

SEPTEMBER 7, 1942

SECTION 2

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

Census of

RADIO HOMES IN THE UNITED STATES

by States and Counties

including

CENSUS OF RETAIL SALES AND STORES



POPULATION OF ALL COUNTIES AND

PLACES OVER 2,500



UP-TO-DATE STANDARD BROADCAST

STATION LOG AS OF SEPT. 1, 1942



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

- 1
- 2
- 3
- 4
- 5

Superior coverage,
including state and regional news.

Superior adaptation
of that coverage for radio.

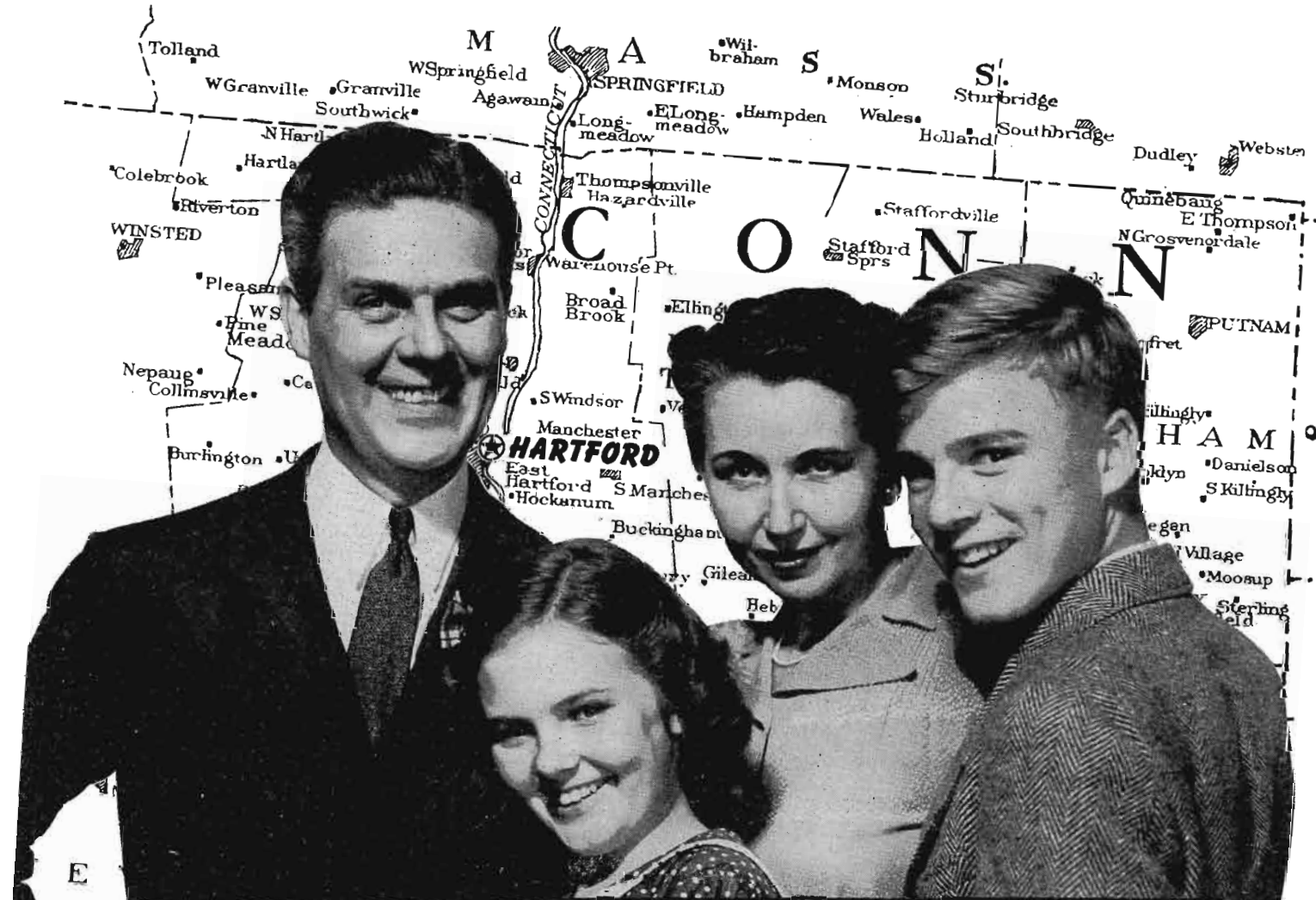
Money-making Telescripts—the only real radio
feature scripts provided by any news association
... written to specific time-lengths and
cued for music or sound effects.

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

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

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





Do You Know This Family?

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

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

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

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

BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER

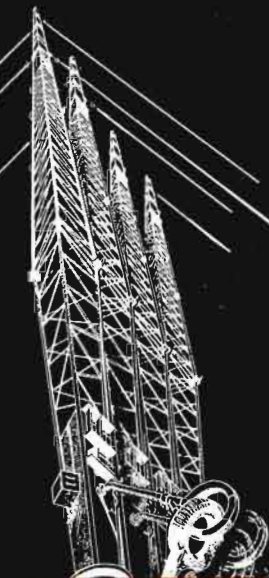


**Buffalo's
Most
Powerful
Transmitter
Plant**

**MAKES
WKBW
Buffalo's only
50,000
WATT STATION**

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

**BASIC
COLUMBIA
1520 K.C.**



New \$350,000 Transmitter Plant
**BUFFALO
BROADCASTING CORPORATION**
National Representatives:
FREE & PETERS, INC.

BROADCASTING

The Weekly Newsmagazine of Radio
National Press Bldg. Broadcast Advertising Washington, D. C.

SECTION 2 • RADIO CENSUS SUPPLEMENT SEPTEMBER 7, 1942

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EXPLANATORY NOTES AND SYMBOLS

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

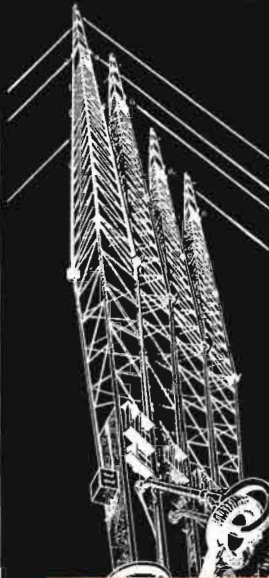
Log of Broadcasting Station, Symbols: *—Non-Commercial station. D—Day. N—Night. ST—Shores Time. STN—Shores Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Service Authorization. U—Unlimited. CP—Construction Permit Issued.

**Buffalo's
Most
Powerful
Transmitter
Plant**

**GIVES
WGR
BUFFALO'S LARGEST
REGIONAL COVERAGE**

5000 WATTS BY DAY
1000 WATTS DIRECTIONALLY
INTENSIFIED BY NIGHT

**BASIC
MUTUAL
550 K.C.**



New \$350,000 Transmitter Plant
**BUFFALO
BROADCASTING CORPORATION**
National Representatives:
FREE & PETERS, INC.



HOT NUMBERS

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

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

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

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

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

NBC SPOT and LOCAL SALES

Representing

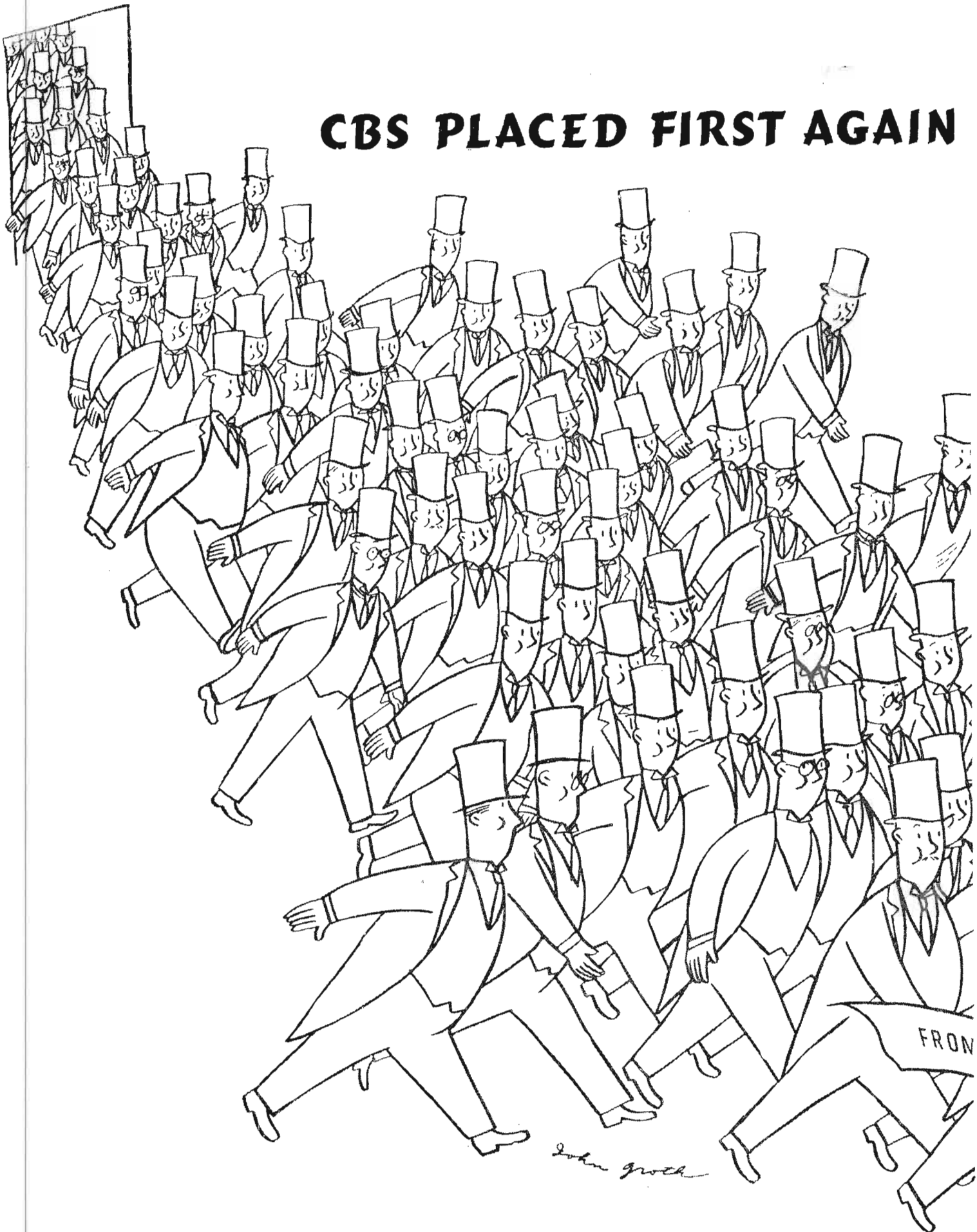
WBZ Boston
WBZA Springfield
WEAF New York

WGY Schenectady
KYW Philadelphia
WRC Washington

KDKA Pittsburgh
WTAM Cleveland
WOWO Fort Wayne

WMAQ Chicago
KOA Denver
KPO San Francisco

CBS PLACED FIRST AGAIN



John Groch

BY 100 LEADING ADVERTISERS

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

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

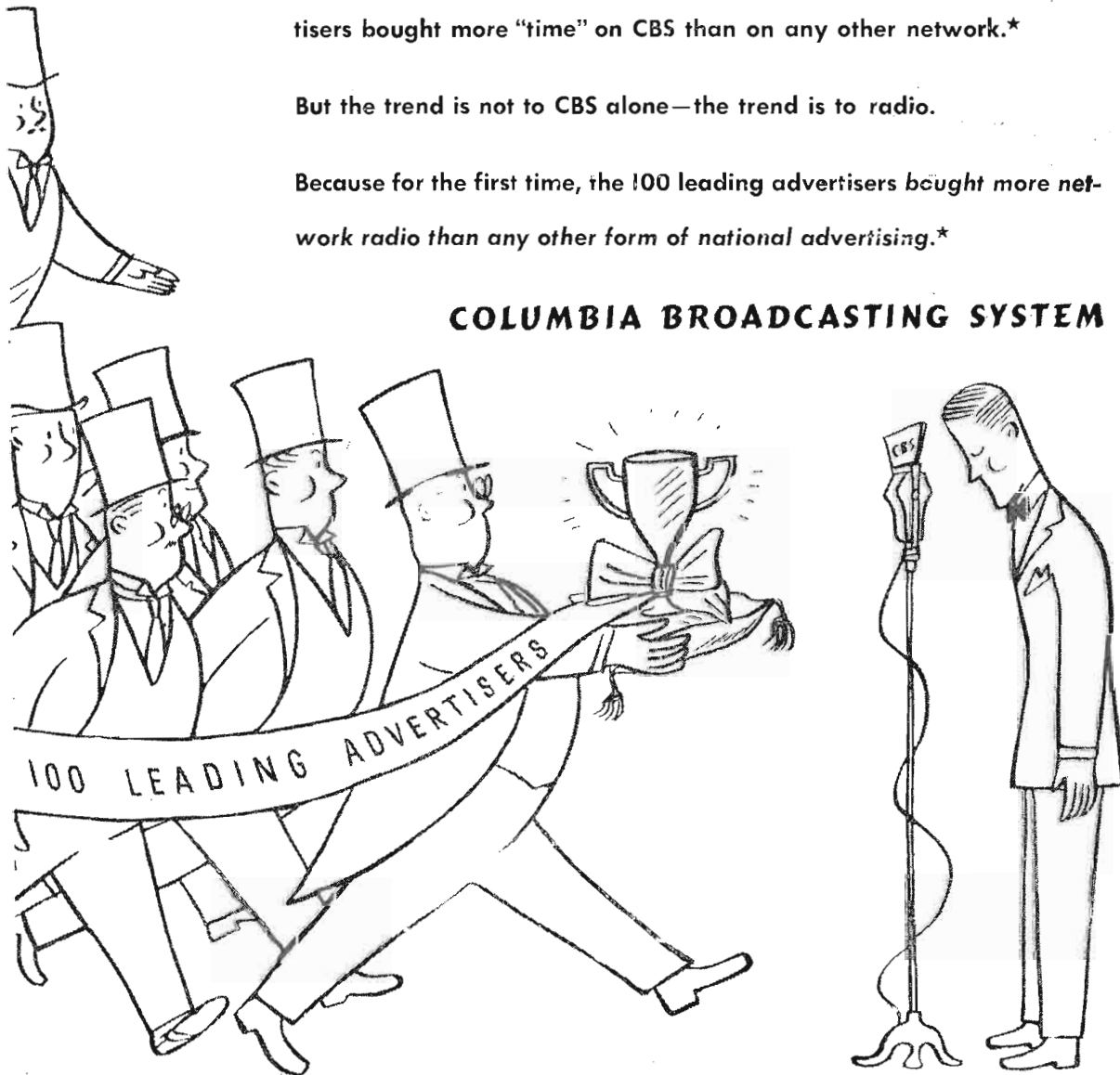
... CBS had 73% more exclusive advertisers than any other network.*

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

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

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

COLUMBIA BROADCASTING SYSTEM



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

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON

August 13, 1942

Dear Mr. Codel:

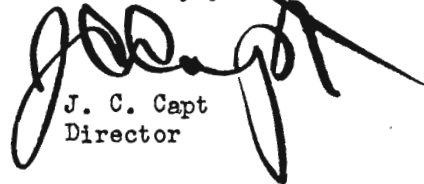
I have been informed that you plan to publish Census radio statistics for the States, cities and counties of the country under one cover for the convenient use of the broadcasting and broadcast advertising businesses. This utilization of the 1940 Census of Housing will, I am sure, be of great value to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

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

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

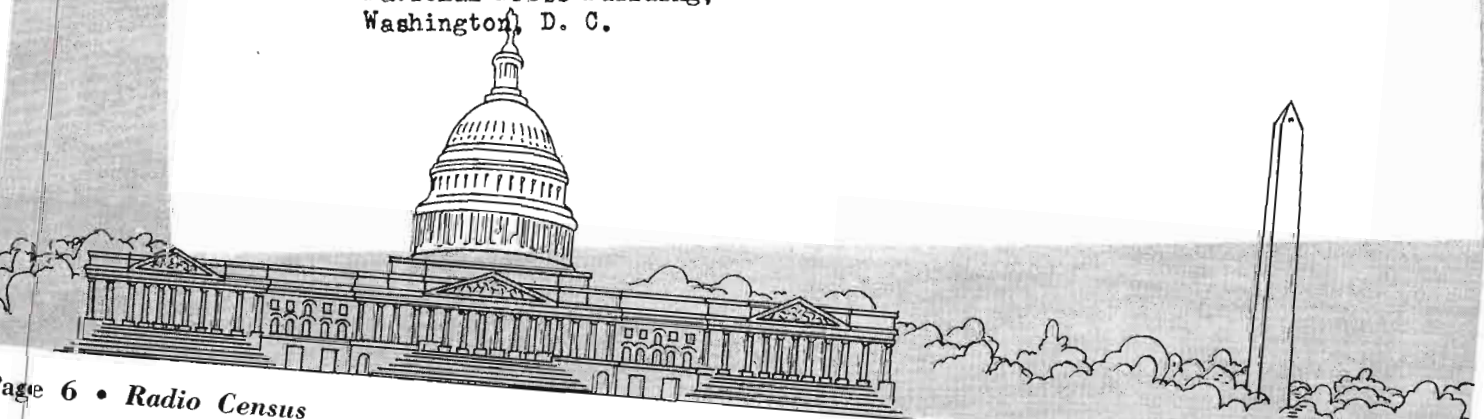
These and other data contained in the Census of Housing, it would seem, would also be of practical value to market analysts in the advertising fields, paralleling the radio homes statistics which are of most immediate interest to them.

Sincerely yours,



J. C. Capt
Director

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



BMI

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

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

*From Federal census
figures it is conservatively
estimated that*

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

BROADCAST MUSIC, INC.

Los Angeles

★

New York

★

Chicago



Are you prospecting for "Pay Air"?

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

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

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

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

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

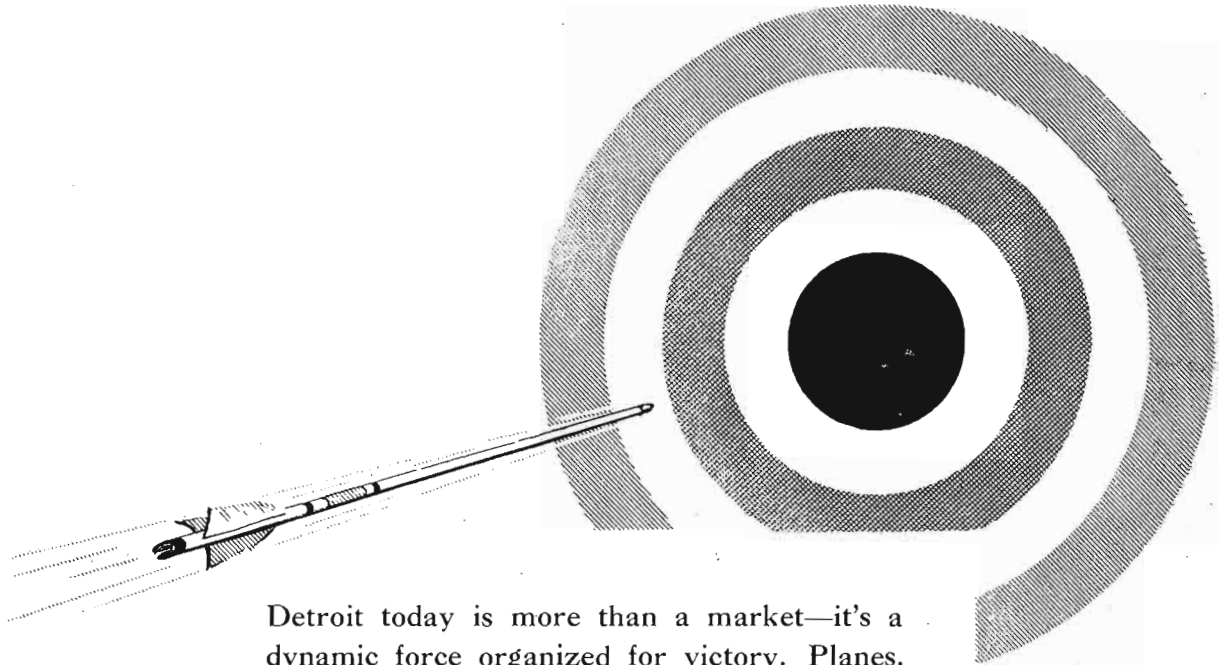
Your BLUE representative can give you the full story in a very few minutes. Why not call him in? The efficiency factors that have brought more new sponsors to the BLUE in '42 than to any other network may apply as well to your wartime advertising problem.

The Blue Network Company, A Radio Corporation of America Service

the **blue** network



Straight to Buying Power...



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

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

WWJ

National Representatives

George P. Hollingbery Company

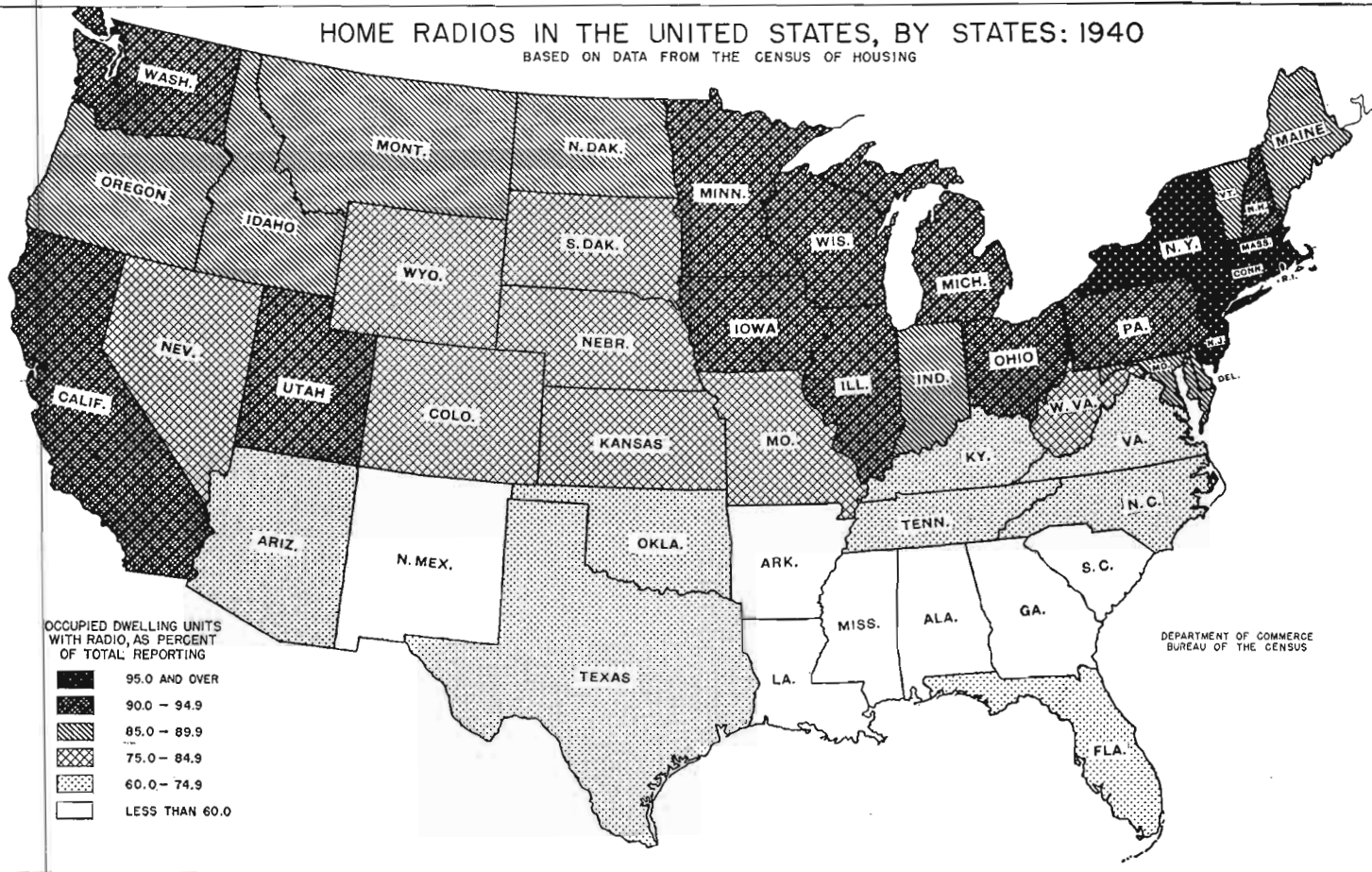
New York -- Chicago -- Atlanta
San Francisco -- Los Angeles

Associate Station
W45D—FM

Owned and Operated by
The Detroit News

HOME RADIOS IN THE UNITED STATES, BY STATES: 1940

BASED ON DATA FROM THE CENSUS OF HOUSING



OCCUPIED DWELLING UNITS WITH RADIO, AS PERCENT OF TOTAL REPORTING

- 95.0 AND OVER
- 90.0 - 94.9
- 85.0 - 89.9
- 75.0 - 84.9
- 60.0 - 74.9
- LESS THAN 60.0

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

This Map is the ACN Sales Story

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

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

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

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

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

ATLANTIC COAST NETWORK Inc.

501 MADISON AVENUE • NEW YORK CITY

John Blair & Company • National Representatives

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

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

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

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

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

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

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

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

WJWC

HAMMOND-CHICAGO

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

General Offices: 165 N. Michigan Avenue, Chicago



FREE & PETERS, INC.
Exclusive National Representatives

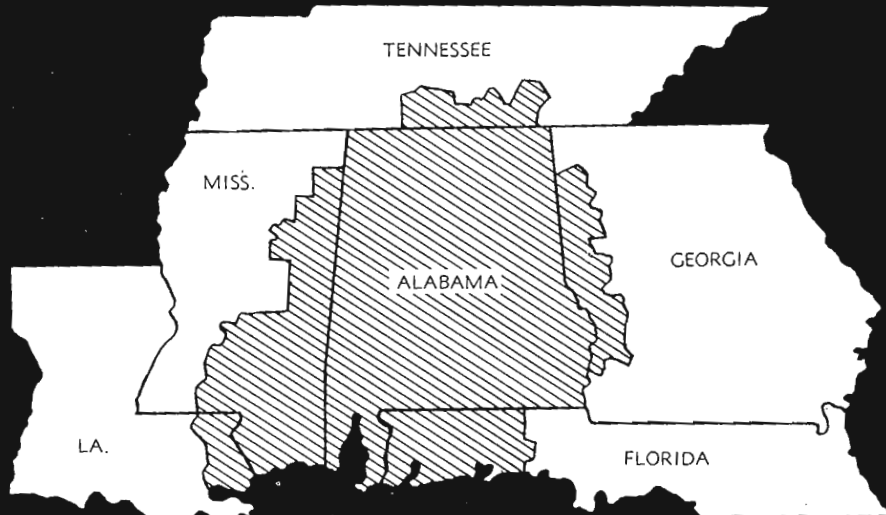


For COMPLETE COVERAGE of ALABAMA'S RADIO FAMILIES

use

The ALABAMA TRIO

ALL OF THIS
at a
10%
SAVING



WSGN

BIRMINGHAM

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

610 kc.

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

WSFA

MONTGOMERY

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

1440 kc.

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

WALA

MOBILE

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

1410 kc.

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

REPRESENTED BY HEADLEY-REED CO.

ARIZONA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
													Phoenix.....	19,287	84.2	16,249
Apache.....	5,240	27.5	1,433	1,971	59.2	1,167	3,269	8.1	266	Tucson.....	9,964	86.0	8,568
Cochise.....	9,190	77.5	7,126	3,991	82.5	3,294	3,902	76.0	2,966	1,297	66.8	866	Broadcasting Stations			
Cocconino.....	4,677	52.7	2,459	2,061	74.9	1,543	926	67.2	623	1,690	17.3	293	GLOBE.....	Call Letters		Power
Gila.....	6,616	73.2	4,844	3,094	89.1	2,571	2,897	70.1	2,031	625	38.8	242	JEROME.....	KWJB	1240	250
Graham.....	2,894	64.9	1,878	1,822	70.6	1,287	1,072	55.2	591	KCRJ	1340	250
Greenlee.....	2,185	73.4	1,602	669	71.9	474	1,215	77.7	944	311	59.3	184
Maricopa.....	50,455	73.8	37,208	23,278	82.6	19,226	17,779	69.3	12,316	9,403	60.3	5,666	LOWELL.....	KSUN	1230	250
Mohave.....	2,654	64.6	1,713	2,301	67.4	1,551	353	46.0	162	PHOENIX.....	KOY	550	1,000 CP-5,000-LS
Navajo.....	5,911	44.2	2,629	1,272	84.1	1,070	1,999	64.7	1,293	2,640	10.1	266	KPHO	1230	250
Pima.....	19,050	79.3	15,092	9,964	86.0	8,568	8,015	75.2	6,025	1,071	46.6	499	KTAR	620	5,000
Pinal.....	6,979	54.7	3,815	4,906	62.5	3,066	2,073	36.1	749	PRESCOTT.....	KYCA	1490	250
Santa Cruz.....	2,377	66.6	1,582	1,277	72.0	919	801	61.9	496	299	55.8	167	SAFFORD.....	KGLU	1450	250
Yavapai.....	7,822	72.4	5,666	1,917	81.2	1,556	4,932	70.0	3,452	973	67.6	658	TUCSON.....	KTUC	1400	250
Yuma.....	5,083	65.9	3,347	1,416	78.2	1,107	2,347	60.9	1,429	1,820	61.4	811	KVOA	1290	1,000
State Total.....	181,133	69.0	90,394	48,924	82.4	40,328	55,813	69.8	38,646	26,396	43.3	11,420	YUMA.....	KYUM	1240	250

TO *Sell* **ARIZONA--**

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

1000 Watts on

550

"That Explains the Coverage"

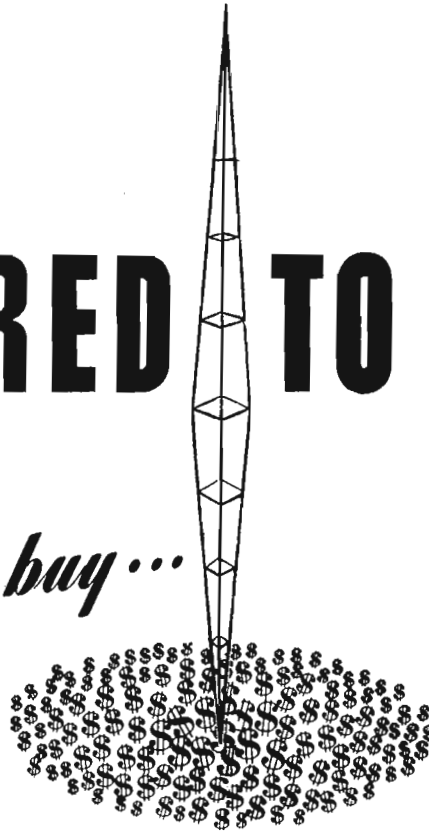


PHOENIX

Affiliated with Station **WLS** Chicago

POWERED TO SELL

where there's power to buy...



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

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

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

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

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

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

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

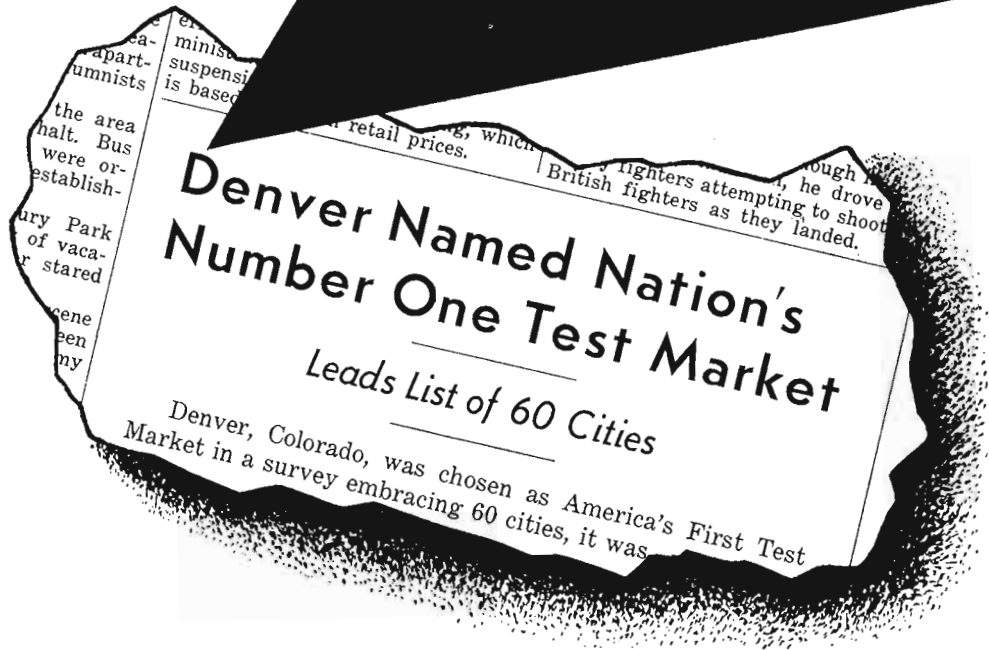
COLUMBIA PACIFIC NETWORK



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

BEST FOR TESTS!

KOA



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

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

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

† Name on request



From Every Vantage Point ...



REPRESENTED NATIONALLY BY  SPOT SALES OFFICES

CONNECTICUT

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

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Bridgeport...	39,386	96.4	37,937
Bristol.....	7,629	97.9	7,471
Hartford.....	44,253	97.1	42,970
Meriden.....	10,790	96.2	10,384
Middletown...	5,791	96.1	5,567
New Britain...	17,256	96.5	16,655
New Haven...	42,480	96.2	40,856
New London...	8,157	94.6	7,719
Norwalk.....	10,904	95.8	10,443
Stamford.....	12,246	96.9	11,868
Torrington...	7,035	95.9	6,749
Waterbury...	25,387	96.2	24,429
West Hart- ford town...	8,915	98.9	8,818
West Haven town.....	8,085	97.5	7,884

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
BRIDGEPORT.....	WICC 600	1,000-LS 500-N
	WNAB 1450	250
HARTFORD.....	WDRC 1360	5,000
	WNBC 1410	5,000
NEW HAVEN.....	WTHT 1230	250
	WTIC 1080	50,000
NEW LONDON....	WELI 960	1,000-LS 500-N
	WNLC 1490	250
STAMFORD.....	WSRR 1400	250
WATERBURY.....	WATR 1320	1,000
	WBRY 1590	1,000

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

KGKB

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

ASCAP

Radio Program Service

30 Rockefeller Plaza, New York

We mean it when we say

"THERE'S NOT ANOTHER LIKE IT!"

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

1.

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

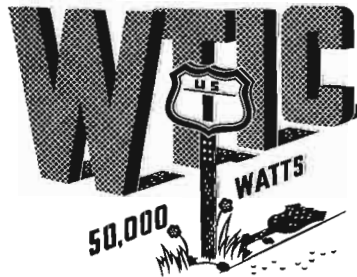
2.

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

3.

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

"THERE'S NOT ANOTHER LIKE IT!"



** Sales Management, April 10, 1942*

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC Network

Representative: WEED & COMPANY

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

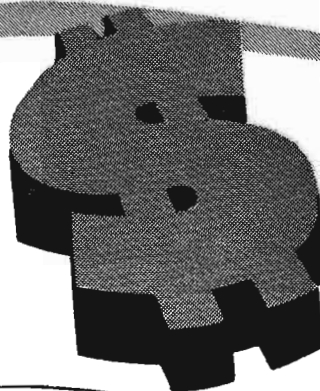
DELAWARE

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

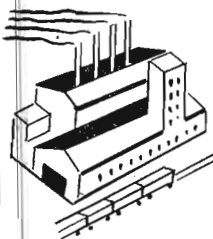
WDEL

1150 K.C.-WILMINGTON, DEL.

OFFERS - A BETTER SALES BUY THAN EVER



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



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



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



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

PAUL H. RAYMER COMPANY
 New York Chicago San Francisco

TIMEBUYING MADE EASIER!




4 FOR 1—A BIG SUBSCRIPTION VALUE!

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

4 FOR 1—AT \$5.00 A YEAR

BROADCASTING

The Weekly  Newsmagazine of Radio
Broadcast Advertising

National Press Bldg., Washington, D. C.

DISTRICT OF COLUMBIA

District of Columbia.....	Broadcasting Stations														
	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			City	Call Letters Freq. in Kc.	Power in Watts
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units			
	173,446	93.7	162,446	173,446	93.7	162,446	WASHINGTON....	WINX 1340	250
														WJSV 1500	50,000
														WMAL 630	5,000
														WOL 1260	1,000
														WRC 980	5,000
														WWDC 1450	250

WASHINGTON'S OWN RADIO STATION

WINX

1ST IN Washington

WITH THE NEWS

Originators of NEWS every HOUR ON THE HOUR

IN NUMBER OF LOCAL SPONSORS

More than any other Washington Station

IN INCREASED LISTENING AUDIENCE

C. E. Hooper Surveys

IN WASHINGTON WITH PLUS COVERAGE

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

IN AFTERNOON SPORTS

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

IN INCREASE IN ADVERTISERS

Increase of 160% . . . since 1940.

1340 Kc.

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

How's your arithmetic?

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

WWDC ☆ ☆ ☆ ☆ ☆ ☆
WASHINGTON, D. C.

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

GEORGIA—(Continued)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Mitchell.....	5,282	31.6	1,672	1,404	48.6	683	394	31.3	123	3,484	24.9	866
Monroe.....	2,503	36.5	912	1,101	47.7	525	1,402	27.6	387
Montgomery.....	2,061	29.9	616	820	33.5	274	1,241	27.5	342
Morgan.....	3,092	36.8	1,139	1,035	52.9	548	2,057	28.7	591
Murray.....	2,362	55.9	1,322	650	65.9	429	1,712	52.2	893
Muscogee.....	19,503	64.2	12,513	14,143	67.0	9,471	4,319	61.7	2,664	1,041	36.3	378
Newton.....	4,486	59.0	2,641	1,808	77.3	1,397	755	62.5	472	1,923	40.1	772
Oconee.....	1,771	41.3	730	332	68.2	226	1,439	35.0	504
Oglethorpe.....	2,741	36.4	998	588	53.7	315	2,153	31.7	683
Paulding.....	2,788	47.4	1,322	602	68.0	410	2,186	41.7	912
Peach.....	2,572	41.8	1,073	1,807	54.6	713	221	37.6	83	1,044	26.5	277
Pickens.....	2,074	53.3	1,103	803	78.5	630	1,271	37.2	473
Pierce.....	2,587	35.3	913	912	42.0	383	1,675	31.6	530
Pike.....	2,319	40.6	941	523	54.8	287	1,796	36.4	654
Polk.....	6,428	66.7	4,294	3,078	77.9	2,399	1,488	63.1	939	1,862	61.3	956
Pulaski.....	2,492	33.2	824	924	51.3	474	120	35.9	43	1,448	21.2	307
Putnam.....	1,957	36.5	708	755	56.9	430	1,202	23.1	278
Quitman.....	743	21.3	156	190	34.0	65	553	16.8	93
Rabun.....	1,712	41.5	712	629	52.4	330	1,083	35.2	382
Randolph.....	3,968	30.3	1,199	969	46.7	452	569	37.3	209	2,440	22.0	538
Richmond.....	21,201	62.0	13,159	17,510	68.4	11,097	2,107	64.5	1,359	1,584	44.4	703
Rockdale.....	1,824	50.7	924	780	66.3	517	1,044	39.0	407
Schley.....	1,127	35.5	400	301	50.7	158	826	29.9	247
Screven.....	4,636	27.8	1,284	696	46.3	322	818	33.1	271	3,123	22.1	691
Seminole.....	1,906	32.2	613	638	41.5	265	1,268	27.5	848
Spalding.....	7,106	64.2	4,560	3,514	67.9	2,387	1,915	76.4	1,463	1,677	42.3	710
Stephens.....	2,972	58.7	1,746	1,336	69.1	923	394	62.5	246	1,242	46.4	577
Stewart.....	2,398	27.1	646	895	39.7	356	1,503	19.3	290
Sumter.....	6,287	36.0	2,267	2,682	51.2	1,373	534	47.3	253	3,071	20.9	641
Talbot.....	1,834	23.5	431	10	10.0	1	743	31.0	230	1,081	18.5	200
Taliaferro.....	1,372	29.0	397	413	44.1	182	959	22.4	215
Tattall.....	3,448	42.4	1,458	1,289	49.2	634	2,159	38.2	824
Taylor.....	2,432	35.3	876	325	45.4	374	1,657	30.3	502
Telfair.....	3,428	36.0	1,234	1,628	40.9	666	1,800	31.6	568
Terrell.....	4,123	26.2	1,080	1,116	44.9	501	365	42.9	157	2,642	16.0	422
Thomas.....	7,779	48.6	3,784	3,506	59.1	2,073	1,215	50.4	612	3,058	36.0	1,099
Tift.....	4,548	45.7	2,080	1,448	61.2	887	1,244	32.3	402	1,856	42.6	791
Toombs.....	3,734	41.4	1,547	1,043	54.8	572	792	41.0	325	1,899	34.2	650
Towns.....	1,053	45.4	479	211	59.0	125	842	42.0	354
Treutlen.....	1,621	32.6	528	576	36.6	211	1,045	30.3	317
Troup.....	10,608	52.9	5,607	7,480	61.3	4,586	1,024	45.0	461	2,104	26.6	560
Turner.....	2,557	37.2	954	903	50.8	459	1,664	29.8	495
Twiggs.....	1,985	23.8	472	330	48.2	159	1,655	18.9	313
Union.....	1,706	32.6	558	206	53.6	110	1,500	29.9	448
Upson.....	5,890	58.0	3,410	3,432	72.4	2,485	988	45.7	451	1,470	32.2	474
Walker.....	7,296	69.0	5,018	1,731	88.7	1,448	2,703	70.7	1,912	2,862	57.9	1,658
Walton.....	4,898	55.2	2,698	1,148	71.0	815	903	64.2	580	2,842	45.9	1,303
Ware.....	6,710	57.7	8,873	4,291	65.5	2,812	1,132	42.4	480	1,287	45.1	581
Warren.....	2,399	29.3	702	686	48.6	334	1,713	21.5	368
Washington.....	5,704	31.6	1,800	1,004	43.5	437	1,083	40.0	434	3,617	25.7	929
Wayne.....	2,987	38.7	1,158	701	54.9	385	853	28.2	240	1,433	38.2	533
Webster.....	1,019	25.9	274	179	45.3	81	840	23.0	193
Wheeler.....	1,827	39.2	716	534	40.5	215	1,293	38.7	500
White.....	1,394	42.2	585	394	58.7	231	1,000	35.4	354
Whitfield.....	6,080	73.8	4,497	2,638	85.9	2,266	1,324	75.0	994	2,118	58.4	1,237
Wilcox.....	2,875	33.2	954	819	43.8	359	2,056	28.9	595
Wilkes.....	3,613	32.2	1,160	1,074	46.4	498	225	46.2	104	2,314	24.1	558
Wilkinson.....	2,640	36.0	949	1,268	43.9	557	1,372	28.5	392
Worth.....	4,884	30.4	1,488	1,233	47.7	588	3,651	24.7	900
State Total...	752,241	52.5	394,765	288,818	68.2	196,864	170,695	57.6	98,273	292,828	34.0	99,618

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

WJPF

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

ASCAP

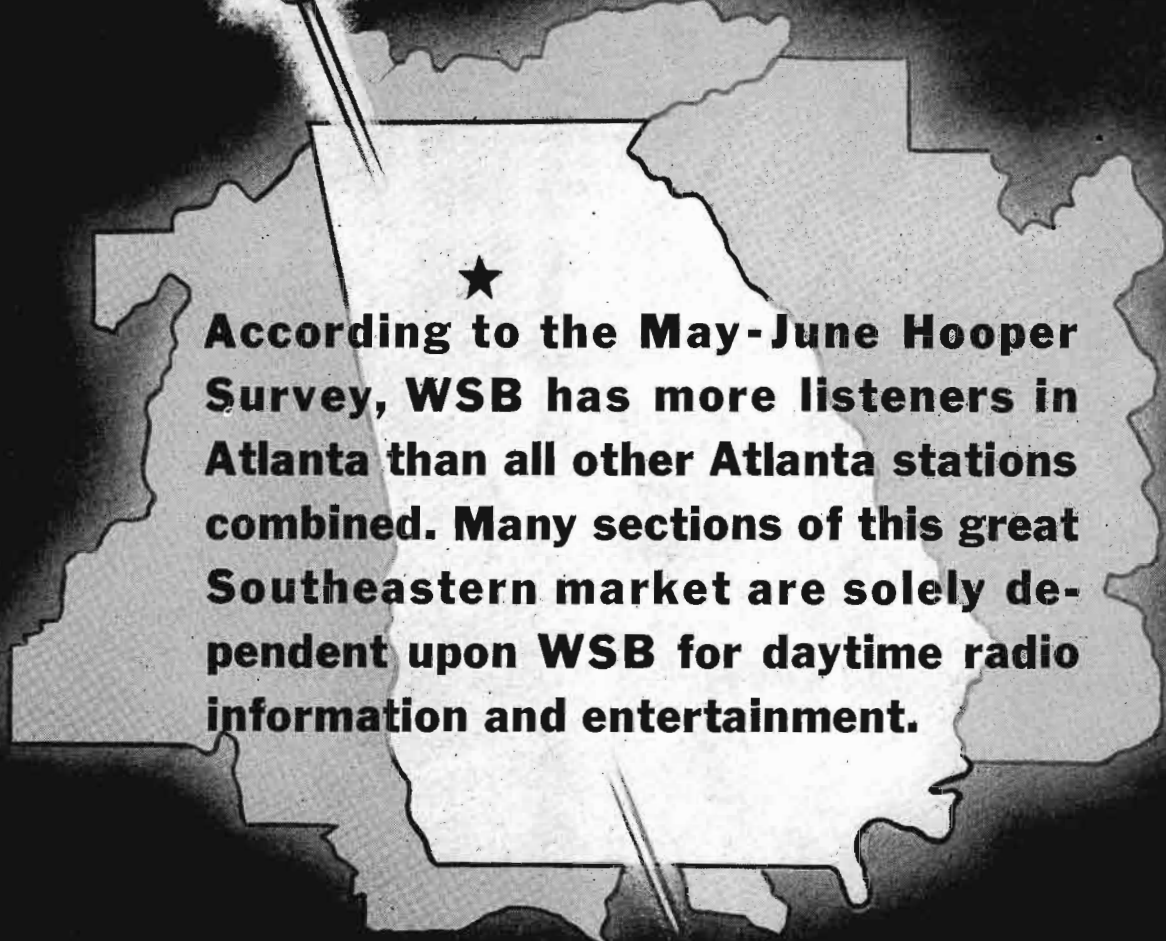
Radio Program Service

30 Rockefeller Plaza, New York



1ST CHOICE

OF GEORGIA LISTENERS SINCE 1922



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

50,000 Watts

WSB

750 K. C.

"The Voice of the South"

ATLANTA, GEORGIA

Affiliated with the Atlanta Journal

Represented Nationally by Edward Petry & Co., Inc.

INDUSTRY ANSWERS THE CALL!

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

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

Facing these facts, your Government needs, urgently, your cooperation with your employers to immediately installing

each time his allowance accumulate to an amount sufficient to purchase a Bond. You are under no obligation, other than your own interest in the future of your country, to install the Plan, after you and your employees have given it consideration.

WHAT THE PLAN DOES

A PAY-ROLL SAVINGS PLAN
The voluntary Pay-Roll Savings Plan (approved by regulated labor) provides for regular purchases by your employees of Defense Bonds through voluntary pay-roll allotments. All you do is hold the small funds authorized from pay-roll allotments in a separate account and

1. It provides immediate cash outlay to produce the guns, tanks, ships, and equipment so Army and Navy need for financial operations in National Defense. 2. It gives every American worker the opportunity to save money while they are scarce, but will release the current demand for our emergency equipment on a sounder basis. 3. It builds a reserve fund of money for the purchase of new equipment after the war. 4. It helps your employees provide for their future.

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

U. S. Defense BONDS ★ STAMPS
This space contributed to National Defense by
YOUR NAME HERE

16-25100-1 490

32,145 Firms With Over 17,700,000 Employees Have Installed the . . .

PAY-ROLL SAVINGS PLAN



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

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

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

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

Plan Easy to Install

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

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

MAIL THIS COUPON NOW

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

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


NAME

POSITION

COMPANY NAME

ADDRESS

NUMBER OF EMPLOYEES



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

This space is a contribution to NATIONAL DEFENSE by BROADCASTING Magazine

PUT YOUR
SPOT
BROADCASTS

WHERE THEY WILL BE
IN THE
SPOTLIGHT



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

. Total **891,841**

Than in the Combined Cities of . . .

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

. Total **886,629**

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

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

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

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

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

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

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

WJJD 230 NORTH MICHIGAN AVENUE
CHICAGO, ILLINOIS
TELEPHONE STATE 5466

20,000 WATTS . . . 1160 KILOCYCLES

NATIONAL REPRESENTATIVE
John E. Pearson
Company
342 Madison Avenue
NEW YORK, N. Y.

HERE ARE 27,509*

★ EXTRA CUSTOMERS

... *at no extra cost!*

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

★

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

★

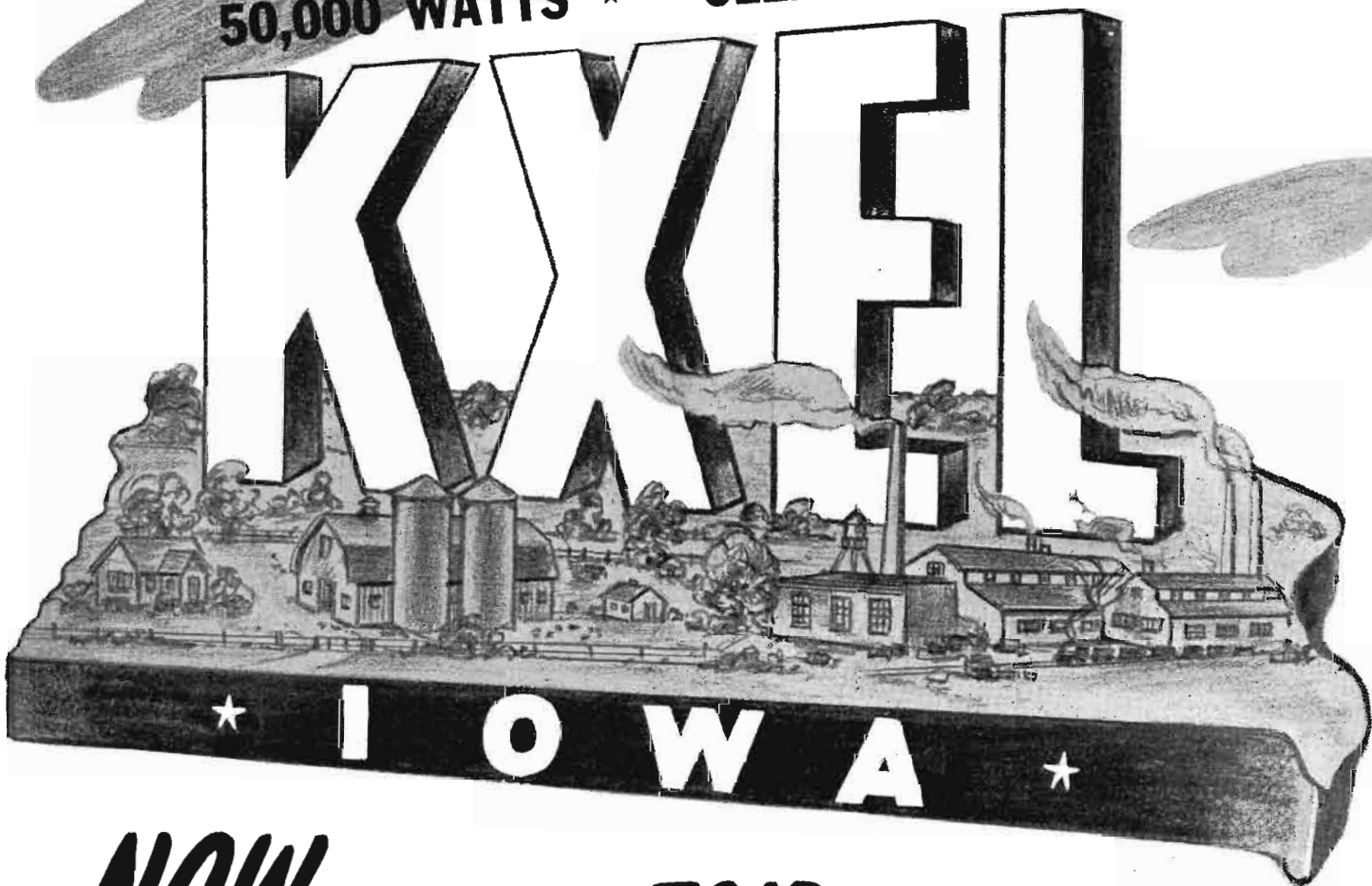
WFBM

" THE HOOSIER STATION "

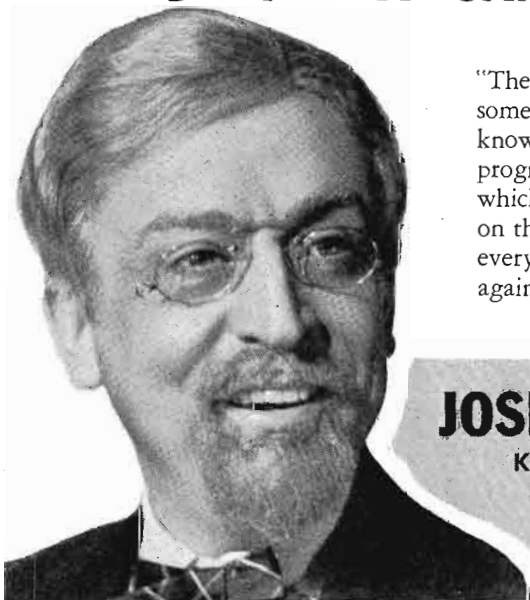
REPRESENTED
BY
THE KATZ AGENCY, INC.

The NEW VOICE OVER ALL IOWA

50,000 WATTS ★ ★ CLEAR CHANNEL



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



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

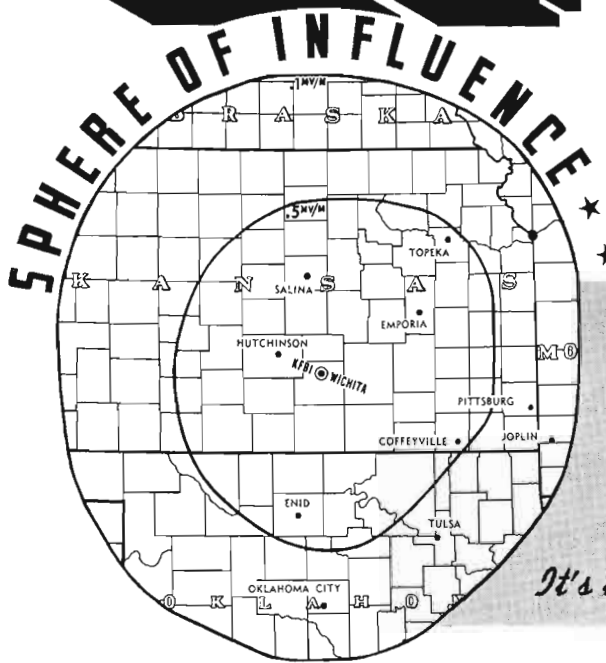
JOSH HIGGINS BROADCASTING COMPANY

KXEL — JOSH HIGGINS VOICE OF AGRICULTURE — WATERLOO, IOWA

BASIC BLUE NETWORK

REPRESENTED BY—JOHN BLAIR & COMPANY

KFBI



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

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

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

Write for the **FILE OF FACTS**



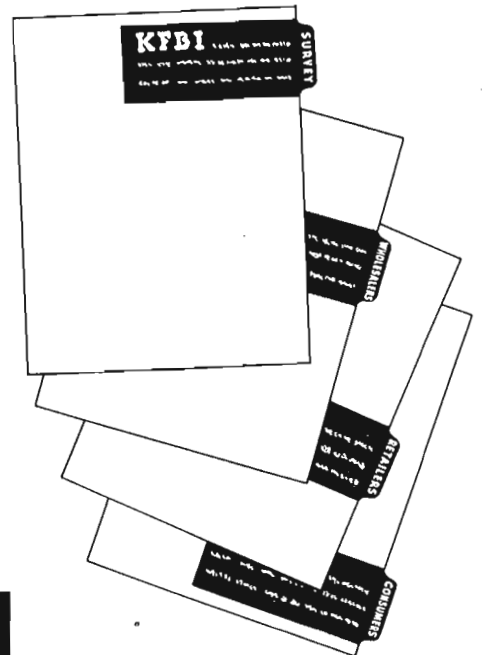
Makes Wichita Market and Media details readily available.

ADDRESS RADIO STATION KFBI
Ray Linton, General Manager

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

Merchandising

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



KANSAS—(Continued)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Sumner.....	7,602	85.1	6,469	2,146	90.3	1,938	2,575	84.2	2,167	2,881	82.1	2,364
Thomas.....	1,747	83.9	1,466	1,020	86.7	884	727	80.1	582
Trego.....	1,462	77.4	1,130	630	82.1	517	832	73.7	613
Wabaunsee.....	2,603	72.4	1,883	1,044	81.9	855	1,559	65.9	1,028
Wallace.....	598	71.6	428	285	81.3	232	313	62.7	196
Washington.....	4,600	75.8	3,486	1,910	82.5	1,576	2,690	71.0	1,910
Wichita.....	564	75.0	428	263	78.7	207	301	71.8	216
Wilson.....	5,244	77.6	4,076	2,218	89.9	1,994	1,114	73.2	815	1,912	66.3	1,267
Woodson.....	2,323	71.0	1,648	1,189	81.4	968	1,134	59.9	680
Wyandotte.....	40,551	90.4	36,676	34,068	91.5	31,163	4,830	86.9	4,195	1,653	79.7	1,318
State Total...	511,109	83.0	424,457	224,314	90.4	202,770	128,059	82.4	105,543	158,736	73.2	116,144

CORRECTION PLEASE!

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

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

The dominant popularity, prestige
and acceptance of

KFH

... has kept pace with Greater Wichita

CALL ANY EDWARD PETRY OFFICE

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

KENTUCKY—(Continued)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Robertson.....	948	69.5	659	225	72.8	164	723	68.4	495
Rockcastle.....	3,711	33.4	1,240	1,311	46.6	611	2,400	26.2	629
Rowan.....	2,731	54.9	1,500	1,309	68.5	896	1,422	42.4	604
Russell.....	2,984	89.8	1,187	581	44.2	257	2,403	38.7	930
Scott.....	3,942	73.3	2,892	1,398	77.6	1,085	617	62.6	386	1,927	73.7	1,421
Shelby.....	4,770	73.5	3,506	1,348	75.7	1,021	821	69.2	568	2,601	73.7	1,917
Simpson.....	3,123	59.8	1,868	1,144	67.0	766	124	45.9	57	1,855	56.3	1,045
Spencer.....	1,649	64.2	1,058	419	69.6	291	1,230	62.4	767
Taylor.....	3,381	59.5	2,013	1,250	68.6	857	2,131	54.3	1,156
Todd.....	3,717	47.7	1,771	1,467	54.5	799	2,250	43.2	972
Trigg.....	3,131	49.6	1,553	828	54.6	452	2,303	47.8	1,101
Trimble.....	1,443	67.5	973	271	73.2	198	1,172	66.1	775
Union.....	4,390	69.6	3,057	839	68.8	577	1,988	67.6	1,344	1,563	72.7	1,136
Warren.....	9,797	61.0	5,987	4,251	71.2	3,028	1,545	57.5	889	4,001	51.7	2,070
Washington.....	3,049	65.5	1,997	849	72.2	613	2,200	62.9	1,384
Wayne.....	3,734	39.3	1,466	985	46.7	460	2,749	36.6	1,006
Welster.....	5,374	57.1	3,066	1,340	63.5	851	2,179	60.9	1,326	1,855	47.9	889
Whitley.....	7,288	47.1	3,434	1,574	78.8	1,240	2,653	49.6	1,317	3,061	28.6	877
Wolfe.....	2,068	81.6	654	876	48.7	183	1,692	27.8	471
Woodford.....	2,971	78.7	2,194	760	81.5	620	917	62.7	575	1,294	77.2	999
State Total...	698,538	65.3	456,633	238,283	84.0	200,161	179,890	65.7	118,144	280,365	49.3	138,328

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

WSAR

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

A S C A P

Radio Program Service

30 Rockefeller Plaza, New York



MOSSY BOTTOM (Ky.)

AIN'T EXACTLY FUNDAMENTAL!

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

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

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

LOUISVILLE'S WAVE


5000 Watts

FREE & PETERS, INC.



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

NATIONAL REPRESENTATIVES



BROADCASTING • Broadcast Advertising

Radio Corp.



Put Your Measuring Stick on this Market!

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

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



MAINE

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 2,500 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Androscoggin.....	19,562	92.8	18,150	14,739	94.5	13,933	3,108	90.9	2,825	1,715	81.2	1,392	Bangor.....	7,420	95.9	7,117
Aroostook.....	19,853	73.3	14,569	1,977	88.6	1,751	11,227	70.3	7,888	6,649	74.0	4,920	Lewiston.....	9,259	94.4	8,739
Cumberland.....	38,636	93.3	36,033	28,505	95.2	27,137	6,852	89.2	6,115	3,279	84.8	2,781	Portland.....	19,643	95.1	18,687
Franklin.....	5,332	81.5	4,348	3,783	84.7	3,205	1,549	73.8	1,143				
Hancock.....	9,390	82.6	7,757	1,116	81.7	912	6,455	83.4	5,382	1,819	80.4	1,463				
Kennebec.....	19,250	87.6	16,868	11,117	90.4	10,047	4,879	86.5	4,219	3,254	80.0	2,602				
Knox.....	8,176	83.9	6,859	2,564	88.4	2,267	4,054	83.5	3,385	1,558	77.5	1,207				
Lincoln.....	4,846	82.8	4,012	2,899	85.8	2,486	1,947	78.4	1,526				
Oxford.....	11,011	83.6	9,204	1,929	90.2	1,741	6,404	84.7	5,425	2,678	76.1	2,038				
Penobscot.....	24,307	89.1	21,649	10,986	95.4	10,482	9,242	86.7	8,009	4,079	77.4	3,158				
Piscataquis.....	5,086	83.2	4,232	3,999	85.7	3,428	1,087	73.9	804				
Sagadahoc.....	5,846	87.2	4,662	2,816	92.1	2,593	1,946	83.2	1,619	584	77.1	450				
Somerset.....	10,213	83.3	8,509	1,665	91.7	1,526	5,482	86.3	4,731	3,066	73.5	2,252				
Waldo.....	5,943	78.6	4,667	1,578	86.6	1,367	2,005	78.0	1,563	2,360	73.6	1,737				
Washington.....	10,164	79.7	8,102	2,373	88.5	2,099	5,355	78.6	4,211	2,436	73.5	1,792				
York.....	21,853	90.1	19,689	7,041	92.7	6,529	12,496	90.2	11,265	2,316	81.8	1,895				
State Total...	218,968	86.5	189,300	88,406	93.2	82,384	90,186	84.0	75,756	40,376	77.2	31,160				

Broadcasting Stations			
City	Call Letters	Freq. in Kc.	Power in Watts
AUGUSTA.....	WRDO	1400	100
BANGOR.....	WABI	910	250 CP-5,000
	WLBZ	620	1,000-LS 500-N CP-5,000-U
LEWISTON.....	WCOU	1240	250
PORTLAND.....	WCSH	970	5,000
	WGAN	560	5,000
PRESQUE ISLE....	WAGM	1450-SH	100

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

WDNC

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

ASCAP

Radio Program Service
30 Rockefeller Plaza, New York



Radio's War Aims

RADIO'S OWN war aims can be stated quite simply:

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

Today, nothing else matters.

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

BROADCASTING

The Weekly News magazine of Radio

BROADCAST Advertising

MARYLAND

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population							
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Allegany	21,842	88.9	19,427	13,245	92.6	12,265	7,237	86.5	6,261	1,360	66.8	901	Baltimore	227,582	93.9	213,790				
Anne Arundel	15,115	82.9	12,527	2,564	88.1	2,259	9,843	86.2	8,483	2,708	85.9	1,785	Cumberland	10,339	92.7	9,585				
Baltimore	37,533	94.2	35,341	7,582	97.4	7,383	24,662	95.3	23,491	5,289	84.5	4,467	Hagerstown	8,784	93.2	8,185				
Baltimore City	227,582	93.9	213,790	227,582	98.9	213,790														
Calvert	2,882	53.9	1,286				905	68.1	616	1,477	45.4	670								
Caroline	4,862	72.1	3,507				2,807	77.7	2,182	2,055	64.5	1,325								
Carroll	9,493	85.2	8,090	1,440	94.8	1,365	4,553	86.5	3,940	3,500	79.6	2,785								
Cecil	6,333	81.1	5,136	953	90.0	857	3,443	81.9	2,820	1,937	75.3	1,459								
Charles	3,779	50.4	1,907				1,773	61.2	1,085	2,006	41.0	822								
Dorchester	7,239	69.5	5,040	2,812	77.0	2,167	2,600	65.1	1,694	1,827	64.5	1,179								
Frederick	14,306	82.5	11,793	5,243	90.5	4,744	4,971	78.9	3,923	4,092	76.4	3,126	BALTIMORE				WBAL	1090	50,000	
Garrett	4,953	65.9	3,257				2,636	73.1	1,928	2,317	57.8	1,839					WCAO	600	5,000	
Harford	8,274	82.4	6,823	1,320	90.1	1,190	3,531	84.1	2,970	3,423	77.8	2,663					WCBM	1400	250	
Howard	3,965	80.1	3,176	849	77.5	658	2,432	83.5	2,031	1,533	74.7	1,145					1300			
Kent	3,702	70.6	2,613				1,841	63.6	1,171	1,012	77.5	784					1400			
Montgomery	21,740	91.0	19,771	2,100	96.5	2,027	16,513	93.5	15,432	3,127	73.9	2,312					1300			
Prince Georges	21,353	85.3	18,216	4,883	97.3	4,753	13,179	88.0	11,600	3,291	56.6	1,863					1300			
Queen Annes	3,913	65.9	2,579				2,255	65.3	1,472	1,658	66.8	1,107					1300			
St. Marys	3,084	42.6	1,313				1,471	43.2	635	1,613	42.0	678					1230			
Somerset	5,544	63.5	3,521	1,115	71.1	793	2,806	61.5	1,726	1,623	61.7	1,002					1230			
Talbot	5,267	75.5	3,970	1,346	89.2	1,200	2,237	70.9	1,585	1,684	70.4	1,185								
Washington	17,697	86.5	15,305	8,784	93.2	8,185	6,131	83.2	5,098	2,782	72.7	2,022								
Wicomico	9,744	77.9	7,597	3,799	86.0	3,263	3,820	74.5	2,473	2,625	70.7	1,856								
Worcester	5,981	69.4	4,169	888	84.2	748	2,966	68.8	2,039	2,127	65.0	1,382								
State Total	465,683	88.1	410,164	286,505	93.4	267,652	124,112	84.4	104,655	55,066	68.7	37,857								

Cities of 25,000 Or More Population			
City	Units	% Radio	Radio Units
Baltimore	227,582	93.9	213,790
Cumberland	10,339	92.7	9,585
Hagerstown	8,784	93.2	8,185

Broadcasting Stations		
City	Call Letters	Power in Watts
BALTIMORE	WBAL 1090	50,000
	WCAO 600	5,000
	WCBM 1400	250
	WFBR 1300	5,000
	WITH 1230	250
CUMBERLAND	WTBO 820	250
	L-WBAP, WFAA	
FREDERICK	WFMD 930	500
HAGERSTOWN	WJEJ 1240	250
SALISBURY	WBOC 1230	250



Candle in the Dark

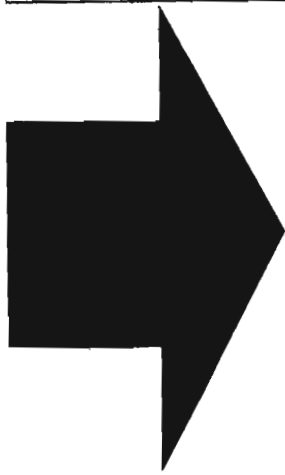
showing the way to greater sales volume in the Baltimore area through that rich region's most economical major network station.

WCBM
 BLUE NETWORK
 BALTIMORE

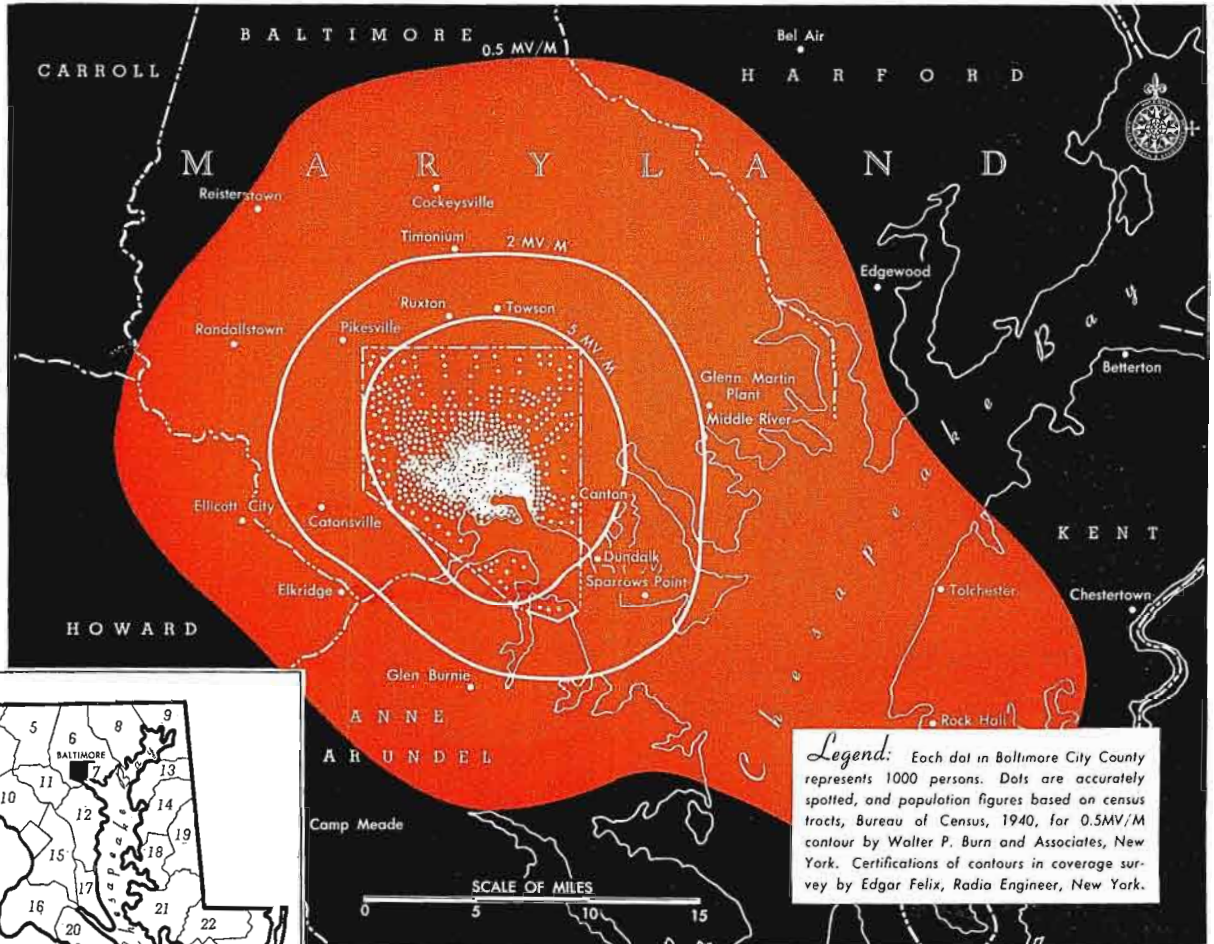
John Elmer,
 President

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

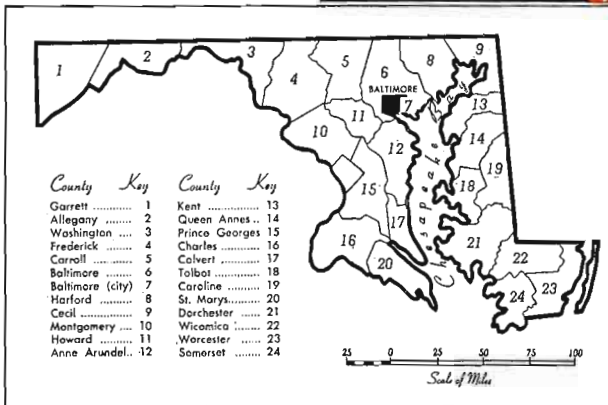
George H. Roeder,
 General Manager



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



Map of Maryland Counties ↓



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

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

W I T H
BALTIMORE

Represented Nationally by **HEADLEY-REED Company**



MASSACHUSETTS

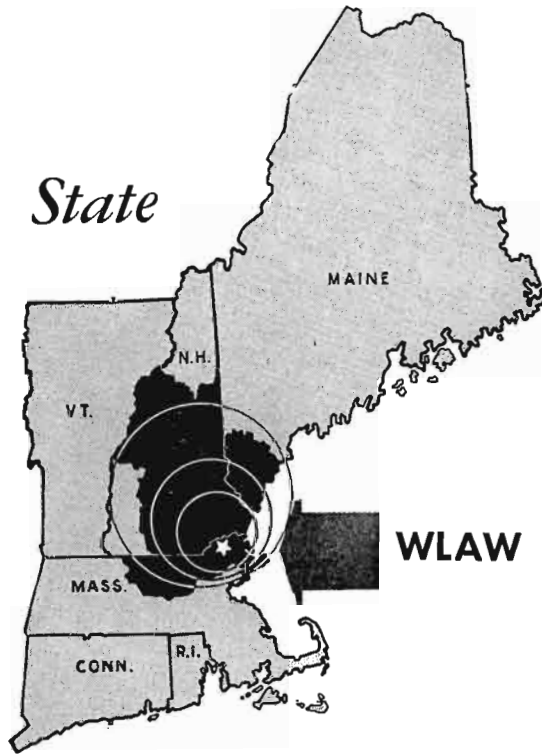
County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Barnstable.....	11,047	89.0	9,825	3,466	90.8	3,146	6,587	89.2	5,872	994	81.2	807	Beverly.....	6,937	97.4	6,803
Berkshire.....	32,629	94.8	30,922	26,150	96.0	25,116	4,692	90.4	4,511	1,477	87.7	1,295	Boston.....	197,393	98.1	189,656
Bristol.....	96,741	94.9	91,776	87,226	95.2	83,014	7,178	92.9	6,666	2,337	89.7	2,096	Brockton.....	13,137	95.9	17,399
Dukes.....	1,699	89.3	1,517	1,499	90.2	1,352	200	82.4	165	Cambridge.....	23,717	97.3	27,941
Essex.....	133,919	95.7	128,173	125,838	95.9	120,646	6,865	93.3	6,405	1,216	92.2	1,122	Chelsea.....	9,956	95.2	9,474
Franklin.....	13,708	92.7	12,704	8,130	94.9	7,716	3,239	90.7	2,937	2,339	91.6	2,051	Chicopee.....	10,082	97.0	9,782
Hampden.....	87,960	97.1	84,825	80,349	97.4	78,229	5,240	95.3	4,992	1,771	90.6	1,604	Everett.....	11,763	98.4	11,580
Hampshire.....	17,835	94.7	16,883	13,945	95.3	13,363	2,117	90.5	1,916	1,773	90.5	1,604	Fall River.....	29,799	95.1	28,347
Middlesex.....	244,859	97.8	238,208	225,290	97.5	219,724	16,887	94.8	16,013	2,682	92.1	2,471	Fitchburg.....	10,951	95.3	10,437
Nantucket.....	989	96.5	955	989	96.5	955	Haverhill.....	13,193	93.6	12,344
Norfolk.....	83,251	98.1	81,689	73,061	98.3	71,854	9,246	96.6	8,923	944	96.1	907	Holyoke.....	14,716	96.8	14,245
Plymouth.....	47,965	94.8	45,487	34,645	96.0	33,247	10,018	93.2	9,342	3,302	87.3	2,898	Lawrence.....	21,987	95.2	20,935
Suffolk.....	220,304	96.2	211,842	220,304	96.2	211,842	Lowell.....	24,932	93.7	23,381
Worcester.....	133,938	95.7	122,836	103,030	96.3	99,194	20,673	94.2	19,472	4,685	89.0	4,170	Lynn.....	27,602	96.3	26,593
State Total.....	1,120,694	96.2	1,077,642	1,002,483	96.6	968,046	94,541	93.5	88,406	23,720	89.3	21,190	Malden.....	15,365	97.9	15,046
													Medford.....	16,022	98.0	15,706
													Melrose.....	6,896	98.5	6,790
													New Bedford.....	30,640	94.2	28,878
													Newton.....	17,432	98.5	17,175
													Pittsfield.....	18,018	97.0	12,626
													Quincy.....	20,367	98.7	20,095
													Revere.....	8,493	97.8	8,303
													Salem.....	10,549	96.8	10,207
													Somerville.....	26,264	98.2	25,790
													Springfield.....	40,303	98.2	39,559
													Taunton.....	9,335	96.5	9,012
													Waltham.....	9,167	98.0	8,984
													Worcester.....	48,812	97.3	47,480

The 7th New England State

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

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

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



WLAW

WLAW

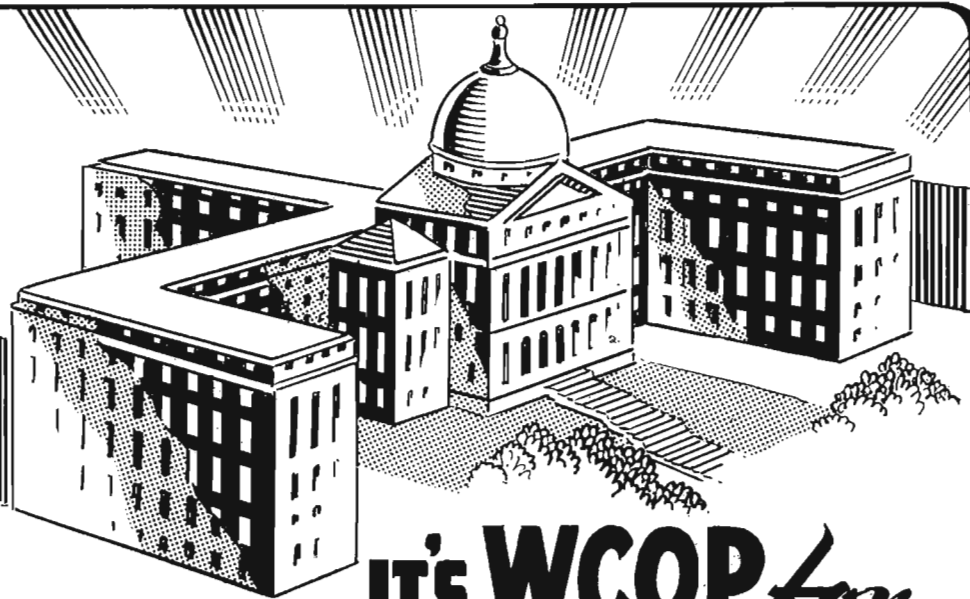
5000 watts **CBS** 680 kc.

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

Broadcasting Stations

City	Call Letters Freq. in Kc.	Power in Watts
BOSTON.....	WBZ 1030	50,000
	WCOP 1150	500
	WEEI 590	5,000
	WHDH 850	5,000
	WMEX 1510	5,000
	WNAC 1260 CP & SA-5,000-U	5,000-LS 1,000-N
FALL RIVER.....	WSAR 1480	1,000
FITCHBURG.....	WEIM 1340	250
GREENFIELD.....	WHAI 1240	250
HOLYOKE.....	WHYN 1400	250
LAWRENCE.....	WLAW 680	5,000
LOWELL.....	WLLH 1460	250
MARBLEHEAD.....	WESX 1230	250
NEW BEDFORD.....	WNBH 1340	250
PITTSFIELD.....	WBRK 1340	250
SPRINGFIELD.....	WBZA 1030	1,000
	WMAS 1450	250
	WSPR 1270	500
WEST YARMOUTH	WOCB 1240	250
WORCESTER.....	WAAB 1440	5,000
	(Construction Permit; silent while moving from Boston)	
	WORC 1310	1,000
	WTAG 580	5,000

W
BOSTON'S
C
FASTEST
P
GROWING
STATION



IT'S WCOP *for*
FALL RADIO
Schedules

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

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

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

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

REPRESENTED BY
 HEADLEY-REED CO.

COPLEY PLAZA HOTEL, BOSTON, MASS.

A
♠

WXYZ

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

♠
A

✱
Guarantee
with any WXYZ
Champion Show

KING-TRENDLE BROADCASTING CORP. • Detroit, Mich.

National Representatives: Paul H. Raymer Company

WDAY

5000 WATTS—N. B. C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FARGO, N. D.



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

(CONTINUED FROM
PAGE 75)

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

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

WDAY"

MISSOURI

Main table with columns: County, All Units, Urban Units, Rural-Nonfarm Units, Rural-Farm Units. Includes sub-tables for 'Cities of 25,000 Or More Population' and 'Broadcasting Stations'.

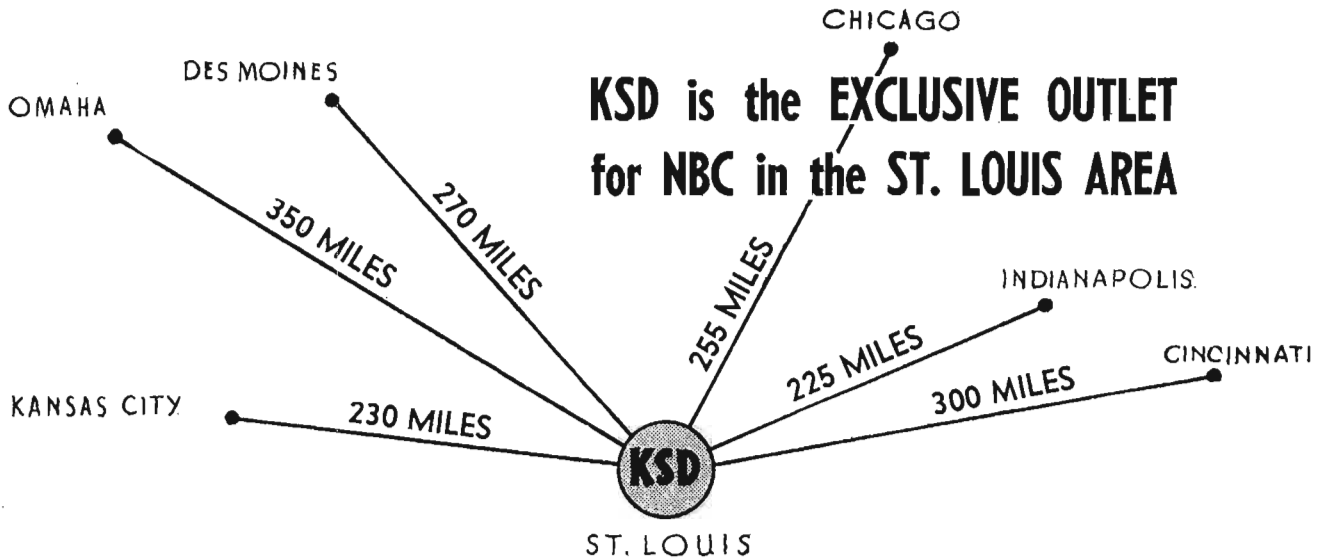
(Continued on page 60)

KSD EXCLUSIVE OUTLET for NBC in ST. LOUIS AREA
A DISTINGUISHED BROADCASTING STATION
It is 225 Miles from KSD to the Nearest NBC Station
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

MISSOURI—(Continued)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Ripley.....	3,115	50.5	1,577				816	63.7	520	2,299	46.0	1,057
St. Charles.....	6,788	78.8	5,356	3,008	92.5	2,782	1,431	78.2	1,119	2,349	61.9	1,455
St. Clair.....	3,794	58.5	2,219				1,320	66.7	881	2,474	54.1	1,338
St. Francois.....	8,831	79.0	6,981	3,505	90.7	3,181	3,710	77.0	2,858	1,616	58.3	942
St. Louis.....	73,513	94.2	69,257	33,884	97.5	33,046	35,693	92.7	33,076	3,936	79.7	3,135
St. Louis city.....	234,872	93.0	218,457	234,872	93.0	218,457						
Ste. Genevieve.....	2,644	66.6	1,759	689	93.1	642	627	65.6	411	1,328	53.2	706
Saline.....	8,183	74.9	6,130	3,552	83.6	2,968	1,532	74.0	1,134	3,099	65.4	2,028
Schuyler.....	2,046	79.3	1,624				829	81.0	672	1,217	78.2	952
Scotland.....	2,634	74.7	1,966				1,016	81.2	825	1,618	70.5	1,141
Scott.....	7,713	72.3	5,586	3,085	81.7	2,521	2,380	70.6	1,681	2,248	61.5	1,384
Shannon.....	2,848	49.3	1,408				964	53.0	511	1,884	47.4	892
Shelby.....	3,571	73.2	2,613				1,682	78.5	1,321	1,889	68.4	1,292
Stoddard.....	8,019	59.6	4,780	874	79.0	691	1,746	65.6	1,146	5,399	54.5	2,943
Stone.....	2,906	52.9	1,539				881	63.3	558	2,025	48.4	981
Sullivan.....	3,969	68.8	2,729				1,497	69.0	1,033	2,472	68.6	1,696
Taney.....	2,759	52.6	1,458				1,041	65.9	686	1,718	44.9	772
Texas.....	5,101	53.4	2,724				1,277	61.3	783	3,824	50.7	1,941
Vernon.....	7,095	70.0	4,962	2,603	81.0	2,108	1,161	70.0	812	3,331	61.3	2,042
Warren.....	2,212	62.5	1,381				912	78.0	712	1,300	51.5	669
Washington.....	4,119	46.4	1,910				2,509	46.3	1,161	1,610	46.5	749
Wayne.....	3,115	49.1	1,532				1,188	59.3	704	1,927	43.0	828
Webster.....	4,588	64.9	2,942				1,333	72.8	971	3,205	61.6	1,971
Worth.....	1,825	75.3	1,374				652	76.9	502	1,173	74.3	872
Wright.....	4,737	54.2	2,567				1,460	64.0	935	3,277	49.8	1,632
State Total...	1,068,642	79.9	853,299	573,347	90.8	520,489	204,507	76.8	156,926	290,788	60.5	175,884

KSD IN ST. LOUIS



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

It Is 225 Miles From KSD to the Nearest NBC Station

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

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

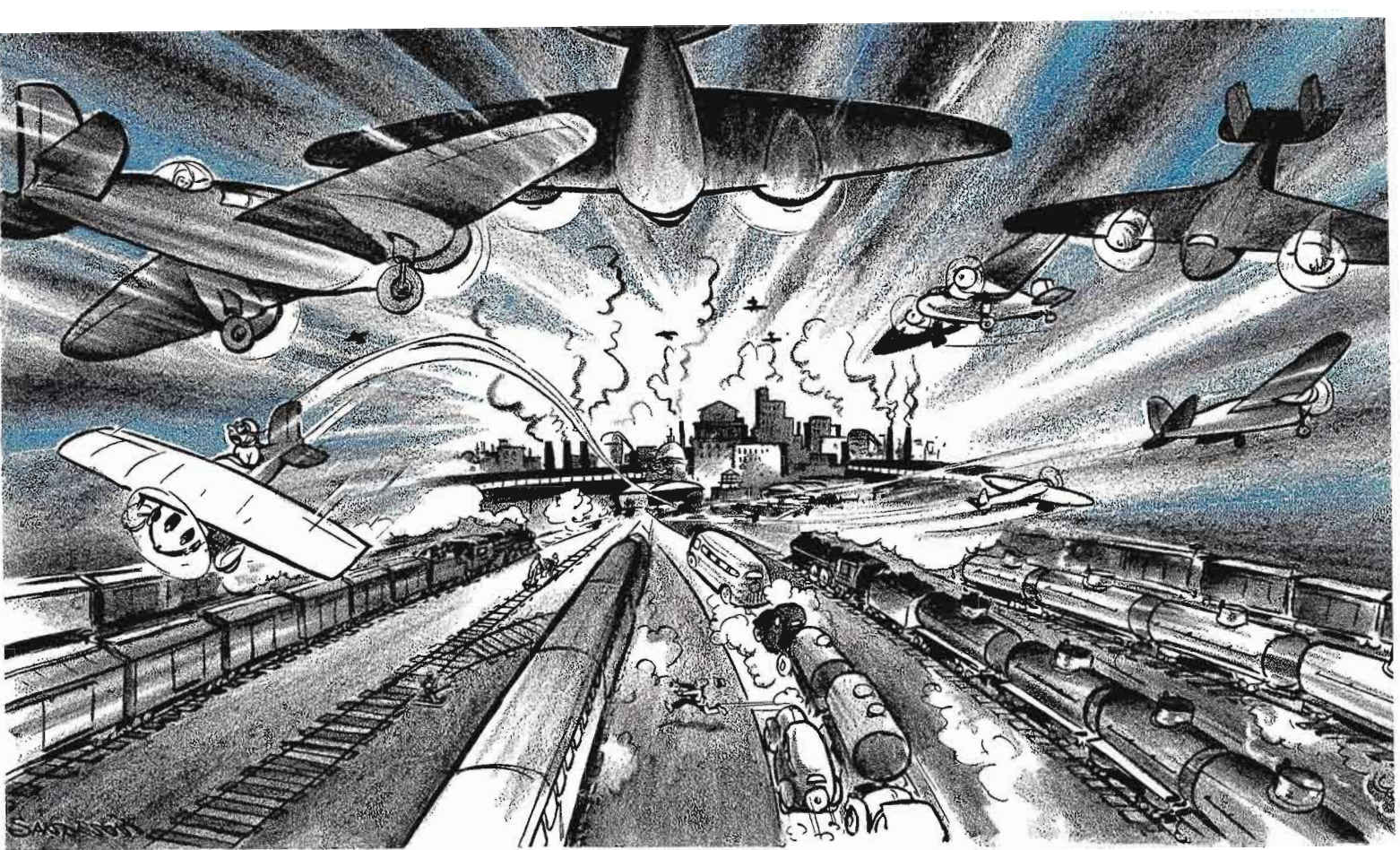
NEW YORK

CHICAGO

ATLANTA

SAN FRANCISCO

HOLLYWOOD



The traffic is terrific in St. Louis

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

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

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

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

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

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

KXOK

630 KILOCYCLES ★ 5000 WATTS

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

NEBRASKA

Main table with columns: County, All Units (Units, % Radio, Radio Units), Urban Units (Units, % Radio, Radio Units), Rural-Nonfarm Units (Units, % Radio, Radio Units), Rural-Farm Units (Units, % Radio, Radio Units). Lists counties from Adams to York and includes a State Total row.

Cities of 25,000 Or More Population

Table listing major cities: Lincoln and Omaha. Columns: City, Units, % Radio, Radio Units.

Broadcasting Stations

Table listing broadcasting stations across various cities like Fremont, Grand Island, Hastings, Kearney, Lincoln, Norfolk, North Platte, Omaha, Scottsbluff. Columns: City, Call Letters, Freq. in Kc., Power in Watts.



"This is the National Broadcasting Company"

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



the trend's the thing!

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

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

That was yesterday—what’s happening today?

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

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

The National Broadcasting Company

A Radio Corporation of America Service



NEVADA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 2,500 Or More Population							
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units								
	Churchill.....	1,562	78.0	1,218	849	77.5	658	713	78.5	560	Las Vegas.....		2,563		83.5		2,141
Clark.....	4,829	80.1	3,871	2,563	83.5	2,141	1,976	77.9	1,538	291	65.8	192	Elko City.....							
Douglas.....	599	78.9	473	373	78.5	293	226	79.5	180	Reno.....		6,909		92.6		6,396	
Elko.....	3,241	78.2	2,535	1,240	81.5	1,011	1,470	75.5	1,110	531	77.9	414	Sparks.....		1,410		95.9		1,352	
Esmeralda.....	620	65.3	405	596	65.7	392	24	54.2	18	Ely.....		1,162		82.5		959	
Eureka.....	461	57.1	263	349	57.6	201	112	55.8	62								
Humboldt.....	1,395	72.2	1,009	1,154	75.5	871	241	57.3	138								
Lander.....	583	67.7	395	518	68.1	350	70	64.7	45								
Lincoln.....	1,143	86.7	991	948	89.2	846	195	74.5	145								
Lyon.....	1,201	78.6	944	719	79.8	574	482	76.8	370								
Mineral.....	777	62.5	486	689	65.8	454	88	36.8	32								
Nye.....	1,380	67.1	928	1,175	70.5	823	205	47.7	98								
Ormsby.....	935	88.8	830	903	89.1	805	32	78.1	25								
Pershing.....	867	70.6	612	751	70.8	532	115	69.4	80								
Storey.....	395	87.1	344	383	86.7	332	12	100.0	12								
Washoe.....	10,025	90.4	9,069	8,319	93.1	7,748	1,045	76.2	796	661	79.5	525								
White Pine.....	3,278	83.8	2,748	1,162	82.5	959	1,903	86.6	1,647	213	66.7	142	LAS VEGAS.....		KENO		250			
State Total...	83,291	81.4	27,119	13,284	89.2	11,859	15,795	77.4	12,227	4,212	72.0	3,033	RENO.....		KOH		1,000			
															630					

Broadcasting Stations

City	Call Letters	Power
	Freq. in Kc.	in Watts
LAS VEGAS.....	KENO	250
	1400	
RENO.....	KOH	1,000
	630	

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

WSOC

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

ASCAP

Radio Program Service

30 Rockefeller Plaza, New York

NEW HAMPSHIRE

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 2,500 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Belknap.....	6,741	88.8	5,984	3,579	93.8	3,357	2,255	84.4	1,903	907	79.9	724	Laconia.....	3,579	93.8	3,357
Carroll.....	4,443	84.5	3,754	3,654	84.9	3,103	789	82.5	651	Keene.....	3,804	93.7	3,564
Cheshire.....	9,675	88.8	8,596	3,804	93.7	3,564	4,239	86.6	3,670	1,632	83.5	1,362	Berlin.....	4,490	92.0	4,133
Coos.....	9,529	89.5	8,532	4,490	92.0	4,133	3,848	89.7	3,451	1,191	79.6	948	Lebanon.....	2,121	92.6	1,964
Grafton.....	12,201	87.3	10,655	3,386	92.2	3,121	6,774	86.7	5,875	2,041	81.3	1,659	Littleton.....	1,265	91.4	1,157
Hillsborough....	39,180	92.0	36,048	30,800	93.0	28,651	5,856	89.2	5,221	2,524	86.2	2,176	Manchester.....	21,038	92.3	19,421
Merrimack.....	15,861	90.1	14,290	8,488	95.3	8,092	5,276	84.8	4,473	2,097	82.3	1,725	Milford.....	1,156	91.9	1,062
Rockingham.....	16,511	89.9	14,844	7,112	93.9	6,679	6,298	87.8	5,527	3,101	85.1	2,638	Nashua.....	8,606	94.9	8,168
Strafford.....	11,827	91.2	10,788	8,881	93.1	8,266	2,213	87.2	1,929	733	80.9	593	Concord.....	6,730	95.5	6,427
Sullivan.....	6,968	88.6	6,173	4,815	91.9	4,425	1,137	82.2	935	1,016	80.0	813	Franklin.....	1,758	94.7	1,665
State Total...	182,936	90.0	119,664	75,350	93.3	70,288	41,550	86.9	36,087	16,031	82.9	13,289	Derry.....	1,579	89.4	1,411
													Exeter.....	1,538	94.0	1,445
													Portsmouth.....	3,995	95.7	3,823
													Dover.....	3,971	94.4	3,747
													Rochester.....	3,366	92.4	3,110
													Somersworth.....	1,544	91.2	1,409
													Claremont.....	3,321	93.3	3,099
													Newport.....	1,494	88.7	1,326

Broadcasting Stations

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

MR. TIME BUYER!

HAVE YOU INVESTIGATED **W H E B**'S PER RADIO HOME COST?

NEW HAMPSHIRE Counties	MASSACHUSETTS Counties	MAINE Counties
Belknap	Essex	Androscoggin
Carroll	Suffolk	Cumberland
Grafton	Norfolk	Kennebec
Hillsborough	Plymouth	Knox
Merrimack	Barnstable	Lincoln
Rockingham	(Part of	York
Stafford	Essex)	Sagadahoc
		Waldo
		Oxford

(See Above Chart) (See Charts for Mass. and Maine)

330,570
Radio Homes
in Our Primary
(Certified Mail Count)

PLUS: A PROGRAM POLICY DESIGNED FOR THE REGION SERVED!

PLUS: A COMPREHENSIVE MERCHANDISING SERVICE!

PLUS: ASSOCIATED PRESS NEWS—EVERY DAYLIGHT HOUR!

PLUS: A CLEAR CHANNEL FREQUENCY—750 KC!

PLUS: PROVEN RESULTS—WRITE FOR SUCCESS STORIES!

W H E B

PORTSMOUTH, NEW HAMPSHIRE

“The Listening Habit of Central New England”

NEW JERSEY

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Atlantic.....	34,640	91.8	31,814	27,854	93.2	25,955	5,346	87.1	4,655	1,440	83.6	1,204	Atlantic City..	17,791	93.0	16,549
Bergen.....	110,446	97.8	108,030	99,020	98.0	96,999	10,804	96.7	10,451	622	93.2	580	Bayonne.....	19,123	97.3	18,606
Burlington.....	24,785	92.8	23,003	5,930	94.1	5,578	15,983	93.6	14,967	2,872	85.6	2,458	Belleville....	7,221	97.4	7,036
Camden.....	67,489	94.9	64,057	54,360	95.2	51,731	12,030	94.3	11,346	1,090	89.9	980	Bloomfield....	11,479	98.8	11,345
Cape May.....	8,632	90.2	7,785	3,760	94.7	3,551	4,275	87.0	3,719	607	84.8	515	Camden.....	30,478	93.1	28,373
Cumberland.....	19,842	90.2	17,900	10,866	93.7	10,178	6,184	85.6	5,294	2,792	87.0	2,428	Clifton.....	13,125	98.1	12,882
Essex.....	221,679	96.3	213,501	217,870	96.3	209,740	3,611	98.9	3,571	198	95.9	190	East Orange..	20,394	98.6	20,102
Gloucester.....	19,429	92.2	17,919	8,008	96.4	7,640	8,759	91.6	8,021	2,662	84.8	2,258	Elizabeth....	27,980	96.4	26,978
Hudson.....	173,443	96.9	168,052	172,874	96.9	167,499	568	97.2	552	1	100.0	1	Garfield.....	7,143	96.0	6,858
Hunterdon.....	10,317	91.4	9,434	2,002	93.6	1,874	5,153	92.8	4,784	3,162	87.8	2,776	Hackensack..	6,789	96.9	6,577
Mercer.....	48,501	95.1	46,118	32,706	94.8	31,017	14,193	96.1	13,646	1,602	90.8	1,455	Hoboken.....	13,324	96.0	12,788
Middlesex.....	54,066	94.9	51,313	43,232	95.5	41,289	9,061	93.5	8,475	1,773	87.4	1,549	Irvington....	15,995	98.8	15,806
Monmouth.....	43,746	93.3	40,804	22,819	94.0	21,452	17,630	93.2	16,423	3,297	88.8	2,929	Jersey City...	79,684	96.5	76,923
Morris.....	31,750	95.9	30,442	14,844	97.1	14,419	14,934	95.0	14,185	1,972	93.2	1,838	Kearny.....	10,474	98.1	10,275
Ocean.....	10,921	90.9	9,925	10,036	91.3	9,166	885	85.7	759	Montclair....	10,305	97.7	10,069
Passaic.....	83,882	95.5	80,124	79,704	95.6	76,164	3,873	94.7	3,668	305	95.6	292	Newark.....	112,194	94.4	105,879
Salem.....	11,458	89.0	10,199	4,215	91.5	3,859	5,283	89.5	4,727	1,960	82.3	1,613	New Bruns- wick.....	8,667	94.5	8,192
Somerset.....	18,401	95.5	17,564	10,549	96.6	10,186	5,930	94.5	5,607	1,922	92.1	1,771	North Ber- gen Twp....	10,991	97.8	10,749
Sussex.....	8,080	90.6	7,319	2,571	95.3	2,451	3,704	89.1	3,299	1,805	86.9	1,569	Orange.....	9,249	95.3	8,815
Union.....	84,870	97.2	82,453	79,211	97.2	77,003	5,510	96.4	5,311	149	93.2	139	Passaic.....	16,025	94.0	15,062
Warren.....	13,892	92.5	12,856	7,252	95.5	6,923	4,808	90.7	4,362	1,832	85.8	1,571	Paterson.....	38,685	94.8	36,679
State Total ...	1,100,260	95.5	1,050,612	899,637	96.2	865,508	167,675	93.2	156,229	32,948	87.6	28,875	Perth Amboy..	10,292	95.1	9,792
													Plainfield....	9,866	96.4	9,516
													Teaneck Twp.	6,904	99.4	6,860
													Trenton.....	29,594	94.8	28,052
													Union City... West New York.....	16,767	96.5	16,176
													West Orange.	11,403	98.0	11,177
													Woodbridge	6,558	98.7	6,473
													Woodbridge Twp.....	6,477	94.6	6,125



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

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

SALES OFFICES
10 ROCKEFELLER CENTER
NEW YORK CITY
NATIONAL REPRESENTATIVE
WILLIAM RAMBEAU AGENCY
CHICAGO, ILLINOIS
EXECUTIVE OFFICES
HOTEL DOUGLAS
NEWARK, N. J.

Broadcasting Stations

City	Call Letters	Power Freq. in Kc.	Power in Watts
ASBURY PARK....	WCAP 1310 ST-WCAM, WTNJ		500
ATLANTIC CITY...	WBAB 1490		250
	WFPG 1450		250
BRIDGETON.....	WSNJ 1240		250
CAMDEN.....	WCAM 1310 ST-WCAP, WTNJ		500
JERSEY CITY.....	WAAT 970		1,000
	WHOM 1480		1,000-LS 500-N
NEWARK.....	WBBI 1280 ST-WNEW		2,500-LS 1,000-N
PATERSON.....	WPAT 930		1,000-D
RED BANK.....	WBRB 1240 ST-WFAS, WGBB		100
TRENTON.....	WTNJ 1310 ST-WCAM, WCAP		500
	WTTM 920		1,000
ZAREPHATH.....	*WAWZ 1330 ST-WBNX		5,000-LS 1,000-N

NEW MEXICO

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Bernalillo.....	18,079	74.0	13,396	9,884	86.7	8,572	5,943	63.2	3,755	2,252	47.4	1,069
Catron.....	1,318	42.5	558	671	43.1	289	642	41.9	269
Chaves.....	6,091	67.1	4,088	3,569	73.7	2,630	758	55.5	421	1,764	58.8	1,037
Cofax.....	4,634	66.0	3,057	2,043	73.0	1,491	1,706	63.4	1,082	885	54.7	484
Curry.....	4,809	75.5	3,633	2,757	82.4	2,273	758	61.0	462	1,294	69.4	898
DeBaca.....	934	54.4	508	541	55.7	301	393	52.6	207
Dona Ana.....	7,270	51.5	3,746	2,155	62.9	1,355	2,196	44.3	974	2,919	48.5	1,417
Eddy.....	6,069	65.7	3,983	2,957	79.9	2,364	1,833	56.3	1,033	1,269	46.2	586
Grant.....	4,890	62.5	3,059	1,349	65.0	877	2,798	60.9	1,705	743	64.1	477
Guadalupe.....	1,908	30.9	590	1,402	34.2	479	506	22.0	111
Harding.....	1,057	45.2	477	466	42.5	198	591	47.2	279
Hidalgo.....	1,246	59.9	746	786	61.8	486	203	57.0	116	257	56.1	144
Lea.....	6,161	74.1	4,559	3,240	74.9	2,427	2,286	78.1	1,785	635	54.7	347
Lincoln.....	2,119	54.0	1,144	1,445	55.9	808	674	49.8	336
Luna.....	1,687	58.6	987	964	64.0	617	323	43.7	141	400	57.3	229
McKinley.....	5,318	45.2	2,385	1,817	79.1	1,437	1,569	52.8	828	1,982	6.2	129
Mora.....	2,399	14.2	340	924	17.1	158	1,475	12.3	132
Otero.....	2,638	51.1	1,348	988	62.1	613	878	47.2	415	772	41.5	320
Quay.....	3,212	56.4	2,132	1,655	67.6	1,118	487	63.4	309	1,070	65.9	705
Rio Arriba.....	5,499	19.2	1,058	2,557	23.5	600	2,942	15.6	458
Roosevelt.....	3,628	60.8	2,206	1,328	66.2	879	330	56.1	185	1,970	58.0	1,142
Sandoval.....	3,082	24.8	765	1,880	26.2	492	1,202	22.7	273
San Juan.....	3,750	38.1	1,440	1,240	69.0	855	2,510	23.3	585
San Miguel.....	6,330	32.8	2,073	2,889	50.7	1,465	1,459	20.1	293	1,982	15.9	315
Santa Fe.....	7,289	57.2	4,161	4,943	68.3	3,376	1,199	36.3	436	1,147	30.4	349
Sierra.....	1,908	46.3	883	869	54.0	469	616	44.6	275	423	32.9	139
Socorro.....	2,666	33.6	897	907	47.5	431	712	30.1	215	1,047	28.9	251
Taos.....	4,109	23.2	948	2,111	29.6	624	1,998	16.2	324
Torrance.....	2,628	38.3	1,008	1,366	38.6	527	1,262	38.1	481
Union.....	2,354	59.3	1,395	847	70.3	595	432	49.5	214	1,075	54.6	586
Valencia.....	4,408	33.6	1,483	766	62.2	476	2,008	28.8	579	1,634	26.2	428
State Total...	129,475	53.2	69,053	46,713	72.5	33,951	43,097	47.6	20,554	39,665	36.7	14,548

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Albuquerque.	9,884	86.7	8,572

Broadcasting Stations

City	Call Letters	Power
	Freq. in Kc.	in Watts
ALBUQUERQUE...	KGGM 1260	1,000
	KOB 1030	10,000
	SA-770	SA-50,000-LS 25,000-N- CP-50,000
CARLSBAD.....	KAVE 1240	250
CLOVIS.....	KICA 1240	250
HOBBS.....	KWEW 1490	100
LAS VEGAS.....	KFUN 1230	250
ROSEWELL.....	KGFL 1400	100
SANTA FE.....	KVSF 1340	100
TUCUMCARI.....	KTNM 1400-SH	250

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

W A G M

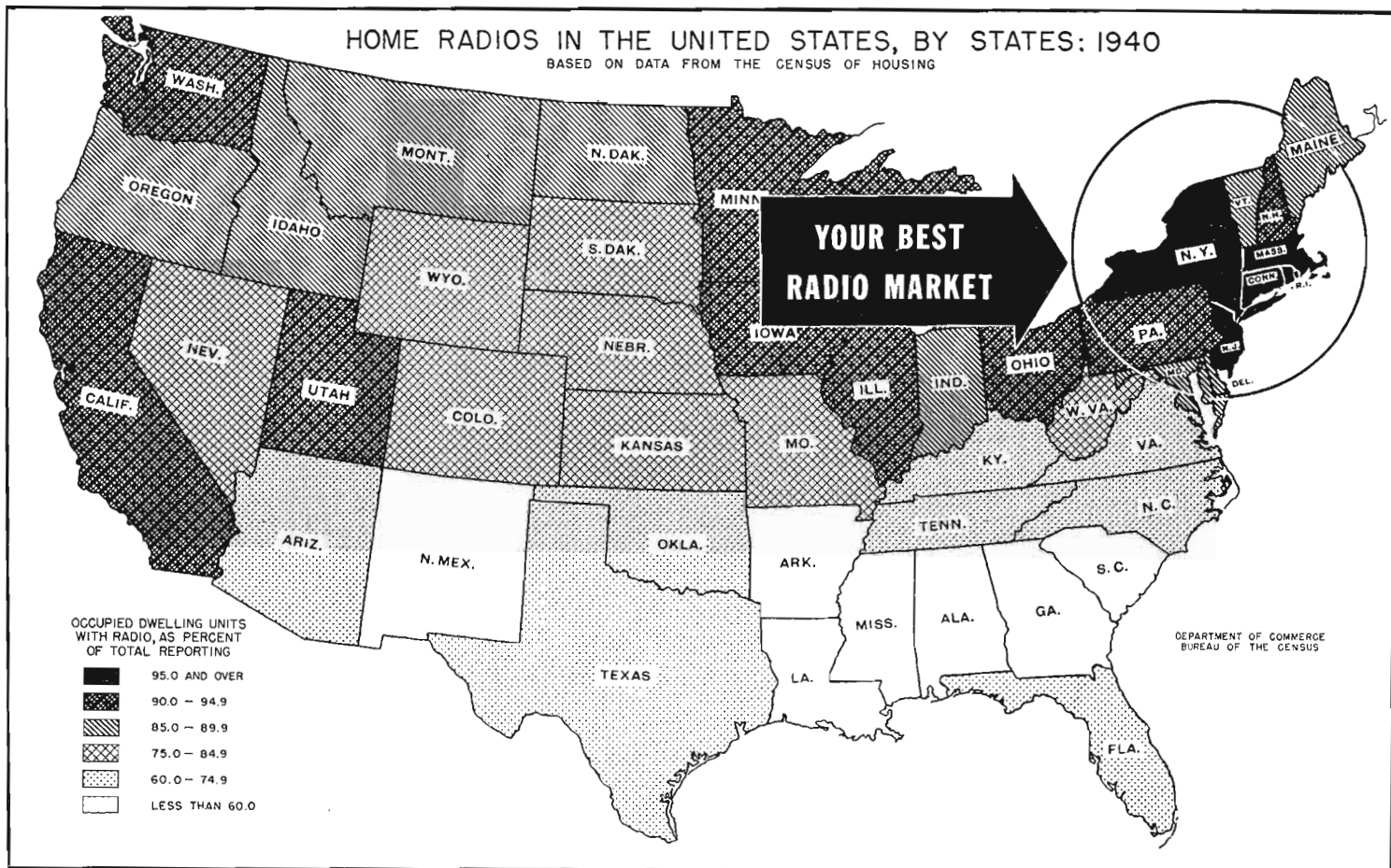
● If you are an ASCAP-licensed station you will like these programs, too. They are furnished without cost, and more than five hundred stations are using them regularly. If you are interested in turning your music costs into music profits, write or wire at once.

A S C A P

Radio Program Service

30 Rockefeller Plaza, New York

WHN AREA HAS HIGHEST SET OWNERSHIP IN U. S.



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

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

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

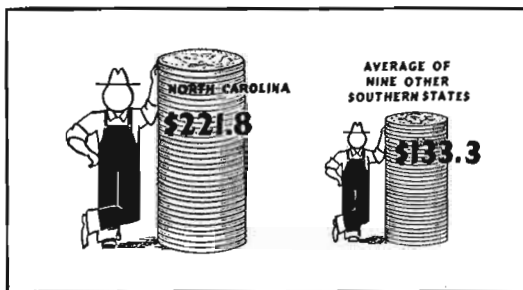
50,000 WATTS • 1050 CLEAR CHANNEL

CHICAGO OFFICE: 360 NORTH MICHIGAN AVENUE

WHN

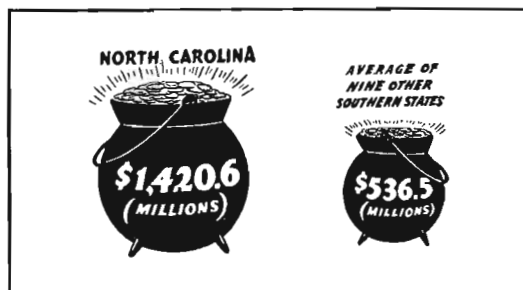
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



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

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF

with 50,000 WATTS in RALEIGH is

NORTH CAROLINA'S No.1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives



NORTH DAKOTA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	1,149	87.7	1,008				499	88.5	442	660	87.1	666
Barnes	4,446	91.0	4,044	1,642	93.7	1,538	896	88.5	798	1,908	89.8	1,713
Benson	2,828	88.5	2,504				1,257	84.6	1,063	1,571	91.7	1,441
Billings	662	75.9	427				98	77.3	76	464	75.7	351
Bottineau	3,351	87.3	2,926				1,365	84.8	1,158	1,986	89.0	1,768
Bowman	1,033	81.9	845				465	80.7	375	568	82.8	470
Burke	1,989	88.7	1,764				905	89.5	810	1,084	88.0	954
Burlingame	5,472	92.3	5,051	3,907	94.6	3,697	375	85.5	321	1,190	86.8	1,033
Cass	13,222	94.8	12,538	8,618	95.7	8,247	2,032	91.6	1,860	2,572	94.5	2,431
Cavalier	3,118	87.2	2,720				1,141	87.8	1,002	1,977	86.9	1,718
Dickey	2,375	87.6	2,080				1,175	87.0	1,022	1,200	88.2	1,058
Divide	1,878	90.1	1,691				730	87.8	641	1,148	91.5	1,050
Dunn	1,814	79.7	1,445				508	82.7	420	1,306	78.5	1,025
Eddy	1,363	91.5	1,247				671	92.8	623	692	90.2	624
Emmons	2,268	80.0	1,814				915	76.6	701	1,353	82.2	1,113
Foster	1,394	89.9	1,254				770	88.8	684	624	91.3	570
Golden Valley	896	87.5	784				419	88.0	369	477	87.1	415
Grand Forks	8,616	93.1	8,018	5,313	94.9	5,041	1,144	87.1	996	2,159	91.7	1,981
Grant	1,802	76.7	1,382				573	77.2	442	1,229	76.5	940
Griggs	1,410	88.6	1,250				563	89.2	502	847	88.3	748
Hettinger	1,622	83.1	1,348				655	84.8	556	967	81.9	792
Kidder	1,507	85.5	1,289				560	83.9	470	947	86.5	819
LaMoure	2,388	87.9	2,098				1,060	85.5	906	1,328	89.7	1,192
Logan	1,574	80.3	1,264				585	76.5	447	989	82.6	817
McHenry	3,355	85.6	2,873				1,451	84.9	1,232	1,904	86.2	1,641
McIntosh	1,995	78.1	1,559				959	75.2	721	1,036	80.9	838
McKenzie	2,179	84.3	1,837				644	84.0	541	1,535	84.5	1,296
McLean	3,806	83.5	3,179				1,520	82.6	1,256	2,286	84.1	1,923
Mercer	2,075	78.1	1,620				1,009	79.5	802	1,066	76.7	818
Morton	4,482	89.3	3,994	1,593	94.7	1,508	1,126	82.0	923	1,763	88.7	1,563
Mountrail	2,679	86.6	2,320				1,073	87.3	937	1,606	86.1	1,383
Nelson	2,185	90.3	1,972				959	90.9	871	1,226	89.8	1,101
Oliver	824	85.7	706				181	87.1	158	643	85.3	548
Pembina	3,625	89.3	3,236				1,782	86.8	1,530	1,843	92.5	1,706
Pierce	1,993	86.1	1,716				862	83.2	717	1,131	88.3	999
Ramsey	3,714	93.1	3,458	1,544	94.2	1,455	752	88.6	666	1,418	94.3	1,337
Ransom	2,449	90.9	2,227				1,200	90.7	1,089	1,249	91.1	1,138
Renville	1,461	91.5	1,337				538	91.5	492	923	91.6	845
Richland	4,867	91.5	4,452	982	95.7	940	1,458	88.6	1,292	2,427	91.5	2,220
Rolette	2,663	71.3	1,898				900	84.4	763	1,763	64.4	1,135
Sargent	2,120	88.1	1,869				881	85.2	751	1,239	90.2	1,118
Sheridan	1,484	86.6	1,285				507	80.9	410	977	89.6	875
Sioux	942	71.2	671				484	71.2	345	458	71.3	326
Slope	746	84.5	630				225	82.3	208	521	81.1	422
Stark	3,396	86.2	2,927	1,485	89.5	1,329	649	77.3	502	1,262	86.9	1,096
Steele	1,425	87.7	1,249				470	85.8	403	955	88.6	846
Stutsman	5,166	90.5	4,677	2,245	94.8	2,129	889	83.3	741	2,032	88.9	1,807
Towner	1,755	90.3	1,583				776	88.2	684	979	91.8	899
Traill	2,897	91.2	2,642				1,442	89.9	1,278	1,475	92.6	1,364
Walsh	4,555	88.1	4,015	762	95.9	731	1,267	83.9	1,063	2,526	87.9	2,221
Ward	8,139	91.8	7,471	4,393	95.2	4,181	1,485	87.1	1,293	2,261	88.3	1,997
Wells	2,582	91.1	2,442				1,248	90.1	1,124	1,434	91.9	1,318
Williams	4,907	88.3	3,801	1,585	91.4	1,449	946	87.1	824	1,776	86.0	1,528
State Total	152,043	88.4	134,437	34,069	94.6	32,245	47,024	85.1	740,295	70,950	87.2	61,897

Cities of 25,000 Or More Population

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

Broadcasting Stations

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

The Answer to Your Problems in the Northwest

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

ASK ANY JOHN BLAIR MAN

KFJR *Bismarck*

550 Kilocycles • N. Dak. • 5000 Watts



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

SO-O-O-O—

(CONTINUED ON PAGE 57.)

WDAY

5000 WATTS—N. B. C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FARGO, N. D.



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

BASIC
MUTUAL NET

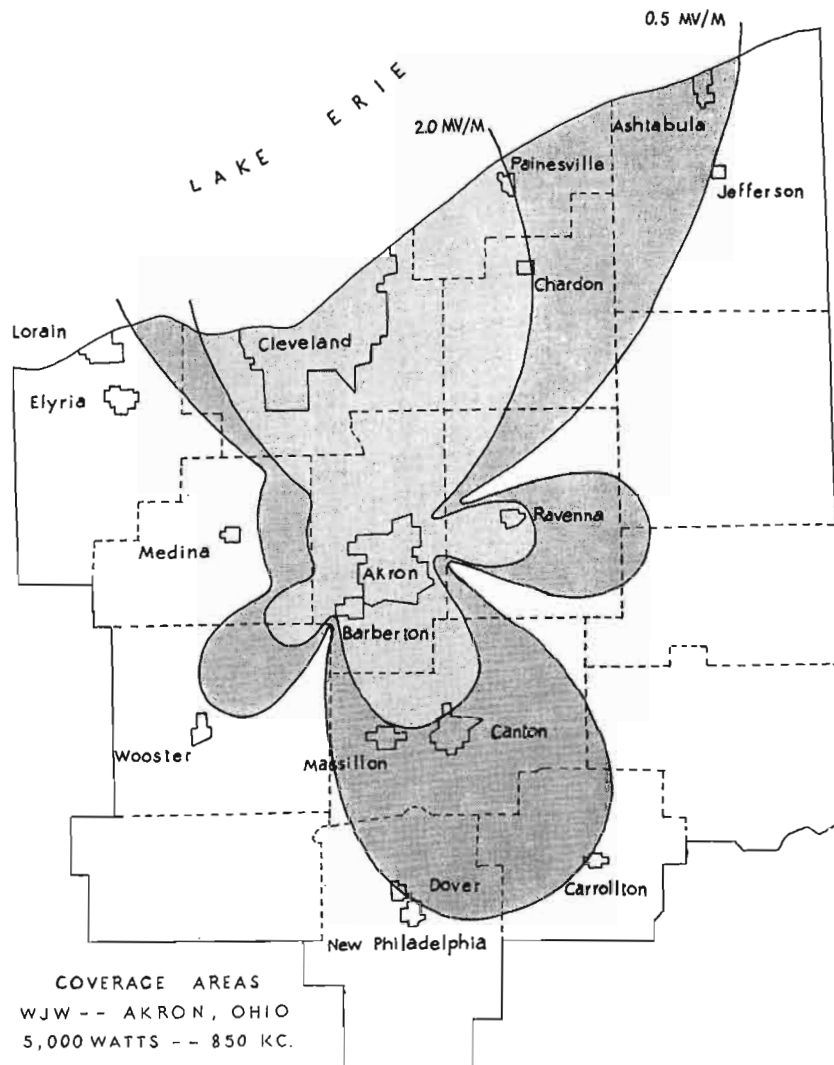
WJW

The Voice of Akron

5000 WATTS
850 KC

BILL O'NEIL, president

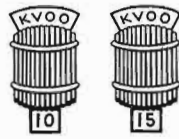
OHIO'S ONLY 24-HOUR STATION



AKRON'S BEST RADIO BUY

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

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



KVOO

(TULSA, OKLAHOMA)

*Is Proud to Announce
that it will present*

TEN and FIFTEEN YEAR SERVICE PINS

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

FIFTEEN YEAR PINS

P. Q. Proctor
President

Ernest Francisco
Engineer

TEN YEAR PINS

Wm. B. Way
Vice-President and General Manager
C. A. O'Donovan
Treasurer
Willard D. Egolf
Commercial Manager
L. W. Stinson
Chief Engineer
G. Kenneth Miller
News Editor

Gustav K. Brandborg
Sales Representative
Hugh Carpenter
Engineer
Lydia White Callan
Musician
William D. Lafarlett
Maintenance

Stability

Integrity

Loyalty

OREGON

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Baker	5,406	83.7	4,525	2,838	87.7	2,488	1,225	78.2	958	1,343	80.3	1,079				
Benton	5,669	87.9	4,978	2,726	94.8	2,585	1,166	85.9	1,001	1,777	78.4	1,392	Portland	102,063	93.9	95,849
Cackamas	17,669	88.9	15,704	1,977	98.9	1,856	9,320	91.3	8,507	6,372	83.8	5,841	Salem	8,901	93.5	8,321
Clatsop	7,605	88.7	6,746	4,328	91.4	3,957	2,382	86.4	2,059	895	81.6	730				
Columbia	6,240	86.5	5,399	1,309	95.6	1,251	2,706	86.4	2,337	2,225	81.4	1,811				
Coos	10,177	84.5	8,601	4,185	91.3	3,821	3,732	81.0	3,021	2,260	77.8	1,759				
Crook	1,585	83.4	1,320				977	85.7	837	608	79.5	483				
Curry	1,412	72.8	1,027				950	72.3	687	462	73.7	340				
Deschutes	5,543	86.0	4,770	2,973	92.4	2,747	1,394	81.9	1,141	1,176	75.0	882				
Douglas	7,872	82.9	6,526	1,588	92.7	1,472	3,277	80.4	2,636	3,007	80.4	2,418				
Gilliam	815	83.1	677				478	86.1	411	337	79.0	266				
Grant	1,931	83.2	1,607				1,297	81.9	1,063	634	85.8	544				
Harney	1,630	82.3	1,341	841	86.8	730	316	81.9	259	473	74.5	352				
Hood River	3,408	88.8	3,025	1,000	92.7	927	831	84.7	704	1,577	88.4	1,394				
Jackson	11,396	87.0	9,916	5,279	92.2	4,866	3,177	82.0	2,606	2,940	83.1	2,444				
Jefferson	630	76.3	481				355	80.1	284	275	71.7	197				
Josephine	5,320	78.4	4,170	1,985	85.6	1,700	1,352	68.8	931	1,983	77.6	1,539				
Klamath	11,977	87.6	10,499	5,056	91.3	4,614	5,023	85.3	4,285	1,898	84.3	1,600				
Lake	1,926	81.1	1,563				1,345	83.2	1,118	581	76.6	445				
Lane	20,922	87.4	18,295	8,591	93.3	8,019	7,131	84.5	6,029	5,200	81.7	4,247				
Lincoln	4,711	76.8	3,619				3,577	80.5	2,880	1,134	65.2	739				
Linn	9,135	82.0	7,494	2,733	91.5	2,501	2,498	80.6	2,013	8,904	76.3	2,980				
Malheur	5,196	79.2	4,117	1,001	87.2	873	1,385	79.9	1,107	2,810	76.1	2,137				
Marion	20,862	90.4	18,866	9,838	93.4	9,186	4,984	89.5	4,459	6,040	86.4	5,221				
Merrow	1,243	82.6	1,026				613	85.5	524	630	79.7	502				
Multnomah	117,267	93.8	110,049	102,063	93.9	95,849	12,521	94.8	11,872	2,683	86.8	2,328				
Polk	5,867	84.3	4,950	1,084	91.8	995	2,346	87.0	2,041	2,437	78.5	1,914				
Sherman	747	87.4	653				358	89.1	319	389	86.0	334				
Tillamook	3,714	84.9	3,152	860	90.4	778	1,742	84.1	1,465	1,112	81.8	909				
Umatilla	7,451	85.0	6,334	2,377	90.2	2,143	2,337	83.9	1,962	2,737	81.4	2,229				
Union	5,316	87.2	4,638	2,480	89.5	2,221	1,483	87.8	1,302	1,333	82.4	1,115				
Wallowa	2,172	83.5	1,814				1,091	87.6	956	1,081	79.4	858				
Wasco	4,017	84.9	3,410	2,051	91.4	1,875	829	78.5	651	1,137	77.7	884				
Washington	11,890	86.9	10,331	1,228	90.9	1,117	5,656	88.0	4,976	5,006	84.7	4,238				
Wheeler	888	77.3	684				570	80.6	459	318	70.7	225				
Yamhill	7,883	87.8	6,919	2,169	93.5	2,028	2,243	87.0	1,951	3,471	84.7	2,940				
State Total	337,492	88.7	299,226	172,560	93.1	160,599	98,667	86.0	79,811	72,265	81.4	58,816				

Broadcasting Stations			
City	Call Letters	Freq. in Kc.	Power in Watts
ALBANY	KWIL	1240	250
ASTORIA	KAST	1230	250
BAKER	KBKR	1490	250
BEND	KBND	1340	250
CORVALLIS	*KOAC	550	5,000-LS 1,000-N
THE DALLES	KODL	1230	250-LS 100-N
EUGENE	KORE	1450	250
GRANTS PASS	KUIN	1340	250
KLAMATH FALLS	KFJI	1240	100
LaGRANDE	KLBM	1460	250
MARSHFIELD	KOOS	1230	250
MEDFORD	KMED	1440	1,000
PENDLETON	KWRC	1240	250
PORTLAND	KALE	1330	5,000
	*KBPS	1450	100
	ST-KXL		
	KEX	1190	5,000
	KGW	620	5,000
	KOIN	970	5,000
	KWJJ	1080	1,000
	KXL	750	10,000
	L-WSB		
ROSEBURG	KRNR	1490	250-LS 100-N
SALEM	KSLM	1390	1,000

FOR SALES SUCCESS IN PORTLAND AND THE OREGON MARKET

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

Represented Nationally by Edward Petry & Company, Inc.

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

Represented Nationally by The Paul H. Raymer Company



Casualty—1,000 miles from the enemy

ALMOST as fatal as a bullet or a shell is the breakdown in the spirit of a sailor or a soldier.

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

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

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

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

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

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

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

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

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

Give to the **USO**

WHAT IS A RADIO ISLAND?

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

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

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

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

Frank Megargee
President

WGBI

SCRANTON, PA.

John Blair & Co.
Representatives

A CBS AFFILIATE • 910 KC. • 1000 WATTS DAY • 500 WATTS NIGHT

RHODE ISLAND

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
	Bristol.....	6,478	96.7	6,266	6,478	96.7	6,266
Kent.....	15,302	95.5	14,615	13,269	96.0	12,744	1,874	92.6	1,736	159	84.6	135
Newport.....	11,981	95.9	11,490	7,663	96.5	7,393	3,585	95.2	3,418	733	93.4	634
Providence.....	145,070	95.9	139,184	140,888	96.1	135,352	3,243	92.8	3,010	939	87.5	822
Washington.....	8,875	91.2	8,097	2,938	93.9	2,760	5,158	90.7	4,676	779	84.8	661
State Total...	187,706	95.7	179,652	171,236	96.1	164,515	13,860	92.6	12,835	2,610	88.2	2,302

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Central Falls.....	6,512	94.6	6,159
Cranston.....	11,252	97.7	10,997
East Providence.....	8,449	96.8	8,180
Newport.....	7,663	96.5	7,393
Pawtucket.....	20,800	96.1	20,420
Providence.....	67,501	96.3	64,988
Warwick.....	7,817	96.9	7,575
Woonsocket.....	13,040	94.1	12,271

Broadcasting Stations

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



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National Representative: Paul H. Raymer Company

SOUTH CAROLINA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Abbeville.....	5,399	42.5	2,303	1,371	59.4	814	1,137	57.0	648	2,891	29.1	841				
Aiken.....	12,418	49.3	6,090	2,516	62.9	1,582	4,935	60.8	2,999	4,967	30.4	1,509				
Allendale.....	2,916	25.3	737				1,019	48.6	495	1,897	12.7	242				
Anderson.....	20,746	62.8	13,005	6,582	71.2	4,687	6,488	75.3	4,884	7,676	44.7	3,434				
Bamberg.....	4,202	31.6	1,330	802	56.9	467	1,251	38.7	484	2,149	18.1	389				
Barnwell.....	4,780	24.9	1,184				1,753	48.5	762	3,027	14.0	422				
Beaufort.....	4,935	23.7	1,163	865	50.0	519	1,305	22.9	344	2,565	11.7	300	Charleston...	20,410	61.9	12,636
Berkeley.....	5,779	26.5	1,529				2,127	40.2	854	3,652	18.5	675	Columbia.....	15,363	72.4	11,128
Calhoun.....	3,610	25.5	930				854	46.7	399	2,756	19.3	531	Greenville....	9,708	68.1	6,612
Charleston.....	31,907	55.1	17,589	20,410	61.9	12,636	8,042	54.0	4,344	3,455	17.6	609	Spartanburg..	8,326	72.5	6,039
Cherokee.....	7,248	58.6	4,252	1,960	73.6	1,443	1,919	68.3	1,311	3,369	44.5	1,498	Broadcasting Stations			
Chester.....	7,374	50.0	3,693	1,795	87.0	1,202	2,311	73.8	1,706	3,268	24.0	785	City	Call Letters	Power	
Chesterfield.....	7,601	42.1	3,206	1,141	62.8	716	1,732	53.9	933	4,728	32.9	1,557		Freq. in Kc.	in Watts	
Clarendon.....	6,377	25.7	1,642				1,483	53.2	790	4,894	17.4	852	ANDERSON.....	WAIM	250	
Colleton.....	6,145	30.4	1,864	880	68.1	555	1,430	29.0	415	3,835	23.3	894		1230		
Darlington.....	10,269	45.1	4,621	3,103	61.0	1,891	2,426	47.4	1,149	4,740	33.4	1,581		WCSC	1,000-LS	
Dillon.....	6,180	41.3	2,548	978	64.0	626	1,350	48.8	660	3,852	32.8	1,262		1390	500-N	
Dorchester.....	4,473	38.0	1,704	820	69.6	571	1,713	37.0	633	1,940	25.8	500		WTMA	1,000	
Edgefield.....	4,035	32.9	1,834				1,345	53.9	725	2,690	22.7	609		1250		
Fairfield.....	5,266	36.9	1,929	829	55.0	456	1,734	55.1	955	2,703	19.2	518		WIS	5,000	
Florence.....	15,597	47.1	7,351	4,965	64.9	3,223	2,566	53.7	1,378	8,066	34.1	2,750		560		
Georgetown.....	5,994	36.7	2,198	1,480	60.5	895	2,201	32.9	725	2,313	25.0	578		WOLS	250	
Greenville.....	33,813	70.3	23,757	10,347	69.5	7,192	16,377	75.9	12,429	7,089	58.3	4,136	COLUMBIA.....	WCOS	250	
Greenwood.....	9,474	57.7	5,459	3,369	68.0	2,291	3,300	66.5	2,195	2,805	34.7	973		1400		
Hampton.....	4,106	27.0	1,109				1,773	40.3	714	2,333	16.9	395		560		
Horry.....	10,831	38.3	4,144	1,206	58.8	709	2,061	44.7	920	7,564	33.2	2,515		WMRC	250	
Jasper.....	2,490	27.7	690				1,302	35.7	465	1,188	18.9	225		1490		
Kershaw.....	7,189	37.2	2,649	1,534	58.4	896	1,707	43.1	736	3,948	25.8	1,017		1490		
Lancaster.....	7,360	57.4	4,221	1,143	73.6	841	2,787	67.7	1,888	3,430	43.5	1,492				
Laurens.....	10,106	56.2	5,664	3,275	69.0	2,258	2,264	66.8	1,513	4,567	41.4	1,893				
Lee.....	5,311	28.4	1,506	799	54.6	436	337	39.3	133	4,175	22.4	937				
Lexington.....	8,399	52.7	4,427	749	64.8	486	3,797	63.6	2,413	3,863	39.7	1,528	FLORENCE.....	WOLS	250	
McCormick.....	2,271	25.8	685				671	44.8	301	1,600	17.7	284		1230		
Marion.....	6,600	44.1	2,898	2,585	57.1	1,477	935	40.4	378	3,060	33.9	1,043				
Marlboro.....	7,259	35.5	2,579	1,311	62.2	816	1,689	47.1	795	4,259	22.7	968	GREENVILLE.....	WFBC	5,000	
Newberry.....	7,960	48.0	3,814	2,768	70.9	1,964	1,448	54.1	783	3,744	28.5	1,067		1330		
Oconee.....	8,080	51.5	4,161	704	62.4	440	2,839	64.3	1,826	4,537	41.8	1,895				
Orangeburg.....	14,651	34.5	5,049	2,947	56.5	1,666	3,440	47.4	1,629	8,264	21.2	1,754		WMRC	250	
Pickens.....	8,281	63.1	5,215	1,276	79.6	1,016	3,221	71.8	2,314	2,784	49.8	1,885		1490		
Richland.....	24,210	65.5	15,856	16,288	73.5	11,974	4,563	62.2	2,839	3,959	31.0	1,043				
Saluda.....	3,861	37.0	1,426	53	66.0	35	646	64.4	416	3,162	30.8	975				
Spartanburg.....	29,497	67.6	19,936	9,361	73.3	6,859	11,983	73.6	8,825	8,153	52.1	4,252	GREENWOOD.....	WCRS	250	
Sumter.....	11,521	38.5	4,437	4,186	60.8	2,543	2,263	40.6	919	5,072	19.2	975		1450		
Union.....	6,908	55.8	3,847	2,198	68.1	1,498	2,470	67.7	1,673	2,240	30.2	676	SPARTANBURG....	WORD	250	
Williamsburg.....	8,315	27.4	2,275	843	59.4	500	709	53.1	377	6,763	20.7	1,398		1400		
York.....	13,224	58.4	7,730	6,064	76.9	4,661	2,216	64.7	1,435	4,944	33.1	1,634		WSPA	5,000-LS	
State Total....	434,968	49.6	215,636	123,508	67.1	82,831	126,119	60.0	75,509	185,346	30.9	67,296	SUMTER.....	WFIG	250	
														1340		

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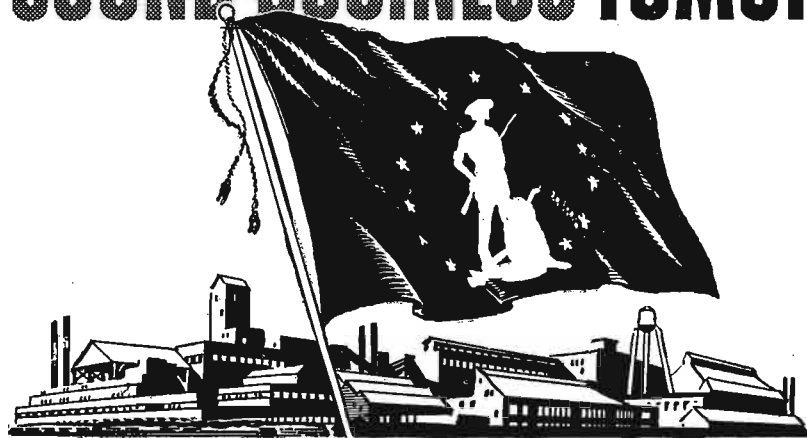
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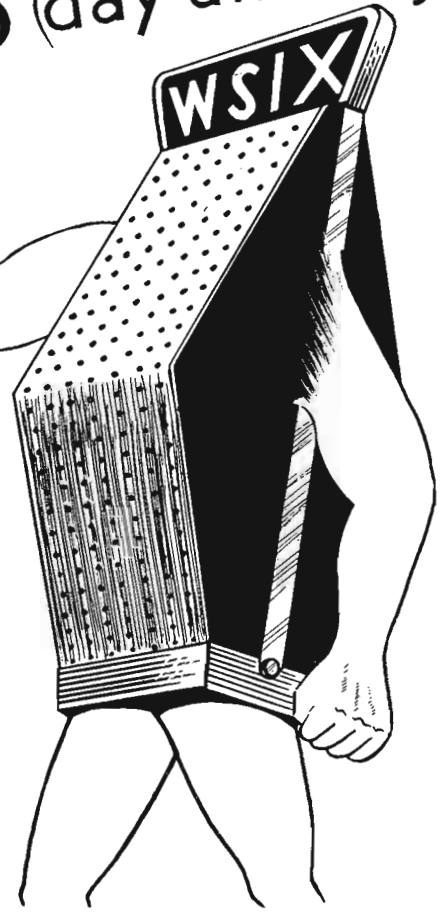
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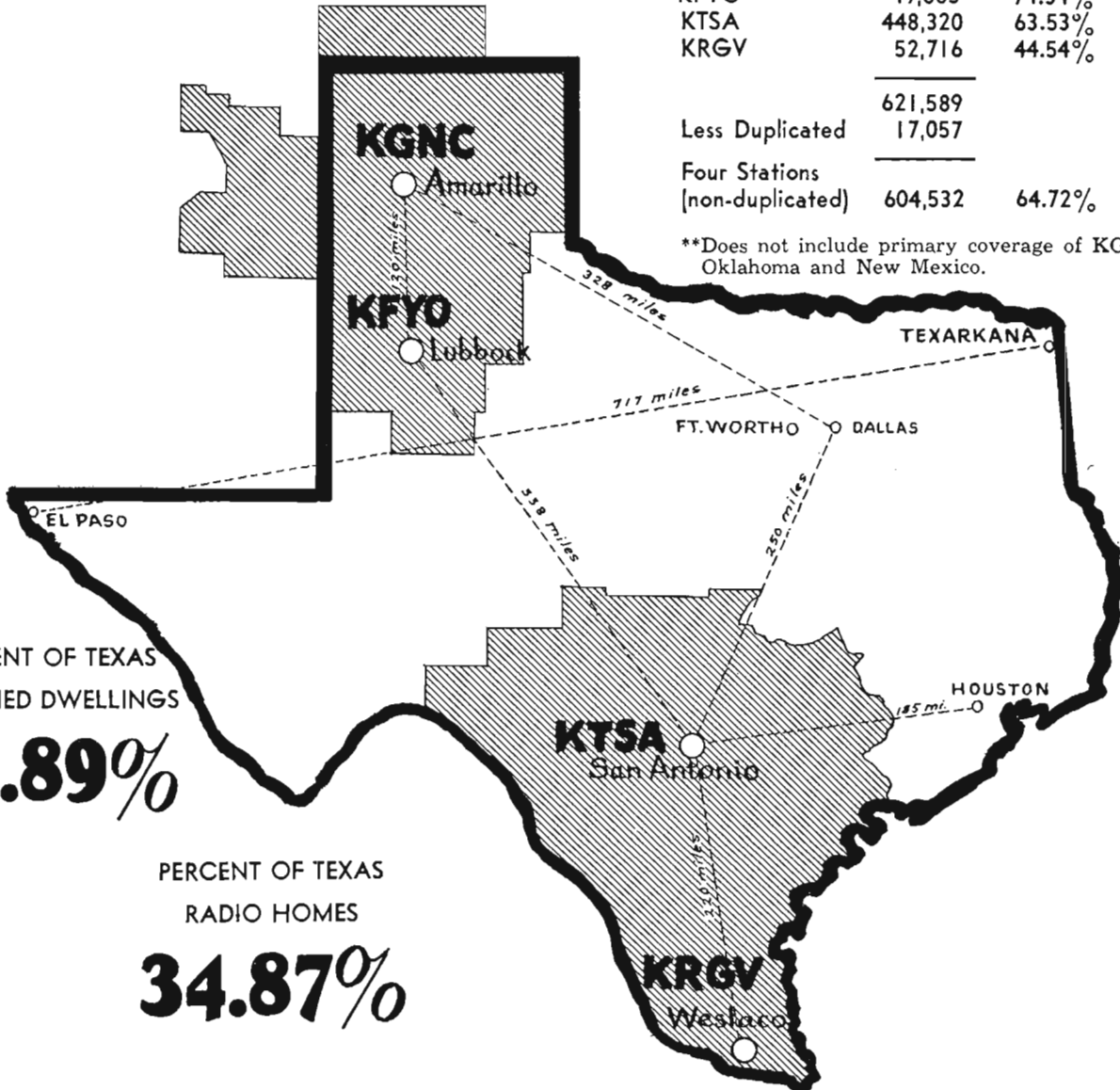
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Primary **COVERAGE OF**
4 Primary **TEXAS MARKETS!**

1940 CENSUS—RADIO HOMES IN TEXAS

	Dwelling Units	% Radio	Radio Units
KGNC**	70,668	81.34%	57,486
KFYO	49,885	74.54%	37,188
KTSA	448,320	63.53%	284,832
KRGV	52,716	44.54%	23,481
	<hr/>		<hr/>
Less Duplicated	621,589		402,987
	<hr/>		<hr/>
Four Stations (non-duplicated)	604,532	64.72%	391,271

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



PERCENT OF TEXAS
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35.89%

PERCENT OF TEXAS
RADIO HOMES

34.87%

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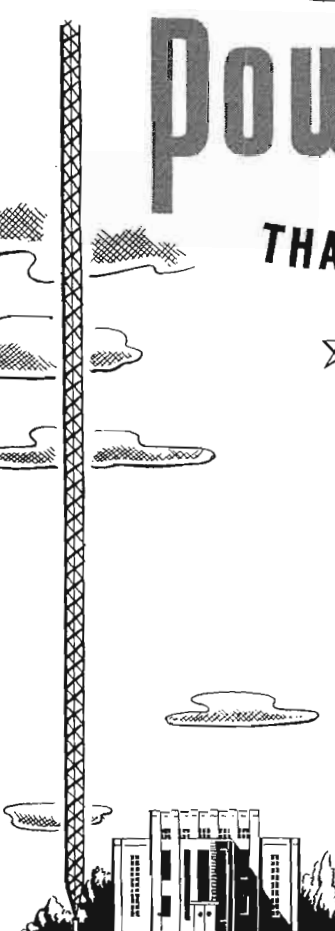
KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

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

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

UTAH

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Beaver	1,245	86.2	1,073				1,012	87.5	885	233	80.8	188				
Box Elder	4,516	93.3	4,215	1,483	95.8	1,421	1,290	92.4	1,191	1,743	92.0	1,608				
Cache	7,470	95.3	7,116	3,214	95.5	3,068	2,171	94.2	2,044	2,085	96.1	2,004				
Carbon	4,608	84.4	3,888	2,056	85.6	1,761	2,141	85.1	1,822	411	74.1	805	Ogden	11,964	95.4	11,418
Daggett	131	60.8	80				54	58.1	29	77	65.8	51	Salt Lake City	41,368	95.7	39,600
Davis	3,776	94.3	3,562	820	97.9	803	1,641	94.6	1,552	1,315	91.8	1,207	Broadcasting Stations			
Duchesne	1,961	76.5	1,500				839	77.6	651	1,122	75.7	849	City	Call Letters	Power	
Emery	1,615	84.2	1,359				1,168	88.4	1,032	447	73.2	327	CEDAR CITY	KSUB	100	
Garfield	1,092	77.8	850				936	77.3	724	156	81.1	126		1340		
Grand	516	68.6	353				385	71.2	274	130	60.6	79	LOGAN	KVNU	250	
Iron	2,049	88.6	1,814	1,170	90.7	1,061	557	86.1	479	322	85.1	274		1230		
Juab	1,943	90.7	1,762	732	93.4	683	1,019	92.1	938	192	73.3	141	OGDEN	KLO	5,000	
Kane	563	81.3	457				419	82.7	346	144	76.9	111		1430		
Millard	2,180	89.6	1,954				1,604	92.5	1,484	576	81.5	470	PRICE	KEUB	250	
Morgan	634	94.4	698				355	94.4	335	279	94.4	263		1450		
Piute	546	88.0	453				384	81.7	314	161	86.5	139	PROVO	KOVO	250	
Rich	497	95.5	475				309	95.4	295	188	95.7	180		1240		
Salt Lake	66,621	95.3	53,955	45,896	95.6	43,876	8,159	94.0	7,668	2,566	94.0	2,411	SALT LAKE CITY	KDYL	5,000	
San Juan	997	42.8	420				368	72.2	258	639	25.4	162		1320		
Sanpete	4,011	91.8	3,686				3,368	93.3	3,143	643	84.4	542		1160	50,000	
Sevier	2,962	89.8	2,661	919	92.7	852	1,588	90.3	1,434	455	82.5	375		570	5,000	
Summit	2,197	94.8	2,073	990	94.1	932	741	95.6	708	466	92.9	433				
Tooele	2,359	91.4	2,155	1,278	93.4	1,193	809	90.0	728	272	86.0	234				
Uintah	2,224	76.4	1,700				1,059	78.7	833	1,165	74.4	867				
Utah	13,708	94.7	12,975	9,696	95.7	9,282	2,146	91.4	1,960	1,866	92.8	1,733				
Wasatch	1,407	92.3	1,297	698	93.6	653	401	89.6	359	308	92.6	285				
Washington	2,064	82.8	1,711	842	80.3	676	616	84.3	520	606	84.9	516				
Wayne	494	81.6	403				333	81.4	271	161	82.1	132				
Weber	15,103	95.2	14,379	11,964	95.4	11,418	1,263	94.8	1,188	1,886	94.0	1,773				
State Total	189,487	92.4	128,923	81,758	95.0	77,679	37,115	90.2	33,465	20,614	86.8	17,779				




POWER

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

.... Ask Petry!

THE *West Wise* STATION



50,000 WATTS • SALT LAKE CITY

Key Station for Columbia in the Intermountain West

VERMONT

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 2,500 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Addison.....	4,592	83.5	3,783	2,406	85.5	2,056	2,126	81.2	1,727	Bennington..	2,182	96.7	2,109
Bennington.....	6,188	91.0	5,584	2,182	96.7	2,109	2,903	88.6	2,573	1,053	85.6	902	St. Johnsbury	2,119	95.9	2,032
Caledonia.....	6,566	88.1	5,784	2,119	95.9	2,032	2,464	88.2	2,174	1,983	79.6	1,578	Burlington...	7,138	96.0	6,851
Chittenden.....	12,684	92.6	11,748	8,534	95.7	8,163	2,811	87.8	2,028	1,839	84.7	1,557	Winooski...	1,396	94.0	1,312
Essex.....	1,678	82.8	1,390	1,078	86.7	985	600	75.8	455	St. Albans...	2,138	96.8	2,069
Franklin.....	7,370	89.1	6,566	2,138	96.8	2,069	2,922	86.8	2,587	2,310	84.9	1,960	Newport.....	1,332	95.2	1,268
Grand Isle.....	931	84.9	790	421	83.9	353	510	85.8	437	Rutland City	4,580	95.2	4,361
Lamoille.....	2,852	84.6	2,411	1,643	88.7	1,458	1,209	78.8	953	Barre.....	3,058	98.2	2,850
Orange.....	4,470	80.7	3,607	2,169	86.3	1,872	2,301	75.4	1,735	Montpelier...	2,204	95.6	2,107
Orleans.....	5,460	87.3	4,764	1,332	95.2	1,268	1,733	2,153	81.9	1,763	Waterbury...	485	93.8	455
Rutland.....	11,789	89.3	10,528	4,580	95.2	4,361	5,066	88.1	4,464	2,143	79.5	1,703	Bellows Falls..	1,174	96.9	1,138
Washington.....	10,589	89.5	9,482	5,747	94.2	5,412	2,761	87.6	2,419	2,081	79.3	1,651	Brattleboro...	2,448	95.5	2,337
Windham.....	7,365	88.9	6,544	3,622	95.9	3,475	2,038	83.1	1,693	1,075	80.7	1,376	Springfield...	1,404	96.4	1,353
Windsor.....	10,011	89.1	8,924	2,211	96.6	2,133	5,007	90.1	4,511	2,793	81.6	2,280	Windsor.....	807	96.7	780
State Total...	92,485	88.6	81,905	32,465	95.5	31,022	35,164	87.6	30,806	24,806	80.9	20,077				

Broadcasting Stations

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

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ASCAP
Radio Program Service
 30 Rockefeller Plaza, New York

VIRGINIA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City*	Units	% Radio	Radio Units
Accomack	8,960	57.8	5,184				5,711	63.9	3,651	3,249	47.2	1,533				
Albemarle	5,513	50.6	2,789				1,995	53.5	1,067	3,518	48.9	1,722				
Alleghany	5,072	74.2	3,764				2,866	71.4	2,046	678	54.1	357	Alexandria	8,774	92.2	8,092
Amelia	1,939	34.0	658	1,535	88.0	1,351	260	50.0	130	1,679	31.5	528	Charlottesville	5,269	79.9	4,209
Amherst	4,129	52.2	2,154				1,619	66.5	1,076	2,510	43.0	1,078	Danville	8,311	72.7	6,041
Appomattox	2,022	47.8	962				612	64.3	393	1,410	40.4	569	Fredericksburg	2,594	92.5	2,399
Arlington	15,914	96.5	15,859	15,914	96.5	15,359	3,569	69.9	2,495	4,564	67.2	3,067	Lynchburg	11,428	78.9	9,013
Augusta	9,911	71.0	7,029				668	74.3	497	875	58.3	510	Martinsville	2,315	74.2	1,717
Bath	1,543	65.0	1,007				1,513	53.1	803	4,304	44.8	1,928	Newport News	9,724	79.1	7,691
Bedford	1,830	51.5	3,515	1,013	77.4	784							Norfolk	37,403	83.4	31,197
Bland	1,424	59.5	848				374	71.3	267	1,050	55.3	581	Petersburg	8,170	71.3	5,823
Botetourt	3,697	63.4	2,346				1,681	65.7	1,104	2,016	61.6	1,242	Portsmouth	13,225	79.9	10,568
Brunswick	4,082	40.3	1,643				886	67.3	601	3,196	32.6	1,042	Richmond	50,917	86.5	44,061
Buchanan	6,013	52.6	3,157				3,496	61.3	2,143	2,517	40.3	1,014	Roanoke	17,949	87.5	15,709
Buckingham	2,857	35.7	1,018				724	45.9	333	2,133	32.1	685	Staunton	2,913	86.5	2,521
Campbell	5,659	57.4	3,248	646	83.6	540	1,935	64.1	1,240	3,078	47.7	1,468	Suffolk	2,978	77.3	2,303
Caroline	3,030	44.1	1,337				742	53.2	395	2,288	41.2	942	Winchester	3,308	89.7	2,968
Carroll	5,734	50.3	2,887	345	72.7	251	854	61.9	529	4,535	46.5	2,107				
Charles City	881	35.9	318				435	26.1	114	446	45.6	204				
Charlotte	3,352	35.6	1,193				560	53.1	297	2,792	32.1	896				
Chesterfield	7,599	77.3	5,870	854	96.4	823	4,731	80.1	3,790	2,014	62.4	1,257				
Clarke	1,750	67.8	1,187				984	67.4	663	766	68.4	524				
Craig	908	63.8	579				244	73.1	178	664	60.3	401				
Culpeper	3,123	58.1	1,814				1,343	67.0	900	1,780	51.3	914				
Cumberland	1,681	34.8	570				210	56.0	118	1,421	31.8	452				
Dickenson	4,155	55.5	2,308				1,871	64.8	1,213	2,284	47.9	1,095				
Dinwiddie	3,095	39.6	1,225				768	48.2	370	2,327	36.8	855				
Elizabeth City	6,859	82.0	4,802	923	87.5	807	4,467	82.3	3,677	469	67.8	318				
Essex	1,646	42.8	705				496	56.8	282	1,150	36.8	423				
Fairfax	8,747	81.2	7,105	670	95.6	641	6,088	82.5	5,022	1,989	72.5	1,442				
Fauquier	4,906	57.6	2,827				1,778	64.5	1,147	3,128	53.7	1,680				
Floyd	2,823	46.9	1,324				393	65.0	211	2,440	45.6	1,113				
Fluvanna	1,657	45.0	746				222	65.3	145	1,435	41.9	601				
Franklin	5,537	47.7	2,643				1,190	66.6	793	4,347	42.6	1,850				
Frederick	3,423	69.2	2,369				1,456	75.6	1,101	1,967	64.5	1,268				
Giles	3,114	66.9	2,084				1,565	75.3	1,179	1,549	58.4	905				
Gloucester	2,473	52.0	1,287				869	53.6	466	1,604	51.2	821				
Goochland	1,708	41.4	707				183	51.4	94	1,525	40.2	613				
Grayson	4,958	57.1	2,829	471	92.0	433	1,258	69.0	868	3,229	47.3	1,528				
Greene	1,116	29.3	327				196	33.4	65	920	28.4	262				
Greensville	3,128	41.3	1,291	664	77.9	517	843	46.0	388	1,621	23.8	386				
Halifax	8,732	41.5	3,617	1,291	68.1	879	1,034	45.3	468	6,407	35.4	2,270				
Hanover	4,168	50.2	2,093				1,807	57.3	1,036	2,361	44.8	1,057				
Henrico	10,694	85.6	9,148				9,173	88.7	8,134	1,521	66.7	1,014				
Henry	5,697	59.6	3,340				3,162	67.5	2,135	2,435	49.5	1,205				
Highland	1,085	65.0	705				262	73.0	191	823	62.5	514				
Isle of Wight	3,121	40.8	1,271				1,181	51.3	605	1,940	34.3	666				
James City	1,060	54.6	579				635	55.0	350	425	54.0	229				
King and Queen	1,568	38.6	605				286	39.9	114	1,282	38.3	491				
King George	1,259	44.7	563				398	46.2	184	861	44.0	379				
King William	1,902	48.6	927				1,038	61.5	638	864	33.5	289				
Lancaster	2,182	51.1	1,115				1,387	51.4	697	825	50.7	418				
Lee	8,227	50.3	4,134				4,409	58.7	2,588	3,818	40.5	1,546				
Loudon	4,840	68.3	3,306				2,194	72.9	1,599	2,646	64.5	1,707				
Louisa	3,237	44.0	1,425				641	54.1	347	2,596	41.5	1,078				
Lunenburg	3,162	43.0	1,354				839	72.1	605	2,313	32.4	749				
Madison	1,870	46.1	862				423	40.7	172	1,447	47.7	690				
Mathews	1,918	54.3	1,041				780	47.3	369	1,138	59.0	672				
Mecklenburg	6,963	38.5	2,676				1,939	57.5	1,114	5,024	31.1	1,562				
Middlesex	1,747	41.5	724				669	46.2	309	1,078	38.5	415				
Montgomery	5,002	66.4	3,318				3,059	71.9	2,200	1,943	57.6	1,118				
Nansemond	5,143	43.9	2,257				2,529	47.3	1,195	2,614	40.6	1,062				
Nelson	3,485	47.6	1,634				1,066	58.3	621	2,369	42.8	1,013				
New Kent	945	39.7	376				410	38.7	159	535	40.5	217				
Norfolk	8,912	73.0	6,499				7,000	78.1	5,465	1,912	54.1	1,034				
Northampton	4,371	56.4	2,468				2,615	63.3	1,656	1,756	46.8	812				
Northumberland	2,446	54.9	1,342				994	60.1	597	1,451	51.3	745				
Nottoway	3,464	52.5	1,812	663	69.3	460	1,068	68.8	735	1,733	35.6	617				
Orange	2,964	56.7	1,681				1,248	61.5	767	1,716	53.3	914				
Page	3,513	60.9	2,138				2,119	64.4	1,365	1,394	55.4	773				
Patrick	3,623	38.8	1,367				491	52.9	259	3,033	36.5	1,108				
Pittsylvania	12,792	53.9	6,891				4,772	69.8	3,331	8,020	44.4	3,560				
Powhatan	1,160	43.0	499				198	51.3	102	962	41.3	397				
Prince Edward	3,427	45.7	1,556	963	75.6	721	537	49.2	264	1,937	29.5	571				
Prince George	2,589	58.6	1,516				1,547	69.9	1,082	1,042	41.7	434				
Princess Anne	4,754	65.2	3,098	684	92.0	630	2,380	67.6	1,609	1,690	50.8	859				
Prince William	3,158	63.4	2,007				1,908	70.9	1,353	1,250	52.3	634				
Pulaski	5,072	69.3	3,510	2,081	80.2	1,669	1,322	66.2	875	1,669	57.9	966				
Rappahannock	1,566	40.3	630				390	46.7	182	1,176	38.1	448				
Richmond	1,512	48.5	734				481	50.8	245	1,031	47.4	489				
Roanoke	10,000	81.7	8,169	2,288	88.3	2,020	5,898	84.4	4,980	1,814	64.4	1,169				
Rockbridge	5,231	68.3	3,574	1,092	85.3	931	1,477	65.7	970	2,662	62.8	1,673				
Rockingham	7,346	63.8	4,689				2,817	66.4	1,870	4,529	62.2	2,819				
Russell	5,430	56.7	3,082				2,181	69.2	1,510	3,249	48.4	1,572				
Scott	5,793	47.8	2,769				1,420	65.1	925	4,373	42.2	1,844				
Shenandoah	5,275	71.4	3,766				2,589	76.2	1,974	2,686	66.7	1,792				
Smyth	5,728	60.2	3,441	1,325	83.7	1,109	2,059	55.7	1,148	2,344	50.5	1,184				
Southampton	5,548	41.8	2,319	852	70.2	598	1,550	48.3	743	3,146	30.9	973				
Spotsylvania	2,316	59.9	1,389				860	68.7	591	1,456	54.8	798				
Stafford	2,119	65.6	1,392				1,012	69.3	701	1,107	62.4	691				
Surry	1,495	45.9	686				501	47.0	235	994	45.3	451				
Sussex	2,727	35.9	989				914	54.9	502	1,813	26.9	487				
Tazewell	8,814	72.5	6,389	1,571	87.6											

WRVA

DATA SHEET, VIRGINIA COVERAGE IN TERMS OF CENSUS FIGURES

Night

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

*AREA TABULATED (NIGHT)

VIRGINIA COUNTIES:

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

NORTH CAROLINA COUNTIES:

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

CITIES:

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

Day

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

*AREA TABULATED (DAY)

VIRGINIA COUNTIES:

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

NORTH CAROLINA COUNTIES:

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

CITIES:

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

*CBS COMPILATION, FIFTH SERIES

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

C. T. LUCY, General Manager

PAUL H. RAYMER CO., National Representative

RICHMOND
STUDIOS,
HOTEL
RICHMOND

WRVA 50,000 WATTS

NORFOLK
STUDIOS,
502
DUKE STREET

"VIRGINIA'S PREMIER RADIO STATION"

WASHINGTON

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	%	Radio Units	Units	%	Radio Units	Units	%	Radio Units	Units	%	Radio Units
Adams.....	1,686	91.8	1,548	981	89.8	881	705	94.6	667
Asotin.....	2,447	91.5	2,239	990	93.6	927	888	91.5	812	569	87.9	500
Benton.....	3,329	85.3	2,840	1,426	87.3	1,245	1,903	83.8	1,595
Chelan.....	10,303	89.6	9,230	3,646	92.2	3,361	3,733	88.6	3,309	2,924	87.6	2,560
Clallam.....	6,488	85.8	5,569	2,910	91.7	2,667	2,193	81.9	1,796	1,385	79.8	1,106
Clark.....	14,617	92.3	13,490	6,806	94.9	6,456	3,098	90.1	2,791	4,713	90.0	4,243
Columbia.....	1,623	89.5	1,453	900	90.8	818	371	84.9	145	552	88.7	490
Cowlitz.....	11,678	90.5	10,564	5,816	94.8	5,515	3,767	88.8	3,344	2,095	81.4	1,705
Douglas.....	2,539	89.3	2,268	1,098	91.1	1,000	1,441	88.0	1,268
Ferry.....	1,397	72.6	1,014	772	77.4	697	625	66.7	417
Franklin.....	1,845	85.9	1,584	1,199	86.9	1,041	247	83.6	207	399	84.2	336
Garfield.....	985	91.1	896	579	93.2	538	406	88.1	358
Grant.....	4,719	84.5	3,988	1,284	82.5	1,059	2,759	86.0	2,371	676	82.5	558
Grays Harbor.....	16,572	86.7	14,372	9,678	90.3	8,648	4,843	81.9	3,965	2,151	81.8	1,759
Island.....	2,018	86.1	1,737	888	87.3	775	1,130	85.2	982
Jefferson.....	2,556	84.7	2,165	1,202	92.8	1,115	819	76.9	690	535	78.5	420
King.....	169,125	92.5	156,460	130,866	92.1	120,534	31,548	94.3	29,739	6,711	92.2	6,187
Kitsap.....	13,992	93.3	13,048	4,931	96.9	4,776	5,994	92.3	5,531	3,067	89.4	2,741
Kittitas.....	5,814	87.3	5,075	1,748	91.5	1,599	2,525	85.4	2,158	1,541	85.5	1,318
Klickitat.....	3,370	79.5	2,677	2,049	84.2	1,726	1,321	72.0	951
Lewis.....	12,260	86.7	10,635	4,037	93.7	3,781	3,905	83.9	3,278	4,318	82.8	3,576
Lincoln.....	3,278	90.7	2,975	1,895	90.3	1,712	1,383	91.3	1,263
Mason.....	3,616	83.7	3,028	1,137	94.4	1,073	1,574	81.3	1,280	905	74.6	675
Okanogan.....	6,893	79.9	5,509	800	88.7	709	3,290	82.1	2,700	2,803	74.9	2,100
Pacific.....	4,905	85.1	4,176	1,270	89.3	1,134	2,376	83.9	2,412	759	83.0	630
Pend Oreille.....	2,091	77.2	1,615	1,861	89.0	1,130	730	66.4	485
Pierce.....	54,711	93.1	50,924	38,584	93.9	36,216	10,280	92.1	9,465	5,847	89.7	5,243
San Juan.....	1,035	84.6	875	467	84.3	394	568	84.8	481
Skagit.....	16,098	89.9	9,980	4,268	93.9	4,006	3,292	86.2	2,837	3,538	88.7	3,137
Skamania.....	1,409	82.7	1,164	1,168	83.8	979	241	76.8	185
Snohomish.....	27,426	91.0	24,947	10,580	92.9	9,825	10,027	90.1	9,036	6,819	89.3	6,086
Spokane.....	49,863	91.8	45,791	38,918	93.0	36,209	5,417	90.6	4,909	5,528	84.5	4,673
Stevens.....	5,537	78.0	4,318	2,613	82.7	2,162	2,924	73.7	2,156
Thurston.....	11,584	91.2	10,569	4,344	95.0	4,126	4,161	90.1	3,750	3,079	87.5	2,693
Wahkiakum.....	1,215	86.9	1,055	719	86.4	621	496	87.6	434
Walla Walla.....	8,449	90.5	7,647	4,936	93.3	4,604	1,893	87.2	1,651	1,620	86.0	1,392
Whatcom.....	18,481	92.3	17,062	9,529	93.6	8,919	3,851	91.0	3,504	3,101	90.9	4,639
Whitman.....	7,888	92.7	7,310	2,309	95.8	2,211	2,693	91.0	2,449	2,886	91.8	2,650
Yakima.....	28,495	87.3	24,887	9,620	91.5	8,807	9,813	86.7	8,510	9,062	83.5	7,570
State Total.....	537,337	90.6	486,684	302,208	92.7	280,136	141,673	89.2	126,339	93,456	85.8	80,209

Cities of 25,000 Or More Population

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

Broadcasting Stations

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

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Which?

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

Fishing is always good in PUGET SOUND

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

NORMAL

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

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

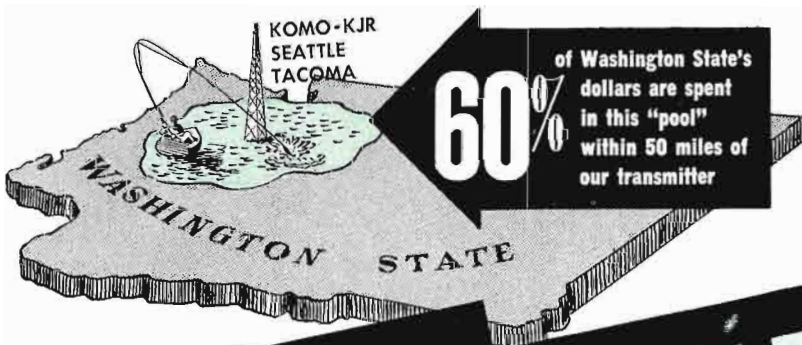
EXTRA

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

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



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



KOMO

NBC

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BLUE NETWORK

TOTEM BROADCASTERS
SEATTLE, WASH.

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

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

WEST VIRGINIA

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Barbour	4,866	64.0	3,111				2,591	69.4	1,798	2,275	57.7	1,313				
Berkeley	7,526	82.4	6,199	4,138	90.3	3,735	1,968	75.0	1,476	1,420	69.6	988	Charleston	17,950	89.8	16,120
Boone	6,035	67.7	4,086				4,898	70.7	3,463	1,137	54.8	623	Clarksburg	8,245	91.7	7,560
Braxton	4,672	49.1	2,293				1,563	63.1	986	3,109	42.0	1,307	Huntington	20,939	87.3	18,272
Brooke	6,208	87.8	5,449	3,830	98.6	3,116	2,384	81.7	1,947	494	78.2	386	Parkersburg	8,641	91.4	7,896
Cabell	25,104	82.8	20,785	20,131	87.0	17,518	2,174	76.8	1,669	2,799	57.1	1,598	Wheeling	16,555	98.0	15,401
Calhoun	2,604	55.5	1,446				530	77.0	408	2,074	50.0	1,038				
Clay	3,042	49.6	1,507				1,577	59.1	931	1,465	39.3	676				
Doddridge	2,611	62.2	1,621				850	76.2	648	1,761	55.3	973				
Fayette	17,874	77.4	13,841	1,432	91.5	1,311	14,000	78.4	10,970	2,442	63.9	1,560				
Gilmer	2,708	54.3	1,472				853	66.0	563	1,855	49.0	909				
Grant	2,018	62.0	1,252				875	70.4	616	1,143	55.6	636				
Greenbrier	8,682	69.3	6,018				5,490	76.4	4,196	3,192	57.1	1,822				
Hampshire	3,015	64.5	1,952				1,006	75.7	761	2,009	59.3	1,191				
Hancock	7,556	91.9	6,947	1,956	95.9	1,875	4,989	91.9	4,587	611	79.4	485				
Hardy	2,306	58.1	1,339				828	68.3	566	1,478	52.8	773				
Harrison	20,623	80.8	16,666	9,658	90.7	8,763	8,074	73.7	6,952	2,896	67.4	1,951				
Jackson	3,932	65.2	2,563				1,251	75.8	949	2,681	60.2	1,614				
Jefferson	4,104	75.2	3,086	837	79.1	662	2,079	75.9	1,578	1,188	71.2	846				
Kanawha	46,852	82.3	38,591	23,598	90.8	21,427	19,124	76.2	14,576	4,130	62.7	2,588	BECKLEY			
Lewis	5,097	73.6	3,756	1,768	88.9	1,562	1,361	72.2	983	1,978	61.2	1,211				
Lincoln	4,671	43.4	2,028				1,615	51.0	824	3,056	39.4	1,204	BLUEFIELD			
Logan	14,127	72.0	10,169	1,245	89.8	1,118	11,828	73.2	8,654	1,054	37.7	397				
McDowell	20,022	75.3	15,062	2,203	85.8	1,890	16,184	76.9	12,438	1,635	44.9	734	CHARLESTON			
Marion	17,182	88.4	14,334	7,011	90.6	6,354	7,455	82.9	6,180	2,716	66.3	1,800				
Marshall	9,486	80.4	7,628	4,928	88.6	4,366	2,492	78.6	1,960	2,066	63.0	1,302				
Mason	5,241	58.8	3,076	960	89.1	769	1,354	66.6	902	2,927	48.0	1,405				
Mercer	15,575	80.0	12,458	7,095	89.2	6,332	5,215	77.0	4,017	3,265	64.6	2,109				
Mineral	5,469	79.5	4,346	2,327	91.0	2,118	1,954	74.6	1,459	1,188	64.7	769	CLARKSBURG			
Mingo	8,702	62.4	5,439	2,027	76.0	1,541	4,828	64.0	3,088	1,847	43.9	810				
Monongalia	13,138	79.9	10,502	4,724	91.5	4,321	6,251	74.7	4,670	2,163	69.8	1,511				
Monroe	2,926	66.9	1,958				740	71.0	526	2,186	65.5	1,432				
Morgan	2,151	75.7	1,630				1,283	80.5	1,033	868	68.8	597				
Nicholas	5,072	58.1	2,949	1,184	84.5	1,001	1,307	52.9	692	2,581	48.6	1,256				
Ohio	19,437	92.0	17,881	16,555	98.0	15,401	2,346	87.2	2,047	536	80.9	433	FAIRMONT			
Pendleton	2,169	62.2	1,351				494	68.6	339	1,675	60.4	1,012				
Pleasants	1,666	81.4	1,337				907	86.0	730	759	75.1	577				
Pocahontas	3,067	60.5	1,855				1,472	68.2	1,004	1,595	53.4	851				
Preston	7,137	66.8	4,774				4,098	73.7	3,020	3,039	57.7	1,754				
Putnam	4,392	62.2	2,735	263	95.3	251	1,619	75.1	1,216	2,510	50.5	1,268	HUNTINGTON			
Raleigh	18,907	78.7	14,873	3,256	88.3	2,875	12,648	80.7	10,203	3,003	59.8	1,795				
Randolph	6,865	73.2	5,026	2,128	89.5	1,904	2,474	68.8	1,702	2,263	62.7	1,420				
Ritchie	3,885	65.2	2,534				1,749	75.2	1,316	2,136	57.0	1,218				
Roane	4,430	56.8	2,519				1,500	70.6	1,060	2,980	49.8	1,459				
Summers	4,672	64.0	2,983	1,591	84.9	1,351	751	60.2	452	2,330	50.7	1,180	MORGANTOWN			
Taylor	4,877	74.7	3,647	2,018	87.4	1,764	1,652	68.5	1,132	1,207	62.8	751				
Tucker	3,022	70.6	2,132				2,130	78.9	1,680	892	50.6	452				
Tyler	3,260	70.4	2,296	786	87.2	685	948	74.8	709	1,526	59.1	902				
Upshur	4,585	64.6	2,969	1,293	87.2	1,127	940	57.4	540	2,352	55.3	1,302	WELCH			
Wayne	7,735	60.0	4,629	1,813	87.4	1,585	2,391	59.7	1,429	3,531	45.7	1,615				
Webster	3,783	59.7	2,260				1,959	71.7	1,404	1,824	46.9	856				
Wetzel	5,371	66.6	3,577	937	88.5	829	2,398	71.3	1,711	2,036	50.9	1,037				
Wirt	1,565	52.8	827				459	65.1	299	1,106	47.8	528				
Wood	16,598	85.7	14,234	8,641	91.4	7,896	5,214	85.7	4,466	2,743	68.2	1,872				
Wyoming	6,190	68.2	4,221	733	88.9	651	3,651	73.7	2,690	1,806	48.7	880	WILLIAMSON			
State Total	444,815	75.1	334,239	140,556	89.7	126,098	192,771	75.4	145,265	111,488	56.4	62,876				

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

"Go west young man" . . .

GO WEST VIRGINIA!

THE WEST VIRGINIA NETWORK

WCHS CHARLESTON **5000 ON 580**

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

WSAZ HUNTINGTON **1000 ON 930**

WISCONSIN

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 25,000 Or More Population						
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units	Call Letters	Power in Watts	
																			Units
Adams	2,288	75.4	1,722				718	82.0	589	1,565	72.4	1,133	Appleton	7,786	97.1	7,563	WHBY	250	
Ashland	5,528	86.2	4,762	2,931	93.3	2,735	1,215	81.8	994	1,382	74.8	1,033							
Barron	8,822	86.5	7,627	1,594	92.6	1,476	2,663	88.8	2,366	4,565	82.9	3,785	ASHLAND	1,400		100	WATW	100	
Bayfield	4,226	79.7	3,370				2,075	85.0	1,763	2,151	74.7	1,607	EAU CLAIRE	19,221	98.0	18,842	WEAU	5,000-Ls	
Brown	20,506	93.7	19,223	13,732	96.1	13,197	3,364	91.3	3,073	3,410	86.6	2,953	FOND DU LAC	164,335	97.2	159,670	WFSA	5,000-D	
													GREEN BAY	11,075	95.0	10,520	WTAQ	5,000	
Buffalo	4,124	83.7	3,452				1,876	83.7	1,570	2,248	83.7	1,882	JANESVILLE	12,960	97.7	12,666	WCLO	250	
Burnett	3,078	81.7	2,513				981	83.0	814	2,097	81.0	1,699	LACROSSE	11,788	95.5	11,252	WKBH	1,000	
Calumet	4,382	91.1	3,990				2,245	92.3	2,071	2,137	89.8	1,919	MADISON	19,221	98.0	18,842	*WHA	5,000-D	
Chippewa	9,595	85.5	8,206	2,834	93.8	2,660	2,586	87.0	2,249	4,175	79.0	3,297							
Clark	8,600	80.7	6,942	770	85.3	657	2,236	87.3	1,953	5,594	77.4	4,332	MILWAUKEE	164,335	97.2	159,670	WEMP	250	
													OSHKOSH	11,075	95.0	10,520	WOSH	250	
Columbia	8,923	90.2	8,051	2,903	94.3	2,737	2,727	90.2	2,460	3,293	86.7	2,854	RACINE	18,306	98.0	17,944	WRJN	250	
Crawford	4,556	83.3	3,794	1,276	88.4	1,128	1,170	78.5	918	2,110	82.9	1,748	RICE LAKE	11,092	97.0	10,757	WJMC	250	
Dane	35,372	95.5	33,787	20,656	97.8	20,197	8,272	94.3	7,793	6,444	89.9	5,791	SHEBOYGAN	9,644	95.1	9,171	WHBL	1,000-Ls	
Dodge	13,918	92.6	12,886	5,419	94.9	5,144	3,608	92.2	3,327	4,831	90.3	4,415	SUPERIOR	7,236	96.3	6,967	WWSA	250	
Door	4,963	87.7	4,349	1,518	95.5	1,449	1,133	86.0	975	2,312	83.3	1,925	WAUSAU	7,211	99.4	7,170	WWSA	250	
													WEST ALLIS	9,570	98.6	9,437	WFHR	250	
Douglas		90.1	11,595	9,644	95.1	9,171	1,088	73.8	803	2,130	76.1	1,621							
Dunn	7,036	86.5	6,086	1,968	93.3	1,837	1,354	85.7	1,161	3,714	83.1	3,088							
Eau Claire	12,578	90.2	11,342	8,515	95.2	8,106	1,684	84.1	1,416	2,379	76.5	1,820							
Florence	1,088	80.7	878				602	85.8	517	486	74.4	361							
Fond du Lac	16,362	93.3	15,265	9,450	96.1	9,079	2,709	91.8	2,486	4,203	88.0	3,700							
Forest	2,700	79.2	2,139				1,919	82.9	1,591	781	70.1	548							
Grant	10,847	86.1	9,337	2,390	91.0	2,174	3,986	83.7	3,336	4,471	85.6	3,827							
Green	6,477	90.6	5,870	1,864	93.7	1,746	1,965	89.6	1,750	2,648	89.3	2,364							
Green Lake	3,998	87.6	3,503	1,267	88.8	1,116	1,243	88.1	1,095	1,498	86.3	1,292							
Iowa	5,438	85.4	4,642				2,803	85.4	2,394	2,635	85.3	2,248							
Iron	2,584	86.4	2,234	826	93.0	768	1,121	87.0	976	637	76.9	490							
Jackson	4,288	79.9	3,430	730	93.4	682	1,154	75.9	876	2,404	77.9	1,872							
Jefferson	10,803	93.3	10,077	5,185	96.6	5,007	2,270	92.5	2,100	3,348	88.7	2,970							
Juneau	4,988	79.1	3,908	754	88.7	669	1,866	82.1	1,532	2,318	73.6	1,707							
Kenosha	16,764	97.2	16,303	12,960	97.7	12,666	2,073	96.5	2,001	1,731	94.5	1,636							
Kewaunee	4,261	88.5	3,772	1,485	95.4	1,417	620	83.8	519	2,156	85.2	1,836							
LaCrosse	15,851	93.3	14,781	11,788	95.5	11,252	2,285	87.4	1,937	1,778	86.2	1,532							
Lafayette	4,376	87.2	3,823	2,439	93.7	2,301	2,439	86.1	2,101	2,437	88.6	2,152							
Lafayette	5,694	87.6	4,935	2,495	94.7	2,363	1,083	80.7	874	2,056	82.6	1,698							
Lincoln	5,778	83.7	4,842	3,291	92.2	3,034	427	75.4	322	2,060	72.1	1,486							
Manitowoc	15,846	94.3	14,947	9,306	97.7	9,091	2,572	90.1	2,316	3,968	89.2	3,540							
Marathon	18,094	86.9	15,735	7,236	96.3	6,967	3,731	88.5	3,300	7,127	76.7	5,468							
Marquette	9,143	86.7	7,931	3,796	94.5	3,587	2,280	90.6	2,066	3,067	74.3	2,278							
Marquette	2,630	81.5	2,062	1,173	86.0	1,008	1,173	86.0	1,008	1,357	77.7	1,054							
Milwaukee	209,682	97.4	204,239	195,419	97.4	190,366	12,125	97.7	11,847	2,138	94.8	2,026							
Monroe	7,512	80.9	6,076	2,651	88.7	2,350	1,225	77.8	953	3,636	76.3	2,773							
Oconto	6,593	85.4	5,634	1,448	94.7	1,371	1,834	87.4	1,603	3,311	80.3	2,660							
Oneida	5,059	84.9	4,297	2,295	93.4	2,143	1,852	78.7	1,457	912	76.4	697							
Outagamie	17,519	94.1	16,483	11,242	97.0	10,902	2,634	88.3	2,325	3,643	89.4	3,256							
Ozaukee	5,002	94.2	4,712	1,103	96.3	1,063	2,224	94.5	2,102	1,675	92.3	1,547							
Pepin	1,987	82.4	1,638				928	87.5	812	1,059	78.0	826							
Pierce	5,788	85.9	4,974	768	92.2	708	1,807	86.1	1,555	3,213	84.4	2,711							
Polk	6,806	86.2	5,869				2,401	90.1	2,164	4,405	84.1	3,705							
Portage	8,386	84.9	7,120	3,880	93.5	3,627	1,390	84.3	1,172	3,116	74.5	2,321							
Price	4,770	77.0	3,671	822	94.5	777	1,366	80.6	1,100	2,582	69.5	1,794							
Racine	24,992	97.2	24,291	19,565	98.0	19,170	3,167	95.1	3,013	2,260	93.3	2,108							
Richland	5,280	84.6	4,469	1,302	91.8	1,196	1,175	78.8	926	2,803	83.7	2,347							
Rock	22,452	94.4	21,200	14,797	96.1	14,215	3,609	93.4	3,371	4,046	89.3	3,614							
Rusk	4,416	80.9	3,572	985	94.5	930	732	85.8	628	2,699	74.6	2,014							
St. Croix	6,349	90.7	5,758	963	96.6	930	2,176	92.0	2,002	3,210	88.0	2,826							
Sauk	9,125	86.8	7,922	3,030	93.6	2,837	2,433	86.4	2,102	3,662	81.4	2,983							
Sawyer	2,910	75.3	2,192				1,562	77.4	1,210	1,348	72.9	982							
Shawano	8,551	84.0	7,183	1,495	94.8	1,418	2,913	83.0	2,418	4,143	80.8	3,347							
Sheboygan	20,558	95.2	19,576	13,278	96.9	12,862	3,479	94.7	3,294	3,801	90.0	3,420							
Taylor	4,928	75.1	3,699				1,440	86.7	1,249	3,488	70.2	2,450							
Trempealeau	6,196	82.7	5,124				2,827	84.0	2,375	3,369	81.6	2,749							
Vernon	7,767	81.7	6,346	1,065	91.6	975	2,265	77.8	1,762	4,437	81.3	3,609							
Vilas	2,856	79.2	1,866				1,814	79.5	1,442	542	78.2	424							
Walworth	9,489	94.2	8,942	3,215	95.2	3,060	3,291	94.2	3,100	2,983	93.3	2,782							
Washburn	3,341	81.8	2,732	712	91.3	650	924	81.2	750	1,705	78.1	1,332							
Washington	7,417	92.4	6,852	2,671	96.6	2,581	1,867	91.6	1,711	2,879	88.9	2,560							
Waukesha	16,413	95.9	15,747	6,260	97.1	6,077	6,137	96.3	5,911	4,016	93.6	3,759							
Waupaca	9,085	87.6	7,961	3,236	93.9	3,040	2,094	86.8	1,817	3,755	82.7	3,104							
Waushara	3,911	81.1	3,17																

WYOMING

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units			Cities of 2,500 Or More Population			
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	City	Units	% Radio	Radio Units
Albany.....	4,139	88.4	3,657	3,113	92.8	2,888	385	68.0	262	641	79.1	507	Laramie.....	3,113	92.8	2,888
Big Horn.....	3,307	83.1	2,747	1,954	89.3	1,745	1,353	74.1	1,002	Rawlins.....	1,523	87.3	1,329
Campbell.....	1,795	78.5	1,408	723	85.0	615	1,072	74.0	793	Lander.....	784	85.8	673
Carbon.....	3,765	80.0	3,005	1,523	87.3	1,329	1,506	79.4	1,196	736	65.1	480	Riverton.....	709	88.7	629
Converse.....	1,939	80.8	1,563	1,187	85.7	1,017	752	72.6	546	Cheyenne.....	6,351	94.9	6,208
.....	Casper.....	5,599	90.0	6,040
Crook.....	1,480	74.6	1,105	554	72.6	402	926	75.9	703	Cody.....	747	90.0	673
Fremont.....	4,539	71.7	3,127	1,493	87.2	1,302	912	67.3	614	1,954	62.0	1,211	Sheridan.....	3,185	92.9	2,959
Goshen.....	3,101	82.7	2,561	1,463	87.2	1,276	1,638	78.5	1,285	Green River.....	723	91.6	662
Hot Springs.....	1,424	77.6	1,105	1,104	76.5	845	320	81.1	260	Rock Springs.....	2,887	90.0	2,599
Johnson.....	1,516	82.1	1,244	846	85.5	723	670	77.8	521	Evanston.....	1,011	95.7	967
.....	Worland.....	700	79.4	556
Laramie.....	8,180	92.5	7,566	6,351	94.9	6,028	768	87.8	674	1,061	81.4	864	
Lincoln.....	2,562	88.5	2,258	1,712	87.9	1,505	840	89.6	753	
Natrona.....	7,364	88.5	6,515	5,599	90.0	5,040	1,246	90.4	1,126	519	67.3	349	
Niobrara.....	1,720	81.1	1,394	1,115	82.9	924	605	77.7	470	
Park.....	3,087	82.3	2,539	747	90.0	673	948	81.4	772	1,392	78.6	1,094	
.....
Platte.....	2,232	80.7	1,799	1,178	84.9	1,000	1,054	75.8	799	
Sheridan.....	5,427	87.6	4,754	3,185	92.9	2,959	990	83.4	826	1,252	77.4	969	CASPER.....	KDFN	1,000	
Sublette.....	816	79.8	651	385	79.9	308	431	79.7	343	1470	
Sweetwater.....	5,583	87.5	4,884	3,610	90.3	3,261	1,713	83.3	1,427	260	75.4	196	CHEYENNE.....	KFBC	250	
Teton.....	715	82.2	587	465	83.2	378	260	80.5	209	1240	
.....
Uinta.....	1,809	86.8	1,571	1,011	95.7	967	352	72.2	254	446	78.5	350	POWELL.....	KPOW	250	
Washakie.....	1,443	81.1	1,170	700	79.4	556	190	82.4	157	553	82.6	457	1230	
Weston.....	1,421	78.9	1,121	958	80.1	767	463	76.5	354	ROCK SPRINGS...	KVRS	250	
Yellowstone National Park (Part)	200	100.0	200	198	100.0	198	2	100.0	2	1400	
State Total...	69,374	84.4	58,531	27,332	91.5	25,003	22,842	83.2	19,011	19,200	75.7	14,517	SHERIDAN.....	KWYO	250	
.....	1400

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

WAJR

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

ASCAP

Radio Program Service

30 Rockefeller Plaza, New York



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

KTAR

**PHOENIX
ARIZONA**

Arizona **BROADCASTING CO. Inc.**

Represented Nationally by
Paul H. Raymor Company

**ABC OF RADIO
IN ARIZONA**

- ***KTAR-Phoenix
5000 W. - 625 KC
- ***KVOA-Tucson
1000 W. - 1200 KC
- ***KYUM - Yuma
250 W. - 1500 KC
- ***KGLU-Safford
250 W. - 1450 KC
- ***KCRJ - Jerome
250 W. - 1410 KC
- ***KWJB - Globe
250 W. - 1240 KC
- ***KYCA-Flagstaff
250 W. - 1430 KC
- ***NBC and Blue
Network Stations
- *Other ABC Stations

**KEY STATION
OF THE**

New York

Chicago

Detroit

San Francisco

Los Angeles

Affiliated
with the
**PHOENIX
REPUBLIC
and
GAZETTE**

Making Good Salesmen Better

There's no substitute for keen, aggressive selling.

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

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

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

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

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

The KATZ AGENCY, INC.

National Advertising Representatives Since 1888

NEW YORK CHICAGO DETROIT ATLANTA
KANSAS CITY DALLAS SAN FRANCISCO

ARKANSAS—Continued table with columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted). Rows include Prairie, Pulaski, Little Rock, North Little Rock, etc.

CALIFORNIA

CALIFORNIA table with columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted). Rows include State Total, Alameda, Alameda, Albany, etc.

CALIFORNIA—Continued table with columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted). Rows include Burbank, Claremont, Compton, Covina, etc.

CALIFORNIA—Continued

CALIFORNIA—Continued table with columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted). Rows include Burbank, Claremont, Compton, Covina, etc.

CALIFORNIA—Continued table with columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted). Rows include Remainder of County, San Diego, Chula Vista, Coronado, etc.

COLORADO

COLORADO table with columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted). Rows include State Total, Adams, Aurora (part), Brighton, etc.

COLORADO—Continued table with columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted). Rows include Alamosa, Alamosa, Remainder of County, Arapahoe, etc.

COLORADO

COLORADO table with columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted). Rows include State Total, Adams, Aurora (part), Brighton, etc.

INDIANA—Continued

Table with 4 columns: County Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted). Lists counties from Howard to Pulaski.

INDIANA—Continued

Table with 4 columns: County Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted). Lists counties from Putnam to Pulaski.

IOWA

Table with 4 columns: County Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted). Lists Iowa counties from Adair to Woodworth.

IOWA—Continued

Table with 4 columns: County Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted). Lists Iowa counties from Bremer to Woodworth.

IOWA—Continued

Table with 4 columns: County Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted). Lists Iowa counties from Humboldt to Woodworth.

KENTUCKY—Continued

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted). Includes entries like Jessamine, Nicholasville, Remaider, Johnson, Kenton, etc.

KENTUCKY—Continued

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted). Includes entries like Webster, Providence, Remaider, Whitley, Corbin, etc.

LOUISIANA—Continued

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted). Includes entries like Livingston Parish, Madison Parish, Tallulah, etc.

MAINE—Continued

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted). Includes entries like Lincoln, Penobscot, Bangor, Brewer, Old Town, etc.

LOUISIANA

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted). Includes entries like State Total, Acadia Parish, Crowley, Rayne, etc.

MARYLAND

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted). Includes entries like State Total, Allegany, Cumberland, Frostburg, etc.

MAINE

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted). Includes entries like State Total, Androscoggin, Auburn, Lewiston, etc.

MASSACHUSETTS

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted). Includes entries like State Total, Barnstable, Barnstable town, Provincetown, etc.

MICHIGAN—Continued

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

1 Northville is in Oakland and Wayne Counties.

MINNESOTA

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted). Rows include State Total, Aitkin, Anoka, Ansonia, etc.

MINNESOTA—Continued

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted). Rows include Remainder of County, Lac qui Parle, Lake, etc.

MINNESOTA—Continued

Table with 4 columns: Name, Population of County and All Places Over 2,500, No. of Stores, Retail Sales ('000 Omitted). Rows include Sauk Centre, Remainder of County, Steele, etc.

MISSISSIPPI—Continued

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

MISSISSIPPI—Continued
Population of County and All Places Over 2,500
No. of Stores
Retail Sales (000 Omitted)

MISSOURI

Table listing Missouri counties: Wayne, Webster, Wilkinson, Winston, Louisville, etc., with population, stores, and retail sales.

MISSOURI—Continued
Population of County and All Places Over 2,500
No. of Stores
Retail Sales (000 Omitted)

Table listing Missouri counties: Gasconade, Gentry, Greene, Springfield, Grundy, Trenton, etc., with population, stores, and retail sales.

MISSOURI—Continued
Population of County and All Places Over 2,500
No. of Stores
Retail Sales (000 Omitted)

Table listing Missouri counties: Remainder of County, Pettis, Sedalia, Phelps, Rolla, etc., with population, stores, and retail sales.

MONTANA—Continued
Population of County and All Places Over 2,500
No. of Stores
Retail Sales (000 Omitted)

Table listing Montana counties: Custer, Miles City, Daniels, Dawson, Glacier, Golden Valley, etc., with population, stores, and retail sales.

MONTANA

Table listing Montana counties: *State Total, Beaverhead, Dillon, etc., with population, stores, and retail sales.

WIBX

The Middle Link in Columbia's Chain ~

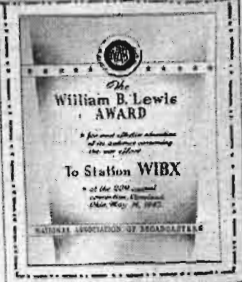
from the Hudson River
to the Great Lakes

Class 1

*the most effective education
of audience covering
- War Effort -*



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



G.R. Comble, AAAA & P.L. West, AHA
Douglas Meservey, A-9-9

Class 2

*Inspiration of audience
to continue support
- of War Effort -*



Class 3 Distinguished Conduct of Civilian Defense



Class 4 Outstanding Programs in aid of Broadcast Advertising



WIBX - Utica, N.Y. - The Voice of the Mohawk Valley
The only station in the Rome-Utica market
serving 325,516 listeners in an all out effort to
WIN THE WAR!

OHIO—Continued Population of County and All Places Over 2,500 No. of Stores Retail Sales (\$ '00 Omitted) ... OHIO—Continued Population of County and All Places Over 2,500 No. of Stores Retail Sales (\$ '00 Omitted) ... OHIO—Continued Population of County and All Places Over 2,500 No. of Stores Retail Sales (\$ '00 Omitted) ... OHIO—Continued Population of County and All Places Over 2,500 No. of Stores Retail Sales (\$ '00 Omitted)

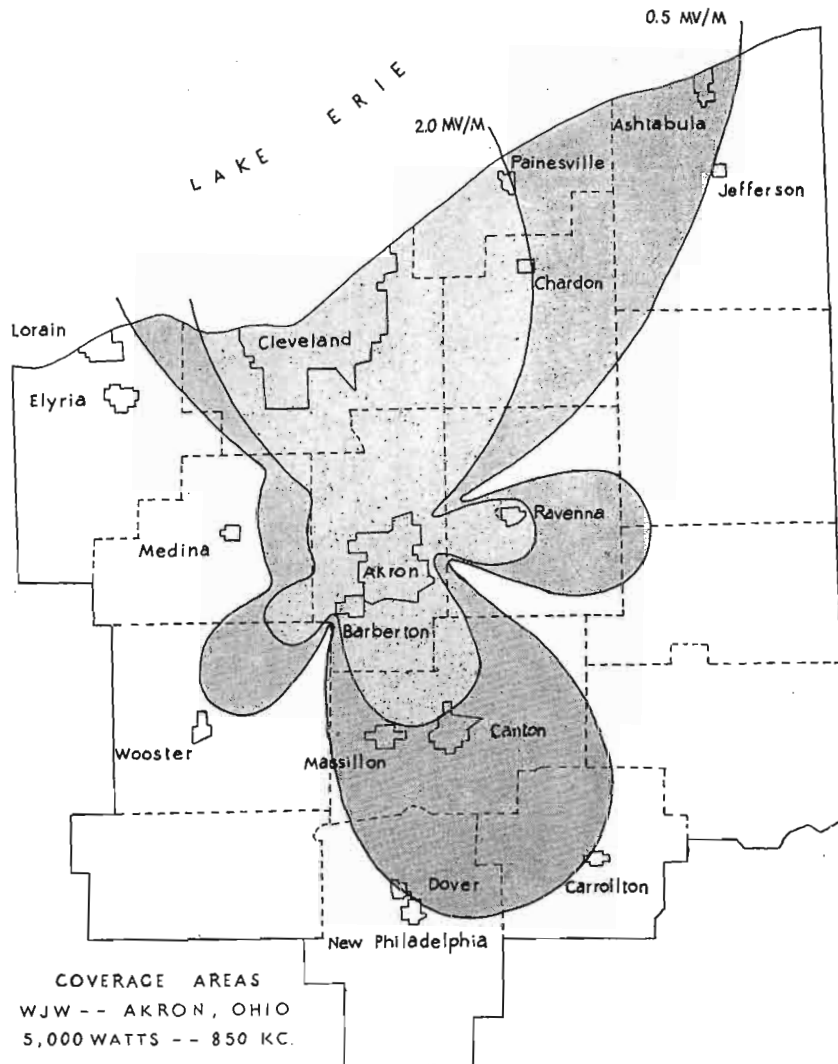
BASIC
MUTUAL NET

WJW
The Voice of Akron

5000 WATTS
850 KC

BILL O'NEIL, president

OHIO'S ONLY 24-HOUR STATION



AKRON'S BEST RADIO BUY

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

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

TEXAS—Continued

TEXAS—Continued

TEXAS—Continued

VERMONT—Continued

Table with 4 columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted), and County Name. Includes counties like Nacoga, Montgomery, Moore, Morris, Molley, Nacogdoches, etc.

Table with 4 columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted), and County Name. Includes counties like Stephens, Breckenridge, Sterling, Stonewall, Sutton, Swisher, Tarrant, Arlington, Fort Worth, etc.

Table with 4 columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted), and County Name. Includes counties like Zavala, Crystal City, Aransas Pass, Dalhart, Yoakum, Gladewater, etc.

Table with 4 columns: Population of County and All Places Over 2,500, No. of Stores, Retail Sales (000 Omitted), and County Name. Includes counties like Franklin, St. Albans, Grand Isle, Lamoille, Orange, Orleans, Newport, Rutland, etc.

UTAH

VIRGINIA

WISCONSIN—Continued		
Population of County and All Places Over 2,500	No. of Stores	Retail Sales ('000 Omitted)
Fond du Lac	62,353	998
Fond du Lac	27,209	477
Ripon	4,566	96
Waupun (part) ²	1,910	60
Remainder of County	28,668	365
Forest	11,895	159
Grant	40,639	609
Lancaster	2,963	65
Platteville	4,762	102
Remainder of County	32,914	442
Green	23,146	381
Monroe	6,182	160
Remainder of County	16,964	221
Green Lake	14,092	288
Berlin (part) ³	4,215	110
Remainder of County	9,877	178
Iowa	20,595	310
Iron	10,049	248
Hurley	8,375	126
Remainder of County	6,874	122
Jackson	16,599	252
Jefferson	33,858	741
Fort Atkinson	6,153	137
Jefferson	3,059	85
Watertown (part) ¹	8,547	223
Remainder of County	21,109	296
Juneau	18,708	301
Kenosha	63,505	966
Kenosha	48,765	741
Remainder of County	14,740	225
Kewaunee	16,680	303
Algoma	2,652	59
Kewaunee	2,533	63
Remainder of County	11,495	181
La Crosse	59,653	851
La Crosse	42,707	642
Remainder of County	16,946	209
Lafayette	18,695	298
Langlade	23,227	367
Antigo	9,495	206
Remainder of County	13,732	161
Lincoln	22,536	380
Merrill	8,711	190
Tomahawk	3,365	87
Remainder of County	10,460	103
Manitowoc	61,617	994
Manitowoc	24,404	415
Two Rivers	10,302	140
Remainder of County	26,911	439
Marathon	75,915	1,013
Wausau	27,268	406
Remainder of County	48,647	607
Marinette	36,225	484
Marinette	14,183	204
Remainder of County	22,042	280

WISCONSIN—Continued		
Population of County and All Places Over 2,500	No. of Stores	Retail Sales ('000 Omitted)
Marquette	9,097	166
Milwaukee	766,885	11,196
Cudahy	10,561	177
Milwaukee	587,472	9,375
Shorewood	15,184	92
South Milwaukee	11,134	167
Wauwatosa	27,769	180
West Allis	36,364	500
West Milwaukee	5,010	74
Whitefish Bay	9,651	36
Remainder of County	63,740	595
Monroe	30,080	437
Sparta	5,820	125
Tomah	3,817	114
Remainder of County	20,443	198
Oconto	27,075	450
Oconto	5,362	113
Remainder of County	21,713	337
Oneida	18,938	418
Rhineland	8,501	189
Remainder of County	10,437	229
Outagamie	70,032	1,016
Appleton	28,436	430
Kaukauna	7,882	140
Kimberly	2,618	29
Little Chute	3,360	56
New London (part) ⁴	1,154	9
Remainder of County	27,082	352
Ozaukee	18,985	340
Port Washington	4,046	85
Remainder of County	14,939	255
Pepin	7,897	127
Pierce	21,471	348
Polk	26,197	350
Portage	35,800	494
Stevens Point	15,777	241
Remainder of County	20,023	253
Price	18,467	268
Park Falls	3,252	59
Remainder of County	15,215	209
Racine	94,047	1,365
Burlington	4,414	121
Racine	67,195	953
Remainder of County	22,438	291
Richland	20,381	264
Richland Center	4,364	104
Remainder of County	16,017	160
Rock	80,173	1,127
Beloit	25,365	390
Edgerton	3,266	63
Janesville	22,992	351
Remainder of County	28,550	323
Rusk	17,737	233
Ladysmith	3,671	89
Remainder of County	14,066	144

WISCONSIN—Continued		
Population of County and All Places Over 2,500	No. of Stores	Retail Sales ('000 Omitted)
St. Croix	24,842	414
Hudson	2,987	71
Remainder of County	21,855	343
Sauk	33,700	535
Baraboo	6,415	143
Reedsburg	3,508	89
Remainder of County	23,677	303
Sawyer	11,540	184
Shawano	35,878	574
Shawano	5,565	117
Remainder of County	29,813	457
Sheboygan	76,221	1,068
Plymouth	4,170	107
Sheboygan	40,638	567
Sheboygan Falls	3,395	63
Remainder of County	28,018	331
Taylor	20,105	253
Trempealeau	24,381	350
Vernon	29,940	391
Viroqua	3,549	103
Remainder of County	26,391	288
Vilas	8,894	232
Walworth	33,103	763
Delavan	3,444	81
Lake Geneva	3,238	107
Whitewater	3,689	113
Remainder of County	22,732	462
Washburn	12,496	192
Spooner	2,639	74
Remainder of County	9,857	118
Washington	28,430	447
Hartford	3,910	73
West Bend	5,452	101
Remainder of County	19,068	273
Waukesha	62,744	1,035
Oconomowoc	4,562	105
Waukesha	19,242	290
Remainder of County	38,940	640
Waupaca	34,614	622
Clintonville	4,134	108
New London (part) ⁴	3,671	89
Waupaca	3,468	105
Remainder of County	23,351	320
Waushara	14,268	231
Berlin (part) ³	32	..
Remainder of County	14,236	231
Winnebago	30,597	1,150
Menasha	10,481	141
Neenah	10,645	145
Oshkosh	38,089	600
Remainder of County	21,292	264
Wood	44,465	563
Marshfield	10,859	185

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

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

WYOMING		
Population of County and All Places Over 2,500	No. of Stores	Retail Sales ('000 Omitted)
State Total	250,742	4,113
Albany	13,946	206
Laramie	10,627	160
Remainder of County	3,319	46
Big Horn	12,911	212
Campbell	6,048	88
Carbon	12,644	223
Rawlins	5,531	114
Remainder of County	7,113	109
Converse	6,631	124
Crook	5,463	85
Fremont	16,095	270
Goshen	12,207	167
Hot Springs	4,607	74
Johnson	4,980	116
Laramie	33,651	446
Cheyenne	22,474	333
Remainder of County	11,177	113
Lincoln	10,286	184
Natrona	23,858	371
Casper	17,964	287
Remainder of County	5,894	84
Niobrara	5,988	94
Park	10,976	191
Platte	8,013	124
Sheridan	19,255	395
Sheridan	10,529	255
Remainder of County	8,726	140
Sublette	2,778	52
Sweetwater	19,407	284
Green River	2,640	48
Rock Springs	9,827	160
Remainder of County	6,940	76
Teton	2,543	62
Uinta	7,223	123
Evanston	8,605	67
Remainder of County	3,618	56
Washakie	5,858	82
Weston	4,958	104
Yellowstone National Park (part)	416	36

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

KFNF

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

ASCAP
Radio Program Service
 30 Rockefeller Plaza, New York