number, Wickersham 2-2000)

### BOARD OF DIRECTORS

John J. Burns  
Prescott S. Bush  
Ralph F. Colin

J. A. W. Iglehart  
Paul W. Kesten  
Isaac D. Levy

Leon Levy  
Samuel Paley  
William S. Paley

Dorsey Richardson  
Mefford R. Runyon  
Herbert Bayard Swope

### Officers

William S. Paley.....President and Director  
Paul W. Kesten  
Executive Vice-President & Director  
Joseph H. Ream.....Vice-President & Secretary  
Frank Stanton.....Vice-President  
Frank K. White.....Vice-President & Treasurer  
H. V. Akerberg  
Vice-President in Charge of Station Relations  
H. Leslie Atlass.....Vice-President, Chicago

Douglas Coulter  
Vice-President in Charge of Programs  
William C. Gittinger  
Vice-President in Charge of Sales  
Paul M. Hollister.....Vice-President in Charge  
of Advertising and Sales Promotion  
D. W. Thornburgh...Vice-President, Los Angeles  
Samuel R. Dean.....Assistant Treasurer  
James M. Seward.....Assistant Secretary  
Arthur S. Padgett.....General Auditor  
William E. Forbes.....Executive Assistant

### DEPARTMENTS AND DIVISIONS

#### Construction and Building Operations Department

G. Stanley McAllister,  
Director of Construction and Building Operations  
C. R. Jacobs.....Asst. Dir.  
John R. Carey...Manager of Building Operations  
James R. Stevens...Manager of Theatre Operations  
Walter Weiler...Manager of Internal Security  
Roland Young.....Manager of Construction

Charles E. Midgeley, Jr....Sales Service Manager  
W. Donald Roberts,  
Western Mgr., Chicago Office Network Sales  
Arthur J. Kemp,  
Manager, Detroit Office Network Sales,  
Fisher Bldg.

#### Editing and Copyright Department

Jan C. Schimek....Dir. of Editing and Copyright  
Donald I. Ball.....Assistant Editor  
Arthur Jersild,  
Consultant on Children's Programs  
W. Clark Harrington,  
Assistant Manager of Copyright

**Personnel Department**  
Francis C. Barton, Jr.....Personnel Manager  
Bennett W. Lowry.....Employment Manager

#### General Engineering Department

Wm. B. Lodge....Acting Director of Engineering  
**Legal Department**  
Julius Brauner.....General Attorney  
Howard L. Hausman.....Attorney

#### Program and Operations Departments

Douglas Coulter,  
Vice-President in Charge of Programs  
Davidson Taylor....Asst. Director of Broadcasts  
Wm. Fineshriber....Acting Assistant Director  
R. S. Langham.....Co-ordinator of Broadcasts  
James M. Seward.....Director of Operations  
I. S. Becker.....Assistant Director of Operations  
R. R. Ray.....Assistant to Director of Operations

#### Sales Department

William C. Gittinger,  
Vice-President in Charge of Sales  
Leonard Erikson.....Network Sales Manager  
William J. Fagan.....Administrative Manager  
Allyn Jay Marsh.....Assistant Sales Manager  
John J. Karol, Assistant Sales Manager and Market  
Research Counsel

#### CASTING DIVISION

Larry Puck.....Talent Scout

#### EDUCATION DIVISION

Lyman Bryson.....Director of Education  
Leon Levine.....Manager of Educational Staff

#### MUSIC DIVISION

James H. Fassett.....Director of Music Division  
William H. Brennan,  
Assistant Director in Charge of Serious Music  
Wendell Adams.....In charge of Light Music  
Lucile Singleton,  
In charge of Vocalists, Auditions and  
Record Library