

OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. Musical America reports current musical events in the United States and all foreign centers of interest to musicians, music lovers, music clubs and students.

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***Musical Courier***

TWICE MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Alfred Human; Chicago Correspondent, Rene Devries; Los Angeles Correspondent, Richard Drake Saunders. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager; 6 Square Leon Guillot, Paris, France, Irving Schwerke, European Chief of Staff. Review of better class musical programs throughout the world in each issue; comments on broadcast programs.

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***Musical Digest***

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

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***The Musician***

MONTHLY. 113 West 57th St., New York, N. Y. Phone, Columbus 5-0470. Editor, Nicholas De Vene; Publisher, Eugene Belier. The Musician publishes news and comments on happenings in the music world as well as educational and analytic articles regarding serious music.

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***Parts***

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Glad Henderson; Advertising Manager, Charles H. Farrell; Circulation Manager, G. G. Lyon; Managing Editor, Daniel Webster; Merchandising Editor, Eugene Heslin. Parts is edited exclusively for radio parts and tube wholesalers and their sales staffs. It endeavors to cover all merchandising trends, new product developments and manufacturing merchandising policies.

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***Pick-Ups***

QUARTERLY. 195 Broadway, New York, N. Y. Phone, Cortlandt 7-7700.

Editor, Will Whitmore. This publication is a house organ of the Western Electric Co. and is distributed to customers of this company and of the Graybar Electric Co., to the personnel of broadcasting stations, police radio stations, aviation executives, schools, libraries and to others interested in all branches of commercial radio.

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***Printer's Ink***

WEEKLY. 185 Madison Ave., New York, N. Y. Phone, Ashland 4-6500. Publisher, Printers' Ink Publishing Co.; President, Roy Dickinson; Vice-President In Charge of Sales, Douglas Taylor; Editor, G. A. Nichols; Associate Editor In Charge of Radio, Eldridge Peterson; News Editor, Herbert L. Stephen. BRANCH OFFICES: 6 N. Michigan Ave., Chicago, Ill., Andrew M. Howe, Associate Editor, and Gove Compton, Manager; 326 West Third St., Los Angeles, Calif., Joseph W. Conrow, Manager. Printers' Ink uses articles about radio as an advertising medium and as related to merchandising and distribution; also news of personnel changes and spot news that will interest radio advertisers from a business point of view.

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***Printer's Ink Monthly***

MONTHLY. 185 Madison Ave., New York, N. Y. (For further information on personnel, addresses and editorial content see listing under "Printers' Ink.")

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

(Institute of Radio Engineers)

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, Medallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Business Manager, Harold P. Westman; Advertising Manager, John D. Crawford. The Proceedings is an engineering journal publishing technical paper on radio and allied subjects. Papers are published after review by two committees and the editor. Releases and other news cannot be used, but new commercial literature of engineering interest is listed each month.

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***Proceedings of the Radio Club of America***

NINE ISSUES PER YEAR. 11 West 42nd St., New York, N. Y. Phone, Longacre 5-6622. Publisher, Radio Club of America, Inc.

# Ques.-What Don't You Know About Technical Radio?

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Construction articles in RADIO-CRAFT show how to build test equipment. These include tube testers, analyzers, oscilloscopes, condenser analyzers, set testers, etc. Service Men are also posted on the new information released by test equipment manufacturers.

### ELECTRONICS

With electronics so closely allied to radio, it has been necessary to publish in RADIO-CRAFT many of the recent important developments in this field. The application and design of many electronic devices, electronic musical instruments, relays and other instruments described.

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Amplifiers, in great variety—their construction, installation, operation and maintenance are accurately described in each issue. Whatever your Public Address problems, either mobile or stationery, RADIO-CRAFT will help you to solve them accurately.

### SET CONSTRUCTION

Thousands of set builders still find great pleasure in building receivers. You will find in RADIO-CRAFT complete construction details for building novel receivers. The sets vary in circuit design, number of tubes and method of operation.

### FACSIMILE

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**Q S T**

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

**Radex**

BI-MONTHLY. Emerson, N. J. Publisher, The Radex Publishing Co.; Editor, Page Taylor. This publication is for the radio listener who is interested in listening to distant stations. It is of interest principally to DXers.

**Radio**

MONTHLY (except August and September.) 1300 Kenwood Rd., Santa Barbara, Calif. Phone, 4242. Published by Radio, Ltd. Publisher, K. V. R. Lansingh; Editorial Director, W. W. Smith; Editor, R. Dawley. This publication is devoted to technical and constructional material for the amateur and also information on experimental and high frequency radio; content does not touch on the business, entertainment or personal sides of radio.

**Radio Advertising Rates and Data**

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert W. Moss; Vice-President-Assistant Treasurer, C. Laury Botthof; Secretary, Albert W. Moss, Jr.; Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Radio station rates service revised and issued monthly.

**Radio Amateur Call Book**

QUARTERLY. 608 S. Dearborn St., Chicago, Ill. Phone, WABash 1903. Publisher, Radio Amateur Call Book Inc.; Editor, Harold A. Rensch; Circulation Manager, D. A. Schroeder; Advertising Manager, C. O. Stimpson. BRANCH OFFICES: 19 E. 47th St., New York, N. Y.; 10515 Wilbur Ave., Cleveland, Ohio; 4214 Country Club Drive, Long Beach, Calif. This publication contains up-to-date and

complete lists of all radio amateurs throughout the entire world.

**Radio-Craft**

MONTHLY. 20 Vesey St., New York, N. Y. Phone, REctor 2-9690. President and Publisher, H. Gernsback; Managing Editor, R. D. Washburne. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306. This publication reports latest developments in the radio art, telegraphy and radio telephony, electronics, television, public address and facsimile, including servicing, trade news and technical descriptions.

**Radio Daily**

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

**Radio & Electrical Retailer of Australia**

FORTNIGHTLY. 146 Foveaux St., Sydney, Australia. Phone FL 3054. Managing Editor, Oswald F. Mingay; Advertising Representative, J. Angus; Technical Editor, J. R. Edwards. BRANCH OFFICE: R. W. Pfeil. 239 Collins St., Melbourne, Victoria. A trade newspaper covering the radio and electrical manufacturing, wholesaling and retailing industries of the Commonwealth of Australia; also includes electrical information regarding refrigerators and domestic electric appliances. News releases, personal and general information regarding manufacturers, retailers, etc.

**Radio and Electrical Sales**

EVERY OTHER MONTH. 137 Wellington St., West, Toronto, Canada. Phone Waverly 2711. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

**Radio News**

MONTHLY. 608 S. Dearborn St., Chicago, Ill. Phone, Harrison 7300. Published by Ziff-Davis Publishing Co.

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Publisher, William B. Ziff; Editor, B. G. Davis; National Advertising Manager, Sanford L. Cahn; Managing Editor, Karl A. Kopetzky. BRANCH OFFICE: 381 Fourth Ave., New York, N. Y.; General Manager, J. Fred Henry. This publication is a technical radio magazine catering to the interests of the advanced listener, the radio amateur and embryo radio amateur, the short wave listener, experimenter, set constructor, serviceman, dealer and engineer.

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#### **Radio Reporter**

DAILY. New York Herald-Tribune Bldg., New York, N. Y. LOnacre 5-2754. Editor, Harry B. Brooks. Radio Reporter is an individualized daily news letter, reporting news and views as heard over the radio on any subject ordered by subscribers. It specializes in coverage of commentators, debates, speeches, etc., and on matters pertaining to industry, business, politics, labor relations and similar topics. Other services include checking for individual mentions and recordings.

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#### **Radio Retailing**

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Published by McGraw-Hill Publishing Co. Vice-President and Publishing Director, Howard Ehrlich; Manager, Lee Robinson; Editor, W. W. Macdonald. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill., K. Groener; Radio Retailing is devoted to the selling and servicing activities of the radio dealer, serviceman and jobber. It is also widely read by radio manufacturing executives, engineers, purchasing agents and their sales representatives. The publication covers the news of the radio and home appliance industries, maintaining a permanent staff in the mid-west, on the west coast and in the east for news gathering and fact finding. Annually Radio Retailing presents a statistical review of the radio industry and at proper times publishes a directory of manufacturers, set specifications, etc.

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#### **Radio Review**

BI-MONTHLY (September to May inclusive). 113 West 57th St., New York, N. Y. Phone, Circle 7-4110. Publisher, Women's National Radio Committee; Executive Secretary, Ruth Rich. Radio Review carries comments on developments in radio; reviews of new and current programs; reports of activities of

the Women's National Radio Committee and its cooperating organizations. Its appeal is directed to radio listeners interested in raising the standards of programs.

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#### **Radio Showmanship**

MONTHLY. 11th at Glenwood, Minneapolis, Minn. Phone, BI. 6228. Publisher, Don Paul Nathanson; Managing Editor, S. H. Kaufman; Business Manager, William Huser; Field Editor, Norman V. Carlisle. Radio Showmanship is a medium of exchange bringing business men the promotion and program ideas of others in the same business field.

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#### **Radio Technician**

MONTHLY. 146 Foveaux St., Sydney, Australia. Phone, FL 3054. Managing Editor, Oswald F. Mingay; Editor, J. R. Edward; Advertising, Colin Mingay. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. Radio Technician publishes radio service data and circuits of radio receiving sets.

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#### **Radio-Telephone-Telegraph**

NON-PERIODIC (approximately 125 issues a year). Department of Commerce, Washington, D. C. Phone, District 2200, Extension 2371. Chief, Electrical Division of the Bureau of Foreign & Domestic Commerce, John H. Payne; Editor, Lawrence D. Batson. BRANCH OFFICES: 33 offices of the Bureau of Foreign & Domestic Commerce in U. S. cities. Each issue of Radio-Ttelephone-Telegraph provides information for an individual foreign country with respect to (a) public and private services for the transmission and reception of intelligence by radio or other electrical means; (b) the companies, authorities, agencies providing such service; (c) and the commodities, apparatus and accessories utilized to accomplish that service. The principal services are, broadly aural and television broadcasting, radio and wired telephone, telegraph and facsimile, cable and aids to air and marine navigation.

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#### **Radio-Television Journal**

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Publisher, Henderson Publications Inc.; Editor, Glad Henderson; Associate Editor, Daniel Webster. CHICAGO OFFICE: 664 N. Michigan Ave., Chicago, Ill. (Western Representative, Richard J. Burrill).

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**Radio and Television**

MONTHLY. 99 Hudson St., New York, N. Y. Phone, Walker 5-0730. Editor and Publisher, Hugo Gernsback; Managing Editor, H. W. Secor; Secretary, Harriet Kantro. The editorial policy of this publication includes the reporting of radio and television news items with photos, interviews with prominent radio and television engineers, description of new inventions in radio and featuring, particularly, constructional articles on radio and television receivers and transmitters.

**Radio and Television Mirror**

MONTHLY. 122 East 42nd St., New York, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editor, Fred R. Sammis; Executive Editor, Ernest V. Heyn; Assistant Editor, Belle Landsman; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, C. H. Shattuck; 420 Market St., San Francisco, Calif.; 7751 Sunset Blvd., Hollywood, Calif. News and pictures of stars and shows; fictionization of radio serials; reprints of outstanding and important broadcasts; biographies; program listings.

**Radio and Television Weekly**

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

**Radio Today**

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

**Radio Trade Annual and Service Manual**

YEARLY. 146 Foveaux St., Sydney, Australia. Phone, FL 3054. Managing Editor, Oswald F. Mingay. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. Radio Trade Annual is an Australian yearbook giving practically all the information required by radio manufac-

turers, distributors and servicemen for reference purposes.

**Radio Trade-Builder**

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

**Radio Varieties Magazine**

MONTHLY. 1056 West Van Buren St., Chicago, Ill. Phone, Mon. 8156. Publisher, F. L. Rosenthal; Editor, Wilton Rosenthal. Radio Varieties is national publication devoted exclusively to the "fan" interest in radio. It prints intimate stories and pictures about radio personalities.

**RCA Review**

QUARTERLY. 75 Varick St., New York, N. Y. Phone, Walker 5-3721. Publisher, RCA Institutes Technical Press; Editors, Charles J. Pannill, Chairman of the Board of Editors; Ralph R. Beal; Dr. H. H. Beverage; R. S. Burnap; Irving F. Byrnes; Dr. Alfred N. Goldsmith; Harry G. Grover; O. B. Hanson; Horton H. Heath; Charles W. Horn; Willson Hurt; Dr. Charles B. Jolliffe; Frank E. Mullen; E. W. Ritter; Charles H. Taylor; Arthur F. Van Dyck; C. S. Anderson, Secretary of Board of Editors. RCA Review aims to present a record of outstanding developments of the laboratories of the Radio Corporation of America in radio and associated electronic subjects.

**Sales Management**

SEMI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager, Merrill V. Reed. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone State 1266, C. E. Lovejoy, Manager; 29 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the

phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern. Specifically this publication publishes from time to time articles on the use of radio as an advertising medium; stories (in the Media Department) on the latest news in radio and network development; histories of stations' and networks' growth. The publication issues an annual survey of buying power in April for the purpose of presenting statistical information for evaluating markets. Survey provides data on current family and per capita income by counties, cities and states, together with estimates on retail sales and other market factors for all population units.

### Service

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co.; Editor, R. G. Herzog; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television; independent radio service men and service engineers.

### Southern Advertising and Publishing

MONTHLY. 75 Third St., N. W., Atlanta, Ga. Phone, VERNon 6646. Editor-President, Ernest Abernethy; Business Manager, Charles Fram; Managing Editor, Ray Warwick. Southern Advertising and Publishing runs a regular monthly department of radio news, chiefly the activities of the business and advertising executives of southern broadcasting stations, plus some news of the networks that relate to southern advertisers or stations or are of special interest. Publication is read by southern radio executives, advertisers, agencies and newspapers.

### Standard Rate and Data Service

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert W. Moss; Vice-President and Assistant Treasurer, C. Laury Botthof; Secretary, Albert W. Moss, Jr.; Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Advertising rate service for publication field revised and issued monthly.

### Tide

SEMI-MONTHLY. 232 Madison Ave., New York, N. Y. Phone, ASHland 4-3390. President and Publisher, David Frederick; Editor, Ellen Hess; Radio Editor, Reginald T. Clough; Vice-President, J. E. West; Los Angeles Representative, R. J. Birch. BRANCH OFFICES: 734 Little Bldg., Boston, Mass., Arthur F. Chapin; 360 N. Michigan Ave., Chicago, Ill., J. E. West; 846 South Broadway, Los Angeles, Calif., R. J. Birch; 155 Sansome St., San Francisco, Calif., R. J. Birch. Report radio news of interest to agency executives and advertisers.

### Variety

WEEKLY. 154 West 46th St., New York, N. Y. Phone, BRyant 9-8153. Publisher, Sid Silverman; Editor, Sid Silverman; Radio Editor, Robert J. Landry; Business Manager, Harold Erichs; Advertising Manager, Don Wilson. BRANCH OFFICES: 54 W. Randolph St., Chicago, Ill., Hal Halperin; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

### Variety Daily

DAILY. 1708 North Vine St., Hollywood, Calif. Phone, Hollywood 1141. President, Sid Silverman; Editor, Arthur Ungar. BRANCH OFFICES: See listing under Variety Weekly.

### Western Advertising

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GARfield 8966. Editor and Publisher, Ramsey Oppenheim; Assistant Publisher, R. S. Oppenheim; N. Y. Correspondent, L. V. Hohl; BRANCH OFFICES: Graybar Bldg., New York, N. Y.. L. V. Hohl, N. Y. Manager. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.



# YOUR RADIO LIBRARY

*A comprehensive and important selection of books on Radio and Television. Appended is a listing of informative literature published and available through National Broadcasting Company, Columbia Broadcasting System and Mutual Broadcasting System.*



## GENERAL

- Advertising for Immediate Sales**, by John Caples. Harper & Bros., 1936.
- Advertising Media & Markets**, by Ben Duffy. Prentice-Hall, 1939.
- Aeronautical And Radio Law**, by H. S. LeRoy. Tel\_Aero-Lex Publications, 1939.
- Air Law: Outline and Guide To Law of Radio and Aeronautics**, by H. S. LeRoy. Randolph Leigh Publishing Co., 1936.
- Air Law Review**, New York Board of New York University Air Law Review, (quarterly).
- American Cooperative Broadcasting**, by Leonard Power. Federal Radio Education Committee.
- An ABC of the FCC**. Federal Communications Commission, 1940.
- Annual Report of Federal Radio Commission**, Superintendent of Documents.
- Annual Report of Federal Communications Commission**, Superintendent of Documents.
- Annual Report of The Canadian Broadcasting Commission**, The King's Printer.
- Audio-Visual Aids To Instruction**, by H. C. McKnown and A. R. Roberts. McGraw-Hill Book Co., 1940.
- Audio-Visual Handbook (2nd edition)**, by E. C. Dent. Society For Visual Education, Inc., 1937.
- The BBC and Its Audience** by Basil Maine. Thomas Nelson & Sons, 1939.
- BBC Handbook**, British Broadcasting Corp., Jarrold & Sons, 1940.
- BBC Scrapbooks**, by L. Baily and C. Brewer. Hutchinson & Co., 1937 and 1938.
- Best Broadcasts of 1938-39**, by Max Wylie. Whittlesey House, 1939.
- Big Business and Radio**, by G. L. Archer. American History Co.
- British Broadcasting Corporation Annual** British Broadcasting Corporation.
- Broadcast Receivers And Phonographs For Classroom Use**. Committee on Scientific Aids To Learning of the National Research Council, 1939.
- Broadcasting and Broadcast Advertising Yearbook (Annual)**. Broadcasting Publications, Inc.
- Broadcasting And The Public**, compiled by Federated Council of Churches of Christ in America. Abingdon Press.
- Broadcasting from Within**, by S. W. Smithers. Pitman, 1938.
- The Canadian Broadcasting Act, 1936**, King's Printer.
- College Radio Workshops**, by Leonard Power. Federal Radio Education Committee.
- Columbia Workshop Plays**, by Douglas Coulter. McGraw-Hill Book Co., 1939.
- Communication by Wire and Radio**, by Berry. Callaghan & Co., 1937.
- The Communication Act of 1934 (Revised to May 20, 1937)**, Superintendent of Documents, 1937.
- Contempts By Publication**, by Harold W. Sullivan. Frank T. Day, Inc., 1940.
- Development of Radio Education Policies in the American Public School Systems; In Universities And Colleges**, by Dr. Carroll Atkinson. Edinboro (Pa.) Educational Press, 1939.
- Do You Want To Get Into Radio**, by F. A. Arnold. Stokes Publishing Co., 1940.
- Education by Radio In American Schools**, by Carroll Atkinson. George Peabody School for Teachers, 1938.

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- Education By Radio In American Schools**, by Dr. Carroll Atkinson. George Peabody College For Teachers, 1939.
- Education On the Air (Yearly)**, edited by Josephine MacLatchy. Yearbook of the Institute For Education By Radio. Ohio State University, 1930-34, 1936-38, 1939-40; University of Chicago Press, 1935.
- Educational Aims And Practices of NBC and CBS**. University of Washington Press, 1939.
- Educational Broadcasting**, by C. S. Marsh (ed.) University of Chicago Press, 1937.
- Education's Own Stations**, by S. E. Frost, Jr. University of Chicago Press, 1937.
- The Efficacy of Broadcasts to Schools**, by M. E. Thomas. Melbourne (Australia) University Press, 1937.
- Estimated Number of Families Owning Radio Sets in the United States**. January 1, 1938, Joint Committee on Radio Research, 1938.
- Everybody's Music**, by S. Kaufman. Thomas Y. Crowell Co.
- Getting Acquainted With Radio**, by A. P. Morgan. Appleton-Century Co.
- Go Ahead Garrison**, by A. A. Schechter. Dodd, Mead & Co.
- The Group Tunes In**, by Frank Ernest Hill. Federal Radio Education Committee.
- Hello America**, by Cesar Saerchinger. Houghton-Mifflin Co., 1938.
- History of Radio to 1926**, by G. L. Archer. American Historical Society, 1938.
- How to Build the Radio Audience**, by Douglas Duff Connah. Harper & Bros., 1938.
- I Broadcast the Crisis**, by H. V. Kaltenborn. Random House, 1938.
- Invasion From Mars. A Study In Psychology of Panic**, by H. Cantril. Princeton University Press, 1940.
- Is America Radio Democratic?**, by S. E. Frost, Jr. University of Chicago Press, 1937.
- Journalism on the Air**, by Dowling Leatherwood. Burgess Publishing Co., 1939.
- Law of Radio Broadcasting**. Baker Voorhis & Co., 1939.
- The Law of Radio Communications**, by S. B. Davis. McGraw-Hill Book Co., 1937.
- The Library and The Radio** by Faith Holmes Myers. National Advisory Council on Radio in Education, 1939.
- Listeners Appraise A College Station**, by Alberta Curtis. Federal Radio Education Committee.
- Listeners' License**, by A. A. Thomson and A. Sterne. Herbert Jenkins, Ltd., 1938.
- Local Broadcasts To Schools**, edited by Irwin Stewart. University of Chicago, 1940.
- Local Station Policies**, by Leonard Power. Federal Radio Education Committee, 1940.
- Magic Dials: The Story of Radio and Television**, by Anton Bruehl and Lowell Thomas. Lee Furman, Inc., 1939.
- Marconi, The Man and His Wireless**, by O. E. Dunlap, Jr., Macmillan, 1938 (revised).
- Motion Pictures and Radio**, by E. Laine. McGraw-Hill Book Co., 1939.
- National Policy For Radio Broadcasting**, by C. B. Rose. Harper & Bros., 1940.
- News And How To Understand It**, by Quincy Howe. Simon & Schuster, 1940.
- Not To Be Broadcast**, by R. Brindze. Vanguard Press, 1937.
- Occupations In Radio**, by Kenneth C. Bartlett and Douglas W. Miller. Science Research Associates, 1940.
- On The Air**, by J. J. Floherty. Doubleday, 1937.
- One Thousand and One Tested Programs and Merchandising Ideas (Second Edition)**. Broadcasting Publishing Co., 1938.
- Outdoor, Street-Car and Radio Advertising**, by J. T. Hoyle. International Textbook Co.
- Poisons, Potions and Profits, The Antidote To Radio Advertising**, by Peter Morell. Knight Publishers, 1937.
- Political Use of Radio**, by T. Grandin. Columbia University Press.
- Practical Radio Advertising**, by Herman S. Hettinger & Walter J. Neff. Prentice-Hall, 1938.
- Prize Contests**, by Helen King. Rugby House Publishing Co., 1938.
- Radio**, by E. E. Burns. Van Nostrand, 1938.
- Radio Advertising Rates and Data**. Standard Rate and Data Service (Monthly).
- Radio As an Advertising Medium**, by W. B. Dygert. McGraw-Hill Book Co., 1939.
- Radio As A Career**, by J. L. Hornung. Funk & Wagnalls, 1940.
- Radio For Christmas**, by W. A. Maier. Concordia Publishing House.
- Radio In Education**. Federal Radio Education Committee.
- Radio Makes Readers**, by J. Mersand. Modern Chapbooks Publishers, 1938.
- Radio and Education**, by Levering Tyson (ed.) (Annual). University of Chicago Press, 1931-to date.
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**Very Rich.**

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**What The Department Stores Have Found Out About the Impact of Radio.**

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All Three of Us Can't Be Wrong.  
Along Different Lines.  
Award And Reward.  
Coverage: Maps and Market Data of the  
Mutual Broadcasting System.  
A Day In the Life of Ray D. O'Dollar  
Floodlight And Searchlight  
The Greeks Used a Wooden Horse.  
A Guinea Pig Goes To Town.  
Hollywood Moves East.  
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How Big Is a Rubber Band.  
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Mutual Educational Bulletin  
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Program Follo  
"Put It In Quotes."  
Some Think Them Sacred.  
Study In Ups and Downs.  
Take Your Choice.  
We Suspect.

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Alma Kitchell's Briefcase.  
Better To Perform.  
How Schools Can Use Radio.  
It Looks From Here.  
Listening To Learn.  
Meet Edward Weeks.  
Music For Education.  
NBC Interprets Public Service.  
NBC Presents (Monthly).  
Partnership of Religion And Radio.  
Radio Magic.  
RCA Television.  
Streamline Journal.  
The Church In The Sky.  
Travelling Cook.  
Women, Children and Radio.  
Working Manual of Program Policies.

**NBC SALES PROMOTION**

It's Not Done With Mirrors.  
Joint Committee Study of Rural Radio  
Ownership And Use In The Use.  
Let's Look At Radio Together.  
Merchandising Your Radio Program.  
Radio Families In The United States.  
Radio Station Coverage, Day And Night.  
Something Old, Something New.  
Time Buying Function In Radio Adver-  
tising.

**NBC RADIO-RECORDING DIVISION**

Expertly Produced Shows From the Pro-  
gram Center of Radio.  
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NBC Syndicated Recorded Programs—Pre-  
sentations: The Lone Ranger, Secret  
Agent K-7 Returns, Heart Throbs of the  
Hills, Listeners' Club, Betty and Bob, Car-  
son Robison and His Buckaroos, Time  
Out, etc.  
Two People With Millions of Friends  
(Betty and Bob).

**GUEST RELATIONS**

Radio City, New York, Broadcasting & Tel-  
evision Tours Booklet.  
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**LISTENER AIDS**

America's Town Meetings of the Air.  
American Pilgrimage.  
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Great Plays.  
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NBC Music Appreciation Hour.  
Man and the World.  
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*Personnel*

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*Technical Progress  
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*Station Application  
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# THE TECHNICAL PROGRESS OF RADIO IN 1940

By

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*Assistant Chief Engineer of  
the FCC*

and

**R. L. Clark**

*Senior Engineer of the FCC*

**T**HE year 1940 is particularly significant in the history of the broadcasting art due to the several major advances in technical phases of broadcasting and their application to the service of the public. In the standard broadcast service the ratification by all parties of the North American Regional Broadcasting Agreement, which provides for an orderly allocation of broadcast facilities between the North American countries, was the most important development. An increase in the number of stations authorized from 814 on January 1 to 882 on December 31, and a large increase in the number of directional antennas utilized by standard broadcast stations were the results of extensive technical planning of great importance to the industry. A high frequency broadcast service (FM broadcasting) which has been under development for a number of years made its advent as a service to the public employing wide band frequency modulation. Television, having been in the laboratory as the major developmental problem of the industry for some time, emerged with promise of a limited service to the public. The international broadcast service witnessed the advent of new rules which required increased transmitter power and the use of efficient directional arrays to concentrate the available energy in the desired direction and provide a more reliable service conveying American good will and better understanding to other portions of the world.

## North American Regional Agreement

By far the most important development to effect the standard broadcast during 1940 was the ratification by Mexico on March 29 of the North American Regional Broadcasting Agreement, which made the Treaty valid. This Treaty is discussed in Mr. Gross' article, "A Review of International Affairs—1940," appearing in this RADIO ANNUAL. Although the Treaty would have been practically impossible of conclusion without the extensive use of directional arrays to provide mutual protection to the service of stations on shared channels, the number of such antennas increased rapidly during 1940 for reasons largely independent of the Treaty. These directional arrays make it possible to provide for a larger number of broadcast services without undue interference with existing services and in certain instances to concentrate service in desired densely populated areas. During the year the Federal Communications Commission issued 88 authorizations contemplating the installation of directional antennas at stations not so equipped previously, and on December 31, 1940, of the 882 broadcast stations in operation or authorized within the United States 186 were using or constructing directional radiating systems.

Last year there occurred the greatest increase in the use of directional radiating systems since the first such array was installed in 1932. There was also a greater increase in the number of standard broadcast stations than during any year since 1926.

## New Standards of Good Engineering Practice

The application of the modifications in the Commission's rules and allocation practices incorporated in the new rules and the Standards of Good Engineering Practice, which became effective August 1, 1939, was responsible to a considerable extent for providing an increase in service of regional and local stations by permitting increases in night operating power and by permitting additional stations to be assigned to regional and local channels. The rules also provided for the operation of unlimited time secondary stations on certain of the clear channels. As most of these stations serve concentrated urban populations, all of these developments tended toward a greater preponderance of primary service and a larger choice of programs in the urban areas.

The demand for facilities, particularly in urban areas of the northeastern por-

tion of the United States, has exceeded the supply of such facilities even though an increase was provided by the change in the rules. At the end of the year the Commission had pending before it several proposals which involve the operation of unlimited time secondary stations on clear channels which were each reserved by the rules for the exclusive use of one high powered broadcast station designed to provide secondary rural service at night. Millions of isolated rural and small community listeners remote from primary broadcast service are dependent for their broadcast service on these secondary signals. These proposals to duplicate the clear channels, all involve a further concentration of primary broadcast services in the urban areas, at the expense of, in most cases, the present service or future improvement of service to the sparsely settled rural areas. There was a significant trend toward licensing of regional stations (Class III-B) in small remote urban centers, but so far as rendering primary service to all of the rural areas, the merest dent was made in such areas. This whole matter has been the subject of extensive study and such documents as the report of the committee of the Commission which held hearings during June, 1938, and the majority and minority opinions of the Commission in connection with the application of Station WHDH for unlimited time shed much light upon the matter.

### Technical Developments

Several other developments took place in the technical phases of station operation, which, although not directly realized by the listener, are well worth mentioning. Manufacturers further perfected the low temperature quartz crystal for automatic frequency control which will enable stations to operate in better compliance with the Commission's amended requirement which requires that all transmitters be able to maintain their assigned frequency within plus or minus 20 cycles after January 1, 1942, and that all new equipment which was installed subsequent to January 1, 1940, shall be capable of maintaining this tolerance. While for years the frequency maintenance of broadcast stations has been so good that no station even changed position on your dial (except due to defects in the receiver), the new frequency reduces interference that would otherwise result between stations on the same channel. Accompanying the improvements in auto-

matic frequency control were improved frequency monitors for checking station operating frequencies as required by the rules. Inverse feed back or degenerative feed back was applied to a greater extent to broadcast transmitting equipment and it saw the first general application to the speech amplifier equipment in studios. The net result is an overall improvement in frequency response and a material reduction in audio harmonic distortion. This all means better fidelity of the program for those listeners who have receiving sets that compare in fidelity to the present transmitters.

A development of real importance to the high powered stations which heretofore employed one or more water cooled tubes with the attendant service requirements of the water cooling system, pumps, et cetera, was the perfection of high powered air cooled transmitting tubes.

A large number of stations employing directional antennas have installed phase monitors which enable operating personnel to maintain the adjustment of an array with much greater accuracy than was previously possible before the advent of these instruments. A general improvement has been noted in the technical efficiency of antennas accomplished through the installation of better ground systems, higher antenna structures, and the trend toward narrow base towers.

### High Frequency Broadcast Service

The Commission recognized the utility of a high frequency broadcast service employing wide band frequency modulation, and, as a result of a hearing held during March, 1940, adopted rules establishing a high frequency broadcast service which became effective June 22, 1940. These rules establish forty 200 kilocycle channels (five channels for non-commercial educational stations) for a high frequency broadcast service in the band of 42,000 to 50,000 kilocycles. The rules involve an entirely new technical concept of the service of broadcast stations in that the service of all stations in a particular community will be approximately the same in so far as both signal intensity and area to which service is provided is concerned. The concept of trade areas has been introduced in order to tailor the service of the stations to a center of the population and the area tributary socially and economically to that center of population. In other words, the Commission is endeavoring to inte-

grate the service provided by high frequency broadcast stations to fit the social and economic spheres of influence of the center of population in which the station is to be located. The fact that the service areas of all stations in a particular center of population will be practically co-extensive will eliminate from the elements of competition between such stations, many of the inequalities which exist between stations in the standard broadcast band by reason of large differences in coverage and signal intensity caused by differences in power, propagation, interference, et cetera.

The rules, however, provide for three general classes of high frequency broadcast stations to meet the requirements of three types of areas. Twenty-two channels were reserved for stations serving basic and limited trade areas with populations of more than 25,000 each. Six channels are allocated to stations with service areas containing less than 25,000 persons. Seven channels are allocated for the third class stations proposing to serve large rural areas of at least 15,000 square miles which cannot be conveniently provided with service by stations in limited or basic trade areas and to provide service under special circumstances to two or more limited or basic trade areas. This class of station is particularly effective where a high elevation above the surrounding area is available.

The technical requirements with respect to the equipment to be used by high frequency broadcast stations are such that the fidelity of transmission and potential reception, both as to distortion and frequency range, are well beyond the capabilities of any but the most expensive custom built broadcast receivers (none now available on the open market) to reproduce at the present time. Such operation will permit of and encourage the development and use of receiving equipment capable of the best fidelity of reproduction which the industry is capable of producing. Due to the sky wave propagation characteristics of the frequencies utilized by the high frequency broadcast stations, there will be no difference in the area which can be served during daytime or nighttime hours such as now exists with standard broadcast stations.

The use of wide band frequency modulation will permit of the operation of stations with lesser mileage separations than would be possible with amplitude

modulation. This means many stations can be assigned the same channel.

Several manufacturers now make transmitters for the high frequency broadcast service which became available during the year. Shortly before the conclusion of the year the Commission held a conference in Washington for the purpose of standardizing the ratings and characteristics of the transmitting equipment for this new service.

On December 31, 1940, construction permits had been issued for 25 high frequency broadcast stations and the Commission had approximately 50 additional applications pending at the close of the year. That is, during the year 1940 all of the necessary steps from laboratory development to actual delivery of programs of a new adjunct to the radio service as an instrument of public benefit was an accomplished fact. Thus, the number of broadcast stations may be increased substantially, but unfortunately the service will not be principally to large rural areas and all existing receiving sets must have an expensive adaptor (\$49.95 for a popular model) added to obtain the new service.

## Television

Television, long heralded as the next important contribution of the radio industry to the technological society of today, encountered rather a stormy year. This problem child of broadcasting was at its best during 1940! Although it was much closer to being an established fact as a service to the public at the close of the year than on January 1, 1940, there are still problems to be encountered. As a result of extensive field tests made by several of the radio groups which have been engaged in the technical development a television, a committee of the Commission was appointed to investigate the service and coordinate the results of the field tests and the regulatory duty of the Commission. Their report proposed rules tentatively adopted by the Commission on December 22, 1939, permitting the introduction of a television broadcast service to the public on a limited commercial basis and providing for further research and development. The development would extend to both the technical phases of the art and the very important problems of program building. A hearing on these rules was held in Washington during January, 1940, and as a result thereof the Commission adopted rules providing for two classes of television

broadcast stations, one of which would provide a program service for public consumption with provision for the licensee to be reimbursed (if there be a sponsor) for program expenses by commercial advertisers.

As a result of promotional activity in receivers using certain standards which the Commission believed to be detrimental to the future technical advances in the television broadcast art, as well as possible rapid obsolescence of receivers purchased by the public, these rules were set aside and a further hearing held on April 8, 1940. This hearing developed a detailed study of the question of engineering standards and the effect of television systems upon receivers, transmitters, present acceptance of television, obsolescence, and technical progress. The Commission then adopted rules embodying the principles arrived at pursuant to the April hearing (abolished the two classes of stations, eliminated limited commercial operation, restricted programming and intensified research on standards). As a result of the requirements for intense research on standards, the National Television Standards Committee was formed and charged with making a detailed study of the problems of a standard system of television transmission which should be adopted for service to the public. At the conclusion of the year it was anticipated that the report of this committee would be available during January 1941.

A significant development in the art of television has been the intricate work of the National Television Standards Committee. Also, a significant but complicating angle has been added by the development and demonstration by the Columbia Broadcasting System of a practical color television system. This system makes possible the reproduction within the home of a color picture having a very satisfactory range of colors throughout the visible spectrum and providing what appears to be greater detail in the reproduced picture than that possible with the conventional black and white system employing shades of gray to represent different colors and to provide contrast between obstacles being televised. This apparent improvement is possible without any accompanying increase in the frequency band required

for the transmission of such pictures. The problem of sufficient light with color and the actual (but not apparent) loss of detail in the 6 megacycle channel are worthy of study. Certainly the value of color in television must not be sidetracked or lost.

In order to provide sufficient television channels to partially satisfy the demand for such facilities that was indicated at the hearings and by the applications filed with the Commission, it has been necessary to utilize the 6 mc channels above 160 mc. The limitation upon the amount of radio frequency power which could be generated by known methods at these frequencies was such that there was considerable hesitation on the part of the industry in accepting these high frequency television channels as being of value at this time. Consequently, the development during 1940 of transmitting tubes which make possible the generation of radio frequency power in sufficient amounts and with such efficiency that television or other transmission is possible outside of the laboratory is another significant advance.

Other developments include portable television pickup equipment carried in suitcase size units, the development of a new pickup tube having greater sensitivity than any previously available, and the electron microscope which is an offshoot of television development.

### **International Broadcast Service**

International broadcast service during 1940 was affected mostly by technological changes intended to improve the signals provided by the stations in the foreign countries to which the services are directed. This improves the competitive position of these signals as compared to the services provided international broadcast stations in other countries. This effort has been directed particularly to the countries of South and Central America with which the United States is vitally concerned in the creation of good will from the standpoint of neighborliness, commerce, and national defense. The new rules require the use of not less than 50 kilowatts power and directional transmitting arrays to concentrate the energy in the desired directions so as to give the equivalent service of 500 kilowatts. This makes our stations in a



position to compete favorably (in many cases better) in signal intensity than other countries. In the promotion of good will and understanding between the countries of the Western Hemisphere through the use of radio, the United States relies upon international broadcast stations operated by private organizations. These stations carry programs originated expressly for the international broadcast service or obtained from selected programs from domestic service. During the year an increased amount of stress was placed by the operating groups upon the preparation of unique programs designed for general and wholesome appeal to the listeners in the country to which the signals were directed. The manner in which the international broadcast service is conducted may have an important bearing upon the friendly relations between the American countries in the future.

### **Relay Stations**

The year 1940 saw an increase to over 500 in the number of relay broadcast stations used for program pickup in the absence of wire lines and for mobile use to cover parades, athletic contests and other special events which are unique in their requirements. At the close of the year there was considerable interest in a new service employing frequency modulation to provide a high fidelity audio program link (to supersede wire lines of less fidelity) between studio and transmitter.

### **Facsimile**

Interest which had been evidenced on the part of the licensees of the number of standard broadcast stations having special experimental authorizations for facsimile and the licensees of facsimile broadcast stations appears to have waned considerably and at the end of 1940 there was little activity in connection with a facsimile broadcast service to the public. The rules governing the high frequency broadcast service (FM) provide for the multiplex facsimile signals with the high

frequency broadcast program providing the maximum frequency swing of plus and minus 75 kilocycles is maintained for the audio signal. However, there appeared to be certain technical problems with respect to this multiplex operation, particularly as concerned with the possibility of cross modulation (interference) between the facsimile and aural programs in receivers designed to accept not more than a 150 kilocycle band and without regard to the future multiplex facsimile. These matters will have to be made the subject of laboratory and field investigation before a solution of this problem can be reached, but unless this problem is properly taken care of in the receiver design now, "it is later than you think" for multiplex facsimile.

### **Developmental Broadcast Stations**

The licensees of developmental broadcast stations continue to use them in connection with the design of new equipment and improvement of existing transmitting equipment. One licensee of a new developmental broadcasting station is conducting experiments in connection with a "polyphase" system of broadcasting. This involves the use of a five element array and modulation of the signal is accomplished by placing the carrier on the center element and side bands on the four surrounding elements. This system offers possible economies in both equipment and power consumption, particularly for powers well above 50 kilowatts.

For the first time developmental broadcast authorizations were issued to recognized engineers for use in site surveys, thus eliminating the requirement that the broadcast licensee obtain special experimental authorization to conduct site surveys and permitting site surveys where necessity requires prior to the granting of an authorization for a standard broadcast station.

Our prediction is that 1941 will be a continuation of 1940 without abatement as to continued technical progress in broadcasting.





# BROADCAST APPLICATION PROCEDURE

*A summary of the procedure in applying for a station in the broadcast services as followed by the Federal Communications Commission*

Any person, firm, corporation, educational, or other group legally qualified may apply to the Federal Communications Commission for radio-broadcast facilities in any locality. Formal application for a standard broadcast station construction permit is submitted in duplicate direct to the Commission on Form 301, which is obtainable on request. Applicants for FM (frequency modulation) stations use Form 319, which applies to high-frequency broadcast stations.

## Time Requirements

Each construction permit must specify a maximum of 60 days from date of grant thereof as the time within which construction of the station shall begin, and a maximum of 6 months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

The time required for an application for a new broadcast station to go through the necessary routine varies with individual cases. In the case of a purely local station, where no interference is involved, the time can be as short as 4 to 6 weeks, providing that the application is accurately and completely filled out and all the required exhibits are appended. However, where interference and formal objection by other stations enter, a longer time is necessary.

Where the Commission, upon examination of a particular application, is unable to reach determination that a grant will serve the public interest, the case is designated for formal hearing upon specific issues, and all persons having an interest in the matter are given opportunity to be heard. Under present procedure, after a hearing has been held the parties are permitted 20 days in which to file supporting statements. The Commission then issues its Proposed Findings of Fact and Conclusions, and the parties are allowed 20 days thereafter to file exceptions and to request oral arguments before final decision is rendered. In the event that no exceptions or requests for oral argument are received, the Commission issues an order

adopting and making effective its proposed decision. This is the final determination unless there is litigation.

## Equipment Tests

Upon completion of construction of a radio station the permittee is authorized to test the equipment for a period not to exceed 10 days. The inspector in charge of the district in which the station is located, as well as the Commission, are notified 2 days in advance of the beginning of equipment tests. When construction and equipment tests are completed, and after application for regular station operating license has been filed with the Commission (Form 302 for standard broadcast and Form 320 for high frequency broadcast) the permittee is authorized to conduct service or program tests for a period not to exceed 30 days, again advising the Commission and inspector in charge 2 days in advance of the beginning of such tests.

Broadcast stations are licensed for a period of 1 year. Requests for renewal of license are made on special forms.

The approximate cost of constructing a 100-watt standard broadcast station (the minimum power capable of rendering appreciable public service) is, roughly, between \$5,000 and \$8,500. High frequency (FM) stations cost somewhat more.

## Public Interest Requirements

In the public interest, the Commission does not license stations to broadcast recordings exclusively.

Broadcast station licenses are denied corporations "of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned of record or voted by aliens or their representatives."

The Commission exacts no fee or other charge in connection with radio licensing. Unlike telephone and telegraph, a radio-broadcast station is not deemed a common carrier under the Communications Act. No standard tariffs apply. While certain specific prohibitions are imposed by the Act, the Commission is given no general censorship powers over broadcast programs.

# — ADMINISTRATIVE — PROCEDURE OF F.C.C.

*A summary of the administrative procedure of the Federal Communication Commission reviewing its duties and activities, the administrative setup, departments and their functions.*

## Commission

The Federal Communications Commission is composed of seven Commissioners appointed by the President, subject to Senate advice and confirmation. The President also designates the Chairman. The normal term of a Commissioner is seven years. A Commissioner is not permitted to engage in any other business during such tenure. Under terms of the creative act, "not more than four Commissioners shall be members of the same political party."

The Commission functions as a unit in administrative matters. It retains direct supervision of all activities but delegates certain routine responsibilities. Committees, consisting usually of three members, have made special studies and supervised particular undertakings. A case in point was the report last June by such a committee which investigated chain broadcasting methods. As a result of two years of inquiry, this committee rendered a 13,000-page report. The latter was based upon more than 10,000 pages of testimony and nearly 800 exhibits, obtained largely through hearings which continued for 73 days.

The Commission normally holds at least two en banc meetings each week. On Tuesdays it acts on various matters relating to radio, and telegraph and telephone. At such time the Commission considers—

Applications for construction permits for new stations or modifications of existing construction permits or licenses involving changes in frequency, power, transmitter and studio sites, or change in name of licensee.

Applications for voluntary or invol-

untary control of company or corporation holding license.

Petitions for rehearing.

Dismissal of applications.

Retiring of applications to closed files.

Adoption of new rules or amendments to existing rules.

Suspension of amateur or operator licenses.

Authority to supplement existing facilities or telephone or telegraph companies.

Extension of temporary authority to common carriers to communicate with foreign countries.

Other common carrier matters, such as investigation and suspension of tariffs.

Admissions to practice.

On Wednesdays the Commission acts on docket cases, that is to say, cases which have been accorded public hearings. Where the Commission, upon examination of a particular broadcast application, is unable to determine that a grant will serve the public interest, the case is designated for formal hearing upon specific issues, and all persons interested are given opportunity to be heard. After a hearing has been held, "Proposed Findings of Fact and Conclusions" are issued by the Commission. The parties are allowed additional time in which to file exceptions and to request oral argument before final decision is made. If no exceptions or requests for oral argument are received, the Commission generally issues an order adopting and making effective its proposed decision. If exceptions are filed, the Commission may, after oral argument, affirm,

modify, or reverse the proposed findings. This is the final determination unless there is a petition for rehearing or unless there is litigation.

### Special Commission Board

Increased duties have caused the Commission to abandon its former practice of dispensing with en banc meetings for a month in summer. During vacation and at any time when a quorum of the Commission is not present the Commission continues to function under Administrative Order No. 3, effective last July, which contains these provisions:

"Whenever the Chairman or Acting Chairman of the Commission shall determine a quorum of the Commission is not present, he is authorized to place the following provisions in effect for the period during which a quorum of the Commission is not present:

"(1) There is hereby assigned and referred to a Board consisting of all members of the Commission present and able to act, all work, business, or functions of the Federal Communications Commission arising under the Communications Act of 1934, as amended, except that portion of the work, business, or functions of the Federal Communications Commission assigned and referred to the respective Boards and individual Commissioners as provided in Administrative Order No. 2, as amended; **Provided, however**, that this authority shall not extend to investigations instituted upon the Commission's own motion or, without consent of the parties thereto, to contested proceedings involving the taking of testimony at public hearings, or to investigations specifically required by the Communications Act of 1934, as amended.

"(2) The Board created by subparagraph (1) acting by a majority thereof, shall have power and authority to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to it, and in respect thereof shall have all the jurisdiction and powers conferred by law upon the Commission, and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by said Board in respect to any matters so assigned or referred shall have the same force and

effect, and may be made, evidence and enforced in the same manner as if made, or taken by the Commission.

"(3) Any party affected by any order, decision or report of said Board may file a petition for rehearing by the Commission, as provided by Section 1.271 of the Commission's Rules of Practice and Procedure, and every such petition shall be passed upon by the Commission."

### Commissioners

In addition to en banc meetings, the Commissioners individually preside at particular hearings when designated to do so by the Commission. Each month the Commissioners, in rotation, are allocated other specific duties. These assignments are changed, thus permitting each Commissioner to be directly informed on various phases of Commission activity, at the same time conserving the principal portion of each Commissioner's time for consideration of matters involved in action by the Commission as a whole. In any month one Commissioner will act upon applications for requests for special temporary broadcast authorizations. Another will consider motions or petitions in cases designated for formal hearing, final disposition of which is, of course, reserved for the Commission as such.

Such authorization is covered by the following part of Administrative Order No. 2, which went into effect last year:

"A Commissioner, to be named by subsequent supplements to this Order, is hereby designated to hear and determine, order, certify, report or otherwise act upon:

(a) except as otherwise ordered by the Commission, all motions, petitions or matters in cases designated for formal hearing, including motions for further hearing, excepting motions and petitions requesting final disposition of a case on its merits, those having the nature of an appeal to the Commission, and those requesting change or modification of a final order made by the Commission; **provided**, however, that such matters shall be handled in accordance with the provisions of Sections 1.251 to 1.256, inclusive, of the Commission's Rules of Practice and Procedure; **provided further** that when one or more members of the Commission have been designated to preside at a hearing such

Commissioner or Commissioners shall be authorized and empowered to fix the time and place such hearing shall be held; and such motions, petitions, or matters arising in connection with such hearing shall be handled by the Commissioner or Commissioners designated to preside, subject to the provisions of Sections 1.232, 1.252, 1.254, 1.255, and 1.256 of the Rules of Practice and Procedure; **provided further** that in the absence of the individual Commissioner designated to preside at a hearing, or his inability to act or pass upon such preliminary matters, they shall be referred to the presiding officer of the Motions Docket.

(b) the designation pursuant to the provisions of Sections 1.231 to 1.232 of the Commission's Rules of Practice and Procedure of officers, other than Commissioners, to preside at hearings.

"Any party affected by any order, decision, or report of any individual, board, or individual Commissioner, to whom authority is delegated under the provisions hereof, may file a petition for rehearing, as provided by Section 1.271 of the Commission's Rules of Practice and Procedure, before the Commission, and every such petition shall be passed upon by the Commission."

### Departments

In considering all types of cases the Commission is aided by recommendations of its technical and administrative units. The staff consists of four departments:

The Law Department handles litigation and the legal aspects of licensing, regulation, and general administration, including legislation, rule-making and international matters, and conduct of investigations.

The Engineering Department attends to the engineering phases of the various services, and their regulation, supervises the field staff, participates in international and governmental conferences, and conducts technical research.

The Accounting, Statistical, and Tariff Department looks after accounting regulation, tariff analysis and rate regulation, and compiles statistics pertaining to these and other Commission functions.

The Secretary's Office has charge of matters of internal administration, handles the issuance of licenses, maintains records, and is responsible for supply-

ing official copies of the Commission's order and decisions.

### Rules Committee

The heads of these departments meet regularly, on Thursdays, as a Committee on Rules to consider proposals for new or revised rules and regulations, or changes in administrative procedure. This Committee can initiate such study or make comment or recommendation upon matters referred to it by the Commission. The Committee on Rules has functioned actively since 1937, and has done much to coordinate administrative procedure.

### Administrative Board

In 1940 Commission work was further expedited by creation of an Administrative Board, consisting of the General Counsel, Chief Engineer, Chief Accountant, and Secretary. This board is authorized to pass upon routine detail in accordance with rules and policies previously established by the Commission. Administrative Order No. 2, as revised last July, gives the Administrative Board authority to "determine, order, certify, report or otherwise act upon" the following matters:

- "(a) All applications for the Coastal, Marine Relay, Aviation, Emergency and Miscellaneous services, except those falling under paragraphs (1), (2), and (3) of this Order;
- "(b) Upon all radio matters of every character (except broadcast, and cases falling under paragraphs (1), (2) and (3) of this Order) within the Territory of Alaska;
- "(c) Upon all applications for experimental authorizations except: Class II experimental stations to authorize experimentation directed toward the establishment of new services;
- "(d) Upon all broadcast service applications as follows: for licenses following construction which comply with the construction permit; applications for construction permit and modification of construction permit involving only a change in equipment; applications for extensions of time within which to commence and complete construction; applications to install frequency control equipment; applications relating to auxiliary equipment; ap-

lications for authority to determine operating power of broadcast stations by direct measurement of antenna power; applications for modification of licenses involving only change of the name of the licensee, where the ownership or control is not affected; applications for construction permit or modification of license involving relocation locally of a studio, control point or transmitter site not involving any substantial change in service area; applications for relay broadcast stations; and requests for authorization to rebroadcast under the provisions of Section 3.94 of the Rules and Regulations;

“(e) Upon all applications or requests for special temporary authorization other than those falling under paragraphs (1), (2), (3) or (5) of this Order;

“(f) All applications or requests for emergency and renewal exemptions from the provisions of Section 352 (b) of the Act;

“(g) Upon all uncontested proceedings involved in:

(1) the issuance of certificates of convenience and necessity and the authorization of temporary or emergency wire service, as provided in Section 214 of the Act;

(2) Applications for existing licensees for instruments of authorization for the Fixed Public or Fixed Public Press radio services, except applications involving (1) new points of communication, (2) changes in transmitter location other than local in character, (3) assignment of additional frequencies, or (4) involving change of policy by the Commission, or the establishment of a new type of service;

“(h) Upon requests for inspection of records under provisions of Section 1.5(c) of the Commission’s Rules of Practice and Procedure.”

Actions taken by the board are reported in writing each week to the Commission at its regular meeting. Applications or requests for special temporary standard broadcast authorizations are referred to the board for recommendation and reference to a Commissioner designated to act in such matters.

The same order which created this

board (Administrative Order No. 2) further speeded procedure by allowing the Secretary, Chief Engineer, and Chief Accountant to handle specific matters. Its particular provisions with respect to these officials follow:

### Secretary

“The Secretary of the Commission is hereby designated to determine, order, certify, report or otherwise act, upon:

(a) all applications for operator licenses or renewals thereof; and

(b) all applications for amateur and ship stations or renewals thereof; and

(c) all applications for aircraft station licenses or renewals thereof where the applicant is or has been the holder of a station license within the preceding year;

“The Secretary of the Commission is hereby designated to enter the appropriate final order of the Commission in all cases involving applications for radio station authorizations in which proposed findings and conclusions of the Commission have been issued pursuant to the provisions of Section 1.231 of the Commission’s Rules of Practice and Procedure and in which no exceptions have been filed within the time prescribed in said section.”

### Chief Engineer

“The Chief Engineer of the Commission is hereby designated to determine and act upon all applications and requests and to make appropriate order in letter form for the signature of the Secretary of the Commission in the following matters:

(a) temporary operation without specified items of equipment, or with temporary, substitute or auxiliary equipment;

(1) operation without an approved frequency monitor;

(2) operation without an approved modulation monitor;

(3) operation without thermometer in automatic temperature control chamber;

(4) operation without antenna ammeter, plate voltmeter or plate ammeter;

(5) operation with substitute ammeter, plate voltmeter or plate ammeter;

(6) operation without temporary antenna system;



- (7) operation with auxiliary transmitter as main transmitter;
- (b) operation with new or modified equipment pending repair of existing equipment, or pending receipt and action upon a formal application;
- (c) where formal application is not required, application for new or modified equipment or antenna system;
- (d) change of specifications for painting and lighting antenna towers where formal application is not required;
- (e) operation to determine power by direct method during program test period;
- (f) relocation of transmitter in same building;
- (g) operation with reduced power or time under Sections 3.57 and 3.71;
- (h) approval of types of equipment as to compliance with outstanding rules and standards;
- (i) all authorizations for equipment and program tests, or extensions thereof, where it appears that compliance has been had with the terms of the construction permit;
- (j) denial of requests for equipment and program tests where specifications of construction permit have not been met;
- (k) withdrawal of authorizations for equipment and program tests where subsequent to the issuance of the original authorizations it appears that the terms of the construction permit have not been met;
- (l) extensions of time within which to comply with technical requirements specified in authorizations, orders and rules or releases of the Commission;
- (m) representations of compliance with technical requirements specified in authorizations, orders, rules or releases (except formal applications);
- (n) operation with licensed, new or modified equipment at a temporary location with a temporary antenna system in case of an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating at the licensed location;
- (o) all authorizations for special operation necessary to facilitate

equipment, program and service tests or to comply with technical requirements specified in authorizations, orders, rules or releases.”

### Chief Accountant

“The Chief Accountant of the Commission is hereby designated to determine, order, certify, report or otherwise act upon:

- (a) administration, interpretation and application of regulations promulgated by the Commission pursuant to Section 220 of the Act, relating to accounts, records, and memoranda to be kept by carriers subject to the jurisdiction of the Commission;
  - (b) applications for extensions of time in which to file annual, monthly, and special reports required by the Commission pursuant to Section 219 of the Act;
  - (c) administration, interpretation and application of orders or rules of practice and procedure promulgated by the Commission relating to financial and statistical data of standard broadcast stations and broadcast networks or chains, including applications for extensions of time in which to file financial and statistical statements and reports.
  - (d) all matters arising in connection with the administration of tariff regulations promulgated by the Commission pursuant to Section 203 of the Act, and in connection with the administration of this section in so far as it relates to the modification of requirements thereof or made pursuant thereto, as authorized in particular instances by subsection (b) thereof, and to the rejection of tariffs as authorized by subsection (d) thereof;
- and, where appropriate in carrying out the foregoing, to make orders in letter form for the signature of the Secretary of the Commission.”

### Procedure

The procedure under which hearings are conducted and the administrative and adjudicative processes leading up to final decisions have been revised in the interests of public convenience as well as smoother Commission functioning. From the standpoint of internal administration,

these changes have vastly simplified and expedited the decision process. This speeding up has not been at the sacrifice of complete and deliberate consideration of every element of the various type of proceedings the Commission is called upon to decide. On the contrary, the standards of "fair play" in reaching administrative determinations, as laid down by the courts, have been fully met.

Some of the outstanding practice and procedure changes may be mentioned briefly. The Communications Act requires that the Commission grant radio authorizations without hearing if it is able to determine from the information before it that the authorization would serve public interest, convenience and necessity. Formerly such grants were made, in broadcast cases, subject to the right of interested parties to file protests within a 30-day period. The previous policy had been to require the holding of hearings in virtually all such cases, which frequently involved needless expense to the parties without disclosing information of a substantial character not already known to the Commission. Under present practice, when the Commission is satisfied from the information before it that a grant is warranted, it proceeds to authorize the issuance of the license, which grant is final rather than conditional in its terms. The rules fully protect the interests of persons other than the applicant by providing for the filing of petitions for reconsideration within a 20 day period.

Formerly it was the practice of the Commission to include in the issues upon which hearings were to be held, not only those matters on which the Commission entertained doubt, but issues which required affirmative proof of all items contained in the applications. As a result the task of preparation for hearings was rendered extremely burdensome, hearings were unnecessarily prolonged by the applicant's tedious proof of many facts not really in controversy. The Commission now undertakes the burden of determining and specifying limited issues in hearing cases, which are actually controversial in character and on which the results of the hearing must turn.

In yet another direction, the Commission has improved its practice in connection with the issues involved in hearings. It frequently happens that there are any one of several grounds on which it appears from initial examination of the application that a denial must result.

Some of these grounds would necessarily result in the introduction of a great deal of testimony and documentary evidence if included among the issues to be heard. In order to save time and money, both for the applicant and the Commission, effort is now made to eliminate issues which would unnecessarily complicate the hearing.

Under its former rules the Commission permitted any party to intervene if his petition disclosed a "substantial interest in the subject matter." Furthermore, the Commission designated as parties to its hearings those persons shown by its records to have some potential interest, whether or not such persons were known to have an intention to appear. The effects of the complete freedom of intervention and of the automatic inclusion of various persons as parties to the proceeding were the unnecessarily prolonged discussion of non-controversial issues and the unnecessary multiplication and accumulation of evidence on relevant issues, due to the cross examination to which witnesses were subjected by the various parties. The Commission's rules now require all parties who desire to appear in opposition to an application to file petitions to intervene, by means of which their interests may be tested, and parties are required to make a showing that the requested intervention will be in the public interest. The Commission also makes provision for the filing and consideration by any of the parties of motions for enlargement of the issues, a further safeguard for the protection of interests of applicants and other parties.

### Motions Docket

In 1939 the Commission made provision or the holding of oral argument on all interlocutory motions, pleadings and matters of procedure which arise in cases pending before it. Previously, these motions were disposed of by the Commission without opportunity for argument, and thus without a full opportunity for parties in interest who might wish to oppose the relief sought to make a contest and have an adjudication based on a full showing of the nature of their interests. These interlocutory matters are now placed on a Motions Docket presided over by an individual Commissioner, which is called Friday of each week. Provision has also been made for the disposition in chambers of emergency motions, after proper notice to all parties.

# F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

As of January 1, 1941

**P**LACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

Two copies direct to Washington, D. C.

**Contents.** Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

**Full disclosures.** Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

**Additional statements.** In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

**Installation or removal of apparatus.** Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

**Extension of time for construction.** Any application for extension of time within which to commence and/or complete construction of a station shall be filed at least thirty days prior to the expiration date of such permit: *Provided, however,* That any such application filed within less than thirty days may be accepted upon satisfactory showing to the Commission of sufficient reasons for the delay in filing such application. No application for reinstatement of a permit already forfeited will be granted, except

upon a satisfactory showing to the Commission of sufficient reasons for the delay in filing such application.

**License following construction permit.** In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests.

**Where construction permit not required.** Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

**Modification of license.** An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service, and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however,* that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

**Renewal of license.** Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be re-

newed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement currently required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

*Financial statements.* Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

*Filing directed by Commission.* Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

*Temporary extension of station licenses.* Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commission may, in its discretion, grant a temporary extension of such license; *Provided, however,* That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And provided further,* That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

*Assignment or transfer of control. (a) General.* An application for consent to

assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

*Special temporary authorizations. (a)* Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor; *Provided, however,* That no such request will be considered unless:

1. It is received by the Commission at least ten days previous to the date of proposed operation: *Provided, however,* That any such request received within less than ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

1. No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

2. The request shall be limited to a definite or temporary period or periods



for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared;

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the interference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

7. Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in sub-paragraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

*Special Service Authorizations.* Special Service Authority may be issued to the licensee of a standard broadcast station for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license upon proper application therefor; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may

not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations;

(c) That public interest, convenience, and necessity will be served by granting the authorization requested.

*Inconsistent or conflicting applications.* When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

*Multiple applications; broadcast service.* In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

*Repetitious applications.* (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

(b) *Other radio services.* In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities,



and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

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

### Action on Applications

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

*Designation for hearing.* In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, convenience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith mail a written notice to the applicant setting

forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission one additional copy of the application and all papers incorporated as a part thereof and a written appearance, stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing.

### Answers to Notices of Violation

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

permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

### Revocation and Modification of Station Licenses

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

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

(b) *Contents of order to show cause.* Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom

it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

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

### Suspension of Operator Licenses

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

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

# DEVELOPMENTAL BROADCAST STATIONS

*The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.*

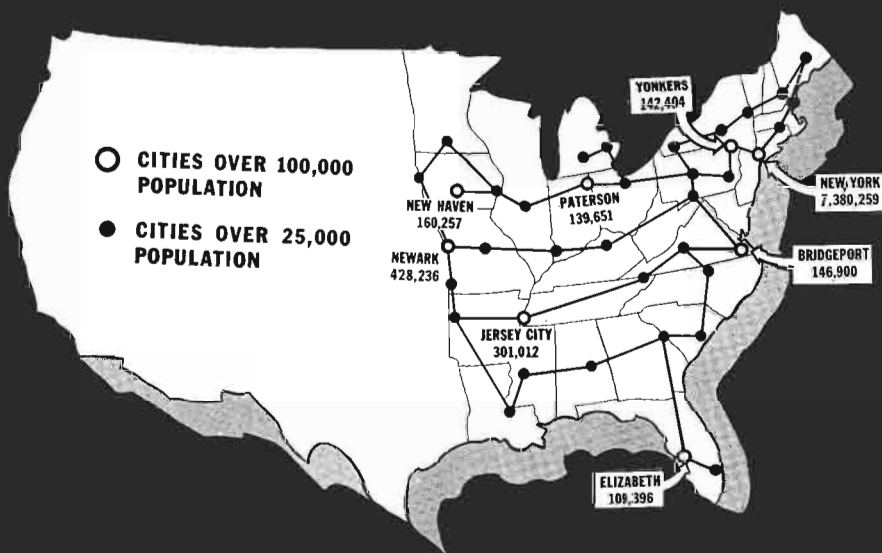
Licensee and Location	Call Letters	Frequency (kc)	Power	Emission
Bell Telephone Labs., Inc. Whippany, N. J.....	W3XDD	560, 900, 1340	50 kw	A3
Bell Telephone Labs., Inc. Whippany, N. J.....	W3XPY	43700, 44300	5000 w	Special
Central Broadcasting Co. Mitchellville, Iowa .....	W9XC	1000	1000 w	A3
The Crosley Corp. Near Mason, Ohio .....	W8XO	700	100 kw-500-kw	A3
Natl. Broadcasting Co., Inc. Area of New York, N. Y....	W10XF	1614, 2398, 3492.5, 4797.5, 6425, 9135, 12862.5, 17310, 23100, 30660, 31020, 31140, 31180, 31540, 33340, 33460, 33620, 35060, 35460, 37060, 37140, 37540, 39140, 39460, 39540, and va- rious frequencies be- tween 116050 and 161775, 162000-168000, 210000-216000, 264000-270000, 300000-400000, 401000 and above	25 w	A1, A-2, A3, A4, A5 & Spe- cial A5 on frequencies above 162000 kcs.
Natl. Broadcasting Co., Inc. Area of New York, N. Y....	W10XR	Same as above	100 w	A1, A2, A3, A4, A5 & Spc- ial A5 on frequencies above 162000 kcs.
University of Connecticut Storrs, Conn. ....	W1XCS	39540, 139960, 300000-400000 C.P. 26300, 139960, 300000-400000	250 w  C.P. 1000 w	A3 & Special C.P. A3 & Special with multiplexed facsimile

# INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

*The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. (Frequencies for these stations are allocated from bands assigned, between 6,000 and 26,600 kilocycles, for broadcasting by International Agreement). Such stations, are required to render a broadcast service which will reflect the culture of this country and promote international goodwill.*

Licensee and Location	Call Letters	Frequency (Kc)	Power
Columbia Broadcasting System, Inc. Near Wayne, N. J. ....	WCBX	6120, 6170, 9650, 11830, 15270, 17830, 21570	10 kw
C. P. Brentwood, N. Y. ....			C.P. 50 kw
Columbia Broadcasting System, Inc. Brentwood, N. Y. ....	WCRC	6060, 11830, 15270. 17830, 21520	50 kw
			(C.P. only)
The Crosley Corp. Mason, Ohio .....	WLWO	6080, 9590, 11710. 15250, 17800*, 21650 *conditional	50 kw
General Electric Company South Schenectady, N. Y. ....	WGEA	6190, 9550, 15330. 21500, 21590	25 kw
			C.P. 50 kw
General Electric Company South Schenectady, N. Y. ....	WGEO	6190, 9530, 15330	100 kw
General Electric Company San Francisco, Calif. ....			20 kw
	KGEI	6190, 9530, 15330 S.A. 9670	C.P. 50 kw
National Broadcasting Co., Inc. Bound Brook, N. J. ....	WRCA	9670, 21630 C.P. 9670, 17780	35 kw
			C.P. 50 kw
National Broadcasting Co., Inc. Bound Brook, N. J. ....	WNBI	6100, 17780 S.A. 11890 C.P. 6100, 21630	35 kw
			C.P. 50 kw
WCAU Broadcasting Company Newtown Square, Pa. ....	WCAB	6060, 15270, 21520, 25725	10 kw
Westinghouse Electric & Mfg. Co. Saxonburg, Pa. ....			40 kw
	WPIT	6140, 9570, 11870, 15210, 17780, 21540	C.P. 50 kw
C. P. Hull, Mass. ....			
World Wide Broadcasting Corp. Scituate, Mass. ....	WRUL	6040, 11730, 11790, 15130, 15350, 17750	20 kw
			C.P. 50 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	WRUW	11730, 11790, 15130, 25600, 15350	20 kw
PENDING APPLICATION			
God's Bible School & College Cincinnati, Ohio .....	Unassigned	11710, 21610	60 kw

# HERE'S THE COVERAGE MAP OF THE BASIC "ONE-STATION NETWORK"



**W**ELL, maybe it is a little out of scale geographically. But WHN does reach into seven other cities—besides New York—of greater population than Charlotte, N. C., thirty-one others all greater than Ann Arbor, Mich., plus still forty-eight more cities each over 10,000 population. ★ These cities might well be scattered from coast to coast—but they're not. The "one-station network" delivers them all in a compact Primary Area that does one-seventh of the entire nation's buying. ★ Here you get not just America's largest city, but eighty-six other dynamic markets all at single-station cost. There is no greater value in advertising

**WHN**  
NEW YORK

1540 BROADWAY - BRYANT 9-7800  
CHICAGO OFFICE - 360 NORTH MICHIGAN  
AFFILIATED WITH LOEW'S THEATRES AND  
METRO-GOLDWYN-MAYER PICTURES





A NATION WIDE  
RADIO ANALYSIS  
*OF THE*  
UNITED STATES  
CENSUS FIGURES  
OF 1940

# THE 1940 CENSUS AND ITS VALUE TO RADIO

By

**ROBERT A. LITZBERG**

*Statistical Editor, Radio Annual*

**T**HE broadcaster's problem of determining the number of radio listeners in a given territory is well on its way to being solved for the next five or ten years through the decennial count of population and enumeration of basic business statistics conducted by the Bureau of Census last year. The 1940 census figures presented in the 1941 RADIO ANNUAL will be the basis for evaluating the potential markets of individual stations for probably the next ten years unless one of the various research organizations which have been experimenting on this subject. evolves a new, practical and more accurate method of determining potential audiences than the one currently in use. The 1940 figures presented in this volume have been generally accepted by both advertising agencies and broadcasters as a basis for evaluating the potential audiences of broadcast stations. Included in the summaries, which are broken down into states and the counties within the states, are total population, families, radio homes and retail (food, drug and automotive stores and sales) statistics.

## **New 1940 Figures**

Broadcasters who use field intensity surveys to define their population count in primary and secondary areas will necessarily have to revise their coverage data on the basis of the new 1940 figures. According to news releases of the Census Bureau a few general deductions may be made from preliminary population totals:

1. The past decade has witnessed a sharp decrease in the rate of population growth, amounting to only a 7 per cent increase.
2. The marked decline in the growth of the population in this country during

the past decade is attributable to the virtual stoppage of immigration and the continued decline in the birth rate. (The stoppage of immigration, in time, if continued, may have a serious effect on "foreign language" broadcasters in metropolitan areas.)

3. The declining birth rate combined with a declining death rate is resulting in a constant increase in the average age of people. (This fact may have a slight effect in the future on type of products advertised via the airwaves.)

4. Greater relative percentage increases in population have occurred in southern states, particularly the South Atlantic states.

5. The northern industrial states showed a rate of population increase considerably less than the national average.

6. The Pacific Coast had the largest percentage increase in population of any of the major geographic divisions of the United States during the past decade.

7. Large cities are now growing very slowly and some are even decreasing in size.

8. The character of large cities is changing; as a result of better communications and living conditions, people have been drawn from centers of population to suburban areas. (This fact, too, may change the type of product advertised via radio.)

### Facts of Importance

In addition and in connection with the Population Census, other counts have been made by the Bureau. The broadcaster may find in them facts that will aid in telling his story to advertisers. Among these are:

1. The Housing Census, consisting of statistical data on the ages of homes, values, rentals, facilities and equipment, all of which are guides in studying the economic value and character of national, regional and local capacity and habits of buying. (This count will report the presence of radio receivers in individual dwellings.)

2. The Business Census, providing an exact measurement of each market in terms of retail sales, types of business, commodities, wholesale facilities, etc.

3. Census of Sales Finance Companies, showing how retail sales on an installment plan are financed by other than the retailer.

4. Census of Manufacturers (1939), consisting of statistical data on industry and broken down into 75 individual industries.

5. The Wholesale Census, consisting of a study of wholesale business.

6. The Retail Census, consisting of a study of retail trade.

7. The Census of Mines and Quarries, a study of minerals.

8. Census of Agriculture, consisting of statistical data about the farmer.

The 1940 population count takes on added significance as the result of the introduction by the FCC of a new method of allocating FM broadcast station licenses, on the basis of square miles and population served. The value of the data supplied by the Bureau of Census is based on the care and study which is used by the broadcaster in putting the statistics to his needs. RADIO ANNUAL presents on succeeding pages of this volume the more important statistics for use by time-buyer and broadcaster alike.

In using the data on succeeding pages several considerations must be kept in mind. First, if the counties within a state are totaled the sum will not always coincide with the presented state totals. This is occasioned by the fact that the Bureau of Census makes certain adjustments on its original tabulations to account for the possibility of error or unavoidable omission. (The adjustments are accomplished by distributing a total of 125,000 to the preliminary population figures throughout the entire country; the addition of 125,000 to the total of 131,409,881 will have little percentage effect on ninety-nine per cent of all market research and the only reason for mentioning the discrepancy is to inform those who may have occasion to total one of more states for their own purpose). Second, a few figures in the retail census are omitted because of their unavailability or because their release places certain businesses in an unfair competitive situation. (This is rare and occurs only in localities which are very small). Third, in order to present the data as compactly as possible, all money figures are given in thousands of dollars.



# ALABAMA

Population ..... 2,832,961  
 Families ..... 670,111  
 Radio Homes ..... 376,330

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Autauga	20,994	4,974	2,330	57	\$481	5	\$65	37	\$333
Baldwin	32,287	7,936	4,100	136	1,354	12	175	93	1,701
Barbour	32,711	7,664	3,870	92	728	10	118	56	979
Bibb	20,161	4,636	2,380	49	252	5	37	20	461
Blount	29,447	6,599	3,040	66	304	6	67	61	758
Bullock	19,801	4,687	2,280	103	454	3	76	20	302
Butler	32,632	7,299	3,670	120	765	7	124	48	737
Calhoun	63,276	14,525	8,840	200	3,013	22	432	105	2,727
Chambers	42,156	9,077	4,550	156	1,104	15	260	41	730
Cherokee	19,918	4,405	1,940	104	376	4	32	20	204
Chilton	28,263	6,599	3,070	75	628	7	118	61	979
Choctaw	20,205	4,555	2,200	59	140	2	*	18	312
Clarke	27,602	6,373	3,100	69	571	6	76	43	1,443
Clay	16,901	3,870	1,740	54	256	5	53	26	276
Cleburne	13,628	2,977	1,360	42	324	2	*	18	290
Coffee	31,983	7,306	3,570	128	689	9	127	78	1,009
Colbert	34,054	8,238	4,750	108	1,304	7	153	63	1,366
Conectuh	25,392	5,621	2,690	62	412	4	75	35	463
Coosa	13,496	2,972	1,370	29	173	6	32	30	†168
Covington	42,372	9,860	5,160	104	1,183	15	296	131	1,926
Crenshaw	23,632	5,554	2,610	83	421	7	73	28	469
Cullman	47,338	10,693	4,950	118	740	7	179	65	1,765
Dale	22,680	5,327	2,620	76	493	8	94	76	498
Dallas	55,283	13,765	7,500	179	1,760	9	362	80	2,098
DeKalb	43,069	9,885	4,580	88	410	7	124	71	1,000
Elmore	34,547	7,731	3,630	141	1,007	8	123	64	989
Escambia	30,665	6,785	3,640	98	842	9	144	79	1,954
Etowah	72,596	17,178	10,750	221	3,128	26	573	118	3,702
Fayette	21,648	4,921	2,280	43	406	6	64	33	659
Franklin	27,553	6,131	3,010	63	560	8	96	50	684
Geneva	29,171	6,602	3,140	76	457	12	133	63	734
Greene	19,269	4,722	2,170	24	124	3	63	14	†137
Hale	25,600	5,939	2,700	28	265	8	65	22	361
Henry	21,893	4,840	2,240	54	363	6	63	27	428
Houston	45,720	11,121	6,150	168	1,375	16	278	114	2,051
Jackson	41,895	9,110	4,250	121	787	7	129	47	750
Jefferson	458,956	118,787	85,500	1,390	25,748	185	4,047	601	27,336
Lamar	19,611	4,427	2,020	53	268	7	53	27	274
Lauderdale	45,449	10,641	5,700	130	1,464	11	193	72	1,376
Lawrence	27,878	6,234	2,740	73	439	3	34	26	†181
Lee	36,447	8,569	4,860	134	1,320	15	300	47	1,326
Limestone	35,606	8,004	3,800	95	632	7	131	44	682
Lowndes	22,602	4,936	2,190	62	242	4	13	18	†118
Macon	27,626	6,348	3,050	132	893	8	139	53	704
Madison	66,208	15,212	7,950	209	2,657	13	350	66	2,413
Marengo	35,980	8,639	4,120	110	679	6	112	37	727
Marion	28,720	6,240	2,940	36	245	7	67	58	716
Marshall	42,509	9,717	4,710	134	912	14	206	93	1,588
Mobile	141,498	35,787	24,450	701	9,122	55	1,978	271	7,359
Monroe	29,468	6,441	3,030	65	382	6	67	35	746
Montgomery	114,390	29,471	19,900	497	6,099	42	1,014	140	6,769
Morgan	47,757	11,764	6,710	157	1,602	16	284	89	2,628
Perry	26,716	5,927	2,750	77	650	5	92	19	489
Pickens	27,668	6,284	2,880	54	420	6	86	26	680
Pike	32,481	7,705	3,980	133	1,056	10	141	84	1,337
Randolph	26,924	5,793	2,800	49	320	6	72	39	520
Russell	35,786	8,572	4,300	163	916	10	82	41	717
St. Clair	27,320	6,269	3,140	80	645	7	92	45	1,141
Shelby	29,117	6,802	3,450	76	786	9	105	43	448
Sumter	27,289	6,391	2,960	40	265	7	64	29	644
Talladega	50,818	11,206	5,940	132	1,816	22	317	89	1,635
Tallapoosa	34,247	8,102	4,120	72	979	12	200	75	1,219
Tuscaloosa	75,995	17,462	9,950	247	3,043	16	581	85	3,212
Walker	64,186	14,366	7,800	143	1,689	13	259	68	1,715
Washington	16,185	3,564	1,760	65	369	—	—	28	270
Wilcox	26,259	5,959	2,710	63	246	4	55	22	†124
Winston	18,751	4,015	1,890	36	267	8	57	28	483
<b>TOTAL STATE...</b>	<b>2,832,961</b>	<b>670,111</b>	<b>376,330</b>	<b>8,802</b>	<b>\$93,910</b>	<b>833</b>	<b>\$16,117</b>	<b>4,353</b>	<b>\$105,814</b>

\*Data unavailable. †Filling Station Sales only.

*All Money Values Are In Thousands (\$000) of Dollars*

U. S. CENSUS DATA

# ARIZONA

Population ..... 499,261  
 Families ..... 130,020  
 Radio Homes ..... 99,420

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Apache	24,076	5,192	3,460	20	\$239	3	*	27	\$456
Cochise	34,540	9,178	7,120	132	2,528	13	\$330	100	2,587
Cocconino	18,507	4,477	3,330	38	1,000	5	222	70	1,804
Gila	23,924	6,578	5,170	69	1,843	11	288	63	1,597
Graham	12,154	2,850	1,960	35	644	5	111	45	648
Greenlee	8,716	2,166	1,530	29	386	2	*	24	473
Maricopa	185,356	49,831	38,650	678	12,950	78	3,260	503	16,600
Mohave	8,552	2,040	1,860	33	1,119	3	122	53	1,040
Navajo	25,173	5,865	4,240	47	938	4	299	59	1,450
Pima	72,932	19,093	15,690	263	7,141	29	1,570	172	6,444
Pinal	28,825	6,876	4,790	97	1,647	12	310	92	1,417
Santa Cruz	9,541	2,384	1,920	36	702	4	110	22	559
Yavapai	26,266	7,802	5,960	100	2,270	15	406	105	2,443
Yuma	19,227	5,088	3,740	64	1,449	10	269	81	1,459
<b>TOTAL STATE...</b>	<b>499,261</b>	<b>130,020</b>	<b>99,420</b>	<b>1,641</b>	<b>\$34,856</b>	<b>194</b>	<b>\$7,424</b>	<b>1,416</b>	<b>\$38,977</b>

\*Data unavailable.

# ARKANSAS

Population ..... 1,949,387  
 Families ..... 494,716  
 Radio Homes ..... 252,760

Arkansas	24,443	6,451	3,370	70	\$959	8	\$190	48	\$1,375
Ashley	26,778	6,814	3,140	58	772	9	221	37	632
Baxter	9,796	2,520	1,110	43	175	4	52	26	191
Benton	36,111	10,046	4,800	108	964	21	283	106	1,392
Boone	15,954	4,209	2,160	59	590	7	159	59	982
Bradley	18,085	4,462	2,200	62	496	7	81	22	654
Calhoun	9,693	2,265	960	24	118	3	15	12	160
Carroll	14,871	4,017	1,800	57	349	7	105	46	426
Chicot	27,453	7,368	3,420	99	974	8	123	33	529
Clark	24,414	6,113	2,980	71	726	10	160	60	946
Clay	28,373	6,935	3,100	97	552	11	126	46	446
Cleburne	13,127	3,187	1,380	64	245	4	45	17	283
Cleveland	12,570	2,915	1,190	45	276	3	29	9	60
Columbia	29,754	7,389	3,370	92	855	8	180	39	965
Conway	21,497	4,976	2,350	89	505	7	106	34	587
Craighead	47,169	11,553	5,900	167	1,542	19	310	92	2,287
Crawford	23,914	5,940	3,050	83	769	9	121	45	648
Crittenden	41,871	11,498	4,800	198	1,375	10	99	47	2,067
Cross	26,921	6,273	2,910	111	701	9	94	31	845
Dallas	14,461	3,558	1,800	74	573	6	67	20	829
Desha	27,150	7,139	3,470	80	825	5	111	28	395
Drew	19,907	4,971	2,330	66	717	7	123	39	626
Faulkner	25,871	6,349	3,140	92	598	7	120	61	946
Franklin	15,656	3,850	1,700	34	177	6	61	33	327
Fulton	10,269	2,547	1,060	26	98	3	20	12	152
Garland	41,610	11,590	7,780	166	2,660	30	708	123	2,013
Grant	10,469	2,607	1,140	26	293	4	33	17	188
Greene	30,187	7,360	3,630	129	905	12	148	33	673
Hempstead	32,792	8,070	3,930	112	791	9	180	47	1,718
Hot Spring	18,907	4,695	2,450	73	488	7	112	63	651
Howard	16,620	4,174	1,870	51	483	6	103	37	486
Independence	25,757	6,241	3,050	93	729	5	87	42	893
Izard	12,829	3,107	1,280	38	99	4	24	14	144
Jackson	26,359	6,397	3,040	76	806	7	155	37	681
Jefferson	65,068	17,806	9,700	306	2,595	16	414	114	3,731
Johnson	18,776	4,725	2,300	65	422	6	77	39	529
Lafayette	16,852	4,267	1,990	67	371	7	72	18	482
Lawrence	22,651	5,425	2,420	72	531	6	66	43	531
Lee	26,816	6,821	3,100	118	697	5	130	25	509
Lincoln	19,707	4,916	2,020	73	347	5	55	19	156
Little River	15,928	4,083	1,790	48	358	6	75	19	191
Logan	25,960	6,052	2,870	63	498	10	146	52	807
Lonoke	29,506	7,541	3,200	97	843	10	164	77	1,275
Madison	14,543	3,520	1,430	39	78	6	49	20	153
Marion	9,467	2,326	990	36	114	2	*	12	62
Miller	31,637	8,297	4,650	136	1,390	6	188	51	2,227
Mississippi	80,148	19,711	9,420	318	2,622	31	550	111	4,351
Monroe	21,146	5,277	2,500	40	528	9	116	25	507



County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Montgomery	8,875	2,221	990	34	145	2	*	21	103
Nevada	19,786	4,794	2,220	42	484	6	81	54	721
Newton	10,888	2,456	1,000	34	63	1	*	12	80
Ouachita	31,029	7,623	4,100	104	1,230	13	205	55	1,422
Perry	9,386	1,962	850	35	101	3	14	11	55
Phillips	45,919	12,680	6,560	163	1,673	12	257	34	1,390
Pike	11,788	2,950	1,330	48	300	5	33	30	170
Poinsett	37,648	8,750	4,060	118	1,150	15	209	58	649
Polk	15,817	4,063	2,000	45	429	6	75	55	753
Pope	25,676	6,079	3,040	63	639	11	131	71	918
Prairie	15,300	3,772	1,670	35	281	7	65	30	245
Pulaski	156,153	42,134	31,100	757	9,171	74	2,322	324	13,772
Randolph	18,305	4,461	1,910	66	302	6	72	30	548
St. Francis	36,040	9,199	4,180	150	1,091	10	185	54	997
Saline	19,143	4,416	2,260	43	442	3	44	60	686
Scott	13,298	3,344	1,470	60	178	4	43	23	444
Searey	12,169	2,798	1,160	39	120	5	51	22	192
Sebastian	62,657	16,745	11,100	251	3,289	28	815	150	4,704
Sevier	15,250	3,820	1,850	49	455	7	125	27	278
Sharp	11,477	2,827	1,210	37	105	5	18	28	183
Stone	8,597	1,985	810	16	51	*	*	6	727
Union	50,477	13,272	7,620	232	2,834	18	561	105	3,766
Van Buren	12,292	2,979	1,230	46	94	3	20	23	1102
Washington	41,097	11,157	6,050	132	1,322	17	352	101	1,980
White	37,147	9,473	4,400	118	903	15	166	83	1,071
Woodruff	22,147	5,315	2,350	84	663	9	124	34	495
Yell	20,963	5,088	2,200	61	431	11	77	40	481
<b>TOTAL STATE...</b>	<b>1,919,387</b>	<b>491,716</b>	<b>252,760</b>	<b>7,073</b>	<b>\$62,523</b>	<b>704</b>	<b>\$12,736</b>	<b>3,590</b>	<b>\$78,435</b>

\*Data unavailable. †Filling Station Sales only.

# CALIFORNIA

Population ..... 6,907,387  
 Families ..... 2,130,997  
 Radio Homes ..... 2,013,260

Alameda	506,190	162,826	153,220	2,418	\$67,962	258	\$9,331	1,121	\$46,074
Alpine	319	100	100	4	*	—	—	1	*
Amador	8,959	2,646	2,560	41	966	8	133	29	737
Butte	42,651	13,241	12,560	153	5,247	20	465	156	4,963
Calaveras	8,214	2,788	2,680	43	836	4	104	34	679
Colusa	9,772	2,855	2,760	36	971	7	170	49	1,051
Contra Costa	97,806	29,145	27,640	393	10,679	46	1,168	259	8,446
Del Norte	4,722	1,565	1,510	34	532	3	52	49	637
El Dorado	13,172	4,408	4,260	67	1,827	4	81	60	7476
Fresno	178,574	50,212	47,800	779	18,826	69	2,248	558	19,481
Glenn	12,207	3,529	3,420	28	1,236	8	118	47	1,304
Humboldt	45,498	13,758	13,130	192	5,064	17	476	187	5,168
Imperial	59,651	15,010	14,220	194	5,832	22	724	202	6,881
Inyo	7,576	2,363	2,280	25	1,249	5	133	48	1,345
Kern	133,531	36,161	34,520	436	14,622	46	1,488	454	16,013
Kings	35,102	9,666	9,210	128	3,467	14	392	118	3,828
Lake	8,045	2,715	2,620	56	936	8	116	56	690
Lassen	14,463	4,291	4,150	42	1,620	5	190	44	1,532
Los Angeles	2,777,211	893,553	840,000	11,051	309,570	1,343	48,968	7,536	296,681
Madera	24,628	6,557	6,250	80	2,136	6	188	93	1,856
Marin	52,520	13,528	12,880	217	6,313	23	516	131	4,173
Mariposa	4,686	1,932	1,870	23	334	2	*	25	1441
Mendocino	27,775	7,697	7,340	101	2,374	11	194	132	2,115
Merced	46,935	12,894	12,330	144	4,386	17	537	185	4,726
Modoc	8,774	2,736	2,640	38	874	7	78	27	650
Mono	2,283	767	730	20	*	—	—	18	149
Monterey	72,816	20,458	19,580	264	8,353	42	1,200	256	8,633
Napa	28,414	7,714	7,370	82	2,863	11	365	95	2,449
Nevada	19,224	6,021	5,720	87	2,829	9	286	70	1,928
Orange	130,803	40,075	38,010	568	13,561	66	2,101	502	12,982
Placer	27,917	8,333	7,940	126	3,484	17	389	126	2,777
Plumas	11,557	3,508	3,410	62	1,425	8	259	49	554
Riverside	105,448	31,531	30,190	391	10,545	48	1,426	412	10,326
Sacramento	169,593	49,053	46,500	703	20,292	83	4,205	498	20,870
San Benito	11,592	3,488	3,330	40	1,104	5	121	36	1,031
San Bernardino	161,769	46,696	44,250	634	15,330	60	2,235	603	15,914
San Diego	289,473	90,583	85,450	1,223	29,149	139	4,692	824	26,901
San Francisco	629,553	206,523	194,000	3,336	87,087	371	14,664	730	46,946
San Joaquin	134,088	36,632	34,800	434	12,764	58	1,592	440	12,923
San Luis Obispo	33,145	10,147	9,740	154	3,670	19	444	167	3,916
San Mateo	109,298	33,489	31,700	457	14,923	46	1,345	309	11,069
Santa Barbara	68,207	20,807	19,700	264	9,551	31	1,227	261	8,404
Santa Clara	174,367	52,283	49,500	737	19,137	71	2,549	553	18,655
Santa Cruz	44,806	14,957	14,180	244	5,511	26	709	166	4,386
Shasta	28,754	8,967	8,540	119	3,217	9	396	114	4,043

# U. S. CENSUS DATA

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Sierra	3,033	1,074	1,040	14	297	2	*	7	*
Siskiyou	28,531	8,680	8,340	115	2,860	17	388	107	2,730
Solano	48,779	13,610	13,920	190	5,636	24	584	120	4,274
Sonoma	68,819	21,074	20,800	338	8,025	37	972	305	6,594
Stanislaus	74,935	21,888	20,990	206	7,493	33	924	309	9,126
Sutter	18,702	5,507	5,260	53	1,262	5	61	47	864
Tehama	14,347	4,510	4,310	64	1,428	6	189	67	1,518
Trinity	3,969	1,425	1,380	30	484	1	2	13	81
Tulare	106,285	29,480	28,100	314	9,161	30	950	361	8,533
Tuolumne	10,871	3,335	3,230	42	1,540	7	180	48	1,193
Ventura	68,833	18,861	18,010	258	7,289	30	789	237	6,801
Yolo	27,498	7,760	7,450	73	2,828	12	429	108	3,072
Yuba	16,998	4,985	4,740	85	2,935	8	367	73	1,750
<b>TOTAL STATE</b>	<b>6,907,387</b>	<b>2,130,997</b>	<b>2,013,260</b>	<b>28,110</b>	<b>\$781,293</b>	<b>3,283</b>	<b>\$111,006</b>	<b>19,631</b>	<b>\$693,171</b>

\*Data unavailable. †Filling Station Sales only.

## COLORADO

Population . . . . . 1,123,296  
 Families . . . . . 314,952  
 Radio Homes . . . . . 254,900

Adams	23,391	5,709	4,190	60	\$1,065	8	\$119	94	\$1,082
Alamosa	10,456	2,726	2,190	33	909	4	226	41	1,374
Arapahoe	32,171	9,018	7,320	95	2,761	11	355	114	2,212
Archuleta	3,803	968	680	19	127	2	*	8	174
Baca	6,190	1,712	1,130	25	312	5	98	34	323
Bent	9,636	2,418	1,750	32	499	4	87	38	458
Boulder	37,447	11,329	9,310	151	3,334	18	620	174	3,371
Chaffee	8,094	2,390	1,960	28	867	6	121	51	933
Cheyenne	2,967	826	550	12	160	4	48	20	233
Clear Creek	3,780	1,165	930	15	469	4	77	21	326
Conchos	11,638	2,556	1,770	36	303	6	80	31	1,251
Costilla	7,528	1,627	1,150	22	90	1	*	19	107
Crowley	5,380	1,403	970	19	296	3	48	21	360
Custer	2,268	677	460	7	133	3	17	9	70
Delta	16,564	4,488	3,190	46	980	9	185	59	1,165
Denver	318,415	96,294	87,400	1,354	32,073	236	9,348	775	33,533
Dolores	1,944	538	380	7	79	—	—	4	*
Douglas	3,101	1,053	730	13	178	2	*	32	1,237
Eagle	5,329	1,500	1,090	25	432	4	73	23	156
Elbert	5,459	1,535	1,010	17	242	4	21	24	240
El Paso	53,709	16,189	13,950	251	5,434	40	1,411	225	5,033
Fremont	19,726	5,236	4,080	73	1,333	9	217	91	1,464
Garfield	10,565	3,044	2,170	25	737	8	218	51	1,081
Gilpin	1,617	580	450	13	135	1	*	5	40
Grand	3,547	1,022	750	23	332	9	127	38	446
Gunnison	6,180	1,761	1,340	19	433	6	96	15	421
Hinsdale	349	125	100	3	15	—	—	2	*
Huerfano	15,901	4,068	3,170	58	933	5	92	55	1,069
Jackson	1,778	528	360	10	189	1	189	15	191
Jefferson	30,502	8,814	6,480	95	1,735	11	297	124	2,068
Kiowa	2,787	820	550	19	142	2	*	17	112
Kit Carson	7,499	2,005	1,330	23	342	5	134	45	686
Lake	6,877	2,001	1,600	18	703	3	176	21	623
La Plata	15,454	4,108	3,150	45	1,110	7	170	53	1,303
Larimer	35,440	10,567	8,530	154	3,097	16	572	176	3,649
Las Animas	32,318	8,193	6,300	118	2,024	9	255	82	1,960
Lincoln	5,912	1,661	1,120	19	280	5	103	61	701
Logan	18,268	4,676	3,500	52	1,166	8	214	70	1,907
Mesa	33,770	9,156	6,950	115	2,531	13	357	93	3,081
Mineral	959	294	220	10	106	1	*	6	44
Moffat	5,090	1,543	1,060	23	447	2	*	25	477
Montezuma	9,705	2,465	1,720	21	420	5	139	25	666
Montrose	15,412	4,081	2,920	30	844	6	186	40	1,574
Morgan	17,181	4,371	3,220	48	1,208	11	234	85	1,674
Otero	23,489	6,420	5,040	91	1,829	13	353	102	1,792
Ouray	2,086	629	460	8	100	4	65	5	158
Park	3,266	1,065	740	23	277	2	*	27	304
Phillips	4,948	1,394	980	20	366	5	81	33	450
Pitkin	1,660	569	420	8	100	2	*	5	42
Prowers	12,273	3,298	2,430	46	867	10	205	62	1,159
Pueblo	68,883	18,235	15,600	263	5,440	26	812	167	5,526
Rio Blanco	2,942	849	580	7	169	2	*	9	184
Rio Grande	12,390	3,129	2,340	40	814	5	221	48	1,322
Routt	10,494	3,035	2,250	23	550	7	146	35	926

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Saguache .....	6,165	1,551	1,120	25	299	5	51	25	365
San Juan .....	1,428	387	300	5	123	2	*	6	63
San Miguel .....	3,643	1,034	740	18	273	2	*	7	†80
Sedgwick .....	5,215	1,390	980	12	426	4	83	26	522
Summit .....	1,744	668	520	8	115	1	*	10	66
Teller .....	6,450	2,007	1,550	25	687	5	85	25	368
Washington .....	8,268	2,206	1,420	27	337	2	*	28	253
Weld .....	64,941	16,568	12,050	186	3,781	38	637	246	5,602
Yuma .....	12,428	3,278	2,200	31	723	6	123	63	875
<b>TOTAL STATE...</b>	<b>1,123,296</b>	<b>314,952</b>	<b>251,900</b>	<b>4,117</b>	<b>\$88,341</b>	<b>658</b>	<b>\$19,867</b>	<b>3,941</b>	<b>\$68,444</b>

\*Data unavailable. †Filling Station Sales only.

# CONNECTICUT

Population ..... 1,709,242  
Families ..... 446,717  
Radio Homes ..... 410,790

Fairfield .....	422,003	108,998	100,300	2,115	\$51,104	228	\$6,630	831	\$35,512
Hartford .....	449,653	116,304	107,100	1,963	50,383	226	7,437	865	32,368
Litchfield .....	86,711	23,189	21,350	372	9,497	53	1,433	247	6,310
Middlesex .....	55,595	14,070	12,950	226	5,699	26	857	180	4,415
New Haven .....	483,328	127,562	117,500	2,746	52,817	288	7,939	1,031	34,872
New London .....	124,870	32,917	30,200	599	13,577	49	1,356	361	9,160
Tolland .....	31,806	8,489	7,680	123	2,195	6	145	121	1,823
Windham .....	56,146	15,188	13,710	261	5,276	20	446	192	4,269
<b>TOTAL STATE...</b>	<b>1,709,242</b>	<b>446,717</b>	<b>410,790</b>	<b>8,105</b>	<b>\$190,548</b>	<b>896</b>	<b>\$26,243</b>	<b>3,828</b>	<b>\$128,729</b>

# DELAWARE

Population ..... 266,505  
Families ..... 70,572  
Radio Homes ..... 60,700

Kent .....	34,356	9,672	7,800	203	\$2,854	15	\$263	160	\$3,608
New Castle .....	177,923	45,452	40,800	1,039	20,469	77	2,478	344	16,361
Sussex .....	52,324	14,953	12,100	299	3,700	29	452	255	4,426
<b>TOTAL STATE...</b>	<b>266,505</b>	<b>70,572</b>	<b>60,700</b>	<b>1,511</b>	<b>\$27,023</b>	<b>121</b>	<b>\$3,193</b>	<b>759</b>	<b>\$24,395</b>

# DIST. OF COL.

Population ..... 663,091  
Families ..... 171,023  
Radio Homes ..... 155,800

<b>DISTRICT OF COLUMBIA ...</b>	<b>663,091</b>	<b>171,023</b>	<b>155,800</b>	<b>2,356</b>	<b>\$88,062</b>	<b>328</b>	<b>\$21,362</b>	<b>610</b>	<b>\$64,013</b>
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# FLORIDA

Population ..... 1,897,414  
Families ..... 519,436  
Radio Homes ..... 354,980

Alachua .....	38,332	10,153	5,920	178	\$2,337	20	\$431	128	\$3,396
Baker .....	6,519	1,503	790	23	118	1	*	17	†88
Bay .....	20,603	5,452	3,290	104	1,340	9	206	64	1,230
Bradford .....	8,670	2,109	1,070	40	407	3	58	33	389
Brevard .....	16,036	4,895	2,940	113	1,463	10	259	110	1,669
Broward .....	39,432	11,628	8,000	216	3,522	24	917	107	3,728
Calhoun .....	8,223	1,968	1,030	19	202	3	13	17	242
Charlotte .....	3,642	1,121	650	22	341	3	43	15	255
Citrus .....	5,844	1,697	940	25	374	5	86	24	†229
Clay .....	6,463	1,768	970	29	304	5	46	26	255
Collier .....	5,081	1,701	1,000	26	346	3	23	21	†122
Columbia .....	16,731	4,190	2,350	51	651	7	165	69	1,192
Dade .....	266,164	75,954	61,100	1,112	26,159	184	8,412	667	27,933
DeSoto .....	7,755	2,187	1,370	24	501	4	93	33	588

**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Dixie	7,007	1,877	1,080	26	247	2	*	14	†153
Duval	210,680	55,128	44,100	799	16,604	103	4,010	395	18,911
Escambia	74,314	18,631	12,410	305	4,435	19	757	107	4,654
Flagler	3,004	941	520	16	128	1	*	23	†126
Franklin	5,982	1,598	950	34	316	4	71	10	186
Gadsden	31,372	6,502	2,960	92	941	12	192	54	1,709
Gilchrist	4,235	1,033	500	8	76	1	*	10	†62
Glades	2,747	826	430	6	84	1	*	5	†34
Gulf	6,926	1,769	1,010	28	246	5	65	13	†80
Hamilton	9,774	2,409	1,230	31	401	4	48	26	†121
Hardee	10,148	2,704	1,480	29	503	6	106	55	598
Hendry	5,191	1,719	930	19	249	3	54	13	424
Hernando	5,639	1,595	840	17	361	4	79	31	559
Highlands	9,181	2,504	1,680	46	667	6	150	38	919
Hillsborough	179,209	49,692	36,180	827	11,288	92	2,456	530	14,076
Holmes	15,402	3,445	1,640	34	153	3	58	25	147
Indian River	8,827	2,513	1,400	64	834	5	134	45	600
Jackson	34,412	8,110	4,000	63	519	10	174	68	1,466
Jefferson	12,068	2,865	1,460	38	250	4	39	32	397
Lafayette	4,425	1,037	520	15	124	2	*	8	†33
Lake	27,141	8,001	4,800	123	1,940	18	372	118	2,326
Lee	17,530	4,899	3,320	69	1,367	13	293	65	1,875
Leon	31,662	8,276	4,920	119	1,617	11	470	62	2,651
Levy	12,462	3,331	1,780	50	374	5	59	51	635
Liberty	3,750	942	510	15	35	1	*	9	†38
Madison	16,210	3,936	1,930	54	442	8	96	39	681
Manatee	26,181	7,346	4,660	108	1,834	14	370	77	1,709
Marion	31,193	8,435	4,710	108	1,462	11	282	106	2,454
Martin	6,266	1,983	1,140	39	641	3	67	33	309
Monroe	13,892	3,978	2,770	68	807	7	110	37	509
Nassau	10,865	2,673	1,560	54	444	4	58	39	501
Okaloosa	12,876	3,024	1,550	62	400	4	70	28	605
Oklawaha	2,995	824	460	16	195	2	*	16	†187
Orange	69,776	20,364	14,620	318	5,681	41	1,396	249	9,027
Osceola	10,109	3,199	1,890	34	550	4	98	46	574
Palm Beach	79,091	23,763	17,300	428	8,195	60	1,618	234	7,950
Pasco	13,978	4,239	2,300	58	664	8	116	60	673
Pinellas	88,208	28,554	22,700	426	8,358	48	4,023	272	8,381
Polk	87,421	24,159	15,500	374	6,784	47	1,170	330	8,453
Putnam	18,625	5,358	3,160	78	1,071	11	167	79	1,285
St. Johns	19,876	5,616	3,920	104	1,554	14	297	72	1,591
St. Lucie	11,717	3,267	2,020	56	1,049	6	189	40	1,685
Santa Rosa	16,049	4,071	2,120	64	369	3	43	27	450
Sarasota	15,899	4,709	3,300	87	1,936	8	316	74	1,940
Seminole	22,226	6,233	3,950	124	1,586	13	191	73	1,412
Sumter	11,031	2,954	1,560	35	391	8	79	37	†246
Suwannee	17,083	4,106	2,080	77	596	6	128	39	680
Taylor	11,567	3,129	1,770	42	557	4	*	35	618
Union	7,069	1,240	630	22	147	3	29	15	†83
Volusia	53,113	16,052	11,320	280	4,627	39	1,102	224	5,099
Wakulla	5,455	1,357	730	28	175	2	*	17	†86
Walton	14,173	3,313	1,780	54	410	4	78	32	562
Washington	12,277	2,911	1,480	31	227	4	55	26	304
<b>TOTAL STATE</b>	<b>1,897,414</b>	<b>519,436</b>	<b>351,980</b>	<b>8,081</b>	<b>\$132,976</b>	<b>1,002</b>	<b>\$32,742</b>	<b>5,191</b>	<b>\$153,187</b>

\*Data unavailable. †Filling Station Sales only.

# GEORGIA

Population ..... 3,123,723  
 Families ..... 750,633  
 Radio Homes ..... 396,240

Appling	14,481	3,039	1,290	32	\$382	3	\$90	62	\$470
Atkinson	7,093	1,591	720	22	148	3	22	14	88
Bacon	8,143	1,785	730	27	363	4	45	36	†162
Baker	7,334	1,654	610	19	43	1	*	6	45
Baldwin	24,232	3,995	2,100	89	824	5	159	28	838
Banks	8,719	1,927	680	27	86	—	—	9	33
Barrow	13,065	3,256	1,450	52	490	4	90	37	314
Bartow	25,232	5,837	2,710	70	805	8	121	46	1,089
Ben Hill	14,518	3,567	1,890	62	784	4	140	32	1,113
Berrien	15,345	3,487	1,390	39	564	5	78	51	471
Bibb	83,791	23,192	15,260	402	6,305	36	966	135	5,786
Bleckley	9,661	2,372	950	32	337	5	41	16	†98
Brantley	6,869	1,466	650	31	158	2	*	7	†45

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Brooks	20,489	4,663	1,960	57	580	5	85	34	506
Bryan	6,280	1,433	670	22	150	2	°	37	†117
Bulloch	26,002	5,927	2,490	111	856	11	162	67	1,204
Burke	26,433	6,878	2,780	136	783	6	83	33	581
Butts	9,192	2,280	960	32	312	3	48	28	383
Calhoun	13,501	2,593	1,030	47	244	7	53	21	191
Camden	5,909	1,449	710	29	282	2	°	26	†164
Candler	9,102	2,079	800	29	272	3	66	18	366
Carroll	34,161	8,400	3,470	108	936	10	159	65	1,096
Catoosa	10,820	2,592	1,140	40	296	1	°	32	†192
Charlton	5,259	1,207	580	21	96	2	°	16	†112
Chatham	116,803	31,704	22,250	745	9,659	52	1,162	194	7,764
Chattahoochee	15,107	556	270	6	34	—	—	5	30
Chattooga	18,522	4,208	1,900	38	538	5	91	25	459
Cherokee	20,155	4,674	2,010	69	387	5	64	34	369
Clarke	28,384	7,401	4,590	139	2,421	11	461	50	2,764
Clay	6,847	1,692	670	32	210	4	29	19	†92
Clayton	11,654	2,781	1,160	40	220	2	°	34	†139
Climch	6,437	1,578	800	34	235	2	°	15	†68
Cobb	38,250	8,994	4,880	127	1,389	14	305	101	1,524
Coffee	21,502	4,883	2,110	59	773	12	193	47	755
Colquitt	31,697	7,426	3,420	126	1,464	11	258	64	990
Columbia	9,422	2,174	820	39	157	3	7	8	†32
Cook	11,883	2,763	1,180	30	366	5	69	43	481
Coweta	27,053	6,640	3,180	105	1,043	9	163	55	977
Crawford	7,128	1,558	550	38	174	1	°	14	68
Crisp	17,518	4,420	2,170	76	768	8	142	45	1,401
Dade	5,887	1,228	520	21	194	1	°	7	45
Dawson	4,479	965	320	24	24	—	—	7	26
Decatur	22,190	5,160	2,520	84	838	7	115	30	889
De Kalb	86,827	22,717	16,900	207	4,165	36	1,052	158	3,650
Dodge	21,017	4,772	1,970	83	610	5	127	35	515
Dooly	16,883	3,942	1,530	49	385	6	69	32	326
Dougherty	28,521	7,410	4,520	118	1,833	9	384	55	2,413
Douglas	10,048	2,320	930	44	310	3	58	17	373
Early	18,696	4,369	1,690	56	450	5	78	34	770
Echols	2,964	768	360	19	67	—	—	3	°
Effingham	9,640	2,290	1,030	31	136	3	49	24	299
Elbert	19,622	4,704	2,120	92	720	5	118	51	587
Emanuel	23,502	5,591	2,210	114	810	9	92	80	1,094
Evans	7,390	1,749	760	35	303	3	65	19	367
Fannin	14,751	3,107	1,340	36	228	2	°	28	92
Fayette	8,171	1,844	690	30	162	2	°	11	†78
Floyd	56,018	13,756	7,760	190	2,840	15	513	110	3,166
Forsyth	11,319	2,566	880	39	91	1	°	11	†52
Franklin	15,623	3,443	1,320	80	488	6	60	28	474
Fulton	391,492	103,261	76,930	1,549	30,933	212	7,585	695	31,886
Gilmer	8,995	1,951	720	30	121	2	°	12	†66
Glascocok	4,554	999	380	13	53	—	—	11	†53
Glynn	21,849	5,678	3,610	126	1,624	12	341	56	1,780
Gordon	18,410	4,369	1,770	59	574	5	100	35	718
Grady	19,640	4,523	1,950	55	460	5	96	21	958
Greene	13,701	3,246	1,390	26	324	6	95	23	†132
Gwinnett	29,082	6,778	2,810	77	465	8	95	88	787
Habersham	14,782	3,389	1,520	55	469	4	86	51	605
Hall	34,842	8,094	3,990	153	1,597	8	241	83	2,432
Hancock	12,763	2,743	1,230	75	380	2	°	7	†68
Haralson	14,402	3,486	1,410	34	321	6	89	21	433
Harris	11,434	2,615	1,070	35	113	2	°	16	†77
Hart	15,446	3,453	1,260	34	256	2	°	26	198
Heard	8,531	1,896	650	17	78	1	°	5	°
Henry	15,111	3,482	1,330	49	342	4	48	44	346
Houston	11,313	2,654	1,030	42	375	2	°	23	†280
Irwin	12,930	2,772	1,580	40	455	2	°	12	†120
Jackson	20,091	4,636	1,930	61	544	6	78	49	591
Jasper	8,762	2,165	920	39	199	5	42	16	221
Jeff Davis	8,833	1,901	810	22	303	2	°	23	†99
Jefferson	19,231	4,646	1,860	63	419	6	78	49	771
Jenkins	11,839	2,893	1,180	56	458	3	57	20	344
Johnson	12,955	3,040	1,170	56	411	5	57	22	326
Jones	8,332	1,941	740	17	64	—	—	10	33
Lamar	10,090	2,486	1,190	39	515	3	65	23	†178
Lanier	5,632	1,221	450	15	87	2	°	17	†61
Laurens	33,715	7,853	3,360	146	1,177	9	157	67	1,277
Lee	7,838	2,011	760	19	61	1	°	10	†86
Liberty	8,572	1,952	820	40	154	2	°	29	†185
Lincoln	7,037	1,459	530	28	188	3	14	8	†49
Long	4,061	918	400	17	80	2	°	9	†39
Lowndes	31,854	7,610	4,180	139	1,668	16	351	75	2,021
Lumpkin	6,215	1,408	540	40	90	1	°	11	†60
McDuffie	10,787	2,602	1,050	39	392	4	53	18	†208
McIntosh	5,283	1,373	730	37	258	3	28	21	227
Macon	15,937	3,827	1,570	38	387	5	78	19	†121
Madison	13,408	3,073	1,140	39	101	1	°	31	261
Marion	6,896	1,590	610	22	113	2	°	7	†45
Meriwether	22,053	5,194	2,290	123	657	7	67	28	388



• • • U. S. CENSUS DATA • • •

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Miller	10,000	2,174	800	40	262	3	43	15	†81
Mitchell	23,671	5,271	2,170	94	684	6	88	33	636
Monroe	10,835	2,501	1,070	48	427	3	87	17	415
Montgomery	9,668	2,054	840	30	137	5	28	15	†70
Morgan	12,531	3,046	1,240	26	271	4	59	24	345
Murray	11,142	2,358	870	13	76	2	*	21	238
Muscooge	75,183	19,478	13,050	364	5,707	34	920	116	5,278
Newton	18,590	4,498	2,080	61	611	6	101	51	765
Oconee	7,570	1,770	650	32	126	1	*	3	8
Oglethorpe	12,442	2,745	1,050	40	173	2	*	11	217
Paulding	12,842	2,800	1,030	31	231	2	*	15	260
Peach	10,375	2,561	1,290	42	390	5	75	18	679
Pickens	9,169	2,069	910	19	52	3	47	13	273
Pierce	11,794	2,582	1,080	43	577	5	87	27	†132
Pike	10,366	2,330	880	42	210	4	19	15	†69
Polk	28,466	6,469	3,420	87	1,275	8	199	34	1,084
Pulaski	9,822	2,491	1,020	37	404	4	72	19	454
Putnam	8,514	1,931	820	29	268	3	66	23	420
Quitman	3,433	742	280	10	42	1	*	9	55
Rabun	7,821	1,710	720	28	178	3	39	18	†105
Randolph	16,473	3,931	1,680	79	551	5	75	21	567
Richmond	81,851	21,035	14,050	408	5,494	26	967	130	4,823
Rockdale	7,696	1,831	760	37	308	3	67	17	174
Schley	5,031	1,127	420	17	100	2	*	12	†80
Seveven	20,343	4,549	1,760	92	515	6	68	23	475
Seminole	8,483	1,903	750	34	312	3	72	15	202
Spalding	28,380	7,117	3,860	117	1,877	9	*	59	2,050
Stephens	12,972	2,971	1,430	35	478	2	*	34	693
Stewart	10,596	2,394	1,080	49	360	4	31	12	366
Sumter	24,608	6,301	2,980	97	1,242	12	189	61	1,059
Talbot	8,147	1,839	770	32	106	4	22	18	†74
Taliaferro	6,278	1,360	530	23	133	1	*	6	61
Tattnall	16,220	3,431	1,410	51	570	7	87	35	533
Taylor	10,774	2,466	990	39	302	3	38	22	†177
Telfair	15,145	3,431	1,470	58	388	10	100	44	586
Terrell	16,646	4,113	1,800	71	500	7	76	24	405
Thomas	31,179	7,776	3,970	131	1,348	15	317	85	1,391
Tift	18,287	4,533	2,170	93	1,053	10	182	69	1,239
Toombs	16,942	3,736	1,700	64	683	6	*	41	671
Towns	4,929	1,049	380	9	7	1	*	6	†8
Treutlen	7,631	1,622	630	26	141	2	*	8	†49
Troup	43,896	10,597	5,520	188	2,980	16	419	92	2,944
Turner	10,844	1,960	810	45	353	4	56	27	416
Twiggs	9,117	1,989	760	27	149	2	*	12	†72
Union	7,822	1,739	580	42	86	1	*	9	†44
Upson	25,078	5,863	2,940	80	1,250	7	228	44	1,129
Walker	31,097	7,307	3,540	130	1,478	8	218	48	863
Walton	20,807	4,949	2,080	52	653	5	100	41	642
Ware	27,903	6,709	4,180	130	1,678	13	388	87	2,549
Warren	10,717	2,394	920	31	218	3	62	14	220
Washington	24,222	5,705	2,340	94	642	8	125	28	511
Wayne	13,124	2,984	1,160	55	429	5	74	25	405
Webster	4,720	1,023	380	16	99	1	*	5	26
Wheeler	8,531	1,820	710	30	204	2	*	10	51
White	6,362	1,391	530	34	86	1	*	5	†27
Whitfield	26,114	6,055	3,040	99	1,549	7	230	73	1,543
Wilcox	12,753	2,878	1,100	41	275	7	51	19	161
Wilkes	15,085	3,608	1,540	75	498	5	*	19	404
Wilkinson	11,230	2,656	1,140	65	420	4	31	10	249
Worth	21,447	4,875	1,900	63	499	3	27	22	367
<b>TOTAL STATE...</b>	<b>3,123,723</b>	<b>750,633</b>	<b>396,210</b>	<b>12,130</b>	<b>\$110,006</b>	<b>1,109</b>	<b>\$25,510</b>	<b>5,970</b>	<b>\$111,552</b>

\*Data unavailable, †Filling Station Sales only.

# IDAHO

County	Popula- tion	Families	Radio Homes	Stores	Sales	DRUG Stores	Sales	AUTOMOTIVE Stores	Sales
Ada	50,105	14,359	12,100	139	\$4,304	16	\$834	133	\$6,469
Adams	3,404	971	720	13	84	1	*	17	124
Bannock	34,450	8,456	7,150	113	2,987	12	520	106	3,132
Bear Lake	7,904	1,962	1,490	30	501	4	74	25	608
Benewah	7,322	2,113	1,640	21	518	3	45	15	222
Bingham	21,016	4,700	3,600	50	1,159	7	167	56	1,344

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Blaine	5,282	1,442	1,100	12	246	5	66	28	597
Boise	2,333	750	570	12	141	—	—	10	†72
Bonner	15,642	4,628	3,650	49	994	6	81	45	887
Bonneville	25,718	6,319	5,190	73	2,204	6	282	57	3,322
Boundary	5,897	1,655	1,280	20	519	2	*	24	445
Butte	1,892	504	400	7	108	1	*	9	122
Camas	1,361	369	270	5	101	1	*	6	†67
Canyon	40,833	11,355	9,100	98	2,471	14	496	124	3,813
Caribou	2,269	656	490	12	133	2	*	9	†98
Cassia	14,566	3,493	2,680	40	884	5	101	51	1,191
Clark	1,004	275	200	8	65	—	—	4	†22
Clearwater	8,235	2,247	1,730	17	433	6	91	17	474
Custer	3,535	1,007	770	13	201	3	11	18	†116
Elmore	5,471	1,554	1,220	11	200	2	*	35	578
Franklin	10,233	2,354	1,860	18	496	3	68	36	712
Fremont	10,274	2,449	1,900	32	628	4	109	43	666
Gem	9,532	2,607	2,050	17	559	3	75	34	1,070
Gooding	9,217	2,417	1,800	16	435	4	81	38	1,044
Idaho	12,642	3,525	2,650	35	772	6	72	42	967
Jefferson	10,657	2,513	1,980	15	398	4	82	28	444
Jerome	9,877	2,499	1,860	15	620	5	95	39	1,007
Kootenai	22,225	6,727	5,400	71	1,774	10	214	79	1,418
Latah	18,785	5,383	4,230	50	1,343	11	266	54	1,313
Lemhi	6,497	1,891	1,430	19	599	2	*	25	516
Lewis	4,643	1,327	1,000	17	392	5	62	20	330
Lincoln	4,232	1,116	840	10	225	2	*	14	287
Madison	9,176	2,081	1,650	17	430	3	96	31	719
Minidoka	9,846	2,544	1,900	23	550	5	110	34	761
Nez Perce	18,841	5,670	4,700	79	1,819	7	262	60	2,764
Oneida	5,302	1,283	1,020	14	254	2	*	18	309
Owyhee	5,636	1,626	1,120	16	270	2	*	19	177
Payette	9,500	2,687	2,110	25	684	4	68	35	893
Pawer	4,003	1,038	780	9	191	1	*	20	161
Shoshone	21,176	6,065	5,030	63	2,519	9	255	54	1,944
Teton	3,598	813	610	11	98	4	58	17	186
Twin Falls	36,500	9,942	7,900	92	2,621	12	457	114	4,197
Valley	3,988	1,168	900	14	387	2	*	22	397
Washington	8,861	2,302	1,810	20	648	5	69	32	804
<b>TOTAL STATE...</b>	<b>524,873</b>	<b>140,742</b>	<b>111,880</b>	<b>1,441</b>	<b>\$37,055</b>	<b>211</b>	<b>\$5,671</b>	<b>1,697</b>	<b>\$47,310</b>

\*Data unavailable. †Filling Station sales only.

# ILLINOIS

Population ..... 7,897,241  
 Families ..... 2,189,223  
 Radio Homes ..... 1,985,710

Adams	65,303	18,633	16,320	252	\$4,270	25	\$698	158	\$3,647
Alexander	25,866	7,232	6,220	90	1,187	14	204	43	1,366
Bond	14,526	4,328	3,580	44	771	5	56	49	1,091
Boone	15,197	4,474	3,750	43	1,301	6	80	53	1,188
Brown	8,055	2,466	1,950	22	349	4	45	35	356
Bureau	37,578	10,685	8,870	168	1,946	19	249	162	2,586
Calhoun	8,212	2,154	1,690	29	215	2	*	19	372
Carroll	17,994	5,312	4,450	74	1,357	9	98	71	1,009
Cass	16,410	4,728	3,990	74	1,216	7	135	65	980
Champaign	70,271	19,511	17,100	218	5,964	29	1,262	203	6,242
Christian	38,483	11,028	9,200	134	2,606	19	359	138	2,931
Clark	18,835	5,555	4,430	58	787	8	96	93	1,230
Clay	18,958	5,392	4,320	49	797	8	117	58	922
Clinton	22,916	5,901	4,820	64	821	6	57	60	795
Coles	38,513	11,232	9,730	164	2,504	13	366	118	3,812
Cook	4,049,331	1,121,319	1,051,800	19,860	331,129	2,160	71,339	4,050	227,620
Crawford	21,256	6,363	5,150	84	1,083	9	110	80	1,312
Cumberland	11,679	3,290	2,590	31	419	4	49	31	332
De Kalb	34,352	9,881	8,390	121	2,928	18	377	115	3,690
De Witt	18,252	5,261	4,390	69	1,345	7	165	68	1,411
Douglas	17,566	5,072	4,200	55	1,123	8	96	77	1,152
Du Page	102,779	27,429	25,200	326	9,842	41	1,392	247	8,416
Edgar	24,399	7,292	6,120	88	1,471	10	218	98	2,020
Edwards	8,962	2,724	2,200	26	298	3	26	36	582
Efingham	22,015	5,838	4,760	67	1,083	8	144	112	2,065
Fayette	29,092	7,815	6,220	86	1,450	10	256	98	2,244
Ford	14,975	4,335	3,560	48	994	9	144	68	1,428
Franklin	51,507	14,970	12,710	248	3,326	16	274	139	2,445
Fulton	44,644	13,186	10,970	156	2,752	19	355	157	2,925
Gallatin	11,406	3,155	2,520	30	293	6	35	34	404
Greene	20,291	5,746	4,700	73	1,167	6	115	49	877
Grundy	18,393	5,125	4,280	79	1,234	8	90	71	1,003
Hamilton	13,447	3,785	2,940	36	283	5	61	38	335
Hancock	26,276	8,088	6,500	100	1,277	12	151	110	1,368

• • • U. S. CENSUS DATA • • •

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Hardin	7,673	2,035	1,630	39	279	4	32	14	118
Henderson	8,954	2,594	2,060	26	282	4	24	28	226
Henry	43,670	12,756	10,990	141	2,952	17	382	162	3,442
Iroquois	32,469	9,464	7,640	107	1,842	17	219	137	2,246
Jackson	37,868	10,793	9,070	144	2,201	14	250	137	3,115
Jasper	13,421	3,973	3,060	28	369	4	28	40	553
Jefferson	34,333	10,132	8,360	122	1,606	11	254	116	2,675
Jersey	13,625	3,941	3,240	56	728	5	104	29	685
Jo Daviess	20,008	5,997	4,940	74	1,130	10	125	62	795
Johnson	10,646	3,021	2,370	33	214	2	*	30	330
Kane	129,022	35,163	32,150	496	13,191	47	1,753	332	11,904
Kankakee	60,827	14,838	12,900	180	4,001	19	743	192	5,521
Kendall	11,069	3,289	2,650	26	585	5	66	34	560
Knox	52,065	16,279	14,290	211	3,875	18	677	172	4,286
Lake	124,728	34,376	31,250	403	12,528	48	1,864	324	11,191
La Salle	97,792	27,982	23,900	401	7,860	38	1,108	313	6,948
Lawrence	21,114	5,969	4,940	89	1,192	9	143	79	1,624
Lee	34,584	8,747	7,350	98	2,320	11	278	102	2,102
Livingston	38,864	10,191	8,400	117	2,235	15	284	140	2,601
Logan	29,382	7,328	6,160	113	1,566	13	214	105	863
McDonough	26,972	8,446	7,100	94	1,676	15	214	116	2,184
McHenry	37,189	12,810	10,860	160	3,403	25	428	139	3,339
McLean	53,897	21,587	18,700	286	5,995	32	869	245	5,901
Macon	84,683	24,859	22,200	331	7,220	30	1,087	257	8,762
Macoupin	46,255	14,359	11,990	170	3,013	20	260	150	2,247
Madison	148,917	41,567	37,400	631	11,773	55	1,358	378	11,882
Marion	47,918	14,011	11,760	176	3,672	16	666	164	5,207
Marshall	13,162	3,899	3,180	46	790	8	81	53	927
Mason	15,304	5,232	4,320	49	905	10	124	71	896
Massac	14,925	4,328	3,560	68	590	5	115	50	726
Menard	10,667	3,168	2,570	41	523	6	67	36	762
Mercer	17,652	5,371	4,330	61	763	7	72	65	963
Monroe	12,746	3,591	2,890	51	621	4	54	32	840
Montgomery	34,446	10,385	8,590	116	2,016	16	277	122	2,669
Morgan	36,311	9,720	8,250	127	2,111	10	375	95	3,292
Moultrie	13,466	3,910	3,130	42	608	5	55	46	664
Ogle	29,858	9,026	7,490	90	2,053	14	279	121	2,027
Peoria	152,925	43,876	39,700	597	14,801	66	2,314	318	14,036
Perry	23,427	6,719	5,600	86	1,361	11	191	79	1,485
Piatt	14,632	4,261	3,420	44	818	9	*	55	651
Pike	25,346	7,411	5,950	97	1,253	9	118	91	1,344
Pope	7,994	2,256	1,750	39	245	1	*	16	198
Putnaski	15,886	4,268	3,440	57	439	5	57	42	265
Putnam	5,284	1,516	1,210	19	241	1	*	22	100
Randolph	33,356	8,261	7,810	90	1,624	11	153	83	1,302
Richland	17,109	4,964	4,090	56	861	5	136	63	1,171
Rock Island	113,170	31,789	28,900	465	9,359	44	1,319	257	8,526
St. Clair	165,915	46,979	42,100	726	11,747	86	1,661	374	10,923
Saline	37,438	10,674	8,880	132	1,935	16	316	109	2,214
Sangamon	117,754	33,186	29,650	444	9,713	47	1,967	299	9,600
Schuyler	11,431	3,275	2,590	49	568	4	40	40	557
Scott	8,163	2,372	1,910	50	413	2	*	24	120
Shelby	26,257	7,696	6,140	87	1,079	12	100	92	1,219
Stark	8,881	2,562	2,060	31	496	4	65	41	453
Stephenson	40,608	11,659	10,090	149	3,378	15	487	111	2,855
Tazewell	58,344	16,250	14,090	232	4,040	17	491	180	3,322
Union	21,708	4,987	4,030	37	928	7	130	60	1,160
Vermillion	86,655	24,586	21,400	327	6,474	33	1,096	283	5,855
Wabash	13,706	3,934	3,310	60	952	5	87	47	1,099
Warren	21,279	6,259	5,230	72	1,422	9	218	88	1,811
Washington	15,803	4,493	3,580	45	511	6	50	55	682
Wayne	22,149	6,117	4,790	54	608	5	96	65	1,410
White	19,899	5,668	4,500	62	924	5	95	78	1,300
Whiteside	43,342	12,318	10,600	150	3,209	17	497	142	2,911
Will	112,995	28,883	25,450	437	8,626	41	1,256	278	6,304
Williamson	51,611	14,799	12,420	181	2,782	19	315	129	2,742
Winnebago	121,000	34,804	31,500	484	10,920	49	1,626	313	10,334
Woodford	18,969	5,252	4,230	55	1,121	10	114	74	1,716
<b>TOTAL STATE...</b>	<b>7,897,211</b>	<b>2,180,223</b>	<b>1,985,710</b>	<b>33,903</b>	<b>\$601,021</b>	<b>3,693</b>	<b>\$109,294</b>	<b>15,599</b>	<b>\$504,186</b>

\*Data unavailable. †Filling Station Sales only.

# INDIANA

Population ..... 3,427,796  
 Families ..... 959,563  
 Radio Homes ..... 840,280

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Adams	21,232	5,451	4,530	62	\$904	7	\$146	77	\$1,641
Allen	154,833	42,269	38,400	713	12,796	80	2,387	416	13,387
Bartholomew	28,266	8,120	6,840	119	1,987	8	250	100	2,136
Benton	11,262	3,070	2,550	34	653	9	112	52	1,042
Blackford	13,758	3,931	3,330	54	876	6	181	49	870
Boone	22,016	6,632	5,510	64	1,236	10	227	86	1,567
Brown	6,187	1,617	1,310	29	218	1	*	14	143
Carroll	14,730	4,583	3,940	50	663	6	110	60	1,108
Cass	38,393	10,834	9,240	134	2,070	16	494	125	2,463
Clark	31,020	8,544	7,300	130	1,470	11	177	82	1,292
Clay	25,167	7,324	6,150	94	1,409	12	224	80	1,470
Clinton	28,300	8,231	7,010	96	1,916	12	342	105	2,358
Crawford	10,160	2,736	2,190	40	225	5	46	26	223
Daviess	26,100	7,080	5,900	113	1,408	8	178	73	1,274
Dearborn	22,623	6,441	5,430	80	1,246	9	187	68	1,135
Decatur	17,671	5,064	4,210	67	957	7	134	68	1,214
De Kalb	24,709	7,159	6,210	99	1,555	13	191	99	1,972
Delaware	74,925	21,705	19,300	287	5,499	29	1,024	193	5,933
Dubois	22,543	5,590	4,700	45	821	9	114	66	1,422
Elkhart	72,488	20,755	18,400	238	5,200	30	966	246	7,172
Fayette	19,395	5,452	4,760	79	1,347	10	229	43	1,258
Floyd	35,048	10,107	9,010	189	2,175	13	227	109	2,079
Fountain	18,302	5,361	4,480	62	1,180	11	156	76	1,668
Franklin	14,398	3,800	3,090	44	564	3	62	39	534
Fulton	15,941	4,621	3,780	58	766	7	102	71	898
Gibson	30,662	8,512	7,100	124	1,305	13	137	104	1,702
Grant	55,717	15,917	13,800	214	3,705	22	736	168	4,018
Greene	31,293	9,098	7,530	125	1,678	16	228	128	1,602
Hamilton	24,585	7,458	6,190	87	1,315	12	235	103	1,523
Hancock	17,242	5,269	4,380	79	982	8	132	75	1,334
Harrison	17,101	4,562	3,640	42	443	3	58	51	495
Hendricks	20,152	5,890	4,840	57	882	12	179	85	1,381
Henry	40,162	11,217	9,640	144	2,496	15	435	135	3,340
Howard	47,834	13,663	12,000	185	3,667	17	629	143	3,526
Huntington	29,842	8,526	7,290	132	1,865	12	368	105	1,854
Jackson	26,610	7,289	6,090	110	1,349	10	171	112	1,493
Jasper	14,829	3,806	3,120	47	758	6	99	59	955
Jay	22,487	6,139	5,030	77	1,117	8	148	91	1,691
Jefferson	19,905	5,314	4,360	79	855	4	170	83	955
Jennings	13,661	3,429	2,780	39	480	5	65	40	743
Johnson	22,448	6,514	5,480	79	1,356	12	243	89	1,683
Knox	43,865	12,315	10,690	197	2,632	21	434	170	2,939
Kosciusko	29,483	8,637	7,150	94	1,384	14	296	107	1,957
Lagrange	14,348	3,863	3,160	53	646	5	72	58	906
Lake	288,283	74,881	69,000	1,341	23,812	98	3,145	550	20,466
La Porte	63,658	16,696	14,900	232	5,611	17	624	200	4,665
Lawrence	35,556	9,728	8,360	140	1,935	12	340	93	1,668
Madison	88,092	25,276	22,470	332	6,167	35	1,187	280	6,019
Marion	456,669	130,677	120,750	1,855	38,049	299	11,846	901	41,833
Marshall	25,950	7,296	6,110	80	1,386	11	176	106	2,034
Martin	10,278	2,599	2,090	36	349	5	56	30	305
Miami	27,810	8,427	7,240	107	1,616	11	218	106	1,667
Monroe	36,348	9,959	8,710	115	2,513	9	453	109	3,293
Montgomery	27,267	8,253	6,980	110	1,829	15	323	109	2,182
Morgan	19,798	5,687	4,710	65	1,175	12	168	88	1,450
Newton	10,989	3,022	2,520	30	524	8	138	53	653
Noble	22,734	6,599	5,580	78	1,264	11	203	99	1,634
Ohio	3,764	1,119	910	16	196	1	*	12	146
Orange	17,199	4,725	3,930	71	1,033	9	121	50	778
Owen	12,158	3,462	2,840	36	560	6	62	48	856
Parke	17,353	5,038	4,160	67	897	10	110	89	1,096
Perry	17,765	4,534	3,850	84	764	7	109	48	625
Pike	17,025	4,762	3,930	94	810	3	72	52	974
Porter	27,697	7,657	6,640	114	1,851	12	327	128	2,107
Posey	19,164	5,437	4,480	65	832	7	105	61	959
Pulaski	12,057	3,218	2,600	34	418	6	76	52	820
Putnam	20,860	5,893	4,850	60	1,000	9	133	106	1,329
Randolph	26,726	8,083	6,720	99	1,587	13	239	111	1,873
Ripley	18,851	5,205	4,220	65	839	7	155	72	1,297
Rush	18,915	5,454	4,530	66	983	5	104	64	1,239
St. Joseph	161,967	44,038	40,380	662	13,327	65	2,199	391	12,967
Scott	8,071	2,549	2,050	29	396	4	53	34	369
Shelby	25,924	7,806	6,620	99	1,649	9	254	82	1,807
Spencer	16,209	4,414	3,680	45	455	6	56	60	607
Starke	12,147	3,445	2,820	47	748	5	52	59	1,006
Steuben	13,709	4,141	3,440	62	931	8	136	91	1,380
Sullivan	26,783	7,878	6,910	103	1,460	11	181	104	1,195
Switzerland	8,164	2,450	1,930	24	219	2	*	39	218
Tippecanoe	51,218	14,337	12,740	152	4,556	24	1,211	133	4,427
Tipton	15,106	4,412	3,660	47	838	7	116	57	881
Union	6,013	1,791	1,460	13	281	4	70	18	408

**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Vanderburg	130,709	36,225	33,360	555	9,776	56	2,454	262	9,987
Vermillion	21,763	6,474	5,760	110	1,398	8	154	84	1,404
Vigo	99,467	30,018	26,690	511	8,643	52	1,511	292	8,038
Wabash	26,568	7,590	6,440	109	1,421	18	291	108	2,269
Warren	9,033	2,528	2,030	28	330	3	37	32	1,172
Warrick	19,421	5,433	4,460	91	827	5	61	50	1,069
Washington	17,010	4,664	3,770	46	395	4	72	63	711
Wayne	59,059	16,457	14,510	220	4,142	22	802	164	4,547
Wells	19,104	5,335	4,520	54	1,009	6	134	64	1,497
White	17,114	4,883	4,060	52	951	9	193	90	1,285
Whitley	16,934	4,913	4,070	52	958	8	158	63	961
<b>TOTAL STATE...</b>	<b>3,427,796</b>	<b>959,563</b>	<b>810,280</b>	<b>13,417</b>	<b>\$230,915</b>	<b>1,521</b>	<b>\$13,824</b>	<b>10,283</b>	<b>\$249,511</b>

\*Data unavailable. †Filling Station Sales only.

# IOWA

Population ..... 2,538,268  
 Families ..... 700,173  
 Radio Homes ..... 595,720

Adair	13,179	3,768	2,980	59	\$620	9	\$112	59	\$864
Adams	10,150	2,920	2,280	23	365	4	72	39	469
Allamakee	17,171	4,500	3,640	48	684	6	96	72	1,001
Appanoose	24,258	6,965	5,840	94	1,434	13	231	87	1,562
Audubon	11,803	3,225	2,540	46	651	7	74	32	685
Benton	22,847	6,439	5,310	88	1,456	12	162	94	1,857
Black Hawk	79,723	22,433	20,200	281	7,126	39	1,305	213	7,755
Boone	29,751	7,906	6,710	102	1,806	14	252	112	2,309
Bremer	17,935	4,938	3,980	47	871	8	140	68	1,552
Buchanan	20,971	5,345	4,360	60	910	12	124	86	1,264
Buena Vista	19,823	5,470	4,500	76	1,363	14	193	95	1,669
Butler	17,972	5,066	4,050	50	830	10	125	74	1,109
Calhoun	17,558	4,856	3,900	59	975	11	202	92	1,257
Carroll	22,754	5,705	4,720	58	1,275	13	158	81	1,979
Cass	18,566	5,454	4,540	99	1,258	10	186	85	1,908
Cedar	16,876	4,833	3,860	53	889	11	194	75	1,595
Cerro Gordo	43,812	11,687	10,400	146	3,268	18	703	144	4,219
Cherokee	19,261	4,566	3,810	53	1,124	10	184	67	1,350
Chickasaw	15,220	4,111	3,260	49	753	7	90	60	843
Clarke	10,272	3,057	2,480	24	510	4	58	45	593
Clay	17,755	4,895	4,050	57	1,067	8	260	79	2,297
Clayton	24,302	6,651	5,340	96	993	13	187	104	1,398
Clinton	44,669	12,456	10,900	224	3,681	19	444	144	3,574
Crawford	20,569	5,364	4,360	66	1,059	13	154	84	1,273
Dallas	24,587	7,164	5,950	79	1,761	15	264	112	2,050
Davis	11,123	3,192	2,500	30	422	7	76	35	714
Decatur	13,994	3,883	3,100	46	773	8	97	56	870
Delaware	18,476	4,900	3,980	48	770	9	150	65	1,153
Des Moines	36,768	10,869	9,750	169	3,391	19	631	96	3,231
Dickinson	12,171	3,205	2,650	60	833	7	149	71	1,088
Dubuque	63,704	15,624	14,050	238	4,524	24	509	145	4,694
Emmet	13,330	3,508	2,980	52	909	6	96	63	1,160
Fayette	29,134	7,915	6,650	89	1,524	13	234	95	1,999
Floyd	20,255	5,707	4,840	66	1,189	12	197	83	1,408
Franklin	16,203	4,430	3,660	35	831	7	98	72	1,436
Fremont	14,630	4,143	3,280	69	669	10	126	48	666
Greene	16,599	4,724	3,860	46	816	10	140	87	1,286
Grundy	13,514	3,694	2,930	33	567	7	136	61	1,166
Guthrie	17,216	4,891	3,900	75	999	10	126	87	955
Hamilton	19,902	5,371	4,460	55	1,226	13	181	80	1,508
Hancock	15,385	3,960	3,140	41	669	9	127	58	1,181
Hardin	22,505	6,295	5,290	81	1,565	14	239	118	2,223
Harrison	22,752	6,149	5,000	55	913	15	196	92	1,524
Henry	17,962	4,830	3,980	52	812	11	133	61	907
Howard	13,536	3,593	2,940	31	659	7	96	48	829
Humboldt	13,447	3,470	2,780	44	657	7	107	70	1,241
Ida	11,032	3,011	2,410	38	598	6	96	48	794
Iowa	17,011	4,679	3,710	53	843	8	141	50	1,320
Jackson	19,177	5,193	4,250	68	1,164	11	198	76	1,310
Jasper	31,454	8,815	7,430	70	1,375	15	310	111	1,873
Jefferson	15,749	4,543	3,840	60	911	9	160	65	1,080
Johnson	33,190	9,395	8,180	92	2,641	15	513	97	2,877
Jones	19,942	5,138	4,180	50	844	9	119	69	1,286
Keokuk	18,391	5,504	4,410	55	930	13	159	86	1,292
Lessuth	26,640	6,492	5,250	65	1,287	14	233	114	2,115



County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Lee	41,002	11,374	10,250	175	2,724	18	465	109	2,649
Linn	88,928	26,382	23,500	359	6,973	49	2,039	256	8,358
Louisa	11,375	3,288	2,650	34	622	8	81	49	891
Lucas	14,542	4,183	3,480	46	911	8	115	49	†388
Lyon	15,366	3,777	3,000	40	593	7	101	70	763
Madison	14,522	4,215	3,390	56	828	9	127	48	978
Mahaska	26,454	7,667	6,450	67	1,307	10	293	102	1,607
Marion	26,828	7,206	6,010	72	1,635	9	181	101	1,754
Marshall	35,333	9,714	8,460	123	2,775	14	242	112	3,070
Mills	15,057	3,680	2,990	51	714	8	113	54	1,108
Mitchell	14,110	3,835	3,140	52	781	7	93	55	954
Monona	18,220	4,846	3,900	48	809	8	114	77	1,328
Monroe	14,542	3,957	3,250	45	769	5	76	64	†330
Montgomery	15,706	4,616	3,900	42	947	10	164	70	1,449
Muscatine	31,281	9,235	8,060	137	2,531	16	285	107	2,505
O'Brien	19,303	5,171	4,270	73	1,159	10	153	96	1,604
Osceola	10,609	2,698	2,140	26	587	5	66	37	850
Paxe	24,821	6,651	5,660	92	1,548	11	346	87	2,314
Palo Alto	16,142	3,996	3,240	50	869	9	133	75	1,166
Plymouth	23,477	6,012	4,910	46	1,090	10	181	84	1,533
Pocahontas	16,236	4,199	3,330	43	751	10	179	62	1,158
Polk	195,389	56,432	52,000	811	16,603	117	3,894	521	15,788
Pottawattamie	66,755	18,460	16,250	249	4,692	36	895	214	4,900
Poweshiek	18,747	5,377	4,440	44	1,291	11	189	79	1,505
Ringold	11,139	3,270	2,580	22	394	4	73	40	574
Sac	17,635	4,762	3,920	51	818	11	147	82	1,256
Scott	84,660	24,137	21,850	311	8,001	39	1,212	163	7,265
Shelby	16,717	4,259	3,460	59	729	12	140	69	1,181
Sioux	27,211	6,647	5,320	80	1,043	15	199	97	1,597
Story	33,375	8,988	7,760	126	2,868	21	400	135	3,040
Tama	22,410	6,239	5,070	74	1,097	15	172	89	1,695
Taylor	14,268	4,187	3,330	63	586	10	122	56	644
Union	16,288	4,832	4,140	62	927	10	211	70	1,250
Van Buren	12,039	3,701	2,950	41	504	6	44	52	590
Wapello	44,217	12,810	11,280	139	3,394	20	644	121	2,798
Warren	17,691	5,061	4,120	93	857	7	104	111	1,122
Washington	20,028	5,747	4,750	50	976	10	213	73	1,652
Wayne	13,299	4,015	3,220	44	618	9	103	53	660
Webster	41,493	11,377	9,910	148	3,014	15	483	126	4,750
Winnebago	13,967	3,550	2,820	55	766	6	128	58	1,518
Winneshiek	22,255	5,806	4,720	63	1,003	9	137	74	1,278
Woodbury	103,450	28,366	25,500	376	8,529	57	1,788	315	8,920
Worth	11,431	3,008	2,370	32	515	9	76	43	619
Wright	20,036	5,423	4,550	61	1,220	12	215	77	1,430
<b>TOTAL STATE...</b>	<b>2,538,268</b>	<b>700,173</b>	<b>595,720</b>	<b>8,737</b>	<b>\$163,637</b>	<b>1,327</b>	<b>\$28,873</b>	<b>8,992</b>	<b>\$195,250</b>

\*Data unavailable. †Filling Station Sales only.

# KANSAS

Population ..... 1,801,028  
 Families ..... 512,090  
 Radio Homes ..... 379,160

Allen	19,837	6,181	4,520	71	\$1,028	10	\$139	79	\$1,360
Anderson	11,636	3,396	2,200	30	444	9	100	61	761
Atchison	22,180	6,310	4,840	79	1,478	12	277	72	1,358
Barber	9,063	2,568	1,660	31	651	11	125	44	912
Barton	24,972	6,771	5,050	82	1,980	14	394	92	2,525
Bourbon	20,889	6,381	4,640	81	1,264	10	225	97	1,306
Brown	17,362	5,057	3,520	48	904	11	191	80	1,398
Butler	31,985	9,269	6,850	118	2,342	17	221	129	2,852
Chase	6,329	1,836	1,150	20	292	5	45	31	269
Chautauqua	9,227	2,685	1,720	29	367	9	98	38	722
Cherokee	29,805	8,652	6,410	120	1,670	15	235	125	1,594
Cheyenne	6,219	1,590	920	13	232	4	68	32	583
Clark	4,060	1,104	690	11	215	5	74	22	381
Clay	13,271	3,964	2,700	53	870	8	138	61	967
Cloud	17,228	5,041	3,900	53	1,021	12	209	79	1,315
Coffey	12,259	3,675	2,310	37	788	7	72	51	413
Comanche	4,409	1,245	800	17	284	4	63	22	257
Cowley	38,057	11,074	8,660	126	2,687	25	413	153	3,138
Crawford	44,092	13,573	10,320	226	3,179	21	515	181	3,032
Decatur	7,448	2,000	1,200	29	298	5	49	29	389
Dickinson	22,904	6,634	4,850	94	1,575	15	217	119	1,541
Doniphan	12,919	3,700	2,230	55	515	9	69	55	412
Douglas	25,136	7,918	6,160	95	1,960	14	411	92	2,420
Edwards	6,368	1,828	1,150	22	412	6	83	42	406
Elk	8,151	2,473	1,540	23	343	5	57	39	308
Ellis	17,030	3,926	2,760	39	1,063	6	159	61	1,412
Ellsworth	9,852	2,687	1,720	37	694	7	138	40	498
Finney	10,080	2,714	2,050	23	818	4	118	51	1,728
Ford	17,183	4,558	3,570	66	1,361	11	268	89	1,880

**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Franklin	20,833	6,113	4,400	59	1,358	14	266	88	1,480
Geary	15,151	3,806	3,040	36	962	7	126	40	854
Gove	4,794	1,136	660	12	158	3	16	27	278
Graham	7,058	1,572	900	16	188	4	49	23	219
Grant	1,929	491	340	5	101	2	*	11	†81
Gray	4,766	1,194	710	12	215	3	44	25	259
Greeley	1,637	417	260	6	64	1	*	10	70
Greenwood	16,488	4,765	3,240	51	964	9	138	89	1,214
Hamilton	2,643	709	450	11	176	1	*	28	†192
Harper	12,043	3,479	2,330	44	836	9	172	57	997
Harvey	21,690	5,982	4,630	49	1,547	10	148	87	1,702
Haskell	2,086	541	320	4	95	3	35	10	146
Hodgeman	3,520	890	500	8	76	1	*	16	†60
Jackson	13,357	3,918	2,430	39	948	8	69	56	568
Jefferson	12,700	3,772	2,270	41	483	8	78	47	342
Jewell	11,939	3,594	2,070	38	485	7	80	43	537
Johnson	33,284	9,699	6,800	111	1,608	17	224	162	1,681
Kearny	2,519	671	410	6	90	2	*	14	112
Kingman	12,006	3,217	2,110	40	653	7	97	75	886
Kiowa	5,095	1,392	860	9	170	3	55	34	350
Labette	30,337	8,832	6,600	118	1,907	17	332	115	1,983
Lane	2,811	757	460	8	141	2	*	16	268
Leavenworth	40,060	9,321	7,290	119	1,837	21	400	96	1,916
Lincoln	8,328	2,305	1,370	22	253	5	42	29	325
Linn	11,951	3,637	2,100	37	467	7	93	56	571
Logan	3,686	962	600	18	216	3	38	27	188
Lyon	26,366	7,654	5,790	92	1,894	14	382	110	1,921
McPherson	24,662	6,674	4,620	67	1,559	13	337	101	1,807
Marion	18,926	5,202	3,320	50	805	10	119	87	1,403
Marshall	20,963	5,960	3,940	74	1,132	14	227	93	1,205
Meade	5,515	1,444	910	9	311	5	72	27	600
Miami	19,459	5,411	3,810	51	965	11	164	86	1,261
Mitchell	11,350	3,162	2,130	38	769	9	138	60	1,005
Montgomery	49,597	14,650	12,100	195	3,876	25	583	202	3,668
Morris	10,349	2,971	1,940	50	558	7	62	50	566
Morton	2,192	608	400	7	167	3	44	16	155
Nemaha	16,734	4,482	2,740	45	735	11	156	74	821
Neosho	22,197	6,553	4,790	69	1,481	9	208	93	1,572
Ness	6,851	1,777	1,080	22	280	8	57	32	270
Norton	9,813	2,702	1,740	30	555	6	99	32	524
Osage	15,103	4,619	2,820	44	734	9	90	73	793
Osborne	9,898	2,855	1,750	32	563	6	98	62	613
Ottawa	9,208	2,772	1,710	25	445	5	71	46	517
Pawnee	10,286	2,484	1,740	28	622	6	*	29	453
Phillips	10,439	3,053	1,820	32	578	10	82	61	585
Pottawatomie	14,011	3,859	2,370	42	692	10	131	73	1,251
Pratt	12,317	3,472	2,610	30	911	9	158	72	1,300
Rawlins	6,616	1,702	1,000	20	269	4	47	30	318
Reno	52,141	14,749	11,590	174	3,854	28	738	198	4,853
Republic	13,119	3,997	2,390	37	568	7	93	69	860
Rice	17,193	5,003	3,440	50	1,276	11	184	77	1,420
Riley	20,566	6,078	4,670	76	1,660	14	369	82	1,846
Rooks	8,398	2,354	1,430	28	438	6	63	42	507
Rush	8,280	2,169	1,330	31	400	8	78	39	523
Russell	13,636	3,705	2,340	43	843	11	164	70	1,007
Saline	29,486	8,383	6,880	114	2,562	18	532	120	2,878
Scott	3,764	986	630	10	205	2	*	19	213
Sedgewick	143,170	42,410	37,400	522	11,419	86	2,582	469	13,609
Seward	6,538	1,802	1,440	19	687	3	96	34	813
Shawnee	91,009	26,360	22,950	345	7,854	52	1,643	288	7,220
Sheridan	5,310	1,254	710	9	132	2	*	22	224
Sherman	6,390	1,730	1,260	14	428	2	*	40	741
Smith	10,577	3,181	1,860	32	569	8	98	62	509
Stafford	10,504	2,922	1,820	23	668	7	120	42	791
Stanton	1,441	365	220	9	83	2	*	8	†60
Stevens	3,193	850	510	8	194	2	*	17	191
Sumner	26,296	7,560	5,260	82	1,567	18	253	102	1,430
Thomas	6,485	2,176	1,390	17	427	5	120	49	668
Trego	5,821	1,462	840	20	253	3	49	32	288
Wabaunsee	9,215	2,601	1,540	24	348	8	51	39	467
Wallace	2,434	601	360	8	106	1	*	13	†84
Washington	15,887	4,593	2,700	42	485	10	95	71	612
Wichita	2,188	566	330	8	157	1	*	5	26
Wilson	17,704	5,233	3,670	54	1,094	12	153	75	886
Woodson	8,009	2,315	1,430	32	416	4	49	50	308
Wyandotte	144,869	40,617	36,500	677	10,261	76	1,991	356	9,885
<b>TOTAL STATE...</b>	<b>1,801,028</b>	<b>512,090</b>	<b>379,160</b>	<b>6,207</b>	<b>\$115,297</b>	<b>1,076</b>	<b>\$20,998</b>	<b>7,346</b>	<b>\$129,481</b>

\*Data unavailable. †Filling Station Sales only.

# KENTUCKY

Population ..... 2,845,627  
 Families ..... 700,892  
 Radio Homes ..... 501,730

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Adair	18,560	4,353	2,580	72	\$303	3	\$49	21	\$301
Allen	15,488	3,965	2,350	52	397	2	*	29	646
Anderson	8,907	2,404	1,480	34	427	2	*	21	385
Ballard	9,485	2,590	1,600	39	251	6	31	21	203
Barren	27,399	6,959	4,360	97	966	9	205	68	1,422
Bath	11,451	2,810	1,690	52	352	3	24	21	226
Bell	43,832	9,204	6,420	172	2,031	9	253	52	1,108
Boone	10,819	2,971	1,840	38	325	2	*	35	290
Bourbon	17,925	4,884	3,360	69	1,108	6	131	28	706
Boyd	45,937	10,927	9,240	216	3,024	16	627	81	2,770
Boyle	17,165	4,555	3,260	68	1,146	6	197	43	1,126
Bracken	9,395	2,553	1,570	40	357	4	44	25	†100
Breathitt	23,944	4,628	2,720	62	183	1	*	11	59
Breckinridge	17,739	4,504	2,740	96	444	5	59	26	348
Bullitt	9,049	2,443	1,520	27	204	2	*	19	265
Butler	14,368	3,387	1,980	89	149	2	*	14	185
Caldwell	14,656	5,634	3,720	54	552	7	115	26	494
Calloway	19,024	5,203	3,210	58	698	6	117	47	570
Campbell	70,972	20,099	17,520	395	6,893	31	983	87	2,723
Carlisle	7,632	2,060	1,270	18	258	4	32	14	178
Carrroll	8,637	2,371	1,500	30	424	4	105	24	367
Carter	25,537	5,281	3,310	119	645	5	39	26	339
Casey	19,957	4,245	2,430	60	170	2	*	18	202
Christian	36,278	9,196	6,140	155	1,437	14	227	80	1,638
Clark	17,975	4,959	3,520	79	1,042	6	176	66	1,055
Clay	23,903	4,524	2,620	73	237	2	*	13	†66
Clinton	10,279	2,284	1,340	5	12	3	34	9	94
Crittenden	12,099	3,191	1,960	37	407	3	72	11	238
Cumberland	11,918	2,619	1,520	34	76	2	*	8	186
Daviess	52,138	13,541	9,790	220	3,080	25	689	98	2,849
Edmonson	11,411	2,301	1,350	40	60	2	*	13	192
Elliott	8,714	1,740	980	28	46	—	—	3	51
Estill	17,966	3,854	2,540	58	495	4	98	22	337
Fayette	78,883	21,115	17,310	291	6,423	28	1,943	118	7,000
Fleming	13,345	3,573	2,170	58	462	3	55	32	346
Floyd	53,002	10,560	6,870	221	1,687	4	71	43	562
Franklin	23,283	6,060	4,370	79	1,949	6	245	52	1,373
Fulton	15,415	4,075	2,740	91	1,068	6	*	40	860
Gallatin	4,266	1,188	730	13	111	2	*	13	145
Garrard	11,907	2,904	1,740	44	434	2	*	25	384
Grant	9,910	2,738	1,660	38	402	3	66	36	534
Graves	31,746	8,782	5,700	127	1,317	6	191	62	1,560
Grayson	17,532	4,332	2,570	70	243	5	51	23	269
Green	12,223	3,069	1,780	53	228	2	*	22	†119
Greenup	24,915	5,461	3,480	98	757	5	80	42	342
Hancock	6,801	1,780	1,070	29	174	1	*	15	189
Hardin	26,604	6,007	3,790	99	1,127	8	156	82	1,781
Harlan	75,253	15,832	11,100	187	2,658	12	265	56	2,165
Harrison	15,078	4,225	2,830	67	970	5	138	40	793
Hart	16,745	4,224	2,500	51	415	6	132	44	371
Henderson	26,908	7,431	6,110	91	1,472	11	208	56	1,219
Henry	12,232	3,339	2,050	31	432	7	84	27	280
Hickman	9,138	2,462	1,500	22	230	3	21	13	169
Hopkins	37,752	10,292	7,000	147	1,681	12	240	87	2,232
Jackson	16,336	3,252	1,870	24	63	2	*	12	154
Jefferson	385,256	106,262	92,160	1,553	32,628	214	7,254	478	25,798
Jessamine	12,182	3,257	2,170	43	572	6	64	31	475
Johnson	26,002	5,552	3,480	84	656	2	*	27	753
Kenton	93,018	26,171	22,800	521	8,554	50	1,158	104	3,944
Knott	20,088	3,771	2,250	85	117	2	*	1	*
Knox	31,094	6,502	4,090	160	782	4	41	30	274
Larue	9,617	2,468	1,480	22	205	3	47	29	314
Laurel	25,537	5,450	3,280	100	516	4	64	37	667
Lawrence	17,294	3,745	2,220	101	381	2	*	11	157
Lee	10,857	2,281	1,400	60	250	2	*	9	112
Leslie	14,979	2,752	1,570	47	69	1	*	4	52
Letcher	40,583	8,126	5,410	129	1,043	3	56	28	603
Lewis	15,674	3,698	2,220	74	355	2	*	17	229
Lincoln	19,852	4,614	2,810	91	511	5	45	49	547
Livingston	9,134	2,401	1,450	23	105	2	*	12	†43
Logan	23,339	7,224	4,510	76	786	7	128	36	814
Lyon	9,039	1,984	1,210	28	191	2	*	9	214
McCracken	48,830	13,474	10,310	207	3,407	27	825	98	3,692
McCreary	16,452	3,293	2,130	57	322	2	*	18	†131
McLean	11,435	2,989	1,850	31	262	7	52	21	207
Madison	28,536	7,158	4,660	94	1,120	8	261	60	1,382
Magoffin	17,496	3,437	2,000	117	281	1	*	1	*
Marion	16,573	3,813	2,440	35	519	3	60	26	465
Marshall	16,615	4,361	2,590	56	414	4	54	34	467
Martin	10,970	2,007	1,220	55	193	1	*	1	*
Mason	19,133	5,109	3,600	86	1,232	5	152	55	1,011

**U. S. CENSUS DATA**

County	Population	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Meade	8,810	2,186	1,300	33	158	3	18	21	408
Menifee	5,680	1,221	700	27	105	—	—	10	52
Mercer	14,618	3,918	2,570	44	524	7	124	43	714
Metcalfe	10,778	2,679	1,530	31	75	1	*	16	†61
Monroe	14,071	3,258	1,890	37	147	5	26	20	201
Montgomery	12,264	3,204	2,180	53	613	6	105	31	608
Morgan	16,823	3,568	2,070	84	141	1	*	14	238
Muhlenberg	37,525	9,130	6,030	106	1,049	7	93	43	980
Nelson	18,817	4,180	2,590	40	536	6	90	34	720
Nicholas	8,619	2,395	1,460	21	323	3	38	24	216
Ohio	24,413	6,308	3,920	98	434	11	91	32	397
Oldham	10,719	2,101	1,340	29	329	2	*	18	264
Owen	9,759	3,004	1,780	30	323	3	50	19	321
Owsley	8,060	1,886	1,070	18	47	—	—	3	13
Pendleton	10,386	2,797	1,690	41	425	4	35	29	331
Perry	47,740	9,372	6,260	132	1,117	8	221	35	1,090
Pike	71,120	13,985	8,030	338	1,656	8	137	72	1,799
Powell	7,692	1,646	990	34	89	—	—	14	†39
Pulaski	39,848	9,038	5,640	135	910	8	181	55	980
Robertson	3,421	915	540	16	135	1	*	7	†24
Rockcastle	17,157	3,700	2,230	38	256	3	25	41	153
Rowan	12,733	2,730	1,690	77	502	1	*	21	275
Russell	13,610	2,982	1,720	26	93	3	21	14	197
Scott	14,326	3,957	2,660	44	701	6	125	40	834
Shelby	17,770	4,785	3,120	41	816	6	134	39	1,027
Simpson	11,753	3,123	2,000	31	450	3	122	31	643
Spencer	6,858	1,850	1,100	17	166	1	*	9	†53
Taylor	13,589	3,401	2,050	49	387	3	61	38	555
Todd	14,227	3,719	2,270	56	455	6	64	28	†183
Trigg	12,682	8,131	4,810	23	273	3	51	25	†98
Trimble	5,601	1,438	890	16	49	1	*	11	53
Union	17,394	4,388	2,900	46	628	5	141	36	663
Warren	36,587	9,797	6,680	157	1,605	12	384	73	2,202
Washington	12,681	3,021	1,790	29	415	2	*	23	366
Wayne	17,172	3,733	2,200	43	260	2	*	18	312
Webster	19,164	5,353	3,530	57	548	11	117	43	491
Whitley	33,190	7,324	4,860	96	993	8	168	60	1,259
Wolfe	9,997	2,074	1,210	30	96	—	—	14	†32
Woodford	11,826	2,954	1,870	51	619	5	99	23	403
<b>TOTAL STATE...</b>	<b>2,845,627</b>	<b>700,892</b>	<b>501,730</b>	<b>10,826</b>	<b>\$126,418</b>	<b>871</b>	<b>\$22,229</b>	<b>4,379</b>	<b>\$106,878</b>

\*Data unavailable. †Filling Station Sales only.

# LOUISIANA

Population ..... 2,363,880  
 Families ..... 590,722  
 Radio Homes ..... 354,950

**Parish**

Acadia	46,372	10,997	5,940	201	\$938	14	\$240	72	\$1,551
Allen	17,606	4,445	2,170	55	434	4	78	29	467
Ascension	21,212	5,177	2,460	106	490	6	91	30	774
Assumption	18,542	4,266	1,960	75	402	6	72	14	289
Avoyelles	39,264	9,428	4,040	218	767	13	210	69	1,292
Beauregard	14,855	3,700	1,890	52	441	5	50	49	568
Bienville	23,928	5,671	2,450	55	539	12	117	50	917
Bossier	33,060	8,321	3,800	95	951	7	164	49	1,743
Caddo	149,831	40,275	36,830	544	9,798	63	3,101	286	12,505
Calcasieu	55,813	14,574	8,460	247	3,191	21	460	127	4,329
Caldwell	12,061	2,880	1,290	19	117	4	78	22	441
Cameron	7,199	1,792	740	24	118	5	16	8	†51
Catahoula	14,626	3,493	1,510	34	206	4	52	19	197
Claiborne	29,792	7,023	3,260	88	801	8	216	56	1,024
Concordia	14,593	4,134	1,930	41	474	4	69	14	183
De Soto	31,780	7,893	3,580	112	807	8	157	29	1,063
East Baton Rouge	88,182	22,982	14,150	395	6,429	41	1,753	131	7,790
East Carroll	18,811	5,121	2,320	55	415	3	130	15	261
East Feliciana	18,034	3,263	1,430	52	258	6	46	15	274
Evangeline	30,682	7,685	3,230	126	418	3	27	29	†167
Franklin	32,382	8,007	3,330	78	704	10	152	31	612
Grant	16,007	3,899	1,760	62	412	3	49	37	601
Iberia	37,171	8,882	4,460	192	1,129	12	248	58	2,200
Iberville	27,681	7,009	3,470	126	918	11	118	33	773
Jackson	17,808	4,348	1,940	42	386	5	90	22	702
Jefferson	50,395	12,714	7,310	361	2,947	17	229	95	2,351
Jefferson Davis	24,233	6,015	2,920	75	918	9	172	43	1,045

Parish	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Lafayette	44,026	10,304	5,540	245	914	17	169	58	2,178
Lafourche	38,631	8,628	4,060	145	1,008	10	214	37	1,666
La Salle	10,946	2,771	1,320	35	340	6	109	33	860
Lincoln	24,763	5,805	2,820	66	684	8	195	35	1,142
Livingston	17,815	4,266	1,830	78	484	4	38	20	353
Madison	18,483	5,029	2,390	69	793	4	130	17	579
Morehouse	27,525	7,200	3,500	62	711	9	149	30	1,178
Natchitoches	40,979	9,370	4,210	131	1,088	7	173	44	896
Orleans	492,282	132,765	111,100	2,832	31,395	290	9,023	509	22,940
Ouachita	59,145	15,800	10,150	271	3,638	24	786	104	4,752
Plaquemines	12,228	2,914	1,390	82	474	3	*	9	46
Pointe Coupee	23,992	5,761	2,520	126	556	6	57	25	836
Rapides	73,751	17,525	9,880	315	2,973	24	668	134	3,604
Red River	15,859	3,898	1,630	33	249	2	*	30	421
Richland	28,830	7,107	3,020	67	680	7	134	31	698
Sabine	23,570	5,576	2,470	80	423	6	132	34	542
St. Bernard	7,272	1,755	860	51	285	1	*	11	187
St. Charles	12,318	2,892	1,440	71	501	6	71	24	297
St. Helena	9,546	2,206	910	21	48	1	*	6	38
St. James	16,597	3,785	1,810	85	506	7	56	18	310
St. John the Baptist	14,680	3,394	1,630	81	438	5	35	11	136
St. Landry	71,432	15,277	7,130	223	1,283	15	315	78	2,517
St. Martin	26,432	5,670	2,530	157	555	9	69	48	920
St. Mary	31,399	7,652	3,880	182	1,429	10	134	38	984
St. Tammany	23,633	6,051	3,190	121	1,028	12	174	47	740
Tangipahoa	45,693	11,342	5,660	163	1,405	18	356	84	1,788
Tensas	15,948	4,475	1,890	55	376	5	108	13	127
Terrebonne	35,913	8,144	4,050	190	1,459	11	316	49	1,804
Union	20,962	5,020	2,140	46	342	4	89	33	586
Vermilion	37,631	8,922	4,060	211	811	13	192	44	1,111
Vernon	19,118	4,755	2,250	58	604	2	*	38	625
Washington	34,513	8,444	4,690	123	1,235	12	290	41	1,378
Webster	33,665	8,430	4,110	105	1,021	16	274	65	1,754
West Baton Rouge	11,261	3,002	1,360	48	493	2	*	12	140
West Carroll	19,255	4,500	1,900	56	440	5	107	24	†125
West Feliciana	11,720	2,186	940	38	216	2	*	6	†40
Winn	16,928	4,197	2,060	48	545	5	112	28	617
<b>TOTAL STATE...</b>	<b>2,363,880</b>	<b>590,722</b>	<b>351,950</b>	<b>10,300</b>	<b>\$96,838</b>	<b>892</b>	<b>\$23,075</b>	<b>3,299</b>	<b>\$103,737</b>

\*Data unavailable. †Filling Station Sales only.

# MAINE

Population 845,139  
Families 209,664  
Radio Homes 190,740

County	Popula- tion	Families	Radio Homes	Stores	Sales	Stores	Sales	Stores	Sales
Androscoggin	76,598	19,251	17,500	406	\$8,112	24	\$636	149	\$5,784
Aroostook	93,804	19,595	17,600	326	5,406	33	714	286	4,963
Cumberland	145,514	36,001	33,100	696	16,699	77	2,125	401	12,731
Franklin	19,849	5,462	5,010	79	1,442	11	199	98	1,505
Hancock	32,148	9,333	8,560	251	3,774	18	333	149	2,259
Kennebec	77,214	19,225	17,400	405	7,273	37	858	212	5,872
Knox	26,833	8,195	7,410	175	2,915	16	247	121	1,943
Lincoln	16,164	4,862	4,470	95	1,523	8	176	82	1,415
Oxford	42,643	9,714	8,850	176	3,616	21	428	128	2,643
Penobscot	97,175	24,334	22,200	445	8,858	48	1,039	256	7,958
Piscataquis	18,414	5,086	4,690	67	1,486	15	201	63	937
Sagadahoc	19,004	4,466	3,980	106	1,978	8	207	58	1,435
Somerset	38,769	10,168	9,200	183	2,776	19	321	144	2,321
Waldo	21,039	5,926	5,260	114	1,560	7	105	101	998
Washington	37,588	10,008	9,000	252	3,052	16	240	162	2,007
York	82,383	18,038	16,510	557	9,056	37	886	292	5,096
<b>TOTAL STATE...</b>	<b>845,139</b>	<b>209,664</b>	<b>190,740</b>	<b>4,333</b>	<b>\$79,526</b>	<b>395</b>	<b>\$8,715</b>	<b>2,702</b>	<b>\$59,927</b>

# MARYLAND

Population 1,821,244  
Families 462,591  
Radio Homes 400,110

Allegany	88,229	21,549	18,100	425	\$8,533	26	\$978	204	\$5,080
Anne Arundel	67,935	15,334	12,800	299	5,100	15	569	114	2,755
Baltimore	155,867	37,527	31,150	484	9,000	39	1,285	320	5,979
Baltimore City	854,144	225,952	205,500	6,235	96,218	470	15,012	788	49,747
Calvert	10,511	2,380	1,910	75	634	2	*	18	†95
Caroline	17,333	4,870	3,940	96	1,093	10	137	64	1,237
Carroll	39,002	9,056	7,340	140	1,886	13	273	94	1,946



**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Cecil	26,357	6,228	5,070	106	1,876	8	114	78	1,395
Charles	17,644	3,825	3,050	80	823	2	*	28	853
Dorchester	27,935	7,270	5,700	193	1,962	8	186	62	1,203
Frederick	57,544	14,357	11,700	240	4,058	12	468	137	4,263
Garret	21,890	4,857	3,920	69	771	5	68	49	1,739
Harford	34,831	8,361	6,800	126	2,128	11	304	72	2,185
Howard	16,924	3,866	3,130	84	1,186	3	80	61	1,699
Kent	13,419	3,749	2,990	90	1,088	7	137	51	719
Montgomery	81,444	20,934	17,480	240	6,295	19	1,080	101	6,406
Prince Georges	87,177	21,392	17,880	259	6,777	16	743	124	6,516
Queen Annes	14,474	3,905	3,160	69	735	5	70	44	582
St. Marys	14,637	3,087	2,490	116	984	1	*	26	654
Somerset	20,672	5,280	4,220	163	1,188	7	126	57	1,321
Talbot	18,777	5,448	4,360	100	1,497	11	433	58	2,092
Washington	68,774	17,633	14,780	370	5,135	20	688	141	4,864
Wicomico	34,433	9,762	7,870	183	2,200	12	407	141	3,013
Worcester	21,393	5,969	4,770	118	1,348	8	172	75	1,869
<b>TOTAL STATE</b>	<b>1,821,214</b>	<b>462,591</b>	<b>400,110</b>	<b>10,360</b>	<b>\$162,535</b>	<b>730</b>	<b>\$23,399</b>	<b>2,961</b>	<b>\$107,828</b>

\*Data unavailable. †Filling Station Sales only.

# MASS.

Population ..... 4,316,721  
 Families ..... 1,118,104  
 Radio Homes ..... 1,031,130

Barnstable	36,916	11,032	10,400	232	\$7,324	29	\$895	189	\$3,949
Berkshire	121,807	32,489	30,100	499	12,994	45	1,485	314	10,054
Bristol	365,092	96,975	87,800	2,131	36,670	160	4,231	637	19,571
Dukes	5,571	1,697	1,620	34	1,255	7	159	18	1,272
Essex	497,399	134,235	123,800	2,945	57,354	222	6,901	843	27,773
Franklin	49,505	13,124	12,350	202	5,233	19	517	178	4,583
Hampden	331,609	87,175	80,500	1,636	36,729	153	4,909	661	24,489
Hampshire	72,423	17,848	16,550	331	6,926	30	813	206	5,163
Middlesex	971,186	243,958	224,700	4,488	103,933	499	13,003	1,435	51,562
Nantucket	3,289	987	910	19	733	4	132	5	*139
Norfolk	324,979	82,977	77,450	1,269	36,091	174	5,138	640	28,574
Plymouth	168,060	47,927	43,550	969	19,544	75	1,983	506	13,253
Suffolk	861,640	220,608	203,000	4,826	102,868	538	17,223	813	43,231
Worcester	502,856	127,972	118,500	2,342	57,315	187	5,962	951	31,386
<b>TOTAL STATE</b>	<b>4,316,721</b>	<b>1,118,101</b>	<b>1,031,130</b>	<b>21,923</b>	<b>\$181,969</b>	<b>2,112</b>	<b>\$63,351</b>	<b>7,396</b>	<b>\$264,231</b>

†Filling Station Sales only. \*\*Automotive Sales only.

# MICHIGAN

Population ..... 5,256,106  
 Families ..... 1,382,738  
 Radio Homes ..... 1,272,120

Alcona	5,450	1,411	1,240	26	\$239	2	*	27	\$393
Alger	10,138	2,489	2,200	37	772	5	\$62	33	614
Allegan	41,768	11,721	10,330	166	2,625	17	324	167	2,961
Alpena	20,683	5,222	4,680	87	1,542	7	302	65	1,380
Antrim	10,946	2,958	2,640	30	578	7	83	43	1,334
Arenac	9,208	2,360	2,070	26	430	2	*	53	871
Baraga	9,367	2,385	2,150	22	676	2	*	37	590
Barry	22,548	6,580	5,820	64	1,234	9	196	65	1,296
Bay	74,962	19,333	17,550	311	5,454	33	1,094	172	5,286
Benzie	7,775	2,202	1,990	35	572	5	111	37	499
Berrien	88,882	25,538	23,190	316	7,730	51	1,527	354	7,530
Branch	25,797	7,700	6,830	85	1,657	10	252	125	2,175
Calhoun	94,035	26,983	24,720	351	7,924	50	1,612	289	8,434
Cass	21,922	6,510	5,840	79	1,259	9	136	97	1,397
Charlevoix	12,943	3,516	3,120	62	965	7	125	65	920
Cheboygan	13,619	3,442	3,000	65	998	10	165	53	726
Chippewa	26,411	6,667	5,950	134	2,394	10	200	70	1,638
Clare	9,160	2,411	2,140	42	766	3	68	49	625
Clinton	26,666	7,262	6,380	60	1,228	10	247	118	2,013
Crawford	3,760	946	870	15	425	3	69	35	421

County	Popu- lation	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Delta	33,713	8,722	7,910	123	2,295	12	274	94	2,201
Dickinson	28,678	7,474	6,640	112	1,855	7	149	79	1,854
Eaton	34,046	10,003	8,910	116	2,183	18	342	143	2,543
Emmet	15,746	4,209	3,770	56	1,478	7	204	67	1,605
Genesee	227,445	60,102	55,500	775	20,795	92	3,890	599	19,556
Gladwin	9,339	2,413	2,120	39	469	4	87	34	500
Gogebie	31,640	8,098	7,220	108	2,492	6	259	94	2,243
Grand Traverse	23,344	5,845	5,180	77	1,853	9	270	72	2,226
Gratiot	32,230	8,802	7,800	108	1,884	15	254	128	2,719
Hillsdale	29,014	8,547	7,560	95	1,425	10	160	132	1,666
Houghton	47,617	12,512	11,200	182	4,275	11	251	132	2,342
Huron	32,531	8,058	7,110	109	1,469	17	232	120	2,584
Ingham	130,178	36,777	34,800	417	11,391	70	2,381	358	12,067
Ionia	35,785	9,530	8,490	108	2,013	17	309	165	2,644
Iosco	8,519	2,324	2,090	40	624	6	119	33	595
Iron	20,253	5,220	4,710	69	1,667	7	148	62	1,188
Isabella	25,872	6,693	5,890	61	1,371	9	185	95	1,983
Jackson	92,158	24,401	22,400	340	7,137	49	1,278	264	7,675
Kalamazoo	99,932	27,424	25,250	351	8,714	53	2,042	289	9,455
Kalaska	5,146	1,363	1,210	14	219	1	*	15	†104
Kent	245,914	69,116	64,450	960	21,103	126	4,646	664	19,648
Keweenaw	3,924	1,065	990	12	407	—	—	11	79
Lake	4,794	1,440	1,280	32	244	1	*	27	186
Lapeer	32,106	7,393	6,530	81	1,550	11	220	132	2,446
Leelanau	8,408	2,143	1,890	46	496	3	45	34	255
Lenawee	53,714	14,758	13,230	191	3,806	20	375	198	4,370
Livingston	20,773	3,896	3,470	70	1,451	9	170	101	2,088
Luce	7,406	1,487	1,350	16	530	3	134	12	562
Mackinac	9,385	2,338	2,130	47	766	5	64	49	491
Macomb	107,428	27,551	25,190	303	7,622	36	1,043	315	7,962
Manistee	18,379	5,229	4,560	85	1,243	12	283	70	1,263
Marquette	46,689	12,041	10,870	173	4,285	11	356	123	2,784
Mason	19,249	5,445	4,820	76	1,449	11	180	75	1,174
Mecosta	16,842	4,566	4,010	50	805	6	165	80	1,172
Menominee	24,918	6,375	5,680	77	1,158	6	82	75	1,158
Midland	27,079	6,933	6,160	92	2,007	8	280	77	2,041
Missaukee	8,029	1,922	1,750	16	221	2	*	30	375
Monroe	57,673	15,123	13,700	231	3,699	14	416	192	3,963
Montcalm	28,561	8,363	7,370	122	1,842	21	291	152	2,331
Montmorency	3,839	970	860	20	187	3	55	19	234
Muskegon	94,264	25,728	23,740	366	8,717	36	1,327	251	6,422
Newaygo	19,253	5,272	4,670	68	974	6	108	55	958
Oakland	253,577	74,741	69,150	793	21,907	99	3,186	741	23,386
Oceana	14,794	4,135	3,650	50	892	5	84	57	817
Ogemaw	8,704	2,249	1,980	27	504	4	63	42	619
Ontonagon	11,360	2,942	2,630	39	791	5	40	39	458
Oscoda	13,288	3,574	3,160	40	606	6	101	69	961
Oscoda	2,538	664	580	10	129	2	*	18	131
Otsego	5,793	1,373	1,230	24	419	2	*	41	658
Ottawa	59,376	16,047	14,580	191	4,010	23	678	194	4,666
Presque Isle	12,224	2,759	2,440	41	727	4	76	35	579
Roscommon	3,660	1,104	990	35	472	2	*	42	396
Saginaw	130,625	34,549	31,650	425	9,687	60	2,108	301	8,645
St. Clair	76,311	20,368	18,550	318	6,348	30	949	240	5,957
St. Joseph	32,103	9,501	8,570	117	2,392	18	338	167	2,760
Sanilac	30,140	7,971	6,990	88	1,483	9	228	129	2,295
Schoolcraft	9,605	2,366	2,080	33	750	3	101	38	804
Shiawassee	41,145	11,347	10,200	128	2,959	21	364	164	3,532
Tuscola	35,693	9,321	8,200	108	1,881	17	290	126	3,287
Van Buren	35,451	10,620	9,520	139	2,693	18	341	185	2,663
Washtenaw	80,634	22,214	20,480	359	8,216	45	1,805	250	8,364
Wayne	2,012,183	504,637	474,000	8,741	162,784	997	36,793	3,039	166,646
Wexford	17,955	4,879	4,320	64	1,204	8	248	80	1,520
<b>TOTAL STATE</b>	<b>5,256,106</b>	<b>1,382,738</b>	<b>1,272,120</b>	<b>20,217</b>	<b>\$410,193</b>	<b>2,410</b>	<b>\$77,765</b>	<b>13,668</b>	<b>\$419,145</b>

\*Data unavailable. †Filling Station Sales only.

# MINNESOTA

Population . . . . . 2,792,300  
Families . . . . . 726,391  
Radio Homes . . . . . 620,770

Altkin	17,791	4,596	3,480	64	\$544	4	\$57	84	\$733
Anoka	22,456	5,470	4,650	64	1,156	4	99	51	1,064
Becker	26,604	6,455	5,090	70	1,079	6	74	74	1,504
Beltrami	26,053	6,002	4,800	90	1,676	5	202	93	1,899
Benton	16,100	3,622	2,950	46	822	4	77	71	†659
Big Stone	10,415	2,572	2,090	38	645	7	86	51	992
Blue Earth	36,165	9,659	8,110	119	2,659	13	491	128	3,358
Brown	25,532	6,472	5,450	57	1,502	13	325	91	1,957
Carlton	24,165	6,056	4,950	52	1,018	6	128	90	1,444

# U. S. CENSUS DATA

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Carver	17,605	4,280	3,390	45	713	8	252	59	1,035
Cass	20,062	5,151	4,050	63	946	6	96	85	715
Chippewa	16,918	4,289	3,490	46	1,057	6	128	65	1,582
Chisago	13,124	3,639	2,830	46	687	6	90	66	841
Clay	25,329	6,261	5,210	69	1,711	8	176	76	1,996
Clearwater	11,122	2,788	2,120	32	386	3	56	31	398
Cook	2,996	793	660	20	260	1	*	17	1,225
Cottonwood	16,119	3,986	3,110	26	539	9	143	53	1,200
Crow Wing	30,140	7,862	6,700	131	2,674	10	295	109	2,352
Dakota	39,668	9,579	8,270	129	2,530	12	328	119	3,767
Dodge	12,928	3,316	2,560	36	530	8	86	42	520
Douglas	20,366	5,280	4,180	55	1,082	9	180	92	1,280
Faribault	23,782	6,123	4,910	71	1,545	14	221	101	1,928
Fillmore	25,517	6,899	5,430	71	1,050	13	213	112	1,355
Freeborn	31,682	8,176	6,720	95	2,227	8	227	88	2,601
Goodhue	31,504	8,337	6,870	102	1,984	15	260	117	2,424
Grant	9,820	2,475	1,930	31	428	6	57	43	745
Hennepin	566,289	161,571	148,810	2,393	63,835	295	11,715	1,240	46,245
Houston	14,733	3,779	2,930	41	582	4	75	52	798
Hubbard	10,998	2,881	2,240	38	676	3	42	41	640
Isanti	12,926	3,088	2,390	37	605	4	104	47	862
Itasca	32,994	8,224	6,650	102	2,258	7	134	91	1,980
Jackson	16,877	4,204	3,230	37	744	5	109	58	848
Kanabec	9,666	2,496	1,870	21	366	3	58	26	573
Kandiyohi	26,484	6,305	5,130	76	1,408	6	170	105	2,275
Kittson	10,722	2,534	1,970	27	304	5	45	42	915
Koochiching	16,885	4,479	3,720	63	1,350	5	133	57	1,167
Lac qui Parle	15,484	3,713	2,870	26	619	6	106	66	878
Lake	6,929	2,085	1,820	43	685	2	*	25	1,298
Lake of the Woods	5,843	1,499	1,170	27	303	2	*	15	120
Le Sueur	19,195	5,156	4,120	52	900	10	140	64	1,255
Lincoln	10,786	2,657	2,050	27	346	4	68	41	627
Lynn	21,522	5,343	4,360	58	1,268	10	193	87	2,120
McLeod	21,385	5,516	4,420	57	1,087	10	160	81	1,687
Mahnomen	8,053	1,780	1,400	18	290	2	*	17	325
Marshall	18,342	4,285	3,260	46	567	8	102	60	811
Martin	24,673	6,293	5,100	57	1,391	14	241	102	2,072
Meeker	19,268	4,765	3,720	51	1,014	7	*	77	1,219
Mille Lacs	14,785	4,132	3,210	35	557	6	108	77	1,399
Morrison	24,415	6,320	4,960	73	1,058	12	124	143	1,323
Mower	36,089	9,262	7,830	111	2,731	11	503	95	2,860
Murray	15,055	3,431	2,610	33	468	4	54	51	744
Nicollet	18,291	4,027	3,320	39	873	5	61	35	713
Nobles	21,223	5,264	4,250	53	1,136	7	171	70	2,199
Norman	14,674	3,594	2,740	39	557	5	64	43	893
Obstet	42,613	10,241	8,740	96	2,841	14	887	105	3,671
Otter Tail	53,039	12,772	10,000	141	2,185	16	297	127	2,995
Pennington	12,900	3,184	2,610	36	881	4	134	35	1,220
Pine	21,447	5,489	4,180	53	750	5	88	93	1,247
Pipestone	13,782	3,419	2,410	41	604	7	101	63	1,418
Polk	37,719	9,167	7,340	117	2,126	13	359	115	2,161
Pope	13,517	3,325	2,570	39	597	5	76	54	601
Ramsey	310,431	86,236	80,720	1,247	36,686	143	5,526	628	27,836
Red Lake	7,411	1,693	1,310	19	215	1	*	25	255
Redwood	22,277	5,405	4,260	51	1,033	12	135	87	1,408
Renville	24,601	5,946	4,640	51	1,000	10	143	104	1,798
Rice	32,145	7,557	6,340	82	1,894	12	323	86	1,930
Rock	10,929	2,789	2,240	28	554	4	53	50	850
Roseau	15,074	3,601	2,730	37	517	5	111	50	664
St. Louis	206,391	56,513	51,200	895	20,898	75	2,564	519	15,216
Scott	15,573	3,676	2,920	49	613	9	120	71	1,065
Sherburne	10,451	2,346	1,820	22	423	2	*	53	750
Sibley	16,582	4,023	3,120	34	450	9	116	55	950
Stearns	67,203	14,305	11,990	171	3,611	22	542	244	4,153
Steele	19,657	4,968	4,160	36	1,098	7	187	51	1,364
Stevens	11,016	2,640	2,060	23	487	5	80	28	1,060
Swift	15,453	3,764	2,950	37	759	7	95	72	903
Todd	27,411	6,700	5,180	54	1,065	9	129	94	1,156
Traverse	8,275	2,032	1,580	23	343	3	51	29	520
Wabasha	17,644	4,589	3,750	50	789	9	107	63	1,135
Wadena	12,585	3,109	2,460	30	550	4	83	54	787
Waseca	15,202	3,937	3,200	29	639	6	149	64	1,155
Washington	26,390	6,834	5,750	94	1,723	6	215	83	2,083
Watsonwan	14,017	3,576	2,890	31	858	7	146	63	929
Wilkin	10,526	2,453	1,930	34	640	4	77	32	436
Winona	37,746	9,978	8,720	136	3,146	11	424	102	2,878
Wright	27,477	7,101	5,520	84	1,075	14	179	121	1,714
Yellow Medicine	16,863	4,203	3,270	43	679	8	118	60	1,174
<b>TOTAL STATE...</b>	<b>2,792,300</b>	<b>726,391</b>	<b>620,770</b>	<b>9,261</b>	<b>\$211,177</b>	<b>1,131</b>	<b>\$32,991</b>	<b>8,396</b>	<b>\$201,415</b>

# MISSISSIPPI

Population ..... 2,183,796  
 Families ..... 537,359  
 Radio Homes ..... 228,090

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Adams	27,218	7,541	4,130	147	\$1,544	11	\$262	34	\$1,209
Alcorn	26,865	6,710	3,100	123	965	7	147	55	1,470
Amite	21,885	4,947	1,700	88	377	4	52	18	332
Attala	30,502	6,961	2,740	80	862	9	129	39	860
Benton	10,426	2,371	780	36	95	3	4	8	†21
Bolivar	67,565	18,132	6,580	307	2,941	24	327	79	1,713
Calhoun	20,908	4,919	1,760	29	182	8	40	28	402
Carroll	20,648	4,744	1,580	38	290	4	34	15	†113
Chickasaw	21,438	5,081	1,890	84	538	8	106	24	357
Choctaw	13,547	3,005	1,060	31	256	4	58	13	†111
Claiborne	12,806	3,373	1,250	49	295	2	*	13	320
Clarke	20,602	4,777	1,880	60	398	5	73	21	407
Clay	19,019	4,704	2,040	77	612	5	71	22	516
Coahoma	48,321	13,476	5,640	191	1,768	17	263	56	2,257
Copiah	34,017	8,249	3,070	96	841	11	138	38	890
Covington	17,025	3,789	1,340	51	313	4	58	18	283
De Soto	26,731	6,678	2,230	84	368	3	*	24	576
Forrest	34,883	9,163	5,610	160	1,894	14	330	61	2,761
Franklin	12,495	3,047	1,180	45	190	3	41	14	136
George	8,707	1,941	740	34	261	3	56	12	409
Greene	9,513	2,042	860	22	235	4	57	13	†43
Grenada	19,044	4,499	2,020	52	511	6	106	25	915
Hancock	11,322	2,808	1,440	62	565	6	85	26	†171
Harrison	50,630	13,029	8,360	244	2,887	16	506	105	2,687
Hinds	107,038	29,956	18,350	333	5,585	45	1,396	153	7,232
Holmes	39,682	9,971	3,810	104	932	13	171	50	1,249
Humphreys	26,243	6,522	2,420	68	902	6	127	26	653
Issaquena	6,433	1,772	590	13	82	—	—	3	30
Itawamba	19,854	4,417	1,490	81	247	2	°	19	175
Jackson	20,593	5,165	2,650	82	1,004	6	154	34	573
Jasper	19,461	4,308	1,500	49	170	5	56	25	448
Jefferson	13,961	3,554	1,260	50	208	4	46	11	†71
Jefferson Davis	15,873	3,511	1,160	30	195	4	51	16	316
Jones	49,225	11,611	6,000	173	1,877	12	288	85	1,936
Kemper	21,876	4,745	1,660	68	174	5	56	12	†89
Lafayette	21,252	5,143	2,060	88	626	6	115	22	604
Lamar	12,028	2,861	1,200	25	205	5	59	23	98
Lauderdale	57,992	14,865	8,850	263	2,971	19	467	83	2,926
Lawrence	13,979	3,176	1,120	43	227	4	69	19	274
Lenke	24,576	5,477	1,910	54	293	5	78	28	668
Lee	38,817	9,581	4,190	125	1,147	11	238	73	1,081
Leflore	53,370	13,972	5,960	195	2,421	13	367	52	2,692
Lincoln	27,588	6,535	2,820	100	933	8	170	32	929
Lowndes	35,231	8,842	4,300	166	1,247	10	267	50	1,646
Madison	37,654	8,865	3,430	100	909	9	108	34	932
Marion	24,003	5,618	2,450	89	922	5	°	19	657
Marshall	25,596	6,015	2,110	119	473	8	92	24	542
Monroe	37,600	8,893	3,740	130	1,041	9	147	42	1,571
Montgomery	15,698	3,732	1,580	36	451	4	59	30	478
Neshoba	28,001	6,295	2,370	45	332	4	160	25	619
Newton	24,137	5,514	2,020	62	521	8	110	36	671
Noxubee	25,456	6,042	2,110	74	539	6	114	21	540
Oktibbeha	22,143	5,051	2,090	60	708	5	135	30	599
Panola	34,456	8,250	2,890	93	1,102	10	168	43	1,169
Pearl River	19,126	4,641	2,220	82	589	5	73	38	833
Perry	9,298	2,078	830	21	128	4	23	9	137
Pike	34,911	8,630	4,280	140	1,078	15	235	65	1,535
Pontotoc	22,896	5,450	1,890	77	415	4	78	26	†113
Prentiss	20,933	4,982	1,740	74	541	6	99	29	497
Quitman	27,101	6,852	2,320	106	691	8	113	19	453
Rankin	27,876	5,667	2,076	84	556	6	60	37	460
Scott	23,137	5,212	1,960	62	511	8	98	35	944
Sharkey	15,427	3,939	1,360	47	422	4	70	19	532
Simpson	21,998	4,972	1,840	61	306	6	54	42	502
Smith	19,450	4,245	1,500	38	145	7	66	23	253
Stone	6,159	1,497	610	28	255	2	°	13	†115
Sunflower	60,219	14,689	5,240	206	1,882	15	221	61	1,842
Tallahatchie	34,130	8,589	2,960	81	836	9	90	32	562
Tate	19,322	4,688	1,600	66	386	6	64	21	311
Tippah	19,628	4,582	1,590	46	298	7	64	30	275
Tishomingo	16,969	3,950	1,460	46	335	4	11	29	207
Tunica	22,607	6,245	2,070	111	786	4	68	23	572
Union	21,771	5,416	2,160	112	608	5	110	29	461
Walthall	17,533	3,893	1,290	36	135	3	48	18	530
Warren	39,421	11,487	6,000	159	2,440	9	101	47	1,965
Washington	67,651	19,030	8,440	253	3,010	20	412	60	2,861
Wayne	16,921	3,701	1,380	49	233	3	30	17	453
Webster	14,160	3,323	1,170	49	363	3	54	23	477

U. S. CENSUS DATA

County	Population	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Wilkinson	15,954	3,795	1,420	82	325	7	149	16	473
Winston	22,747	5,054	2,000	56	422	5	77	23	756
Yalobusha	18,395	4,491	1,980	51	389	7	103	33	1,227
Yazoo	40,088	10,076	2,740	92	827	12	303	26	1,208
<b>TOTAL STATE</b>	<b>2,183,796</b>	<b>537,359</b>	<b>228,090</b>	<b>7,423</b>	<b>\$66,543</b>	<b>626</b>	<b>\$11,163</b>	<b>2,721</b>	<b>\$71,729</b>

\*Data unavailable. †Filling Station Sales only.

# MISSOURI

Population	3,784,664
Families	1,065,653
Radio Homes	818,620

Adair	20,237	6,104	4,330	80	\$1,284	6	\$189	78	\$1,323
Andrew	13,017	3,887	2,220	41	459	9	90	51	577
Atchison	12,899	3,595	2,120	20	460	9	106	41	884
Audrain	22,648	6,775	4,800	68	1,474	9	235	80	1,444
Barry	23,458	6,259	3,810	70	641	9	189	92	1,011
Barton	13,057	4,148	2,490	46	550	9	134	63	556
Bates	19,548	5,925	3,650	64	802	11	129	86	1,152
Benton	11,219	3,156	1,780	25	171	7	85	50	344
Bollinger	12,896	3,205	1,690	30	122	2	*	36	189
Boone	34,858	10,450	7,810	112	2,522	19	785	135	2,533
Buchanan	93,998	26,802	23,600	380	6,559	71	2,136	273	5,942
Butler	34,268	8,425	5,750	99	1,277	10	245	105	1,854
Caldwell	11,635	3,609	2,190	43	476	8	78	50	803
Callaway	23,065	5,810	3,510	47	828	6	113	79	1,103
Camden	8,934	2,404	1,360	27	135	6	53	48	1164
Cape Girardeau	37,749	9,817	7,280	109	2,122	22	546	120	2,978
Carroll	17,762	5,273	3,320	55	793	11	135	68	838
Carter	6,226	1,502	910	27	178	2	*	18	106
Cass	19,366	5,895	3,540	57	883	18	228	114	1,197
Cedar	11,681	3,481	1,950	52	309	6	114	47	431
Chariton	18,059	5,183	3,000	59	658	10	100	62	862
Christian	13,538	3,716	2,000	32	197	5	60	58	387
Clark	10,163	3,118	1,830	32	360	6	49	47	455
Clay	30,093	9,069	6,840	110	1,925	21	647	176	4,394
Clinton	13,263	4,069	2,770	51	708	7	112	64	942
Cole	34,856	8,275	6,770	99	2,315	17	646	103	2,610
Cooper	17,901	4,945	3,340	51	804	11	210	59	916
Crawford	12,606	3,359	1,890	29	308	8	102	47	621
Dade	11,253	3,267	1,810	29	271	7	65	41	325
Dallas	11,517	3,053	1,590	21	140	5	48	50	359
Daviess	13,383	4,122	2,380	36	460	8	103	53	570
De Kalb	9,746	2,953	1,680	38	343	8	53	53	374
Dent	11,760	3,140	1,760	35	336	5	86	79	555
Douglas	15,574	3,811	1,950	40	199	2	*	29	308
Dunklin	45,018	11,011	6,670	168	1,674	25	413	95	2,523
Franklin	33,911	9,190	6,070	96	1,370	17	230	156	2,023
Gasconade	12,397	3,358	2,060	34	549	5	45	57	641
Gentry	13,361	4,012	2,420	36	561	10	125	57	780
Greene	90,408	26,614	21,800	388	5,740	51	1,761	430	6,204
Grundy	15,617	4,888	3,460	54	715	10	220	56	864
Harrison	16,504	4,915	2,810	31	606	11	168	76	1,011
Henry	22,300	6,794	4,490	90	949	18	257	121	1,627
Hickory	6,535	1,889	1,010	25	135	6	11	29	199
Holt	12,475	3,648	2,180	28	435	11	116	47	584
Howard	13,008	3,812	2,460	34	580	10	213	46	533
Howell	22,238	5,938	3,600	52	446	10	302	72	907
Iron	10,431	2,517	1,580	28	173	2	*	37	390
Jackson	476,566	143,371	130,200	1,806	41,675	336	16,141	1,085	30,285
Jasper	78,654	23,492	19,200	354	5,510	42	1,221	316	7,427
Jefferson	31,988	8,791	6,400	102	2,052	13	237	93	1,592
Johnson	21,408	6,356	4,060	64	961	14	244	81	1,382
Knox	8,873	2,724	1,570	35	403	5	59	39	331
Laclede	18,643	5,011	3,050	57	667	4	88	94	846
Lafayette	27,807	8,031	5,480	79	1,286	18	322	129	1,492
Lawrence	24,552	6,913	4,390	72	824	13	218	122	960
Lewis	11,391	3,638	2,250	42	470	10	80	58	677
Lincoln	14,383	4,379	2,570	34	403	8	64	54	949
Linn	21,337	6,508	4,670	65	1,022	19	309	96	1,556
Livingston	17,559	4,951	3,480	61	836	10	165	63	1,084
McDonald	15,736	4,169	2,270	43	292	11	100	68	586
Macon	21,404	6,595	4,120	76	989	14	179	84	1,765
Madison	9,636	2,507	1,660	33	342	4	76	38	437

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Maries	8,636	2,163	1,130	7	40	3	23	24	†86
Marion	30,665	9,395	7,670	142	2,320	22	422	105	2,299
Mercer	8,764	2,599	1,440	18	262	5	73	32	437
Miller	14,793	3,901	2,500	36	459	4	*	63	618
Mississippi	23,232	5,724	3,570	84	1,097	9	113	53	1,003
Moniteau	11,764	3,417	2,050	31	358	7	79	46	621
Monroe	13,182	4,083	2,370	26	651	9	111	49	683
Montgomery	12,434	3,778	2,290	38	488	8	80	69	605
Morgan	11,125	3,032	1,730	36	313	4	50	45	426
New Madrid	39,803	9,335	5,410	111	1,149	12	191	74	901
Newton	27,988	7,989	5,070	88	1,050	11	148	118	1,382
Nodaway	25,578	7,389	4,750	56	1,072	19	269	104	1,672
Oregon	13,302	3,320	1,860	39	253	5	58	33	448
Osage	12,361	2,984	1,670	32	221	3	29	33	291
Ozark	10,767	2,588	1,300	12	27	—	—	14	†45
Pemiscot	46,714	11,627	6,740	165	1,600	20	366	90	2,321
Perry	15,292	3,716	2,300	25	370	3	81	59	†310
Pettis	33,269	9,840	7,540	123	1,940	13	374	121	2,168
Phelps	17,507	4,853	3,170	52	837	9	211	76	866
Pike	18,314	5,744	3,800	61	972	11	131	83	1,143
Platte	13,868	4,122	2,460	56	496	9	92	54	694
Polk	19,924	4,785	3,670	59	458	12	96	99	1,028
Pulaski	10,772	2,926	1,730	34	256	8	73	66	501
Putnam	11,320	3,240	1,820	38	318	3	73	40	283
Ralls	10,035	2,958	1,730	18	244	4	58	33	262
Randolph	24,453	7,648	5,850	88	1,533	17	252	89	1,186
Ray	18,562	5,560	3,560	72	802	10	151	71	722
Reynolds	9,363	2,190	1,190	12	64	1	*	18	171
Ripley	12,594	3,103	1,740	37	323	4	73	30	315
St. Charles	25,621	6,792	4,070	81	1,265	8	123	105	1,661
St. Clair	12,727	3,788	2,130	33	265	7	71	57	352
St. Francois	35,946	8,831	6,530	133	2,119	18	322	114	2,119
St. Louis	272,707	73,211	60,500	915	23,033	118	3,980	733	18,134
St. Louis City	813,748	234,512	220,000	4,403	76,111	544	13,809	1,385	60,651
Ste. Genevieve	10,901	2,666	1,730	24	419	5	33	20	437
Saline	29,374	7,978	5,670	80	1,393	19	371	104	1,719
Schuyler	6,565	2,053	1,210	26	374	5	33	32	337
Scotland	8,551	2,629	1,500	26	370	5	59	33	479
Scott	30,386	7,711	5,450	110	1,497	18	316	119	1,588
Shannon	11,823	2,830	1,620	35	185	3	41	30	168
Shelby	11,209	3,545	2,130	30	528	12	63	60	646
Stoddard	33,019	8,023	4,710	102	1,007	14	145	61	860
Stone	11,302	2,911	1,580	27	100	4	38	30	117
Sullivan	13,671	3,954	2,240	46	457	8	91	55	367
Taney	10,308	2,755	1,600	39	304	8	66	50	269
Texas	19,810	5,161	2,770	40	293	10	97	62	745
Vernon	25,593	7,125	4,700	81	1,071	11	174	105	1,232
Warren	7,727	2,225	1,300	19	235	3	29	30	359
Washington	17,485	4,092	2,540	51	462	5	42	34	384
Wayne	12,799	3,114	1,780	31	157	4	49	38	†201
Webster	17,431	4,538	2,480	42	476	7	66	78	819
Worth	6,350	1,822	1,020	18	247	3	45	26	395
Wright	17,950	4,754	2,650	29	237	10	107	68	657
<b>TOTAL STATE</b>	<b>3,781,664</b>	<b>1,065,653</b>	<b>818,620</b>	<b>14,126</b>	<b>\$235,315</b>	<b>2,171</b>	<b>\$55,246</b>	<b>11,474</b>	<b>\$233,466</b>

\*Data unavailable. †Filling Station Sales only.

# MONTANA

Population ..... 559,456  
 Families ..... 159,398  
 Radio Homes ..... 128,480

Beaverhead	7,038	2,315	1,770	38	\$882	4	\$84	28	\$1,022
Big Horn	10,407	2,508	1,890	30	675	3	59	28	767
Blaine	9,541	2,442	1,830	25	655	5	70	31	1,140
Broadwater	3,440	949	730	8	233	2	*	11	†113
Carbon	11,837	3,299	2,560	38	753	10	103	41	529
Carter	3,300	911	680	15	138	1	*	8	72
Cascade	41,877	12,383	10,800	157	4,648	16	694	112	5,246
Chouteau	7,168	2,040	1,520	19	313	3	50	18	608
Custer	10,397	2,959	2,560	35	1,042	5	189	29	1,193
Daniels	4,464	1,167	870	11	210	3	46	16	436
Dawson	8,593	2,269	1,870	22	568	4	60	30	821
Deer Lodge	15,407	4,064	3,590	62	1,808	5	131	21	966
Fallon	3,739	931	700	9	254	2	*	12	354
Fergus	14,087	4,071	3,230	55	1,223	8	131	58	1,440
Flathead	23,996	6,740	5,470	79	2,138	11	283	71	2,193
Gallatin	18,174	5,217	4,260	58	1,929	13	266	76	2,493
Garfield	2,644	756	560	13	93	1	*	10	†42
Glacier	8,994	2,383	1,820	19	639	3	119	32	1,228
Golden Valley	1,604	463	350	11	74	2	*	5	48



U. S. CENSUS DATA

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Granite	3,392	1,195	920	12	363	2	*	17	324
Hill	13,143	3,398	2,790	52	1,470	6	209	36	1,297
Jefferson	4,583	1,211	930	15	344	3	55	17	†164
Judith Basin	3,638	1,026	720	16	178	3	17	17	†197
Lake	9,840	3,640	2,760	37	711	6	98	41	949
Lewis and Clark	21,721	6,806	5,880	83	2,556	10	357	60	2,818
Liberty	2,205	648	490	7	145	1	*	10	†109
Lincoln	7,850	2,359	1,810	21	573	4	62	31	496
McCone	3,786	1,010	750	9	132	2	*	8	†55
Madison	7,271	2,120	1,600	28	456	4	70	28	†292
Meagher	2,229	661	500	13	171	1	*	10	305
Mineral	2,134	731	570	15	117	2	*	16	130
Missoula	28,361	8,406	7,260	88	2,985	11	441	93	3,790
Musselshell	5,694	1,689	1,340	25	569	3	42	23	596
Park	11,490	3,432	2,900	45	1,148	7	149	45	1,302
Petroleum	1,141	334	250	4	55	—	—	6	48
Phillips	7,865	2,303	1,720	18	454	3	50	27	633
Pondera	6,712	1,803	1,370	24	627	4	84	22	571
Powder River	3,155	923	680	12	94	1	*	7	†94
Powell	6,153	1,861	1,530	17	508	3	82	22	600
Prairie	2,391	647	490	8	155	1	*	12	†81
Ravalli	12,965	3,772	2,850	33	834	9	111	38	1,053
Richland	10,192	2,629	1,907	30	708	4	89	23	691
Roosevelt	9,763	2,453	1,850	27	669	7	130	37	1,059
Rosebud	6,443	1,742	1,310	16	351	4	45	27	568
Sanders	6,523	1,950	1,480	20	315	4	54	25	278
Sheridan	7,741	2,006	1,500	23	315	4	69	13	307
Silver Bow	52,802	16,674	14,390	261	7,526	24	702	74	5,481
Stillwater	5,686	1,590	1,190	18	297	4	46	27	490
Sweet Grass	3,711	1,108	840	8	253	2	3	15	†174
Teton	6,893	2,006	1,500	26	490	5	85	24	667
Toole	6,776	1,961	1,510	28	690	5	67	30	940
Treasure	1,543	393	300	5	50	2	3	10	56
Valley	15,019	4,076	3,060	76	1,720	12	410	57	1,616
Wheatland	3,310	910	700	15	393	2	*	18	402
Wibaux	2,163	565	430	7	85	1	*	7	†24
Yellowstone	41,104	11,478	9,260	118	3,875	18	898	109	5,876
Yellowstone National Park	41	15	20	—	—	—	—	—	—
<b>TOTAL STATE</b>	<b>559,456</b>	<b>150,398</b>	<b>128,480</b>	<b>1,916</b>	<b>\$50,657</b>	<b>285</b>	<b>\$7,050</b>	<b>1,719</b>	<b>\$56,260</b>

\*Data unavailable. †Filling Station Sales only.

# NEBRASKA

Population ..... 1,315,834  
 Families ..... 360,255  
 Radio Homes ..... 291,850

Adams	24,556	6,303	5,420	72	\$1,738	13	\$292	78	\$2,159
Antelope	13,273	3,568	2,630	42	490	9	85	53	960
Arthur	1,045	269	190	3	25	1	*	3	*
Banner	1,403	362	250	3	21	1	*	5	*
Blaine	1,538	395	280	3	35	1	*	7	†44
Boone	12,015	3,117	2,290	33	562	10	85	46	701
Box Butte	10,657	2,905	2,450	35	975	6	181	39	972
Boyd	6,045	1,560	1,150	23	263	4	31	26	412
Brown	5,953	1,569	1,180	16	329	5	58	20	417
Buffalo	23,290	6,506	5,250	65	1,316	19	299	113	2,247
Burt	12,545	3,448	2,580	29	664	9	114	42	890
Butler	13,081	3,647	2,710	45	523	8	52	63	543
Cass	16,967	4,953	3,870	59	827	11	119	55	603
Cedar	15,123	3,732	2,740	30	684	10	103	45	742
Chase	5,201	1,421	1,050	22	308	3	75	25	767
Cherry	9,627	2,449	1,740	30	445	8	96	42	697
Cheyenne	9,464	2,430	1,950	27	689	6	129	47	1,092
Clay	10,417	3,154	2,380	38	344	9	57	49	482
Colfax	10,625	3,039	2,380	26	531	6	68	47	740
Cuming	13,560	3,468	2,560	28	539	8	112	39	879
Custer	22,397	6,126	4,570	67	1,521	19	234	99	1,504
Dakota	9,827	2,549	2,060	32	595	5	59	28	†218
Dawes	10,108	2,838	2,320	30	832	9	143	38	856
Dawson	17,887	4,958	3,840	42	1,278	14	281	81	2,383
Deuel	3,576	927	690	10	165	3	59	19	410
Dixon	10,407	2,763	2,060	29	411	7	62	34	407
Dodge	23,793	6,817	5,700	84	1,733	16	309	114	2,407
Douglas	246,923	68,331	62,550	867	25,294	140	4,674	500	18,973

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Dundy	5,110	1,354	990	14	180	2	*	21	380
Fillmore	11,396	3,317	2,440	31	538	7	144	34	436
Franklin	7,725	2,242	1,660	25	439	9	56	41	330
Frontier	6,413	1,804	1,310	22	215	6	38	25	343
Furnas	10,080	3,008	2,260	47	610	10	126	55	814
Gage	29,493	7,966	6,500	96	1,958	19	421	100	1,924
Garden	4,679	1,245	910	23	256	3	33	18	267
Garfield	3,444	893	670	17	168	2	*	13	259
Gosper	3,684	987	690	7	87	2	*	6	187
Grant	1,327	340	260	11	147	2	*	8	186
Greeley	6,765	1,653	1,210	14	233	5	67	25	320
Hall	27,442	7,824	6,780	105	2,246	12	377	94	2,618
Hamilton	9,962	2,910	2,230	32	507	8	66	36	506
Harlan	7,130	1,995	1,480	19	315	4	37	27	250
Hayes	2,957	748	520	3	11	—	—	8	185
Hitchcock	6,390	1,724	1,290	21	282	4	63	29	388
Holt	16,525	4,209	3,080	49	713	9	105	61	851
Hooker	1,253	331	220	6	52	1	*	4	*
Howard	8,414	2,317	1,700	32	368	6	30	35	365
Jefferson	15,547	4,503	3,620	54	991	10	188	65	1,118
Johnson	8,651	2,463	1,830	34	326	9	79	33	492
Kearney	6,840	1,952	1,440	19	472	5	58	23	215
Keith	8,332	2,160	1,620	27	568	4	95	47	1,452
Keyapaha	3,232	791	560	14	77	1	*	6	122
Kimball	3,911	1,046	790	13	264	3	59	19	486
Knox	16,437	4,341	3,190	49	719	9	118	57	695
Lancaster	100,437	29,024	25,900	333	8,805	53	1,751	252	8,965
Lincoln	25,388	6,762	5,570	74	1,948	13	408	89	2,710
Logan	1,739	454	330	6	116	1	*	8	78
Loup	1,778	456	330	7	0	1	0	7	130
McPherson	1,175	317	230	5	0	—	—	—	—
Madison	24,237	6,477	5,330	75	1,552	13	230	109	1,749
Merrick	9,315	2,640	1,980	32	517	7	90	57	626
Morrill	9,425	2,308	1,710	30	610	5	120	39	445
Nance	7,651	1,945	1,440	15	397	5	47	25	366
Nemaha	12,779	3,691	2,860	41	776	7	199	46	699
Nevada	10,397	2,970	2,310	26	649	9	119	40	451
Otoe	18,969	5,400	4,310	70	1,217	12	196	81	1,338
Pawnee	8,498	2,349	1,730	22	379	6	112	38	423
Perkins	5,225	1,350	980	20	315	5	64	20	657
Phelps	8,448	2,496	1,990	50	649	6	102	40	836
Pierce	10,205	2,690	1,980	26	338	4	68	40	727
Platte	20,186	4,970	3,960	47	1,234	11	215	77	1,394
Polk	8,722	2,457	1,810	16	340	8	94	31	408
Redwillow	11,936	3,303	2,730	44	1,008	10	176	54	1,500
Richardson	19,136	5,281	4,190	54	1,142	13	256	61	1,483
Rock	3,966	1,012	730	13	127	2	0	20	286
Saline	14,994	4,615	3,580	41	847	11	173	56	884
Sarpy	10,829	2,610	1,980	20	283	4	24	32	539
Samuelson	17,883	5,152	3,920	59	998	14	128	83	1,407
Scotts Bluff	33,875	8,460	6,890	98	2,506	16	546	103	3,974
Seward	14,159	4,042	3,090	57	761	6	82	69	805
Sheridan	9,858	2,686	2,010	27	683	5	138	47	1,187
Sherman	7,753	2,030	1,480	18	305	6	54	24	1202
Sioux	4,257	1,037	720	7	82	1	0	10	140
Stanton	6,885	1,862	1,350	14	259	3	36	17	199
Thayer	12,253	3,441	2,590	36	763	13	121	52	688
Thomas	1,549	434	320	5	85	1	0	12	50
Thurston	10,253	2,443	1,800	20	304	6	79	21	1219
Valley	8,153	2,310	1,710	15	345	5	67	25	396
Washington	11,727	3,201	2,390	29	504	6	72	30	589
Wayne	9,867	2,656	1,960	20	506	4	51	32	626
Webster	8,063	2,366	1,760	26	450	5	56	31	679
Wheeler	2,168	528	380	5	49	1	*	8	43
York	14,850	4,303	3,420	40	876	8	150	50	1,032
<b>TOTAL STATE...</b>	<b>1,315,831</b>	<b>360,255</b>	<b>291,850</b>	<b>1,107</b>	<b>888,684</b>	<b>818</b>	<b>\$16,183</b>	<b>4,482</b>	<b>\$96,829</b>

\*Data unavailable. †Filling Station Sales only.

# NEVADA

	Population	Families	Radio Homes						
Churchill	5,302	1,562	1,530	10	\$429	3	\$68	21	\$598
Clark	16,347	4,829	4,430	37	2,081	8	370	85	2,654
Douglas	2,046	599	590	6	269	1	0	12	189
Elko	10,844	3,241	3,060	39	1,096	4	173	50	1,574
Esmeralda	1,553	620	610	6	116	1	0	10	94
Eureka	1,361	461	450	7	141	—	—	8	*
Humboldt	4,745	1,395	1,350	13	519	2	0	25	601
Lander	1,746	583	570	9	216	1	0	12	293

**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Lincoln	4,136	1,143	1,110	10	369	5	79	11	†134
Lyon	4,144	1,201	1,170	17	237	2	*	19	233
Mineral	2,327	777	760	12	228	1	*	9	†127
Nye	3,562	1,380	1,350	21	553	2	*	20	515
Ormsby	3,209	935	910	7	515	3	86	11	372
Pershing	2,768	866	850	5	181	1	*	12	†125
Storey	1,218	395	380	5	151	1	*	2	*
Washoe	32,366	10,027	9,410	109	4,684	14	*	104	†1,706
White Pine	12,341	3,280	3,090	25	1,547	1	235	22	1,345
<b>TOTAL STATE...</b>	<b>110,011</b>	<b>33,291</b>	<b>31,620</b>	<b>338</b>	<b>\$13,332</b>	<b>53</b>	<b>\$2,183</b>	<b>133</b>	<b>\$15,415</b>

\*Data unavailable. †Filling Station Sales only.

# N. HAMPSHIRE

Population ..... 491,524  
 Families ..... 133,010  
 Radio Homes ... 121,630

Bellknop	24,312	6,742	6,160	111	\$2,918	11	\$246	84	\$2,006
Carroll	15,468	4,443	4,110	103	1,804	10	227	99	1,436
Cheshire	33,982	9,688	8,850	145	3,477	13	402	108	2,899
Coos	39,902	9,531	8,760	163	3,908	23	477	118	2,609
Grafton	44,292	12,242	11,240	157	4,637	26	841	207	4,319
Hillsborough	144,297	39,341	35,920	749	17,837	70	1,529	324	10,216
Merrimack	60,570	15,706	14,420	236	6,041	26	895	210	4,743
Rockingham	58,055	16,515	15,130	342	6,709	22	587	218	4,385
Strafford	43,516	11,832	10,630	220	5,052	17	432	110	3,354
Sullivan	25,322	6,970	6,410	88	2,434	10	271	60	2,183
<b>TOTAL STATE...</b>	<b>491,524</b>	<b>133,010</b>	<b>121,630</b>	<b>2,311</b>	<b>\$51,817</b>	<b>228</b>	<b>\$5,907</b>	<b>1,538</b>	<b>\$38,150</b>

# NEW JERSEY

Population ..... 4,160,165  
 Families ..... 1,098,284  
 Radio Homes ... 1,021,940

Atlantic	124,079	34,769	32,230	892	\$16,826	80	\$2,706	339	\$6,528
Bergen	408,507	110,335	105,370	2,075	45,809	157	4,081	920	29,934
Burlington	96,836	24,793	22,740	508	8,835	36	823	266	6,626
Camden	255,867	67,542	62,610	1,471	26,169	127	2,569	476	17,817
Cape May	28,566	8,637	7,970	423	5,991	21	389	189	3,290
Cumberland	72,850	19,885	18,120	367	8,013	25	777	228	5,845
Essex	835,272	221,297	207,500	5,401	103,892	422	12,647	1,075	53,853
Gloucester	71,928	19,519	17,900	330	5,451	26	600	237	4,867
Hudson	649,798	173,196	160,500	4,650	75,567	298	7,265	631	24,542
Hunterdon	36,706	10,430	9,500	194	3,019	14	266	149	2,190
Mercer	197,124	48,520	44,600	1,204	23,229	76	*	374	14,822
Middlesex	216,909	53,995	50,000	1,374	22,727	66	2,453	491	15,054
Monmouth	160,212	43,914	40,400	1,006	21,663	84	2,699	494	14,165
Morris	125,268	31,681	29,450	622	13,924	47	1,413	361	9,620
Ocean	37,401	10,976	10,050	293	5,692	30	829	212	3,405
Passaic	309,270	83,919	77,700	2,168	38,291	130	3,548	504	19,100
Salem	41,704	11,296	10,160	212	3,579	10	394	143	3,301
Somerset	73,941	17,064	15,750	358	6,974	22	649	205	4,753
Sussex	29,506	8,115	7,380	150	2,883	11	257	129	3,133
Union	329,720	84,513	79,270	1,959	38,752	116	3,223	610	21,863
Warren	50,098	13,888	12,740	325	4,829	13	*	162	4,353
<b>TOTAL STATE...</b>	<b>1,160,165</b>	<b>1,098,281</b>	<b>1,021,910</b>	<b>25,982</b>	<b>\$182,115</b>	<b>1,811</b>	<b>\$50,581</b>	<b>8,195</b>	<b>\$166,593</b>

\*Data unavailable.

# NEW MEXICO

Population ..... 531,818  
 Families ..... 128,389  
 Radio Homes ..... 78,910

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Bernalillo	69,315	18,082	13,650	302	\$5,166	22	\$1,166	182	\$6,045
Catron	4,868	1,301	660	39	216	—	—	11	44
Chaves	23,834	6,126	4,460	107	1,463	11	257	90	2,508
Colfax	18,685	4,496	2,930	63	1,054	7	180	74	1,506
Curry	18,007	4,771	3,320	72	1,361	8	498	76	†745
De Baca	3,720	934	480	16	143	2	*	17	118
Dona Ana	30,374	7,262	4,140	108	1,176	6	192	78	1,508
Eddy	24,107	6,075	3,660	53	1,445	8	381	78	2,601
Grant	20,009	4,893	3,040	62	1,201	3	163	49	1,218
Guadalupe	8,600	1,902	1,020	31	229	5	90	44	489
Harding	4,344	1,053	520	9	67	5	26	16	†160
Hidalgo	4,802	1,242	670	19	440	2	*	41	703
Lea	21,142	5,709	3,000	61	1,628	13	285	92	2,944
Lincoln	8,504	2,130	1,120	48	232	6	75	38	509
Luna	6,536	1,705	1,290	22	375	4	*	49	686
McKinley	23,612	5,320	3,330	46	926	4	196	60	2,316
Mora	10,898	2,402	1,160	42	120	2	*	9	49
Otero	10,509	2,608	1,640	59	658	4	113	41	754
Quay	12,040	3,199	2,000	45	769	7	213	63	1,218
Rio Arriba	23,861	5,516	2,780	74	426	2	*	26	372
Roosevelt	14,509	3,627	2,020	53	682	9	124	38	921
Sandoval	13,783	3,200	1,620	51	220	4	31	14	78
San Juan	17,082	3,750	1,890	40	499	4	67	21	493
San Miguel	27,857	6,332	4,040	129	1,179	5	174	40	1,123
Santa Fe	30,573	6,888	4,980	100	2,230	6	342	59	2,295
Sierra	6,933	1,923	1,030	27	354	3	86	36	234
Socorro	11,399	2,681	1,440	46	358	3	68	45	469
Taos	18,442	3,897	2,030	67	419	3	74	31	376
Torrance	11,020	2,610	1,360	32	201	3	35	44	350
Union	9,068	2,344	1,320	50	519	5	*	43	572
Valencia	20,235	4,411	2,310	58	366	6	43	53	544
<b>TOTAL STATE...</b>	<b>531,818</b>	<b>128,389</b>	<b>78,910</b>	<b>1,931</b>	<b>\$26,211</b>	<b>172</b>	<b>\$5,216</b>	<b>1,567</b>	<b>\$35,095</b>

\*Data unavailable. †Filling Station Sales only.

# NEW YORK

Population ..... 13,479,142  
 Families ..... 3,663,373  
 Radio Homes ..... 3,405,680

Albany	220,886	62,817	58,600	1,379	\$25,529	94	\$2,663	443	\$16,736
Allegany	39,497	11,190	9,990	150	3,041	19	325	140	2,999
Bronx	1,385,777	378,883	360,000	8,967	157,538	611	10,246	628	29,285
Broome	165,223	43,651	40,050	680	16,343	42	1,994	388	13,028
Cattaraugus	72,278	19,941	18,020	294	6,544	35	880	214	6,319
Cayuga	65,392	18,079	16,300	336	6,263	22	665	199	4,478
Chautauque	123,154	35,942	32,600	631	11,520	43	1,184	342	9,189
Chemung	73,713	20,461	18,730	369	7,803	32	989	209	6,966
Chenango	36,146	10,297	9,150	144	3,279	17	258	171	3,248
Clinton	52,175	12,007	10,630	195	4,000	14	652	199	3,466
Columbia	41,366	11,753	10,600	235	3,963	15	258	203	3,017
Cortland	32,893	9,663	8,710	153	3,411	13	378	114	2,977
Delaware	40,851	11,446	10,210	179	3,183	22	382	216	4,410
Dutchess	118,413	28,195	25,910	579	15,035	50	1,444	325	9,911
Erie	797,170	208,822	193,600	4,447	81,683	339	9,343	1,367	52,845
Essex	33,890	8,622	7,750	135	3,542	19	381	167	3,214
Franklin	44,107	11,186	9,960	212	4,121	19	424	182	3,415
Fulton	48,725	14,645	13,380	225	5,282	20	502	144	4,192
Genesee	44,378	11,827	10,670	151	3,483	14	443	154	4,127
Greene	27,855	8,192	7,350	191	2,771	19	298	159	2,086
Hamilton	4,172	1,191	1,090	29	393	4	20	44	†279
Herkimer	59,404	16,399	14,700	270	5,135	28	467	212	4,136
Jefferson	82,936	23,160	20,930	416	7,483	30	814	309	6,987
Kings	2,660,479	711,694	668,506	18,804	289,634	1,487	22,015	1,306	67,129
Lewis	22,773	5,942	5,240	97	1,433	10	94	82	1,395
Livingston	38,435	9,543	8,580	151	2,708	16	294	171	3,497
Madison	39,657	11,363	10,150	174	3,126	18	445	154	4,231
Monroe	437,027	121,275	113,150	2,060	47,790	161	6,133	848	36,071
Montgomery	58,879	16,489	14,900	325	6,331	29	737	145	3,560
Nassau	404,888	108,187	101,650	1,870	58,473	205	5,827	1,080	39,977
New York	1,871,474	545,870	502,500	12,240	237,996	1,126	41,895	546	64,072
Niagara	158,749	42,094	38,400	748	16,181	60	1,897	334	12,084
Oneida	203,774	52,924	48,630	989	19,411	75	1,993	480	13,060
Onondaga	294,701	80,496	74,200	1,209	30,640	127	3,813	616	23,100
Ontario	55,115	14,867	13,880	212	5,067	18	476	178	4,343
Orange	139,479	37,219	34,050	760	16,193	76	1,720	422	13,508

# U. S. CENSUS DATA

County	Population	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Orleans	27,708	7,996	7,120	118	2,225	11	165	94	1,637
Oswego	71,084	19,528	17,500	319	5,426	34	565	211	4,592
Otsego	45,875	13,506	12,100	207	4,267	18	481	193	3,857
Putnam	16,475	4,430	4,050	90	2,286	9	230	73	1,376
Queens	1,291,314	371,728	352,500	6,934	160,552	698	13,044	1,164	56,798
Rensselaer	121,518	33,583	30,400	694	12,232	43	1,192	302	8,493
Richmond	171,215	43,183	40,550	1,010	18,950	86	1,602	228	8,254
Rockland	74,076	16,564	15,310	315	7,921	33	827	194	5,210
St. Lawrence	90,868	22,927	20,300	422	7,362	30	666	335	6,520
Saratoga	65,468	18,228	16,600	371	6,449	27	713	233	4,103
Schenectady	121,048	34,817	32,300	570	13,741	48	1,667	273	9,842
Schoharie	20,787	6,150	5,420	82	1,590	11	164	102	1,783
Schuyler	12,806	3,760	3,400	73	1,006	4	64	68	936
Seneca	23,652	6,056	5,350	93	1,546	9	132	80	1,516
Steuben	84,630	23,069	20,810	344	7,181	36	931	250	6,390
Suffolk	195,540	47,437	43,800	1,064	27,330	101	2,441	821	19,608
Sullivan	37,685	10,801	9,700	383	5,762	39	600	266	4,246
Tioga	26,958	7,860	6,950	105	2,069	14	168	108	1,488
Tompkins	42,212	12,224	11,050	175	4,580	13	517	130	3,651
Ulster	86,764	24,676	22,350	513	9,398	46	862	342	6,451
Warren	35,856	10,416	9,500	173	4,759	23	609	140	3,962
Washington	46,666	12,363	11,050	241	3,583	24	415	151	1,931
Wayne	52,669	15,043	13,400	184	3,685	20	350	154	3,872
Westchester	571,277	147,509	139,500	2,675	87,808	298	8,826	1,153	52,399
Wyoming	31,302	8,229	7,310	135	2,193	10	208	95	2,176
Yates	16,338	4,958	4,380	62	1,269	6	89	55	921
<b>TOTAL STATE</b>	<b>13,479,142</b>	<b>3,663,373</b>	<b>3,105,680</b>	<b>77,358</b>	<b>\$1,521,198</b>	<b>6,620</b>	<b>\$159,637</b>	<b>20,106</b>	<b>\$706,875</b>

†Filling Station Sales only.

## N. CAROLINA

Population ..... 3,571,623  
Families ..... 786,446  
Radio Homes ..... 438,960

Alamance	57,266	12,972	7,410	176	\$3,130	20	\$582	184	\$4,436
Alexander	13,540	2,908	1,340	32	93	4	62	26	453
Alleghany	8,348	2,008	860	23	32	1	*	34	273
Anson	28,412	5,963	2,900	73	814	5	80	68	996
Ashe	22,622	4,893	2,120	74	111	2	*	37	466
Avery	13,552	2,779	1,280	39	98	1	*	25	1,122
Beaufort	36,368	8,147	4,260	180	1,436	11	182	104	1,214
Bertie	26,196	5,361	2,450	66	384	5	59	78	968
Bladen	27,144	5,607	2,580	63	518	5	72	66	909
Brunswick	16,770	3,673	1,760	85	372	5	40	51	398
Buncombe	108,648	25,951	17,550	372	6,934	43	1,388	225	6,936
Burke	38,649	7,761	4,130	152	1,326	7	197	63	1,418
Cabarrus	59,331	13,282	7,400	200	3,257	15	517	154	3,935
Caldwell	35,799	7,638	4,120	135	1,199	7	193	86	1,780
Camden	5,429	1,271	580	42	136	1	*	10	55
Carteret	18,266	4,259	2,470	95	1,084	4	154	47	625
Caswell	20,061	3,917	1,700	21	179	2	*	58	1,265
Catawba	51,635	11,635	6,540	149	2,031	15	319	143	3,097
Chatham	24,616	5,361	2,470	71	511	5	63	82	1,242
Cherokee	18,865	4,024	1,880	58	366	3	79	23	639
Chowan	11,569	2,535	1,390	42	423	3	65	22	381
Clay	6,401	1,403	620	21	36	1	*	5	29
Cleveland	58,028	12,460	6,810	142	1,786	12	284	118	2,373
Columbus	45,635	9,800	4,520	89	1,084	9	185	175	1,979
Craven	31,587	7,383	4,330	143	1,304	10	212	106	1,592
Cumberland	56,606	11,567	6,440	157	2,051	9	340	137	2,663
Curretuek	6,685	1,664	770	28	110	1	*	29	135
Dare	5,881	1,457	780	53	258	1	*	24	169
Davidson	53,470	12,046	6,950	138	2,234	8	305	154	2,681
Davie	14,935	3,335	1,550	42	284	3	61	45	565
Duplin	39,770	8,675	3,950	154	878	9	133	94	1,050
Durham	79,735	19,823	15,000	321	4,682	29	1,029	177	6,051
Edgecombe	49,060	10,321	5,840	194	2,080	12	185	69	1,606
Forsyth	126,471	30,837	22,080	538	6,242	40	1,254	277	8,231
Franklin	30,380	6,511	2,960	89	611	7	128	66	502
Gaston	87,559	19,575	11,380	295	4,642	25	570	163	3,911
Gates	9,957	2,096	940	36	176	—	—	24	1,135
Graham	6,407	1,305	610	16	21	2	*	6	*
Granville	29,333	6,188	3,060	80	713	6	167	63	1,049

County	Population	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Greene	18,439	3,530	1,540	32	193	2	0	54	†293
Guilford	152,218	36,618	26,750	476	9,019	51	1,863	388	11,769
Halifax	55,905	11,424	5,600	192	2,166	17	319	101	2,232
Harnett	44,231	9,200	4,520	114	1,159	10	253	135	1,737
Haywood	34,719	7,624	4,066	96	797	9	248	62	1,067
Henderson	26,049	6,305	3,410	66	1,232	8	221	83	1,713
Hertford	19,268	4,000	1,850	61	654	6	69	52	876
Hoke	15,073	2,917	1,290	24	244	2	*	31	†256
Hyde	7,830	1,711	800	54	107	—	—	16	106
Iredell	50,444	11,418	6,530	173	1,732	12	300	163	2,457
Jackson	19,352	3,993	1,850	41	280	2	0	31	611
Johnston	63,703	13,705	6,350	152	1,152	20	262	175	2,020
Jones	10,925	2,174	980	38	210	1	*	22	251
Lee	18,933	4,148	2,240	47	835	8	163	66	1,183
Lenoir	41,286	8,827	4,940	136	1,388	11	332	107	2,057
Lincoln	24,186	5,149	2,600	74	609	4	90	69	1,141
McDowell	23,401	5,018	2,510	54	685	7	138	68	963
Macon	15,894	3,489	1,610	65	336	3	73	24	562
Madison	22,165	4,846	2,130	67	227	4	57	52	516
Martin	26,094	5,132	2,510	59	461	4	106	88	1,169
Mecklenburg	149,791	35,442	25,820	461	9,030	58	2,138	285	12,034
Mitchell	15,955	3,386	1,540	38	121	3	45	19	493
Montgomery	16,281	3,584	1,710	51	532	6	69	41	833
Moore	30,848	6,723	3,440	79	1,263	11	207	95	1,360
Nash	55,691	11,796	6,230	150	2,013	15	466	126	1,865
New Hanover	47,749	11,804	8,550	265	3,086	15	779	120	3,332
Northampton	28,324	5,624	2,530	57	334	6	81	58	†286
Onslow	17,922	3,813	1,720	90	508	3	54	37	†313
Orange	23,004	5,240	2,730	64	870	7	150	60	1,152
Pamlico	9,777	2,176	1,060	49	230	—	—	12	93
Pasquotank	20,775	4,932	3,110	130	1,279	4	118	53	1,334
Pender	17,701	3,755	1,730	60	357	2	*	47	348
Perquimans	9,765	2,275	1,040	45	270	2	0	34	470
Person	25,009	5,113	2,500	63	633	5	132	57	856
Pitt	61,237	12,675	6,540	150	1,806	14	270	187	3,133
Polk	11,884	2,680	1,270	25	272	4	70	20	†172
Randolph	44,685	10,078	5,010	129	1,157	10	204	130	2,127
Richmond	36,957	7,911	4,300	100	1,377	6	137	59	1,295
Robeson	76,807	15,733	7,490	149	2,045	16	385	232	3,105
Rockingham	57,914	12,922	6,710	197	2,580	13	388	184	2,888
Rowan	69,049	16,302	9,740	192	3,466	17	620	187	4,404
Rutherford	45,562	9,958	5,080	104	1,298	10	193	144	1,935
Sampson	47,403	9,759	4,490	159	1,083	9	163	112	1,767
Scotland	23,281	4,918	2,500	66	828	9	117	61	827
Stant	32,812	7,554	3,860	94	1,058	7	215	87	2,045
Stokes	22,647	4,851	2,120	61	237	2	*	46	†225
Surry	41,748	9,161	4,670	161	1,333	11	284	100	1,927
Swain	12,160	2,478	1,170	36	204	2	*	15	†122
Transylvania	12,229	2,662	1,320	31	429	3	99	14	391
Tyrrell	5,789	1,209	570	28	99	2	0	10	53
Union	39,113	8,455	4,200	140	902	9	167	85	1,360
Vance	29,949	6,259	3,350	111	1,101	9	222	75	1,637
Wake	109,467	24,250	14,950	379	4,855	45	1,508	256	8,795
Warren	23,052	4,523	2,060	73	472	4	75	55	664
Washington	12,331	2,604	1,260	58	332	3	45	28	426
Watauga	18,084	3,852	1,730	39	292	3	61	43	678
Wayne	58,264	12,024	6,860	161	1,862	16	321	203	3,011
Wilkes	42,017	9,051	4,260	149	729	6	144	87	1,575
Wilson	50,156	11,038	6,180	149	1,633	16	378	132	2,545
Yadkin	20,728	4,668	2,090	53	255	1	*	53	†282
Yancey	17,203	3,589	1,620	48	110	2	*	27	156
<b>TOTAL STATE</b>	<b>3,571,623</b>	<b>786,116</b>	<b>438,960</b>	<b>11,349</b>	<b>\$129,153</b>	<b>915</b>	<b>\$21,071</b>	<b>8,781</b>	<b>\$172,181</b>

\*Data unavailable. †Filling Station Sales only.

# N. DAKOTA

Population . . . . . 641,935  
 Families . . . . . 152,039  
 Radio Homes . . . . . 118,080

Adams	4,666	1,140	830	11	\$213	3	\$29	17	\$335
Barnes	17,799	4,456	3,550	62	959	8	143	72	1,237
Benson	12,631	2,828	2,050	37	498	6	65	32	†191
Billings	2,530	560	410	8	61	—	—	2	0
Bottineau	13,278	3,348	2,440	45	489	7	98	46	617
Bowman	3,862	1,034	750	11	231	4	54	24	338
Burke	7,646	1,990	1,450	34	334	6	52	28	369
Burleigh	22,372	5,531	4,750	59	1,580	7	391	58	2,704
Cass	52,442	13,336	12,400	168	3,850	20	694	134	5,967
Cavalier	13,888	3,121	2,280	37	476	8	100	46	619
Dickey	9,682	2,375	1,740	35	584	4	70	35	544



**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Divide	7,083	1,872	1,360	19	305	4	45	15	244
Dunn	8,366	1,686	1,240	21	241	3	18	16	172
Eddy	5,744	1,363	990	13	284	4	48	23	478
Emmons	11,707	2,236	1,650	21	887	3	24	28	287
Foster	5,821	1,392	1,020	23	373	2	0	28	404
Golden Valley	3,486	895	630	15	276	3	22	16	223
Grand Forks	34,521	8,625	7,290	104	2,185	12	401	77	3,878
Grant	8,265	1,794	1,310	18	213	3	0	19	150
Griggs	5,855	1,410	1,030	19	210	3	36	20	192
Hettinger	7,472	1,620	1,180	20	369	2	0	23	393
Kidder	6,689	1,505	1,100	16	142	1	0	31	258
La Motre	10,296	2,369	1,730	29	352	4	45	38	413
Logan	7,558	1,569	1,140	11	77	2	0	27	1206
McHenry	14,040	3,359	2,460	51	605	7	81	51	458
McIntosh	8,983	1,995	1,460	11	69	3	26	27	271
McKenzie	8,428	2,170	1,590	20	336	3	69	25	290
McLean	16,084	3,808	2,780	41	535	6	81	62	554
Mercer	9,603	2,028	1,480	13	123	3	44	28	469
Morton	20,155	4,486	3,520	52	948	7	186	54	1,112
Mountrail	10,483	2,679	1,960	37	360	5	79	41	602
Nelson	9,124	2,202	1,610	22	250	6	89	38	427
Oliver	3,853	828	600	8	48	1	0	6	23
Pembina	15,666	3,625	2,650	57	657	9	129	55	837
Pierce	9,145	2,000	1,460	15	289	2	0	29	491
Ramsey	15,588	3,728	2,970	48	1,030	6	149	57	1,474
Ransom	10,154	2,441	1,770	33	531	5	68	33	595
Renville	5,534	1,458	1,060	16	296	2	0	25	290
Richland	20,695	4,880	3,730	55	913	10	139	55	1,599
Rolette	12,282	2,676	1,950	25	398	4	72	32	630
Sargent	8,886	2,128	1,540	27	230	4	29	28	1196
Sheridan	6,633	1,482	1,090	16	112	2	0	18	129
Sioux	4,412	944	680	8	124	—	—	6	147
Slope	2,921	752	550	10	69	—	—	4	30
Stark	15,397	3,397	2,700	29	759	6	143	35	1,025
Steele	6,149	1,438	1,040	12	200	3	21	19	214
Stutsman	22,480	5,155	4,150	56	1,139	8	158	75	1,861
Towner	7,196	1,762	1,300	19	309	5	63	28	**389
Trails	12,074	2,889	2,100	35	502	7	84	38	692
Walsh	20,766	4,547	3,450	47	790	9	159	56	1,030
Ward	31,878	8,140	6,800	103	2,187	11	568	107	3,060
Wells	11,186	2,681	1,960	31	451	5	76	48	550
Williams	16,236	4,306	3,350	53	866	8	129	57	1,391
<b>TOTAL STATE</b>	<b>611,935</b>	<b>152,039</b>	<b>118,080</b>	<b>1,786</b>	<b>\$29,815</b>	<b>266</b>	<b>\$3,243</b>	<b>1,992</b>	<b>\$41,150</b>

\* Data unavailable. † Filling Station Sales only. \*\* Automotive Sales only.

# OHIO

Population ..... 6,907,612  
 Families ..... 1,894,897  
 Radio Homes ..... 1,748,870

Adams	21,703	5,891	5,270	83	\$943	8	\$85	78	\$759
Allen	73,280	20,239	18,630	297	5,413	35	933	201	5,846
Ashland	29,956	8,639	7,880	87	2,158	12	225	104	2,811
Ashtabula	68,436	19,427	17,790	279	5,894	23	493	234	5,843
Athens	46,142	12,304	11,150	202	3,298	15	349	134	2,953
Auglaize	27,921	7,894	7,070	113	1,713	12	163	95	1,727
Belmont	95,513	24,927	22,900	485	7,240	26	507	210	3,999
Brown	21,641	6,251	5,580	78	928	8	96	79	1,038
Butler	120,315	32,505	30,130	521	11,077	37	1,361	217	7,560
Carroll	17,105	4,615	4,180	59	782	5	64	84	1,013
Champaign	25,249	7,242	6,520	105	1,621	12	316	91	2,116
Clark	95,716	26,652	24,630	469	9,284	32	1,175	204	6,220
Clermont	34,118	9,726	8,890	167	2,158	14	206	113	1,863
Clinton	22,632	6,823	6,150	103	1,634	10	144	95	1,639
Columbiana	88,277	24,534	22,670	396	8,427	39	1,011	303	7,117
Coshocton	30,566	8,734	7,880	152	2,121	9	237	91	1,887
Crawford	35,565	10,365	9,470	143	2,637	14	0	113	2,691
Cuyahoga	1,216,529	336,569	316,370	6,316	125,562	600	19,692	2,015	84,461
Darke	38,785	11,143	9,950	138	2,287	14	150	141	2,439
DeWane	24,318	6,854	6,130	86	1,709	9	365	94	2,071
Delaware	26,733	7,449	6,670	99	1,536	7	0	114	1,859
Erie	42,878	11,961	10,980	180	3,825	24	667	119	3,370
Fairfield	48,386	13,292	12,100	185	3,389	16	362	144	2,967
Fayette	21,365	6,073	5,420	91	1,511	7	139	60	1,699

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Franklin	387,397	105,700	98,300	1,623	38,847	220	6,662	821	35,058
Fulton	23,582	6,796	6,110	76	1,544	9	168	97	2,477
Gallia	24,904	6,037	5,330	77	1,000	3	63	62	1,172
Geauga	19,398	5,152	4,640	47	1,116	6	100	72	1,192
Greene	35,866	9,784	8,920	115	2,441	11	307	91	1,972
Guernsey	38,645	10,989	9,940	181	2,488	10	250	138	2,090
Hamilton	620,053	180,836	168,360	3,129	68,635	361	10,165	1,013	43,897
Hancock	40,713	11,859	10,750	145	3,110	10	329	126	2,943
Hardin	27,007	7,966	7,150	101	1,793	12	226	94	1,605
Harrison	20,297	5,527	5,030	73	1,177	8	66	65	873
Henry	22,730	6,326	5,670	63	1,341	8	161	96	1,684
Highland	27,084	7,980	7,110	126	1,949	9	177	97	1,478
Hocking	21,489	5,730	5,180	72	1,264	5	122	73	1,184
Holmes	17,869	4,521	4,070	32	581	4	83	45	654
Huron	34,665	9,925	9,060	126	2,336	13	321	135	2,953
Jackson	27,996	7,077	6,200	106	1,791	9	142	69	1,718
Jefferson	98,025	24,570	22,890	460	8,729	31	1,124	203	6,023
Knox	30,932	9,158	8,340	103	2,005	8	251	114	2,367
Lake	48,488	13,883	12,990	180	5,092	15	625	164	4,210
Lawrence	46,682	11,422	10,330	206	2,414	8	202	92	2,165
Licking	62,141	18,298	16,720	275	5,116	19	550	193	4,414
Logan	29,572	8,628	7,890	133	2,104	13	159	114	2,107
Lorain	112,155	30,195	27,630	485	10,552	33	1,145	268	7,903
Lucas	342,184	90,044	89,420	1,335	34,131	154	5,000	603	28,817
Madison	21,828	5,446	4,910	72	1,628	7	138	73	1,591
Mahoning	240,127	59,039	55,080	941	22,140	82	2,423	472	19,523
Marion	44,932	12,708	11,690	177	3,588	16	465	128	3,006
Medina	32,857	9,303	8,480	127	2,414	10	293	132	3,779
Meigs	24,037	6,705	5,990	109	1,278	8	135	67	1,377
Mercer	25,338	6,637	5,930	81	1,313	9	133	92	1,717
Miami	52,537	15,085	13,790	203	4,306	16	584	159	4,107
Monroe	18,626	4,902	4,390	64	650	3	23	43	382
Montgomery	296,154	81,044	76,210	1,181	28,394	107	4,503	560	22,398
Morgan	14,227	3,975	3,560	40	597	5	51	40	568
Morrow	15,609	4,560	4,070	42	682	3	38	52	735
Muskingum	69,576	19,769	18,300	312	5,725	26	879	192	5,655
Noble	14,584	4,033	3,610	43	479	2	*	44	538
Ottawa	24,305	6,887	6,330	100	2,046	8	139	100	2,013
Paulding	15,600	4,408	3,980	63	836	8	81	64	1,306
Perry	31,049	8,349	7,620	126	1,908	8	151	89	1,716
Pickaway	27,862	6,947	6,180	100	1,431	7	138	70	1,447
Pike	16,108	3,909	3,500	79	689	3	29	40	550
Portage	46,598	12,796	11,700	149	3,510	10	315	142	3,525
Preble	23,326	6,761	6,080	91	1,456	8	107	86	1,546
Putnam	24,996	6,528	5,920	92	1,104	13	111	97	1,442
Richland	73,643	19,991	18,800	258	6,186	26	801	170	5,614
Ross	52,079	13,075	11,850	179	3,343	18	511	109	3,105
Sandusky	40,946	11,778	10,660	151	3,108	14	361	132	3,388
Scioto	86,560	21,620	19,990	385	5,823	26	677	186	4,612
Seneca	48,326	13,173	12,100	175	3,815	21	443	148	3,265
Shelby	26,047	7,015	6,320	120	1,840	10	188	83	1,788
Stark	234,002	61,924	57,590	919	21,812	76	2,622	572	18,514
Summit	335,978	91,343	85,040	1,369	34,153	140	4,566	739	26,033
Trumbull	131,191	33,561	31,140	463	11,181	40	1,146	334	8,219
Tuscarawas	68,698	18,700	16,700	284	5,478	26	537	233	5,084
Union	19,980	5,567	4,980	74	1,107	7	100	82	1,386
Van Wert	26,751	7,685	6,890	90	1,741	9	179	85	1,811
Vinton	11,874	2,958	2,660	39	394	2	*	27	270
Warren	29,991	8,248	7,440	113	2,012	10	193	97	1,687
Washington	43,462	12,155	11,050	155	2,379	12	307	142	2,705
Wayne	50,428	13,280	12,700	175	3,219	19	459	168	4,368
Williams	25,439	7,640	6,860	93	1,779	12	196	108	2,076
Wood	51,737	14,604	13,390	202	3,700	23	290	202	3,559
Wyandot	19,212	5,437	4,850	70	1,108	8	151	78	1,554
<b>TOTAL STATE</b>	<b>6,907,612</b>	<b>1,891,897</b>	<b>1,718,870</b>	<b>29,612</b>	<b>\$609,065</b>	<b>2,825</b>	<b>\$83,003</b>	<b>16,475</b>	<b>\$494,863</b>

\*Data unavailable.

# OKLAHOMA

Population ..... 2,336,434  
 Families ..... 609,094  
 Radio Homes ..... 450,390

Adair	15,717	3,620	2,340	42	\$257	5	\$75	33	\$287
Alfalfa	14,131	3,957	2,600	33	560	12	175	59	724
Atoka	17,532	4,384	2,830	79	534	4	52	31	484
Beaver	8,643	2,350	1,500	22	300	2	*	39	296
Beckham	22,165	6,036	4,270	66	1,212	11	189	125	1,430
Blaine	18,520	4,852	3,190	54	829	13	189	81	1,152
Bryan	38,130	9,348	6,290	143	1,551	14	232	77	1,891
Caddo	41,541	10,471	7,000	107	1,862	22	305	154	2,210

• • • U. S. CENSUS DATA • • •

County	Population	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Canadian	27,311	6,950	5,010	66	1,432	10	269	113	1,918
Carter	43,221	11,244	8,300	193	2,222	18	476	143	2,033
Cherokee	20,885	4,908	3,120	57	431	5	99	35	594
Choctaw	28,354	6,992	4,650	73	750	8	124	60	827
Cimarron	3,655	1,022	670	13	197	3	31	23	306
Cleveland	27,727	6,858	5,200	61	1,484	16	434	85	1,280
Coal	12,805	3,145	2,070	35	356	4	42	32	405
Comanche	38,876	9,228	6,750	118	1,944	17	386	121	3,040
Cotton	12,884	3,367	2,180	35	424	6	65	54	711
Craig	20,669	4,879	3,280	56	633	6	90	69	1,262
Creek	55,408	14,569	10,600	194	2,926	26	485	194	3,212
Custer	23,054	6,060	4,260	68	1,228	12	258	109	1,900
Delaware	18,577	4,519	2,830	55	226	5	39	50	†147
Dewey	11,968	3,183	2,040	35	452	10	84	69	611
Ellis	8,447	2,354	1,540	17	320	7	65	38	577
Garfield	45,450	12,923	10,330	138	2,994	18	797	179	4,299
Garvin	31,115	7,700	5,140	152	1,242	18	226	104	1,313
Grady	41,114	10,760	7,600	140	1,657	19	347	145	2,264
Grant	13,120	3,813	2,480	41	673	10	126	55	569
Greer	14,540	3,670	2,540	52	722	8	109	58	†339
Harmon	10,013	2,576	1,730	26	253	5	67	34	456
Harper	6,452	1,738	1,130	19	280	5	63	32	247
Haskell	17,316	3,963	2,540	46	306	5	67	32	425
Hughes	29,106	7,003	4,880	73	1,025	13	204	73	983
Jackson	22,697	6,147	4,340	85	1,040	13	189	92	1,477
Jefferson	15,112	3,836	2,530	42	559	10	94	62	688
Johnston	15,996	3,920	2,560	44	378	9	58	43	320
Kay	47,040	13,218	10,490	145	3,473	22	786	172	4,093
Kingfisher	15,531	4,209	2,830	41	770	8	148	69	1,326
Kiowa	22,796	6,167	4,190	71	1,135	11	226	102	1,202
Latimer	12,376	2,979	1,990	49	262	4	6	29	297
Le Flore	45,945	10,963	7,310	148	1,157	15	168	101	1,298
Lincoln	29,513	7,722	5,100	86	850	17	149	79	1,052
Logan	25,192	7,042	5,050	82	1,287	16	265	92	1,771
Love	11,431	2,768	1,770	47	384	5	53	32	154
McClain	19,274	4,618	3,010	60	584	9	135	75	529
McCurtain	41,316	9,739	6,390	116	827	8	138	71	697
McIntosh	24,064	5,352	3,430	71	544	10	115	31	419
Major	11,935	3,187	2,040	37	401	5	69	64	628
Marshall	12,380	2,981	1,940	50	477	7	76	28	388
Mayes	21,672	5,422	3,500	95	508	12	165	79	794
Murray	14,539	3,334	2,370	69	575	9	129	53	726
Muskogee	65,965	16,991	12,810	269	3,103	30	851	187	3,812
Noble	14,815	4,066	2,850	43	701	10	123	66	915
Nowata	15,773	4,182	2,820	43	884	4	91	46	704
Okfuskee	26,254	6,261	4,200	80	795	13	131	81	813
Oklahoma	244,190	69,732	61,700	904	16,076	141	5,666	683	24,118
Oklmulgee	50,075	12,932	9,540	192	2,608	21	416	150	2,844
Osage	41,306	10,745	7,750	128	2,353	20	352	164	2,795
Ottawa	35,736	9,938	7,260	142	1,999	17	343	96	1,723
Pawnee	17,358	4,577	3,200	53	759	9	129	69	696
Payne	35,774	9,858	7,360	134	2,396	17	416	164	2,765
Pittsburg	46,129	11,590	8,140	155	1,961	21	341	135	2,591
Pontotoc	39,714	10,138	7,290	168	2,050	21	430	114	3,384
Pottawatomie	54,358	14,089	10,550	245	2,517	34	674	167	3,823
Pushmataha	19,463	4,639	2,990	56	400	5	96	24	435
Roger Mills	10,731	2,844	1,800	42	293	7	32	35	378
Rogers	21,064	5,444	3,680	80	851	9	147	91	835
Seminole	60,516	15,046	10,960	235	3,144	26	576	179	5,014
Sequoyah	23,141	5,244	3,340	57	272	6	92	55	408
Stephens	31,073	8,013	5,760	106	1,532	11	293	130	1,820
Texas	9,884	2,742	1,820	33	573	7	155	64	1,288
Tillman	20,739	5,646	3,840	77	834	11	179	85	866
Tulsa	192,930	54,500	47,400	735	14,020	118	3,957	566	18,670
Wagoner	21,636	5,128	3,350	70	522	5	86	48	482
Washington	30,530	8,614	6,710	93	2,304	14	440	87	2,195
Washita	22,264	5,804	3,800	46	800	11	117	81	1,002
Woods	14,902	4,250	3,060	49	919	10	193	72	1,200
Woodward	16,243	4,035	2,880	39	1,018	10	163	71	1,716
<b>TOTAL STATE...</b>	<b>2,336,434</b>	<b>609,094</b>	<b>450,390</b>	<b>7,921</b>	<b>\$112,117</b>	<b>1,135</b>	<b>\$25,700</b>	<b>7,190</b>	<b>\$144,070</b>

\*Data unavailable. †Filling Station Sales only.

# OREGON

Population ..... 1,089,684  
 Families ..... 335,944  
 Radio Homes ..... 320,780

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Baker	18,259	5,394	5,110	78	\$1,769	10	\$271	69	\$2,026
Benton	18,607	5,735	5,490	67	2,016	10	176	58	2,195
Clackamas	56,846	17,595	17,100	177	3,611	20	465	169	3,396
Clatsop	24,248	7,561	7,110	119	2,045	14	350	80	2,421
Columbia	20,689	6,191	5,960	60	1,666	12	178	66	1,287
Coos	32,341	10,055	9,560	157	3,563	16	409	97	3,115
Crook	5,510	1,583	1,540	14	476	3	87	11	308
Curry	4,394	1,391	1,360	23	430	4	40	29	†243
Deschutes	18,634	5,576	5,250	60	1,995	9	294	69	2,720
Douglas	25,622	7,845	7,550	113	2,010	15	217	129	2,265
Gilliam	2,830	822	800	16	232	3	40	18	526
Grant	6,354	1,906	1,860	21	374	5	60	26	580
Harney	5,358	1,494	1,420	13	548	3	81	22	902
Hood River	11,534	3,398	3,270	47	1,218	5	124	42	881
Jackson	35,843	11,296	10,800	118	3,341	13	450	136	3,306
Jefferson	2,039	622	600	9	125	2	°	7	†51
Josephine	16,239	5,241	4,980	54	1,385	7	157	83	1,514
Klamath	40,366	11,900	11,400	139	4,600	21	625	125	6,121
Lake	6,280	1,928	1,870	18	553	2	°	21	860
Lane	69,020	20,903	20,100	265	5,769	29	790	247	6,707
Lincoln	14,457	4,643	4,530	99	1,373	9	106	88	1,060
Linn	30,465	9,162	8,840	92	1,756	15	228	106	2,103
Malheur	19,756	5,197	5,060	58	1,177	10	191	62	1,252
Marion	75,128	20,848	20,020	275	6,365	32	609	232	6,725
Morrow	4,340	1,231	1,200	20	260	3	32	18	324
Multnomah	355,436	116,580	110,000	1,658	39,860	206	6,351	815	37,045
Polk	19,855	5,843	5,640	73	1,037	9	85	64	1,067
Sherman	2,328	747	720	11	157	2	°	13	†112
Tillamook	12,200	3,771	3,620	70	1,039	8	162	58	1,045
Umatilla	25,979	7,458	7,190	89	2,044	16	342	104	2,729
Union	17,672	5,318	5,090	81	1,576	9	250	56	1,729
Wallowa	7,618	2,172	2,110	31	584	4	71	18	516
Wasco	13,178	3,935	3,760	49	1,353	9	197	68	2,049
Washington	39,042	11,885	11,500	137	2,673	15	223	129	2,358
Wheeler	2,961	885	860	7	76	2	°	12	†130
Yamhill	26,289	7,833	7,510	89	1,874	16	273	100	2,209
<b>TOTAL STATE...</b>	<b>1,089,684</b>	<b>335,944</b>	<b>320,780</b>	<b>1,107</b>	<b>\$101,830</b>	<b>568</b>	<b>\$11,085</b>	<b>3,145</b>	<b>\$103,020</b>

\*Data unavailable. †Filling Station Sales only.

# PENNA.

Population ..... 9,900,180  
 Families ..... 2,514,736  
 Radio Homes ..... 2,262,760

Adams	39401	10,187	8,590	147	\$1,848	12	\$222	130	\$2,097
Allegheny	1,407,570	359,856	331,800	6,274	142,494	648	20,113	1,639	74,495
Armstrong	81,087	20,448	17,510	282	5,163	25	631	190	3,362
Beaver	156,993	38,439	34,900	646	14,292	53	1,360	319	7,667
Bedford	40,739	10,186	8,520	131	1,651	9	164	140	2,530
Berks	241,860	63,693	57,320	1,854	21,990	87	2,239	519	17,084
Blair	140,152	36,017	32,600	646	13,698	49	1,315	315	7,444
Bradford	50,611	13,979	11,790	218	3,238	23	420	190	3,180
Bucks	107,658	28,109	24,400	536	7,992	39	710	270	5,517
Butler	87,584	22,797	19,680	297	6,374	30	690	273	6,069
Cambria	214,290	48,736	42,900	833	14,312	54	1,438	375	10,857
Cameron	6,844	1,887	1,600	31	664	2	°	22	409
Carbon	61,737	14,747	13,070	344	4,469	21	324	132	1,935
Centre	52,563	13,286	11,400	170	4,108	17	553	182	4,054
Chester	135,483	33,070	28,870	562	10,818	64	1,639	378	10,022
Clarion	38,341	9,714	8,260	127	2,541	13	194	127	2,447
Clearfield	92,006	22,589	19,340	378	6,289	23	497	243	3,896
Clinton	34,530	8,859	7,710	151	2,665	13	315	106	2,192
Columbia	51,308	13,469	11,500	226	3,370	14	396	138	2,450
Crawford	71,534	19,971	17,240	255	5,575	25	668	221	4,962
Cumberland	74,700	20,305	18,110	362	6,103	32	664	209	4,728
Dauphin	177,511	46,618	42,100	1,016	14,896	101	2,891	328	12,638
Delaware	310,172	80,097	73,800	1,220	29,748	182	5,041	485	18,223
Elk	34,233	8,019	6,960	139	2,692	11	304	76	1,638
Erie	177,415	47,962	43,400	1,047	15,392	49	1,544	460	12,979
Fayette	200,902	47,860	41,250	658	11,631	43	1,290	325	8,460
Forest	5,792	1,563	1,330	14	234	1	°	26	268
Franklin	69,225	17,759	15,200	280	4,325	27	594	199	4,326
Fulton	10,668	2,609	2,120	45	321	3	43	43	413
Greene	44,663	11,022	9,340	113	2,212	8	176	123	1,437

**U. S. CENSUS DATA**

County	Popu- lation	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Huntingdon	41,744	10,400	8,850	181	2,629	11	170	127	2,592
Indiana	79,796	19,221	16,290	258	4,100	21	523	233	3,654
Jefferson	54,049	13,572	11,520	211	4,297	17	329	151	3,225
Juniata	15,338	3,979	3,340	80	798	6	35	47	660
Lackawanna	301,085	72,178	65,970	1,695	25,630	127	2,359	470	12,920
Lancaster	212,387	55,344	48,640	1,642	15,243	64	1,901	510	14,414
Lawrence	96,783	24,799	22,320	443	7,920	28	924	249	6,066
Lebanon	72,596	18,871	16,290	414	4,965	21	556	181	5,837
Lehigh	177,395	45,468	41,400	1,082	15,432	51	1,800	374	12,556
Luzerne	440,246	101,805	92,300	2,574	32,858	175	3,355	631	18,001
Lycoming	93,455	25,707	22,890	450	7,610	41	1,094	252	5,588
McKean	56,383	15,178	13,380	233	5,544	25	723	151	4,558
Mercer	100,957	25,779	22,800	434	8,417	36	948	291	7,038
Mifflin	42,946	10,900	9,540	205	3,199	14	398	116	2,391
Monroe	29,792	8,106	7,100	140	2,854	15	306	164	2,382
Montgomery	288,856	71,730	65,060	1,453	31,177	144	3,808	585	23,953
Montour	15,614	3,488	2,950	53	891	5	108	35	718
Northampton	169,028	43,111	38,860	1,017	16,312	62	1,952	341	9,453
Northumberland	126,540	31,543	28,050	641	8,826	45	1,187	266	5,958
Perry	23,214	6,216	5,250	103	1,134	7	76	73	989
Philadelphia	1,935,086	507,157	471,660	12,029	178,540	1,474	26,596	1,551	69,211
Pike	7,455	2,315	1,980	40	560	2	40	40	1,249
Potter	18,260	5,050	4,230	68	1,102	8	112	77	1,302
Schuylkill	228,068	53,582	47,790	1,427	14,919	70	1,504	448	11,194
Snyder	20,197	5,346	4,500	71	710	6	78	64	797
Somerset	86,866	20,427	17,780	265	4,543	22	342	247	4,550
Sullivan	7,497	1,922	1,610	32	256	2	3	31	1,147
Susquehanna	33,778	9,024	7,590	155	2,351	7	105	114	1,358
Tioga	34,980	9,563	8,050	123	2,088	13	115	119	2,078
Union	20,218	4,950	4,220	65	1,200	6	120	57	1,059
Venango	63,826	16,238	14,550	243	5,342	15	462	154	3,425
Warren	42,869	10,843	9,420	148	3,416	13	330	93	1,782
Washington	210,500	52,121	45,400	933	16,404	64	1,716	440	10,523
Wayne	28,852	7,814	6,580	114	2,029	11	181	107	1,249
Westmoreland	302,850	74,316	65,520	1,293	22,635	90	2,311	597	15,010
Wyoming	16,688	4,531	3,920	70	1,059	8	78	73	1,053
York	177,945	48,299	42,550	826	12,551	46	1,254	361	13,885
<b>TOTAL STATE...</b>	<b>9,900,180</b>	<b>2,511,736</b>	<b>2,262,760</b>	<b>50,203</b>	<b>\$830,616</b>	<b>1,150</b>	<b>\$101,392</b>	<b>18,093</b>	<b>\$520,696</b>

\*Data unavailable. †Filling Station Sales only.

RHODE IS.	Population		Families		Radio Homes		Stores		Sales	
	Population	Families	Radio Homes	Stores	Sales	Stores	Sales	Stores	Sales	
Bristol	25,548	6,489	5,960	137	\$2,067	10	\$217	37	\$988	
Kent	58,311	15,303	14,100	320	5,496	24	526	163	3,440	
Newport	46,696	12,013	11,100	224	6,052	21	624	82	2,659	
Providence	550,298	145,091	134,100	2,773	58,122	307	9,037	993	34,756	
Washington	32,493	8,899	8,190	175	4,106	15	507	134	2,687	
<b>TOTAL STATE...</b>	<b>713,346</b>	<b>187,795</b>	<b>173,150</b>	<b>3,629</b>	<b>\$75,843</b>	<b>377</b>	<b>\$10,911</b>	<b>1,409</b>	<b>\$44,530</b>	

S. CAROLINA	Population		Families		Radio Homes		Stores		Sales	
	Population	Families	Radio Homes	Stores	Sales	Stores	Sales	Stores	Sales	
Abbeville	22,931	5,400	2,530	77	\$723	8	\$110	62	\$394	
Aiken	49,009	12,165	6,050	224	1,782	15	237	159	1,927	
Allendale	13,037	2,891	1,290	57	380	4	53	17	334	
Anderson	88,688	20,726	10,390	287	3,606	25	623	226	3,285	
Bamberg	18,635	4,182	1,880	65	598	9	87	39	961	
Barnwell	20,135	4,788	2,090	88	582	7	92	43	421	
Beaufort	22,038	4,937	2,400	120	799	4	66	29	778	
Berkeley	26,828	6,381	2,830	130	596	3	61	24	587	
Caldoun	16,306	3,592	1,510	86	539	4	52	23	606	
Charleston	121,006	31,637	20,450	639	7,923	41	1,480	147	8,046	
Cherokee	33,257	7,210	3,600	112	945	6	170	67	822	
Chester	32,441	7,265	3,560	111	1,607	6	155	57	1,233	
<b>TOTAL STATE...</b>	<b>1,899,804</b>	<b>434,557</b>	<b>222,170</b>							

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Chesterfield	35,901	7,579	3,510	90	975	12	172	91	1,218
Clarendon	31,499	6,359	2,800	90	607	5	78	47	1,235
Colleton	26,175	6,129	2,730	96	689	5	117	64	940
Darlington	45,195	10,264	5,050	156	1,758	10	263	100	1,494
Dillon	29,844	6,215	2,790	80	907	8	129	55	1,024
Dorchester	19,936	4,439	2,160	85	699	8	108	55	777
Edgefield	17,887	4,034	1,730	81	530	5	88	24	418
Fairfield	24,165	5,262	2,350	69	731	6	100	28	657
Florence	70,057	15,499	7,990	240	2,341	21	494	151	4,427
Georgetown	26,329	6,024	3,050	145	1,340	8	226	42	1,229
Greenville	136,289	33,918	18,900	457	8,101	44	1,470	286	7,859
Greenwood	40,082	9,474	4,970	169	2,222	13	332	115	2,299
Hampton	17,463	4,111	1,890	43	235	6	53	41	420
Horry	51,795	10,693	4,560	158	1,822	13	384	132	2,122
Jasper	11,022	2,490	1,170	30	108	1	*	17	275
Kershaw	32,885	7,143	3,390	138	1,114	9	163	59	777
Lancaster	33,464	7,348	3,470	101	1,199	9	184	61	1,305
Laurens	44,271	10,161	4,950	134	1,747	13	256	105	1,540
Lee	24,652	5,289	2,440	107	800	4	*	43	998
Lexington	36,652	8,395	4,100	142	1,020	15	150	132	1,057
McCormick	10,369	2,264	930	43	231	1	*	14	171
Marion	30,129	6,579	3,330	87	1,199	9	267	72	1,201
Marlboro	33,120	7,233	3,330	97	1,120	9	136	65	1,112
Newberry	33,579	7,958	3,970	141	1,166	11	198	69	1,449
Oconee	36,385	8,086	3,610	101	1,064	10	143	82	1,137
Orangeburg	63,028	14,514	7,010	257	2,187	22	313	167	3,195
Pickens	37,114	8,298	3,980	112	1,251	11	236	88	1,402
Richland	112,381	23,964	15,820	458	6,300	41	1,435	178	8,701
Saluda	17,190	3,857	1,560	71	331	4	42	24	300
Spartanburg	128,442	29,608	16,010	367	5,377	25	948	250	6,037
Sumter	52,869	11,634	6,110	163	2,138	12	322	87	2,933
Union	31,648	7,015	3,560	91	1,164	10	164	54	971
Williamsburg	41,005	8,298	3,460	128	912	7	109	38	1,053
York	58,682	13,299	6,910	234	2,841	19	415	93	2,133
<b>TOTAL STATE</b>	<b>1,809,804</b>	<b>431,557</b>	<b>222,170</b>	<b>6,966</b>	<b>\$76,456</b>	<b>538</b>	<b>\$12,816</b>	<b>3,822</b>	<b>\$83,258</b>

\* Data unavailable.

# S. DAKOTA

Population	642,961
Families	165,113
Radio Homes	132,010

Armstrong	42	11	10	—	—	—	—	—	—
Aurora	5,383	1,411	1,060	15	\$153	3	\$41	26	\$256
Beadle	19,554	5,205	4,410	56	1,486	7	183	78	1,535
Bennett	3,966	991	730	16	131	2	*	9	†67
Bon Homme	10,233	2,763	2,140	27	325	5	75	44	452
Brookings	16,457	4,240	3,430	47	929	9	121	57	1,370
Brown	29,727	7,710	6,600	98	2,007	17	310	105	2,803
Brule	6,199	1,672	1,280	25	333	4	92	35	481
Buffalo	1,845	436	320	5	59	—	—	2	*
Butte	7,996	2,145	1,660	37	638	5	106	51	1,032
Campbell	5,036	1,085	840	12	152	1	*	13	†78
Charles Mix	13,453	3,226	2,440	30	244	7	78	30	418
Clark	8,952	2,312	1,750	26	308	6	67	37	460
Clay	9,606	2,623	2,120	27	471	6	114	40	598
Codington	16,623	4,228	3,640	59	1,174	6	151	58	1,970
Corson	6,508	1,583	1,160	19	237	2	*	18	†152
Custer	5,995	1,704	1,360	28	414	2	*	38	608
Davison	15,271	4,178	3,700	68	1,086	8	261	79	2,218
Day	13,556	3,349	2,570	38	564	7	116	50	834
Deuel	8,478	2,029	1,540	26	210	4	29	28	279
Dewey	5,717	1,344	1,030	26	305	3	*	27	273
Douglas	6,343	1,581	1,200	11	143	3	30	33	284
Edmunds	7,799	1,826	1,390	11	250	4	47	24	282
Fall River	8,079	2,071	1,690	24	497	8	97	32	593
Faulk	5,162	1,329	1,010	23	206	3	66	26	213
Grant	10,543	2,658	2,060	30	454	5	74	37	428
Gregory	9,552	2,407	1,830	29	319	7	66	36	550
Haakon	3,506	1,002	760	14	181	3	64	16	†80
Hamlin	7,569	1,882	1,400	34	336	6	60	34	288
Hand	7,134	1,719	1,290	17	273	3	54	27	546
Hanson	5,380	1,360	1,030	9	123	2	*	15	†84
Harding	2,997	827	610	10	96	1	*	11	97
Hughes	6,566	1,970	1,690	17	584	3	116	32	899
Hutchinson	12,674	3,121	2,400	26	297	7	66	46	492
Hyde	3,110	789	610	11	131	2	*	12	†251
Jackson	1,950	553	420	9	69	2	*	25	242
Jerauld	4,729	1,271	980	17	144	3	40	22	317
Jones	2,508	694	520	8	68	1	*	14	†135



**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Kingsbury	10,809	2,835	2,180	46	376	8	72	55	730
Lake	12,250	3,149	2,580	33	595	7	102	52	979
Lawrence	19,081	5,298	4,560	86	1,468	7	306	65	1,694
Lincoln	13,169	3,419	2,630	29	500	8	161	55	715
Lyman	5,039	1,266	960	19	168	3	16	31	†206
McCook	9,777	2,492	1,910	29	275	6	49	47	400
McPherson	8,354	1,874	1,420	12	134	3	28	30	258
Marshall	8,881	2,124	1,640	29	326	5	70	28	836
Meade	9,710	2,054	2,000	46	585	4	60	36	489
Mellette	4,111	956	710	7	40	1	*	14	96
Miner	6,838	1,789	1,360	23	190	5	64	27	293
Minnehaha	57,530	15,497	13,600	159	4,694	30	826	194	6,681
Moody	9,312	2,455	1,840	22	273	4	61	35	523
Pennington	23,738	6,669	5,720	99	2,272	11	529	110	4,122
Perkins	6,578	1,710	1,290	24	326	3	52	24	466
Potter	4,605	1,193	930	25	236	3	51	23	397
Roberts	15,858	3,800	2,890	47	518	5	75	52	775
Sanborn	5,745	1,573	1,200	22	177	5	40	25	†228
Shannon	5,362	1,180	880	9	166	1	*	5	43
Spink	12,527	3,190	2,520	46	691	6	84	62	768
Stanley	1,956	585	440	6	55	1	*	8	81
Sully	2,664	626	470	5	65	1	*	10	151
Todd	5,602	1,245	940	12	82	1	*	17	92
Tripp	9,922	2,468	1,870	27	251	5	64	48	934
Tiroll	13,259	3,545	2,700	42	484	10	103	62	498
Union	11,605	3,038	2,320	28	424	7	147	44	516
Walworth	7,263	1,773	1,480	22	412	6	93	24	540
Washabaugh	1,978	439	320	6	*	—	—	3	21
Washington	1,789	367	270	7	*	—	—	1	*
Yankton	16,687	3,895	3,180	29	744	6	165	62	1,127
Ziebach	2,868	704	520	11	91	1	*	5	†20
<b>TOTAL STATE...</b>	<b>642,961</b>	<b>165,113</b>	<b>132,010</b>	<b>1,092</b>	<b>\$32,118</b>	<b>330</b>	<b>\$6,026</b>	<b>2,521</b>	<b>\$17,075</b>

# TENNESSEE

Population ..... 2,915,841  
 Families ..... 713,853  
 Radio Homes ..... 478,730

Anderson	26,500	5,976	3,920	77	\$975	6	\$162	34	\$527
Bedford	23,149	6,161	3,720	71	982	9	154	33	1,295
Benton	11,962	2,993	1,700	47	442	5	52	20	318
Bledsoe	8,358	1,757	990	31	189	1	*	7	†78
Blount	40,883	9,496	6,100	134	1,813	8	243	47	1,416
Bradley	26,751	6,863	4,440	82	1,226	7	109	59	1,485
Campbell	31,086	6,716	4,550	82	1,243	4	99	38	716
Cannon	9,892	2,378	1,290	37	128	1	*	14	†92
Carroll	25,960	6,706	3,910	97	881	12	112	45	862
Carter	34,975	7,750	5,040	127	1,165	5	164	38	1,378
Cheatham	9,927	2,333	1,320	47	313	1	*	19	220
Chester	11,123	2,644	1,480	46	382	3	48	17	160
Claiborne	24,714	5,315	3,090	51	253	4	22	27	308
Clay	10,904	2,314	1,310	35	105	1	*	9	†47
Coeke	24,057	5,268	3,060	77	503	3	117	32	465
Coffee	19,045	4,631	2,790	73	805	5	123	48	651
Crockett	17,244	4,408	2,450	78	622	6	73	22	152
Cumberland	15,625	3,449	2,160	38	513	2	*	17	367
Davidson	257,411	67,075	53,550	1,000	20,006	147	4,154	440	18,984
Decatur	10,311	2,437	1,360	54	222	3	32	10	113
De Kalb	14,553	3,561	1,980	54	297	2	*	13	†95
Dickson	19,710	4,832	2,900	55	668	4	77	39	833
Dyer	34,946	9,020	5,570	88	1,440	13	258	46	1,881
Fayette	30,319	6,812	3,600	37	437	2	*	23	470
Fentress	14,553	2,890	1,810	27	77	1	*	11	†81
Franklin	23,862	5,529	3,360	51	546	9	95	37	774
Gibson	44,833	11,857	7,090	140	1,728	18	276	64	971
Giles	29,123	7,188	4,090	94	857	7	150	58	1,304
Grainger	14,369	3,233	1,750	32	145	1	*	13	†93
Greene	39,391	9,064	5,200	156	1,190	7	200	75	1,295
Grundy	11,534	2,573	1,760	22	105	1	*	14	†80
Hamblen	18,439	4,510	2,910	67	807	3	117	35	1,375
Hamilton	180,439	45,945	37,100	823	14,569	75	2,177	285	12,439
Hancock	11,186	2,339	1,230	7	32	1	*	6	†17
Hardeman	23,576	5,028	2,850	62	618	6	79	34	480
Hardin	17,793	4,108	2,320	53	376	2	*	19	374
Hawkins	28,517	6,408	3,600	128	810	7	70	33	595

County	Popula- tion	Familles	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Haywood	27,693	6,536	3,600	75	831	7	110	28	783
Henderson	19,210	4,599	2,510	61	472	5	58	29	550
Henry	25,919	6,893	4,230	76	1,038	11	188	44	1,006
Hickman	14,868	3,391	2,050	60	253	3	37	18	285
Houston	6,427	1,512	890	17	104	2	*	9	†70
Humphreys	12,420	2,960	1,770	35	376	3	56	12	287
Jackson	15,091	3,344	1,760	32	165	2	*	13	276
Jefferson	18,618	4,260	2,440	26	395	5	84	21	378
Johnson	12,980	2,817	1,590	21	96	3	39	10	†69
Knox	178,929	44,218	34,700	726	13,096	60	2,232	251	12,544
Lako	11,230	3,043	1,760	49	561	4	74	12	†200
Lauderdale	24,458	5,958	3,410	91	919	9	173	33	876
Lawrence	28,700	6,530	3,730	58	614	10	115	55	1,049
Lewis	5,849	1,312	830	15	144	1	*	11	†65
Lincoln	27,232	6,664	3,830	72	783	5	158	41	899
Loudon	19,909	4,568	2,890	74	824	6	122	27	925
McMinn	30,625	7,376	4,760	75	1,217	9	180	59	1,490
McNairy	20,423	4,844	2,710	64	438	5	34	35	508
Macon	14,902	3,562	1,930	30	149	1	*	15	†94
Madison	54,201	14,365	9,780	169	2,842	18	415	77	2,877
Marion	19,135	4,287	2,920	59	608	8	111	41	603
Marshall	16,042	4,259	2,540	55	712	5	116	23	709
Maury	40,347	10,376	6,510	170	2,034	12	313	53	1,635
Meigs	6,386	1,396	730	12	40	1	*	5	38
Monroe	24,272	5,341	3,040	35	486	7	99	35	445
Montgomery	33,346	8,274	5,030	152	1,444	6	266	53	939
Moore	4,096	1,033	560	5	14	1	*	5	†21
Morgan	15,287	3,100	2,000	31	254	3	19	10	†38
Obion	30,952	8,370	5,200	135	1,622	10	178	46	1,189
Overton	18,767	4,064	2,260	53	258	3	41	13	†134
Perry	7,536	1,773	990	40	214	2	*	10	†44
Pickett	6,212	1,283	700	12	60	—	—	2	*
Polk	15,468	3,245	2,120	42	308	4	52	19	614
Putnam	26,163	6,035	3,610	87	742	7	74	53	850
Rhea	16,342	3,750	2,390	41	550	3	94	20	804
Roane	27,714	6,375	4,210	69	819	8	189	51	975
Robertson	29,048	7,172	4,260	109	1,192	12	215	53	861
Rutherford	33,618	8,325	5,030	130	1,502	6	205	57	1,747
Scott	15,943	3,348	2,190	39	258	—	—	14	381
Sequatchie	5,037	1,111	650	12	176	1	*	4	27
Sevier	23,121	5,035	2,830	53	411	2	*	24	513
Shelby	357,620	95,712	74,900	1,202	24,800	182	6,207	497	25,392
Smith	16,152	4,176	2,370	42	245	4	61	30	441
Stewart	13,549	3,049	1,750	42	233	2	*	8	†35
Sullivan	69,172	16,076	11,200	249	3,803	13	576	59	4,027
Sumner	32,675	8,147	4,730	115	1,020	8	150	50	849
Tipton	27,814	6,774	3,770	95	1,018	6	131	25	621
Trousdale	6,113	1,532	860	15	210	2	*	8	140
Unicoi	12,130	3,061	2,070	64	322	2	*	13	351
Union	9,108	2,006	1,040	44	165	—	—	2	*
Van Buren	4,049	894	510	5	10	1	*	4	15
Warren	19,760	4,940	2,920	69	635	4	62	34	762
Washington	51,732	11,681	8,260	230	2,692	9	389	85	3,580
Wayne	13,637	3,081	1,790	39	200	3	23	15	†139
Weakley	29,470	8,088	4,690	116	1,288	12	168	54	862
White	15,991	3,636	2,150	34	286	4	66	31	409
Williamson	35,252	6,053	3,520	101	913	6	124	33	759
Wilson	26,232	6,696	3,930	95	880	4	132	39	759
<b>TOTAL STATE</b>	<b>2,915,811</b>	<b>713,853</b>	<b>478,730</b>	<b>9,904</b>	<b>\$135,211</b>	<b>924</b>	<b>\$23,964</b>	<b>4,159</b>	<b>\$132,031</b>

\*Data unavailable. †Filling Station Sales only.

# TEXAS

	Population	Families	Radio Homes						
Anderson	31,813	9,648	6,050	183	\$1,807	15	\$494	85	\$1,583
Andrews	1,283	353	210	9	110	2	*	7	65
Angelina	32,188	8,507	5,260	110	1,743	13	421	66	1,858
Aransas	3,507	953	590	16	273	2	*	13	†115
Archer	7,591	1,961	1,220	27	408	5	62	39	341
Armstrong	2,472	690	390	5	85	1	*	13	179
Atascosa	19,266	4,106	2,300	74	585	9	76	65	833
Austin	17,385	4,768	2,660	57	636	7	86	61	653
Bailey	6,317	1,588	860	31	400	2	*	23	383
Bandera	4,233	1,212	660	16	206	3	25	9	†82
Bastrop	21,466	5,523	3,240	87	1,155	10	118	55	678
Baylor	7,756	2,022	1,300	25	425	5	92	55	739
Bee	16,463	3,993	2,510	76	983	6	228	78	1,576

U. S. CENSUS DATA

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Bell	44,946	12,060	7,900	184	2,658	23	570	153	2,431
Bexar	337,557	84,497	69,000	1,456	23,096	152	4,397	734	23,432
Blanco	4,240	1,141	610	14	203	4	37	20	†138
Borden	1,396	342	180	1	*	1	*	2	*
Bosque	15,859	4,921	2,790	58	657	14	145	80	599
Bowie	50,244	13,422	8,590	259	2,687	20	533	105	3,119
Brazoria	26,951	6,594	4,650	73	1,517	14	253	73	2,241
Brazos	27,052	7,190	4,600	101	1,816	11	351	65	2,262
Brewster	6,456	1,616	1,130	29	497	3	102	26	551
Briscoe	4,056	1,009	610	17	250	4	60	26	151
Brooks	6,355	1,346	780	17	175	2	50	28	637
Brown	25,917	7,284	5,030	109	1,570	14	463	142	2,172
Burleson	18,380	4,672	2,570	78	792	6	91	33	425
Burnet	10,750	2,887	1,620	34	511	5	69	54	795
Caldwell	24,832	6,032	3,880	78	1,266	11	207	90	1,860
Callahan	5,894	1,510	870	17	289	7	47	19	†186
Callahan	11,555	3,143	1,820	43	682	9	124	58	541
Cameron	81,227	19,625	13,500	517	3,724	32	662	203	4,970
Camp	10,280	2,665	1,550	53	375	5	90	22	350
Carson	6,563	1,757	1,090	18	372	9	120	32	696
Cass	33,492	8,162	4,330	87	909	13	222	64	1,783
Castro	4,625	1,133	620	17	240	3	42	17	†183
Chambers	7,495	2,091	1,240	31	458	6	80	24	428
Cherokee	43,986	10,580	6,240	172	1,972	19	398	96	1,940
Childress	12,147	3,316	2,250	43	960	8	233	55	†387
Clay	12,528	3,397	1,910	44	565	8	93	64	619
Cochran	3,734	873	480	14	193	3	33	12	†71
Coke	4,590	1,235	680	10	197	4	41	16	†94
Coleman	20,557	5,455	3,400	81	1,174	13	234	97	992
Collin	47,183	12,696	7,540	191	2,530	26	456	148	2,280
Collingsworth	10,328	2,723	1,640	43	742	5	126	33	†157
Colorado	17,802	4,720	2,720	65	895	8	158	63	1,306
Comal	12,315	3,341	2,360	58	784	5	113	53	†347
Comanche	19,244	5,291	2,960	52	492	10	*	68	674
Concho	6,191	1,570	870	22	363	4	70	37	402
Cooke	24,892	6,348	4,090	107	1,360	13	251	77	1,896
Correll	20,225	5,126	2,890	81	957	7	100	71	†264
Cottle	7,080	1,901	1,180	30	487	5	99	28	522
Crane	2,755	780	520	11	293	4	52	12	†130
Crockett	2,811	719	450	9	207	2	*	11	454
Crosby	10,050	2,631	1,470	35	447	5	131	38	607
Culberson	1,734	449	290	5	97	2	*	21	330
Dallam	6,489	1,743	1,290	22	612	6	148	33	†303
Dallas	398,049	112,628	95,000	1,388	34,325	221	8,727	900	38,968
Dawson	15,350	4,005	2,420	71	1,073	10	261	57	1,058
Deaf Smith	6,049	1,602	940	19	474	4	138	22	902
Delta	12,862	3,345	1,850	47	549	5	86	22	397
Denton	33,807	9,233	5,810	138	2,033	20	442	126	2,764
De Witt	24,972	6,489	3,940	100	1,586	19	265	83	1,796
Dickens	7,864	2,006	1,110	31	477	4	148	26	783
Dimmit	8,419	1,904	1,160	28	365	4	62	19	†149
Donley	7,498	2,016	1,270	23	514	7	99	35	557
Duval	20,562	4,699	2,690	94	1,034	8	240	43	†304
Eastland	30,409	8,361	5,780	102	1,964	19	353	169	2,016
Ector	14,903	4,357	2,860	43	1,832	8	389	78	3,589
Edwards	3,081	777	440	14	145	2	10	†104	
Ellis	47,721	12,919	8,250	223	2,994	27	459	186	2,517
El Paso	130,895	31,613	24,100	639	8,131	61	1,878	276	10,703
Erath	20,768	5,854	3,500	64	996	9	163	78	1,108
Falls	35,955	8,881	5,060	122	1,630	16	319	82	1,049
Fannin	41,027	11,004	6,290	165	2,021	26	426	124	1,366
Fayette	29,206	7,546	4,160	83	939	18	170	116	1,301
Fisher	12,825	3,273	1,800	38	610	5	99	46	420
Floyd	10,655	2,786	1,720	29	537	5	143	35	†469
Foard	5,237	1,386	890	17	288	4	65	28	416
Fort Bend	32,935	7,709	4,280	91	1,387	11	279	111	2,350
Franklin	8,378	2,262	1,210	34	270	2	*	13	†66
Freesburg	21,125	5,434	3,150	62	754	12	193	66	987
Frio	9,207	2,134	1,280	43	340	4	62	26	†173
Gaines	8,114	2,212	1,220	24	536	5	172	44	866
Galveston	80,542	22,142	18,760	364	7,450	40	1,165	167	6,181
Garza	5,668	1,517	860	20	395	3	67	23	496
Gillespie	10,660	2,822	1,620	35	621	5	72	48	792
Glasscock	1,193	322	180	3	*	1	*	4	26
Goliad	8,796	2,086	1,150	23	245	3	57	20	347
Gonzales	26,061	6,268	3,570	100	1,018	9	122	70	972
Gray	23,847	6,776	5,020	84	2,404	14	611	100	3,286
Grayson	69,497	19,471	13,200	313	4,687	33	863	241	4,830
Gregg	57,945	16,263	10,100	257	5,232	38	1,069	198	6,888
Grimes	21,961	5,598	3,280	74	907	9	153	42	750

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Guadalupe	25,523	6,220	3,690	105	1,365	6	114	85	905
Hale	18,800	5,050	3,540	51	1,397	14	410	92	2,482
Hall	12,104	3,208	2,010	50	783	11	222	47	690
Hamilton	13,317	3,757	2,140	35	802	8	115	80	†375
Hansford	2,782	738	450	10	164	4	54	16	545
Hardeman	11,072	3,004	1,920	36	732	12	130	64	†389
Hardin	15,854	4,218	2,680	51	740	8	112	39	698
Harris	529,479	144,831	122,900	1,797	45,222	245	8,857	1,168	49,479
Harrison	50,889	12,733	7,960	196	2,402	16	447	95	2,453
Hartley	1,868	480	280	3	12	1	*	7	50
Haskell	14,908	3,980	2,310	42	801	12	220	63	†351
Hays	15,353	3,723	2,390	55	824	8	134	71	948
Hemphill	4,161	1,139	680	11	300	2	*	20	445
Henderson	31,813	8,071	4,600	122	1,341	18	300	77	1,530
Hidalgo	106,664	23,857	15,600	449	4,461	46	837	230	5,889
Hill	38,391	10,315	6,160	115	1,886	19	295	150	1,441
Hockley	12,681	3,166	1,760	42	693	8	156	42	614
Hood	6,675	1,812	900	26	364	4	28	30	273
Hopkins	30,202	8,004	4,600	112	1,271	11	277	90	1,494
Houston	31,123	7,712	4,340	101	1,108	11	225	55	974
Howard	23,950	5,536	4,150	89	2,021	18	*	91	3,198
Hudspeth	3,139	815	470	18	108	1	*	25	168
Hunt	48,717	13,298	8,420	205	2,656	26	804	177	3,133
Hutchinson	19,054	5,300	3,680	42	1,826	10	439	47	1,831
Irion	1,964	562	350	8	102	2	*	14	90
Jack	10,196	2,751	1,580	37	474	7	129	64	626
Jackson	11,710	2,844	1,580	44	600	4	80	29	554
Jasper	17,492	4,348	2,660	60	664	6	131	50	981
Jeff Davis	2,367	579	360	12	90	1	*	7	34
Jefferson	144,314	39,143	32,050	595	11,228	77	2,231	338	13,787
Jim Hogg	5,451	1,216	750	36	258	3	78	18	544
Jim Wells	20,222	4,715	2,900	68	930	8	149	69	1,783
Johnson	30,361	8,600	5,590	103	1,769	21	360	127	1,944
Jones	23,528	6,183	3,750	82	1,520	12	342	115	1,582
Karnes	19,288	4,249	2,410	61	745	8	128	53	904
Kaufman	38,301	9,190	5,430	140	1,824	18	313	123	1,645
Kendall	5,075	1,506	850	22	288	4	50	33	511
Kenedy	700	131	80	1	*	—	—	1	*
Kent	3,408	870	480	15	165	2	*	14	129
Kerr	11,623	3,108	2,180	49	1,059	8	158	53	1,590
Kimble	5,066	1,374	790	24	341	4	53	21	398
King	1,065	267	140	5	89	—	—	3	24
Kinney	4,515	897	560	15	102	2	*	8	178
Kleberg	13,353	3,235	2,200	59	941	5	186	39	†346
Knox	10,085	2,556	1,460	39	609	11	181	49	445
Lamar	50,406	12,988	8,100	216	2,349	18	535	92	2,392
Lamb	17,615	4,562	2,660	65	1,142	16	290	64	1,340
Lampasas	9,257	2,673	1,680	45	649	6	124	38	†228
La Salle	8,001	1,895	1,160	34	302	4	53	27	364
Lavaca	25,468	5,811	3,380	72	742	7	109	77	772
Lee	12,745	3,039	1,660	41	389	9	75	39	451
Leon	17,734	4,447	2,390	71	566	14	114	66	637
Liberty	24,555	6,400	3,840	89	1,774	15	297	85	1,560
Limestone	33,780	8,848	5,120	161	1,647	17	300	89	1,142
Lipscomb	3,760	1,004	590	7	150	6	58	24	297
Live Oak	9,797	2,260	1,250	34	355	3	51	31	416
Llano	5,996	1,696	980	24	347	4	75	24	447
Loving	205	84	60	3	22	1	*	1	*
Lubbock	51,490	13,759	10,400	219	4,020	30	1,599	185	6,105
Lynn	11,923	3,079	1,690	33	779	5	153	44	862
McCulloch	13,216	3,500	2,190	49	881	11	194	101	1,251
McClellan	101,824	26,913	18,000	442	6,929	51	1,337	287	7,499
McMullen	1,374	365	200	8	62	1	*	5	23
Madison	12,036	3,052	1,630	31	800	5	82	39	794
Marion	11,454	2,863	1,600	58	450	4	104	30	466
Martin	5,558	1,374	760	23	283	2	*	19	†212
Mason	5,373	1,514	850	22	318	4	69	28	478
Matagorda	20,042	5,240	3,280	93	1,243	9	170	61	1,688
Maverick	10,369	2,166	1,520	54	505	6	102	22	467
Medina	16,103	3,877	2,200	43	422	7	91	42	471
Menard	4,514	1,222	740	20	346	3	80	15	†92
Midland	11,719	3,327	2,590	19	1,056	8	319	45	2,133
Milam	33,133	8,277	4,740	114	1,295	14	170	85	1,216
Mills	7,946	2,150	1,180	23	384	4	63	44	369
Mitchell	12,368	3,347	2,150	53	807	8	149	60	976
Montague	20,416	5,428	3,280	65	997	14	209	95	1,144
Montgomery	23,065	6,013	3,540	78	1,661	9	165	61	1,234
Moore	4,433	1,202	710	13	308	3	76	20	474
Morris	9,806	2,406	1,320	36	303	6	97	18	284
Motley	4,995	1,330	750	19	239	4	66	24	361
Nacogdoches	34,971	8,707	5,110	156	1,881	14	395	79	2,317
Navarro	51,304	13,492	8,350	225	2,913	25	442	137	2,171
Newton	13,696	3,251	1,950	44	209	3	26	20	†125
Nolan	17,351	4,653	3,440	38	1,310	10	267	86	1,709
Nueces	92,714	24,107	1,730	497	7,287	45	1,422	237	10,174
Ochiltree	4,211	1,141	830	9	337	4	104	27	742

• • • U. S. CENSUS DATA • • •

County	Population	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Oldham	1,384	354	220	5	59	1	0	14	†110
Orange	17,365	4,607	3,200	68	907	8	0	48	1,068
Palo Pinto	18,417	5,009	3,300	90	1,094	12	275	95	1,143
Panola	22,539	5,358	2,840	68	710	5	102	44	560
Parker	20,497	5,576	3,380	92	1,082	9	175	92	1,060
Parmer	5,879	1,511	840	17	251	3	73	18	†397
Pecos	8,137	2,025	1,350	32	683	4	159	43	963
Polk	20,636	5,158	2,970	64	773	8	213	51	1,076
Potter	54,260	15,071	13,010	174	5,039	45	1,710	187	6,171
Presidio	10,851	2,186	1,430	39	529	5	87	23	651
Rains	7,334	1,800	940	19	104	3	28	15	†36
Randall	7,183	2,109	1,540	15	486	5	86	34	400
Reagan	2,025	568	370	8	201	3	64	13	†90
Real	2,425	665	390	12	103	3	20	7	56
Red River	29,771	7,490	4,150	118	1,076	12	235	54	908
Reeves	7,981	2,050	1,470	33	1,017	7	0	56	1,299
Refugio	10,224	2,614	1,570	47	776	8	157	31	910
Roberts	1,289	360	220	3	112	2	0	6	62
Robertson	38,391	6,291	3,560	105	1,043	16	203	47	948
Rockwall	7,051	1,953	1,110	28	366	5	76	28	288
Runnels	18,907	4,925	3,000	69	1,327	13	236	101	1,388
Rusk	51,008	12,974	7,040	220	2,684	29	618	137	3,839
Sabine	10,880	2,736	1,580	43	333	4	66	18	†106
San Augustine	12,452	2,923	1,600	50	551	3	71	18	393
San Jacinto	9,058	2,292	1,280	48	301	3	22	12	†55
San Patricio	28,876	7,126	4,160	97	1,907	16	403	94	2,224
San Saba	10,985	2,883	1,620	47	561	5	84	39	495
Schleicher	3,083	845	490	10	190	1	0	14	†132
Seurry	11,537	3,085	1,880	41	746	7	147	63	732
Shackelford	6,234	1,716	1,050	21	377	4	102	28	428
Shelby	29,224	7,385	4,130	114	1,191	11	226	77	1,169
Sherman	2,018	541	320	4	124	2	0	5	0*102
Smith	69,020	18,050	11,350	275	3,975	41	1,229	203	5,267
Somervell	3,017	835	470	10	78	2	0	16	†58
Starr	13,305	2,554	1,520	108	197	7	50	22	144
Stephens	12,335	3,579	2,420	49	1,007	7	153	71	1,206
Sterling	1,404	398	230	8	92	1	0	9	158
Stonewall	5,586	1,380	750	14	173	4	61	19	†124
Sutton	3,974	1,023	630	18	224	3	65	14	†165
Swisher	6,488	1,780	1,030	20	387	5	149	33	725
Tarrant	225,588	64,550	53,550	866	17,361	116	4,568	678	20,279
Taylor	44,193	11,702	8,840	188	3,355	32	899	203	4,154
Terrell	2,858	752	470	14	157	3	38	12	250
Terry	11,133	2,862	1,560	42	801	5	188	40	897
Throckmorton	4,275	1,134	660	17	165	4	46	22	244
Titus	19,226	5,059	2,950	72	1,068	8	159	51	1,082
Tom Green	39,296	10,500	8,210	136	3,128	26	975	178	3,984
Travis	110,686	28,118	21,150	416	8,699	63	0	647	†2,921
Trinity	13,702	3,348	1,960	42	581	4	75	36	504
Tyler	11,922	2,931	1,760	34	256	4	31	33	621
Upshur	26,165	6,464	3,460	108	900	9	168	51	996
Upton	4,271	1,262	930	15	500	5	140	19	759
Uvalde	13,178	3,317	2,170	76	722	8	133	61	1,343
Val Verde	15,409	3,652	2,600	67	733	5	171	55	1,054
Van Zandt	31,143	7,992	4,360	105	1,229	15	210	90	1,329
Victoria	23,642	6,171	3,970	90	1,844	12	302	80	2,561
Walker	19,845	4,556	2,740	53	991	5	107	64	1,279
Waller	10,289	2,745	1,580	37	576	8	82	24	563
Ward	9,533	2,589	1,630	31	1,045	10	221	58	1,158
Washington	25,473	6,623	3,920	101	1,104	10	168	58	1,051
Webb	45,846	9,958	6,910	257	1,995	14	433	92	2,309
Wharton	36,133	9,307	5,440	84	1,984	18	353	94	2,295
Wheeler	12,385	3,235	2,040	48	876	10	188	57	994
Wiebta	73,437	19,914	15,600	269	6,423	36	1,370	303	8,943
Wilbarger	20,462	5,473	3,620	74	1,426	13	330	90	1,704
Willacy	13,218	3,106	1,790	67	627	9	97	43	†242
Williamson	41,682	10,946	6,770	164	1,934	23	358	156	2,816
Wilson	17,066	3,865	2,140	50	360	8	82	61	537
Winkler	6,178	1,764	1,250	21	765	5	180	29	1,036
Wise	19,075	5,135	2,950	66	802	12	155	79	659
Wood	24,365	6,267	3,620	85	933	15	220	74	1,142
Yoakum	5,303	1,494	770	18	304	5	40	29	†159
Young	18,995	5,189	3,390	89	1,559	14	322	95	2,445
Zapata	3,916	865	500	34	44	1	0	5	14
Zavala	11,631	2,418	1,560	49	338	5	57	26	314
<b>TOTAL STATE</b>	<b>6,414,824</b>	<b>1,674,828</b>	<b>1,137,210</b>	<b>21,877</b>	<b>\$103,189</b>	<b>3,319</b>	<b>\$85,900</b>	<b>19,269</b>	<b>\$163,930</b>

\*Data unavailable. †Filling Station Sales only. \*\*Automotive Sales only.

# UTAH

Population ..... 550,310  
 Families ..... 139,580  
 Radio Homes ..... 126,010

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Beaver	4,984	1,232	1,100	16	\$143	2	*	17	\$240
Box Elder	18,816	4,510	4,020	64	921	6	\$131	79	1,428
Cache	29,789	7,371	6,710	80	1,599	9	281	88	2,340
Carbon	18,413	4,612	4,100	41	1,287	6	199	38	1,882
Daggett	564	131	120	3	21	—	—	—	—
Davis	15,371	3,712	3,320	33	749	4	59	42	789
Duchesne	8,944	1,977	1,770	15	242	3	53	27	294
Emery	7,059	1,612	1,450	9	48	3	31	19	172
Garfield	5,220	1,076	960	8	58	1	*	16	†115
Grand	2,063	523	460	5	79	1	*	9	†95
Iron	8,170	2,049	1,830	14	376	4	137	38	1,743
Juab	7,403	1,947	1,690	23	535	3	67	24	378
Kane	2,557	557	500	8	90	2	*	15	134
Millard	9,574	2,180	1,960	17	146	4	42	51	743
Morgan	2,610	630	570	5	49	2	*	11	205
Plute	2,203	543	490	3	6	1	*	13	107
Rich	2,023	497	450	6	41	—	—	8	54
Salt Lake	210,707	56,800	52,000	650	17,298	71	3,510	400	17,670
San Juan	4,747	996	890	10	86	—	—	6	†99
Saumpete	16,051	4,025	3,620	34	424	10	95	45	581
Sevier	12,104	2,962	2,630	34	423	8	98	42	965
Summit	8,694	2,198	1,840	35	346	3	36	39	495
Tooele	9,064	2,337	2,080	39	609	3	46	38	709
Uintah	9,886	2,230	2,000	24	270	3	77	20	454
Utah	57,437	13,690	12,190	134	2,609	22	543	160	4,161
Wasatch	5,694	1,399	1,260	11	122	2	*	23	384
Washington	9,156	2,116	1,900	42	385	4	44	44	548
Wayne	2,372	487	440	9	25	1	*	5	21
Weber	56,717	15,081	13,660	186	4,104	16	779	118	4,283
<b>TOTAL STATE...</b>	<b>550,310</b>	<b>139,580</b>	<b>126,010</b>	<b>1,558</b>	<b>\$33,091</b>	<b>191</b>	<b>\$6,121</b>	<b>1,435</b>	<b>\$41,310</b>

\*Data unavailable. †Filling Station Sales only.

# VERMONT

Population ..... 359,231  
 Families ..... 92,432  
 Radio Homes ..... 82,540

Addison	17,928	4,533	4,000	68	\$1,445	5	\$113	67	\$1,165
Bennington	22,249	6,137	5,570	113	2,295	12	236	96	1,636
Caledonia	24,240	6,567	5,810	96	2,120	11	237	101	2,499
Chittenden	50,996	12,683	11,440	233	5,100	18	557	117	3,875
Essex	6,483	1,677	1,500	22	409	5	50	30	†131
Franklin	29,595	7,370	6,530	96	2,268	12	256	85	1,410
Grand Isle	3,790	931	810	19	255	—	—	15	64
Lamoille	11,016	2,854	2,520	50	703	3	70	29	902
Orange	17,103	4,471	3,910	67	1,090	6	124	63	914
Orleans	21,703	5,461	4,750	94	1,468	12	218	85	1,716
Rutland	45,564	11,791	10,600	255	4,463	19	531	152	4,240
Washington	41,455	10,591	9,600	177	4,057	20	370	132	3,965
Windham	27,710	7,365	6,530	134	3,892	8	239	79	2,764
Windsor	37,766	10,001	8,970	154	3,534	18	361	137	3,679
<b>TOTAL STATE...</b>	<b>359,231</b>	<b>92,132</b>	<b>82,510</b>	<b>1,578</b>	<b>\$32,099</b>	<b>119</b>	<b>\$3,362</b>	<b>1,188</b>	<b>\$29,030</b>

†Filling Station Sales only.

# VIRGINIA

Population ..... 2,677,773  
 Families ..... 627,550  
 Radio Homes ..... 413,180

Accomac	31,460	8,340	4,920	207	\$1,372	10	\$125	61	\$641
Albemarle	44,015	10,762	7,980	177	3,266	15	697	104	3,302
Charlottesville	Independent City—	included in county above							
Alleghany	29,240	6,748	4,900	100	2,091	8	338	82	1,819
Clifton Forge	Independent City—	included in county above							
Amelia	8,498	1,928	990	29	121	2	*	31	254
Amherst	20,273	4,129	3,280	78	590	2	*	50	†329
Appomattox	9,012	2,019	1,070	54	145	2	*	29	735



U. S. CENSUS DATA

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Arlington	90,300	24,770	18,910	223	9,450	34	1,683	114	6,971
Alexandria	Independent City—included in county above								
Augusta	55,860	12,794	8,220	179	2,904	13	525	172	3,681
Staunton	Independent City—included in county above								
Bath	7,174	1,738	1,000	21	236	1	°	17	†140
Bedford	29,698	6,831	3,760	74	700	5	84	79	964
Bland	6,725	1,424	770	8	47	1	°	10	†85
Botetourt	16,436	3,701	2,110	56	387	6	49	67	545
Brunswick	19,577	4,086	2,180	62	500	5	48	40	462
Buchanan	31,475	6,009	3,120	135	617	4	49	22	417
Buckingham	13,389	2,851	1,550	32	146	2	°	25	†86
Campbell	70,485	17,090	12,290	270	4,989	26	1,174	163	‡5,019
Lynchburg	Independent City—included in county above								
Caroline	13,945	3,025	1,590	72	402	1	°	25	379
Carroll	25,901	5,732	3,010	85	356	1	°	23	329
Charles City	4,275	881	490	16	55	—	—	1	°
Charlotte	15,842	3,348	630	38	220	4	34	35	221
Chesterfield	31,165	7,589	4,600	104	1,108	2	°	121	1,242
Clarke	7,158	1,733	970	27	395	3	79	33	346
Craig	3,765	907	490	18	153	1	°	10	†49
Culpeper	13,365	3,130	1,770	43	596	3	129	37	714
Cumberland	7,502	1,631	870	15	52	2	°	16	105
Dickenson	21,084	4,116	2,300	78	413	2	°	16	362
Dinwiddie	48,689	11,290	7,020	271	3,695	12	653	97	‡3,025
Petersburg	Independent City—included in county above								
Elizabeth City	34,743	9,141	6,910	121	2,151	13	289	49	‡1,889
Hampton	Independent City—included in county above								
Essex	6,091	1,420	740	53	312	2	°	29	257
Fairfax	40,668	8,568	5,180	80	1,479	3	53	89	1,651
Fauquier	21,162	4,915	2,750	65	962	7	122	57	1,191
Floyd	11,903	2,823	1,420	26	113	4	36	23	380
Fluvanna	7,086	1,663	850	32	183	3	21	15	†92
Franklin	25,841	5,510	2,880	57	467	5	67	85	695
Frederick	26,074	6,716	4,580	119	1,766	9	364	86	1,751
Winchester	Independent City—included in county above								
Giles	14,627	2,112	1,190	23	380	5	99	31	565
Gloucester	9,541	2,471	1,400	46	329	2	°	47	389
Goochland	8,560	1,701	910	34	92	—	—	19	†69
Grayson	21,903	4,952	2,710	32	353	4	71	57	1,459
Greene	5,181	1,113	580	10	39	—	—	17	†58
Greensville	14,866	3,124	1,730	44	612	4	71	37	541
Halifax	41,260	8,711	4,750	108	912	9	177	98	1,201
Hanover	18,490	4,170	2,290	78	903	2	°	62	942
Henrico	232,217	61,540	51,400	1,127	24,105	115	5,167	439	21,253
Richmond	Independent City—included in county above								
Henry	36,300	7,888	4,760	164	1,922	8	276	112	1,938
Martinsville	Independent City—included in county above								
Highland	4,872	1,078	570	6	19	—	—	19	84
Isle of Wight	13,377	3,122	1,780	71	506	3	32	35	524
James City	8,879	1,741	1,130	25	595	3	167	27	645
Williamsburg	Independent City—included in county above								
King and Queen	6,952	1,556	780	45	140	—	—	8	†32
King George	5,424	1,384	720	34	193	—	—	11	175
King William	7,897	1,897	1,060	28	326	2	°	22	475
Lancaster	8,782	2,169	1,240	49	343	2	°	33	393
Lee	39,296	8,225	4,700	72	484	4	73	26	330
Loudoun	20,451	4,762	2,720	74	1,135	8	177	44	973
Louisa	13,673	3,236	1,770	64	397	4	36	22	†153
Lunenburg	13,841	3,134	1,670	24	386	4	78	30	368
Madison	8,431	1,871	990	15	49	1	°	21	175
Mathews	7,055	1,913	1,030	27	185	12	°	31	275
Mechlenburg	31,724	6,954	3,700	77	869	14	140	112	1,710
Middlesex	6,671	1,737	930	49	302	1	°	21	†72
Montgomery	28,026	6,673	4,200	97	1,632	11	304	87	1,186
Radford	Independent City—included in county above								
Nansemond	34,113	8,164	5,110	219	1,606	7	†238	71	‡2,136
Suffolk	Independent City—included in county above								
Nelson	16,241	3,422	1,840	70	292	1	°	29	†83
New Kent	4,089	944	540	21	84	—	—	8	†28
Norfolk	237,825	61,756	49,350	1,269	20,340	103	‡4,123	331	‡11,506
South Norfolk	Independent City—included in county above								
Norfolk	Independent City—included in county above								
Portsmouth	Independent City—included in county above								
Northampton	17,515	4,354	2,620	109	1,219	8	97	51	487
Northumberland	10,454	2,441	1,340	43	247	1	°	23	†119
Nottoway	15,538	3,450	1,990	57	792	6	148	44	812
Orange	12,641	2,965	1,700	51	695	5	115	33	594
Page	14,831	3,510	2,000	59	482	4	91	45	481
Patrick	16,614	3,518	1,780	56	169	1	°	31	†155

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Pittsylvania	94,431	21,110	12,810	274	4,276	25	899	208	4,849
Danville	Independent City—included in county above								
Powhatan	5,669	1,168	620	27	110	—	—	16	†61
Prince Edward	14,931	3,409	1,980	43	496	5	*	49	925
Prince George	20,867	4,847	3,340	88	979	4	186	63	†750
Hopewell	Independent City—included in county above								
Princess Anne	19,916	4,769	2,830	110	1,343	4	150	41	†414
Prince William	17,237	3,466	3,660	64	792	8	132	34	604
Pulaski	22,711	5,070	3,250	89	1,106	6	174	41	1,204
Rappahannock	7,199	1,561	820	23	139	1	°	19	139
Richmond	6,620	1,503	780	49	297	2	°	22	246
Roanoke	112,057	28,052	22,950	446	8,686	45	1,764	271	8,631
Roanoke	Independent City—included in county above								
Rockbridge	26,702	6,243	3,820	82	946	8	†286	82	†992
Buena Vista	Independent City—included in county above								
Rockingham	40,016	9,662	5,830	122	1,442	14	363	138	2,658
Harrisonburg	Independent City—included in county above								
Russell	26,626	5,399	2,980	46	256	3	39	47	480
Scott	26,977	5,792	3,020	78	256	4	40	46	466
Shenandoah	20,971	5,267	3,000	97	798	7	117	60	754
Smyth	28,844	5,716	3,320	111	901	6	147	59	910
Southampton	26,457	5,552	3,050	59	701	9	136	56	971
Spotsylvania	19,976	4,914	3,230	103	1,772	6	336	68	†2,117
Fredericksburg	Independent City—included in county above								
Stafford	9,598	2,146	1,150	50	264	—	—	18	*
Surry	6,186	1,494	830	31	157	1	°	19	†83
Sussex	12,489	2,713	1,490	47	340	5	54	34	429
Tazewell	41,307	8,766	5,300	123	1,362	10	317	52	1,313
Warren	11,343	2,690	1,580	34	626	5	125	49	768
Warwick	46,171	11,928	9,050	239	4,715	20	†685	18	†3,552
Newport News	Independent City—included in county above								
Washington	47,969	10,810	6,550	147	1,600	10	397	118	2,468
Bristol	Independent City—included in county above								
Westmoreland	9,501	2,200	1,240	52	293	3	37	12	†67
Wise	52,412	11,066	6,860	149	1,752	15	257	66	1,769
Wythe	22,804	4,963	2,860	39	672	4	125	84	1,094
York	8,837	2,108	1,230	51	377	2	°	19	†156
<b>TOTAL STATE...</b>	<b>2,677,773</b>	<b>627,550</b>	<b>413,180</b>	<b>10,245</b>	<b>\$143,034</b>	<b>789</b>	<b>\$26,116</b>	<b>5,928</b>	<b>\$137,360</b>

\*Data unavailable. †Filling Station Sales only. ‡Estimated.

# WASHINGTON

Population . . . . . 1,736,191  
 Families . . . . . 534,237  
 Radio Homes . . . . . 502,780

Adams	6,168	1,658	1,590	24	\$405	4	\$81	36	\$714
Asotin	8,406	2,472	2,350	23	505	2	*	26	290
Benton	11,987	3,331	3,200	32	729	6	86	46	703
Chelan	34,406	10,352	9,860	105	3,318	18	680	130	3,528
Clallam	21,464	6,512	6,140	79	1,965	13	242	66	1,794
Clark	48,438	14,585	10,890	178	3,426	16	358	164	4,106
Columbia	5,540	1,621	1,530	20	354	2	*	20	320
Cowlitz	39,504	11,552	10,880	135	3,176	17	394	123	3,767
Douglas	9,522	2,545	2,450	25	369	1	*	29	516
Ferry	4,690	1,398	1,350	24	286	2	*	15	124
Franklin	6,297	1,871	1,760	21	647	4	82	31	660
Garfield	3,359	987	950	6	127	3	57	10	†111
Grant	14,547	4,652	4,460	68	1,074	12	232	85	1,441
Grays Harbor	51,901	16,312	15,450	260	5,805	27	597	172	5,356
Island	6,029	2,009	1,930	31	219	4	37	25	216
Jefferson	8,813	2,620	2,460	42	819	4	81	31	431
King	503,294	167,737	158,100	2,541	50,060	299	8,325	1,261	48,589
Kitsap	44,371	13,998	13,300	186	4,415	22	647	114	3,096
Kittitas	20,104	5,796	5,450	71	1,904	9	206	100	2,390
Klickitat	11,373	3,363	3,230	40	866	7	80	48	911
Lewis	40,998	12,122	11,530	153	2,946	17	357	155	3,153
Lincoln	11,343	3,282	3,150	43	887	10	154	62	1,329
Mason	11,606	3,631	3,430	67	1,073	4	126	38	769
Okanogan	24,619	5,286	5,050	68	1,235	17	245	81	1,710
Pacific	15,726	4,890	4,630	84	1,594	9	115	58	996
Pend Oreille	6,980	2,090	2,000	33	514	6	81	39	539
Pierce	175,651	55,124	52,100	853	16,407	73	2,077	513	15,716
San Juan	3,102	1,029	990	18	283	1	*	6	†52
Skagit	37,502	11,073	10,430	156	3,014	18	293	166	2,951
Skamania	4,621	1,410	1,350	18	248	3	21	22	213
Snohomish	88,441	27,492	26,050	354	7,651	36	845	305	6,961
Spokane	164,230	49,983	47,100	714	14,530	69	2,526	452	15,833
Stevens	18,645	5,540	5,330	56	1,071	10	121	60	932

**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Thurston	36,895	11,590	10,910	143	3,291	16	519	138	3,150
Wahkiakum	4,256	1,263	1,220	12	215	1	*	11	79
Walla Walla	30,535	8,406	7,980	104	2,444	11	534	101	3,164
Whatcom	60,235	18,484	17,550	241	4,841	29	776	214	4,647
Whitman	27,192	7,834	7,450	92	2,188	20	391	109	2,562
Yakima	98,586	28,427	27,200	305	8,615	38	1,155	336	8,758
<b>TOTAL STATE</b>	<b>1,736,191</b>	<b>534,237</b>	<b>502,780</b>	<b>7,127</b>	<b>\$151,116</b>	<b>860</b>	<b>\$22,696</b>	<b>5,398</b>	<b>\$152,664</b>

\*Data unavailable. †Filling Station Sales only.

# W. VIRGINIA

Population ..... **1,901,974**  
 Families ..... **445,686**  
 Radio Homes ..... **336,670**

Barbour	20,061	4,882	4,000	58	\$616	3	\$48	39	\$416
Berkeley	29,081	7,515	6,000	166	1,607	9	322	74	1,669
Boone	28,533	6,079	5,050	83	1,012	2	*	29	847
Braxton	21,563	4,648	3,770	45	414	4	73	28	534
Brooke	25,525	6,195	5,340	102	1,509	7	144	49	951
Cabell	97,389	25,057	22,150	454	6,542	47	1,315	149	6,823
Calhoun	12,455	2,604	2,110	21	153	1	*	18	376
Clay	15,208	3,056	2,500	27	302	1	*	13	†118
Doddridge	10,926	2,611	2,130	25	348	2	*	25	137
Payette	80,674	17,869	14,850	164	2,954	16	379	81	2,978
Gilmer	12,043	2,706	2,200	18	320	2	*	24	†145
Grant	8,804	2,018	1,640	35	233	1	*	28	325
Greenbrier	38,432	8,670	7,150	115	1,703	9	183	75	1,537
Hampshire	12,062	2,972	2,420	67	456	2	*	39	551
Hancock	31,633	7,543	6,450	113	2,541	13	281	49	1,258
Hardy	10,810	2,293	1,870	33	159	4	27	15	379
Harrison	82,948	20,603	17,300	328	5,124	27	765	149	3,790
Jackson	16,385	3,932	3,190	38	279	3	54	34	587
Jefferson	16,752	4,100	3,390	77	674	7	101	46	717
Kanawha	195,404	46,712	39,500	726	13,464	71	2,036	263	10,669
Lewis	22,267	5,091	4,220	89	965	6	161	53	924
Lincoln	22,899	4,672	3,800	64	269	1	*	16	†83
Logan	67,756	14,123	11,680	164	2,066	8	318	73	2,640
McDowell	94,311	19,982	16,520	204	3,676	16	346	92	2,667
Marion	68,555	17,237	14,410	202	4,128	21	506	114	3,392
Marshall	40,145	9,475	8,060	175	2,363	13	188	82	1,104
Mason	22,214	5,227	4,220	89	693	2	*	34	333
Mercer	68,329	15,597	12,860	207	3,275	22	751	123	3,273
Mineral	21,286	5,458	4,550	95	1,206	6	85	49	899
Mingo	40,792	8,707	7,110	178	2,061	8	247	46	1,540
Monongalia	51,236	13,175	11,100	187	3,747	13	445	115	3,088
Monroe	13,567	2,978	2,400	54	321	2	*	27	385
Morgan	8,986	2,148	1,770	52	505	2	*	17	†83
Nicholas	24,072	5,078	4,050	48	752	2	*	35	411
Ohio	73,162	19,596	17,400	390	7,588	33	1,281	141	4,910
Pendleton	10,884	2,168	1,760	20	52	1	*	27	516
Pleasants	6,710	1,670	1,380	29	359	2	*	17	381
Pocahontas	13,917	3,054	2,500	45	441	2	*	35	408
Preston	30,396	7,096	5,830	86	1,022	6	81	75	951
Putnam	19,490	4,435	3,620	73	516	2	*	31	374
Raleigh	86,723	18,940	15,550	226	3,454	11	454	112	3,536
Randolph	30,166	6,846	5,560	84	1,448	6	216	70	1,556
Ritchie	15,387	3,880	3,180	48	443	4	67	36	506
Roum	20,780	4,434	3,600	57	557	2	*	32	740
Summers	20,406	4,676	3,870	54	741	2	*	25	469
Taylor	19,900	4,858	4,030	73	1,088	5	167	48	596
Tucker	13,169	3,023	2,510	57	502	3	45	20	336
Tyler	12,553	3,270	2,650	39	472	3	44	35	501
Upshur	18,347	4,577	3,720	58	746	3	109	39	750
Wayne	35,188	8,544	6,970	83	501	5	83	32	†162
Webster	18,075	3,785	3,100	22	333	3	52	15	†185
Wetzel	22,342	5,346	4,370	79	1,192	9	112	55	626
Wirt	6,471	1,562	1,260	11	35	2	*	12	96
Wood	62,366	16,732	14,500	281	4,513	16	706	136	3,147
Wyoming	29,782	6,179	5,100	61	787	4	89	22	786
<b>TOTAL STATE</b>	<b>1,901,974</b>	<b>445,686</b>	<b>336,670</b>	<b>6,379</b>	<b>\$93,227</b>	<b>477</b>	<b>\$12,889</b>	<b>3,118</b>	<b>\$77,877</b>

\*Data unavailable. †Filling Station Sales only.

# WISCONSIN

Population ..... 3,137,587  
 Families ..... 823,929  
 Radio Homes ..... 687,320

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Adams	8,441	2,271	1,590	26	\$284	2	\$*	23	\$191
Ashland	20,692	5,235	4,280	70	1,698	8	174	57	1,319
Barron	34,062	8,741	6,390	77	1,297	14	270	133	2,290
Bayfield	15,147	4,096	2,940	37	713	5	92	39	557
Brown	82,972	20,140	17,200	301	6,975	41	1,095	180	7,281
Buffalo	16,088	4,104	2,930	48	540	6	78	39	744
Burnett	11,353	3,084	2,130	28	299	5	41	29	410
Calumet	17,595	4,373	3,150	51	656	8	120	50	1,108
Chippewa	40,602	9,595	7,330	123	2,007	12	205	102	2,207
Clark	33,903	8,572	6,000	93	1,248	12	155	85	1,292
Columbia	32,438	8,844	6,980	92	2,155	16	329	136	2,375
Crawford	18,325	4,553	3,420	44	666	4	77	65	915
Dane	130,307	35,326	29,960	450	12,328	75	2,580	354	11,372
Dodge	53,480	13,731	10,900	157	2,796	23	346	160	2,657
Door	18,936	4,937	3,750	72	973	6	122	61	1,288
Douglas	46,821	12,799	11,190	201	4,624	21	626	113	3,328
Dunn	27,320	6,633	4,950	76	959	6	110	72	1,299
Eau Claire	46,997	12,500	10,670	135	3,722	15	608	107	3,751
Florence	4,177	1,088	800	14	221	1	0	13	†63
Fond du Lac	62,278	16,348	13,610	234	4,852	28	909	147	4,242
Forest	11,767	2,697	2,050	30	505	3	46	28	427
Grant	40,614	10,837	8,140	118	2,246	16	267	141	2,781
Green	23,142	6,469	4,980	65	1,441	12	274	81	1,639
Green Lake	14,201	4,037	3,150	53	933	9	122	58	1,158
Iowa	20,559	5,432	3,940	47	857	12	99	70	831
Iron	10,040	2,572	2,030	47	850	3	44	29	†211
Jackson	16,554	4,190	2,960	47	804	6	85	68	1,054
Jefferson	38,795	10,818	8,780	148	3,640	19	385	136	3,295
Juneau	18,676	4,947	3,580	53	1,106	9	113	77	1,239
Kenosha	63,353	16,752	15,050	244	6,432	28	918	122	3,807
Kewaunee	16,661	4,261	3,070	43	513	5	74	52	616
La Crosse	59,613	15,873	13,800	207	5,845	20	589	126	3,900
Lafayette	18,673	4,874	3,520	61	983	8	73	65	1,301
Langlade	23,257	5,588	4,410	94	1,710	9	164	62	1,599
Lincoln	22,338	5,727	4,640	67	1,228	7	203	67	1,200
Manitowoc	61,421	15,848	13,210	237	5,238	21	458	146	4,222
Marathon	75,353	18,019	14,230	213	4,528	20	463	177	4,062
Marquette	36,096	9,098	7,230	102	2,299	10	127	96	1,798
Marquette	9,098	2,531	1,820	32	479	3	30	41	550
Milwaukee	765,480	209,688	194,900	3,234	83,756	416	11,908	1,173	55,681
Monroe	30,032	7,700	5,860	83	1,508	11	234	96	1,722
Oconto	27,046	6,539	4,850	86	1,215	8	87	85	1,071
Oneida	18,761	5,061	4,200	70	1,912	11	222	78	1,742
Outagamie	69,999	17,101	14,400	217	5,701	22	669	158	4,707
Ozaukee	18,982	4,999	3,860	62	1,240	6	114	60	1,480
Pepin	7,906	1,987	1,400	24	426	4	46	27	499
Pierce	21,447	5,800	4,070	67	1,056	9	122	76	1,882
Polk	26,197	6,834	4,780	49	733	11	191	92	1,616
Portage	35,692	8,205	6,500	108	2,326	9	305	95	2,048
Price	17,983	4,766	3,510	33	679	5	108	55	819
Racine	93,969	24,971	22,280	394	10,129	38	1,357	194	6,175
Richland	20,382	5,286	3,910	55	1,023	9	161	85	1,022
Rock	80,092	22,474	19,300	268	8,558	35	1,117	219	6,110
Rusk	17,703	4,435	3,240	44	865	4	97	57	965
St. Croix	24,815	6,342	4,660	81	1,168	11	176	83	1,404
Sauk	33,713	9,125	7,080	91	2,162	11	226	133	2,678
Sawyer	10,135	2,620	1,990	31	537	4	98	37	635
Shawano	34,881	7,824	5,750	104	1,163	10	158	109	1,703
Sheboygan	76,224	20,565	17,570	231	5,930	30	792	181	4,792
Taylor	20,103	4,928	3,450	41	642	4	70	42	837
Trempealeau	24,378	6,197	4,430	51	778	11	146	87	1,121
Vernon	29,909	7,762	5,590	78	1,296	9	180	93	1,289
Vilas	7,740	2,357	1,790	31	916	2	0	45	758
Walworth	33,024	9,472	7,590	145	3,391	19	474	141	3,156
Washburn	12,481	3,372	2,440	35	768	4	116	50	653
Washington	28,430	7,415	5,780	75	1,687	9	194	74	1,874
Waukesha	62,588	16,489	13,410	205	5,379	24	615	196	4,387
Waupaca	34,576	9,252	7,170	109	1,946	16	255	130	2,767
Wausara	14,153	3,911	2,780	37	392	6	97	66	794
Winnebago	80,439	21,769	19,130	321	7,788	31	989	180	5,342
Wood	44,476	11,143	9,010	108	3,198	13	576	105	3,127
<b>TOTAL STATE</b>	<b>3,137,587</b>	<b>823,929</b>	<b>687,320</b>	<b>10,805</b>	<b>\$250,916</b>	<b>1,340</b>	<b>\$34,476</b>	<b>7,917</b>	<b>\$209,312</b>

\*Data unavailable. †Filling Station Sales only.

# WYOMING

Population ..... 250,742  
 Families ..... 69,227  
 Radio Homes ..... 55,520

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Albany .....	13,938	4,077	3,480	32	\$1,540	5	\$296	53	\$2,109
Big Horn .....	12,928	3,311	2,580	38	937	7	184	64	1,317
Campbell .....	5,977	1,793	1,230	19	456	2	*	23	585
Carbon .....	12,512	3,724	3,090	35	1,425	8	234	70	1,807
Converse .....	6,609	1,943	1,440	20	584	5	91	43	822
Crook .....	5,447	1,491	1,020	24	247	3	34	21	†216
Fremont .....	16,113	4,352	3,370	51	1,087	8	196	77	1,074
Goshen .....	12,185	3,089	2,230	34	756	6	135	50	905
Hot Springs .....	4,657	1,440	1,170	15	406	3	100	19	399
Johnson .....	4,954	1,516	1,130	15	408	3	57	29	455
Laramie .....	30,143	8,270	7,100	100	2,956	17	782	105	4,067
Lincoln .....	10,263	2,552	2,050	36	532	7	117	48	857
Natrona .....	23,862	7,365	6,470	69	2,192	10	*	103	3,654
Niobrara .....	5,930	1,717	1,250	17	437	4	91	27	875
Park .....	10,970	3,055	2,360	24	759	7	207	56	1,538
Platte .....	7,987	2,229	1,690	27	564	5	137	45	1,031
Sheridan .....	19,199	5,435	4,450	101	1,820	8	312	84	†822
Sublette .....	2,772	816	570	5	*	3	39	18	* 96
Sweetwater .....	19,384	5,587	4,730	60	2,055	8	281	62	2,121
Teton .....	2,500	705	520	10	255	2	*	20	315
Vinta .....	7,202	1,792	1,450	30	662	3	71	34	878
Washakie .....	5,879	1,442	1,080	11	485	4	91	10	598
Weston .....	4,941	1,428	980	22	433	5	74	32	623
Yellowstone Nat. Park (Part) ..	411	98	80	1	*	—	—	3	*
<b>TOTAL STATE</b> ...	<b>250,742</b>	<b>69,227</b>	<b>55,520</b>	<b>796</b>	<b>\$21,091</b>	<b>133</b>	<b>\$1,213</b>	<b>1,096</b>	<b>\$29,778</b>

\* Data unavailable. † Filling Station Sales only. \*\* Automotive Sales only.

*All Money Values Are In Thousands (\$000) of Dollars*

ADDITIONAL DATA COVERING  
 RADIO FROM THE 1940 CENSUS  
 WILL APPEAR REGULARLY IN  
 RADIO DAILY AS OFFICIALLY  
 RELEASED FROM WASHINGTON.

DON LEE'S INCREASED FACILITIES MEAN

# New Opportunities for Advertisers

**NEW**



## STUDIOS

Don Lee's brand-new, \$500,000, Hollywood studios include new equipment, increased facilities for program production and three auditoriums for audience participation.

**NEW**



## COVERAGE

Don Lee adds two new stations to guarantee complete coverage.\* More than nine out of every ten Pacific Coast radio homes are within 25 miles of a Don Lee station.

*\*Latest figures show Pacific Coast population increased to nearly 10 million!*

**NEW**



## POWER

Power increases to 5000 watts full time on three Don Lee key outlets—Los Angeles, Portland, San Francisco—further insure Don Lee's dominance in these major markets.

**NEW**



## BUSINESS

Don Lee chalked up a 78% increase in regional business over last year... more than *twice as much as all other Pacific Coast networks combined*. Advertisers know Don Lee coverage pays—at the cash register.

MUTUAL **DON LEE**

5515 MELROSE AVE., HOLLYWOOD, CALIF.  
THOMAS S. LEE, Pres.  
LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.  
JOHN BLAIR & CO., NATIONAL REPRESENTATIVES

**THE NATION'S GREATEST REGIONAL NETWORK**



NETWORKS  
OF THE  
UNITED STATES



NATIONAL  
REGIONAL



# Personality

# plus!



ERLE SMITH  
KMBC Newscaster



WALT LOCHMAN  
KMBC Sportscaster



BEULAH KARNEY  
Hired on KMBC Happy Kitchen



PHIL EVANS  
Director of Farm Service



CAROLINE ELLIS—CBS and NBC  
Author-Star of "Gardine's Golden Store"



JUNE MARTIN  
KMBC Food Scout



BONNIE KING—Featured with  
Bob Crosby, NBC coast-to-coast

The way KMBC draws and holds listeners in this area is no accident. It's the planned result of a tested KMBC recipe.

Take a radio personality PLUS astute programming and smart production. Add plenty of promotion and publicity. PRESTO! The major audience is yours.

KMBC spends close to \$200,000 annually on programs, production and talent. So solidly are big names built here that you'll find KMBC artists and features going great guns from coast to coast.

An established feature with the listening loyalty of the greatest audience—that's your best bet always. So you can't go wrong buying a "Personality Plus" on KMBC!



TEXAS RANGERS  
KMBC, CBS and Hollywood



RHYTHM RIDERS  
Vocal-Instrumental stars, KMBC-CBS



BRUSH CREEK FOLLIES  
CBS coast-to-coast each Saturday afternoon

# KMBC of Kansas City

Free & Peters, Inc.

# COLUMBIA



# BROADCASTING SYSTEM

**D**URING the past year, as never before, radio has proved its ability to keep pace with history. In this way it has met its responsibility of bringing news of the world, speedily and impartially, to its listeners.

CBS added substantially to its list of affiliates during the year just ended, and led all other single networks in gross cumulative billings, reaching the \$41,025,549 mark, an increase of 18.8 per cent. National defense, keynoting the majority of course dominate the broadcasting activity of 1940. Along these lines CBS will again carry its share of the job.

Included in the activity that highlighted the past year were the improved program standards, the establishment of an international division of affiliates; increased scientific discoveries; exploring of new frontiers in television, including the new color process; more than 11,000,000 new radio sets purchased by the public for homes and autos, an increase of 2,000,000 sets over the previous year, and now giving the U. S. approximately 52,000,000 radio sets in use throughout the 48 states.

## News Activity

Reduced to barest statistics, CBS' news department completed 2,081 pick-ups from 19 European countries, 2 far east points and 5 Latin American points. These broadcasts included, in the main, coverage of the war in Europe, including actual descriptions of the bombings of Berlin, Paris and London and the blitzkrieg warfare that shook the entire world during 1940.

## Presidential Election

1940 was the presidential year, and the

WILLIAM S. PALEY

highly-publicized third term issue was thoroughly covered. CBS presented 28 broadcasts from the Republican Convention and 16 from the Democratic conclave in Chicago. The commercial biz billed during the election period helped to boost network billings to a new all-time high. A five and one-half hour broadcast election eve was featured.

## Serious Music

There were 1,320 broadcasts of serious music, totaling 530 hours of air time, heard over CBS facilities during the year. Of this figure, more than 1,200, or 475 hours, were sustaining, and 115 commercial, or 55 hours. The New York Philharmonic began its 11th year on CBS and aired 30 concerts.

## Engineering

Construction was started on two new high fidelity 50,000 watt international broadcast stations near Brentwood, L. I. In conjunction with the two new stations, 8 antennas are being built exclusively for Latin America, capable of 15 different broadcasting combinations with either of the two stations.

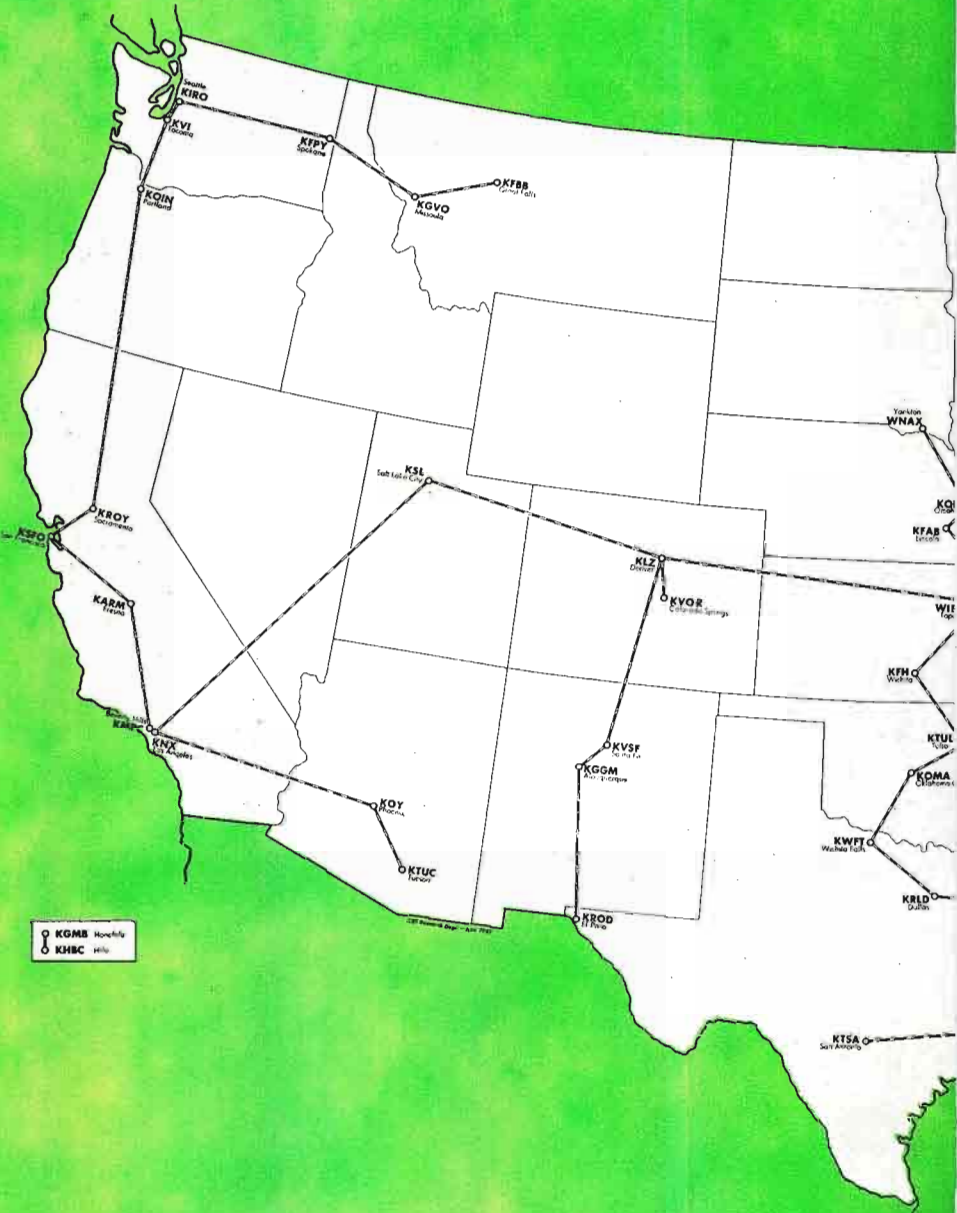
Design and supervision of installing all audio facilities in the new CBS Building, including the design of a new control console which eliminates all equipment racks from the control room was completed.

## Color Tele

Late in August the successful laboratory demonstration of color television was announced, a revolutionary development in the industry. The system was invented and developed by Dr. Goldmark, chief tele engineer of CBS.



# COLUMBIA BROADCASTING SYSTEM



**NETWORK FACILITIES  
AS OF JAN 1st, 1941**





# C O L U M B I A

## Broadcasting System

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

### BOARD OF DIRECTORS

John J. Burns  
Prescott S. Bush  
Ralph F. Colin  
J. A. W. Iglehart  
Paul W. Kesten  
Edward Klauber

Isaac D. Levy  
Leon Levy  
Samuel Paley  
William S. Paley  
Dorsey Richardson  
Mefford R. Runyon  
Herbert Bayard Swope

### Officers

William S. Paley.....President  
Edward Klauber.....Executive Vice-President  
Paul W. Kesten.....Vice-President and Director  
Mefford R. Runyon..Vice-President and Director  
H. V. Akerberg  
Vice-President in Charge of Station Relations  
W. B. Lewis  
Vice-President in Charge of Broadcasts  
William C. Gittinger  
Vice-President in Charge of Sales  
Lawrence W. Lowman  
Vice-President in Charge of Operations

H. Leslie Atlass.....Vice-President, Chicago  
Harry C. Butcher....Vice-President, Washington  
D. W. Thornburgh...Vice-President, Los Angeles  
Frank K. White.....Treasurer  
Jos. H. Ream....Secretary and General Attorney  
Samuel R. Dean.....Assistant Treasurer  
James M. Seward.....Assistant Treasurer  
Arthur S. Padgett.....Auditor

### Staff

Allyn Jay Marsh.....Assistant Sales Manager  
William J. Fagan.....Assistant Sales Manager  
Torrence E. Danley..Acting Sales Service Manager  
Howard Meighan  
Eastern Sales Manager, Radio Sales  
J. J. Karol.....Market Research Sales Counsel  
Victor M. Ratner....Director of Sales Promotion  
John Fox, Assistant to Director of Sales Promotion  
Frank N. Stanton...Director of Market Research  
J. K. Churchill,  
Chief Statistician of Market Research  
George Mateyo,  
Assistant to Director of Market Research  
Thomas D. Connolly,  
Manager of Program Promotion  
Herbert Bayard Swope, Jr....Trade News Editor  
Douglas Coulter..Assistant Director of Broadcasts  
Davidson Taylor...Assistant to Vice-President in  
Charge of Broadcasts  
Gerald Maulsby.....Production Manager  
Leroy Passman,  
Assistant Director of Program Operations  
William H. Fineshriber, Jr.,  
Director of Music Division

James H. Fassett....Assistant on Serious Music  
Alton M. Rinker.....Assistant on Light Music  
Max Wylie.....Director of Script Division  
S. Mark Smith,  
Assistant Director of Script Division  
Francis C. Barton, Jr...Director of Program Service  
James F. Burke,  
Assistant Director of Program Service  
Paul W. White.....Director of Public Affairs  
Robert S. Wood,  
Assistant Director of Public Affairs  
William J. Slacum, Jr.  
In Charge of Special Events and Sports  
Sterling Fisher...Director of Talks and Education  
Leon Levine,  
Assistant Director of Educational Programs  
Helen Sioussat....Assistant Director of Talks  
Jan Schimek.....Director of Copyright Division  
Julius Mattfield....Director of Music Library  
Edmund Chester,  
Director of Broadcasting to Foreign Countries  
Elizabeth Tucker,  
Director of Short Wave Programs

Walter R. Pierson,  
 Manager of Sound Effects Division  
 Harriet Hess,  
 Supervisor of Program Typing Division  
 Gilson B. Gray.....Commercial Editor  
 Donald I. Ball.....Assistant Commercial Editor  
 Adrian Murphy.....Executive Director of Television  
 Gilbert Seldes.....Director of Television Programs  
 Leonard H. Hole  
 Manager of Television Operations  
 Dr. Peter C. Goldmark.....Chief Television Engineer  
 H. I. Rosenthal.....Executive Vice-President  
 of Columbia Artists, Inc.

I. S. Becker,  
 Vice-President & Business Manager  
 of Columbia Artists, Inc.  
 J. G. Gude.....Station Relations Manager  
 Louis Ruppel.....Director of Publicity  
 Theodore Weber.....Assistant Director of Publicity  
 Michael J. Fish.....Manager Photographic Division  
 John Denson.....News Editor  
 Edwin King Cohan,  
 Director of General Engineering

A. B. Chamberlain.....Chief Engineer  
 Hugh A. Cowham  
 Commercial Engineer In Charge of Traffic  
 Jos. H. Burgess, Jr.....Personnel Manager  
 Albert H. Bryant,  
 Manager of Mail and Files  
 & Mimeograph Division

John E. Forsander.....Purchasing Agent  
 W. J. Flynn.....Chief Accountant  
 G. Stanley McAllister,  
 Director of Construction and  
 Building Operations

### Radio Sales

J. Kelly Smith.....General Sales Manager  
 Howard Meighan,  
 Eastern Sales Manager, New York  
 H. A. Carlborg.....Manager, Detroit Office  
 Henry M. Jackson,  
 Western Sales Manager, Chicago  
 Roger K. Huston.....Manager, Los Angeles Office  
 Royal Penny.....Account Executive, Charlotte  
 Charles E. Morrin,  
 Account Executive, San Francisco

### New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes.....General Manager  
 George W. Allen.....Director of Programs  
 Theodore Weber.....Director of WABC Publicity  
 Henry Grossman,  
 Eastern Division Operations Engineer  
 & Chief Engineer of WABC  
 Jules Dundes.....Sales Promotion Manager

### Chicago

410 NO. MICHIGAN AVE.

H. Leslie Atlass.....Vice-President, Chicago  
 J. L. Van Volkenburg.....Assistant to Mr. Atlass

L. F. Erikson.....Western Sales Manager  
 Robert N. Brown.....Program Director  
 Frank B. Falknor,  
 Central Division Operations Engineer  
 & Chief Engineer of WBBM  
 J. V. McLoughlin.....Accountant & Office Manager  
 James Kane,  
 Director of Publicity & Special Events  
 Urban Johnson.....Chief Sound Technician  
 Stuart Dawson.....Assistant Program Director  
 J. Oren Weaver.....News Editor  
 J. Kelly Smith,  
 General Sales Manager, Radio Sales  
 Henry M. Jackson,  
 Western Sales Manager, Radio Sales  
 King Park.....Sales Promotion Manager

### Washington

WJSV, EARLE BLDG.

Harry C. Butcher,  
 Vice-President in Charge at Washington  
 A. D. Willard, Jr.....Station Manager WJSV  
 Wm. D. Murdock.....Sales Manager WJSV  
 Ann Gillis.....Director of Public Events  
 Clyde Hunt.....Chief Engineer  
 Harry R. Crow.....Accountant  
 John Heiney.....Sales Promotion Manager  
 Paul Glynn.....Publicity Director  
 Lloyd W. Dennis, Jr.....Program Director

### Minneapolis

WCCO, 625 SECOND AVE., S.

Earl H. Gammons.....Manager of Station WCCO  
 Carl Burkland.....Sales Manager  
 Hayle C. Cavanaugh (Mrs.).....Program Director  
 H. S. McCartney.....Chief Engineer  
 Emmett J. Heerdt, Jr.....Accountant  
 Robert L. Hutton, Jr.,  
 Sales Promotion & Publicity Manager  
 Alvin B. Sheehan.....Director of Artists Bureau

### St. Louis

KMOX, MART BLDG.

Merle S. Jones.....Manager of Station KMOX  
 Arthur Casey.....Assistant to Station Manager  
 K. W. Church.....Sales Manager  
 C. G. Renier.....Program & Production Director  
 Louis McC. Young.....Chief Engineer  
 James S. Johnson.....Sales Promotion Director  
 Jerry Hoekstra.....Public Events & Publicity Director  
 Robert W. Carpenter.....Accountant

### Pacific Coast

LOS ANGELES OFFICE, KNX,  
 COLUMBIA SQUARE

D. W. Thornburgh.....Vice-President, Los Angeles  
 George L. Moskovics.....Director of Sales Promotion  
 Charles D. Ryder, Jr.....Accountant



Lester Bowman,  
Western Division Operations Engineer  
& Chief Engineer of KNX  
Nelson G. Pringle.....News Editor  
Charles Vanda...Western Director of Programs  
Fox Case,  
Director of Special Events & Public Events  
William E. Forbes,  
Assistant to Mr. Thornburgh in charge  
of Columbia Management of Calif.  
Russ Johnston.....Program Manager  
Ben Paley.....Production Manager  
Harry W. Witt.....Sales Manager  
Hal Rorke.....Publicity Director  
Roger Huston.....Manager, Radio Sales  
Alan Cormack.....Traffic Manager

### San Francisco Office

PALACE HOTEL

Arthur J. Kemp...Sales Manager, Pacific Network  
Charles Morin...Account Executive, Radio Sales

### Charlotte, N. C.

WBT, WILDER BLDG.

A. E. Joscelyn.....Manager of Station WBT  
Royal E. Penny.....Sales Manager and  
Account Executive, Radio Sales  
Edward De Gray.....Accountant  
Chas. H. Crutchfield.....Program Director  
James Beloungy.....Chief Engineer  
William G. Carley....Director of Sales Promotion

### Boston

WEEL, 182 TREMONT ST.

Harold E. Fellows....Manager of Station WEEL  
Kingsley Horton.....Sales Manager  
Lloyd G. del Castillo  
Production Manager and Musical Director  
Philip K. Baldwin.....Chief Engineer  
John J. Murray.....Accountant  
Dorothy Drake.....Publicity Director

### Detroit

FISHER BLDG.

Alfred N. Steele....Manager of Detroit Office  
G. T. C. Fry.....Manager of Sales Promotion  
Kenneth Krentel.....Manager of Research  
H. A. Carlberg...Account Executive, Radio Sales

### Foreign Staff

E. R. Murrow...Chief of European Staff—London  
Larry Le Seuer.....London Correspondent  
Joseph Congress.....Vichy Correspondent  
William L. Shirer,

Central European Representative—Geneva

Harry Flannery.....Berlin Correspondent  
Cecil D. Brown.....Rome Correspondent  
Sigrid Roll.....Oslo Correspondent  
David Anderson.....Stockholm Correspondent  
Winston Burdette.....Belgrade Correspondent  
Leigh White.....Budapest Correspondent  
Betty Wason.....Athens Correspondent  
Farnsworth Fowle....Correspondent in Turkey  
Edward Chorlian.....Cairo Correspondent  
William J. Dunn,

Director of CBS Correspondents in the Far East

W. R. Wills.....Tokyo Correspondent  
John Raleigh....Correspondent in Batavia, Java  
Alexander Garcia...Correspondent in Havana, Cuba  
Luis Alcivar,

Correspondent in Guayaquil, Ecuador  
Jorge Mantillas...Correspondent in Quito, Ecuador  
Jack Fendell...Correspondent in Bogota, Columbia  
Franklyn Whaite,

Correspondent in Caracas, Venezuela  
John Adams,

Correspondent in Rio de Janeiro, Brazil  
Carlos Griffin...Correspondent in Santiago, Chile  
Herbert Clark,

Correspondent in Buenos Aires, Argentina  
Claude Guyant....Correspondent in Lima, Peru  
John Vebber,

Correspondent in Asuncion, Paraguay  
Norman Stines, Jr.,

Correspondent in La Paz, Bolivia

## Stations Owned and Operated, or Leased by the

# COLUMBIA BROADCASTING SYSTEM

WABC	New York	Owned and operated by CBS.
WBBM	Chicago	Owned and operated by CBS.
WBT	Charlotte, N. C.	Owned and operated by CBS.
WCCO	Minneapolis	Owned and operated by CBS.
WJSV	Washington	Owned and operated by CBS.
KMOX	St. Louis	Owned and operated by CBS.
KNX	Los Angeles	Owned and operated by CBS.
WEEL	Boston	Owned by Edison Illuminating Co., of Boston Leased and operated by CBS.



# MUTUAL



**W. E. MACFARLANE**  
President

# BROADCASTING SYSTEM

**T**HE Mutual Broadcasting System, cooperative network of the nation, began 1941 with the best prospects in its history. Mutual's sixth birthday was celebrated in 1940. There are a number of reasons why we are looking forward to its seventh anniversary on September 15, 1941. Growth is a matter of absorbing interest, be it the growth of an industry, a community, or of a great radio network. And Mutual is growing.

Four stations formed the Mutual Broadcasting System at its inception in 1934. In January, 1940, there were 118 MBS affiliates. At the dawn of 1941, there are 168—an increase of 50 in one year. Indications are that by the end of 1941, there will be 200 stations affiliated with Mutual.

## Programs

Mutual and its major originating stations greet 1941 as a year of opportunity to provide outstanding programs covering the whole field of radio entertainment. Much was accomplished in 1940. Mutual became synonymous with good music. The Philadelphia orchestra, the Chicago Symphony, and the Chicago Opera were presented regularly, all on an exclusive basis.

Such stimulating shows as Double or Nothing and The Show of the Week originate in the WOR Playhouse. In Chicago Tonight is another contribution from the WGN audience studio. KHJ provides Adventures in Rhythm, California Melodies and the I Want a Divorce half-hour series.

In sports, Mutual again has options on exclusive broadcasts of the world series and national professional football championship game. New Year's Day brought

exclusive Mutual broadcasts of the Cotton Bowl and East vs. West All-Star contests.

## News Coverage

Space does not permit a thoroughgoing outline of the amplified news coverage, unique special events, and public service broadcasts in store for 1941 via Mutual. I should like to mention the exchange of programs with South American nations, which will be a Mutual feature in 1941. The series was begun last Christmas Day when a holiday program was piped to Mutual from Buenos Aires. Then on New Year's eve Mutual reciprocated by sending the music of Guy Lombardo to Argentina.

## Discount Plan

The continuous expansion of the coast-to-coast network has assured the success of the Mutual Volume Discount Plan, which brings the advertiser a maximum listening audience at reduced rates. The sponsors of Raymond Gram Swing, Wythe Williams, Double or Nothing, Captain Midnight and other series use Mutual hookups of from 70 to 115 stations.

The new sales formula was one reason for the increase in annual Mutual billings. The figure for 1940 was \$4,767,054—some 34 per cent above the 1939 total of \$3,329,782. Exceeding the \$5,000,000 mark is one of Mutual's goals for 1941.

Stations of the Mutual network in many instances are pioneering in the development of Frequency Modulation broadcasting. Of the three underwriters of the network, WOR and WGN each has been licensed to broadcast FM at this writing. The Don Lee network, a pioneer in AM and television, also has made application for an FM license.



# MUTUAL BROADCAST







# MUTUAL



# Broadcasting System

### *Administrative Office*

Chicago Tribune Tower, Chicago, Ill.  
Phone, Superior 0100

### *New York Office*

1440 Broadway, New York, N. Y.  
Phone, Pennsylvania 6-9600

## **Officers**

Chairman of Board of Directors,  
Alfred J. McCosker  
President..... W. E. Macfarlane  
Vice-President..... Theodore C. Streibert  
Vice-President..... Lewis Allen Weiss

Executive Secretary-Treasurer... E. M. Antrim  
General Manager..... Fred Weber  
Sales Manager..... Edward W. Wood, Jr.  
Auditor..... Miles E. Lamphiear

## **Staff**

Publicity Director..... Lester Gottlieb  
Sales Promotion Manager... Robert A. Schmid  
Program Service Mgr..... Adolph Opfinger  
Traffic Manager..... Andrew Poole  
Legal Advisor..... Keith Masters  
Midwestern Sales Promotion Coordinator,  
Don Pontius  
Music Copyright Manager,  
Mrs. Jeanie Campbell  
Sales Representative..... John R. Overall  
Sales Representative..... Sidney P. Allen  
Sales Representative..... Thomas Harker  
Sales Representative..... Morris Mudge  
Sales Representative..... Ade Hult  
Sales Representative..... Howard Keefe  
London and Foreign Representative,  
John S. Steele  
Assistant London Representative.. Arthur Mann  
Berlin Representatives,  
Sigrid Schultz, John Dickson  
Rome Representative..... Peter Tompkins

## **Branch Offices**

Detroit..... Union Guardian Bldg.  
Cincinnati..... Alms Hotel  
Boston..... 21 Brookline Ave.  
Cleveland..... Terminal Tower  
Los Angeles..... Don Lee Bldg.  
Washington..... 1627 K St., N. W.  
San Francisco..... 1000 Van Ness Ave.  
England..... Coulsdon, Surrey

## **Directors**

E. N. Antrim                      Alfred J. McCosker  
Willett H. Brown                John Shepard III  
H. K. Carpenter                Theodore C. Streibert  
W. E. Macfarlane                Fred Weber  
Lewis Allen Weiss

## **Operating Board**

J. E. Campeau..... CKLW, Detroit-Windsor  
H. K. Carpenter..... WHK-WCLE, Cleveland  
William B. Dolph... WOL, Washington, D. C.  
Eugene O'Fallon..... KFEL, Denver, Colo.  
John Shepard III..... The Colonial Network  
Frank P. Schreiber..... WGN, Chicago, Ill.

Theodore C. Streibert... WOR, New York, N. Y.  
Hulbert Taft, Jr..... WKRC, Cincinnati  
Fred Weber..... General Manager  
Lewis Allen Weiss..... Don Lee Network  
Edward W. Wood, Jr..... Sales Manager