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FRANK E. MULLEN

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No. 1634

June 14, 1944

COWLES BROS. BELIEVE IN PAYING PAPERS FOR RADIO SPACE

Sixteen newspapers in Middle Iowa have begun publication of the new paid radio gossip column, "Likely Listenin' at 1350" of the Cowles' Des Moines station KRNT. The column, released weekly, suggests in appearance the "Iowa Poll", published by the Des Moines Register, which is now becoming so familiar to newspaper readers throughout the country. "Likely Listenin' at 1350" is eighteen inches, set double-column, with liberal use of column and half-column cuts of local and Columbia Network personalities. Stories are written concisely, so as to include seven or eight in each release, and are introduced by short one or two-word heads, set bold-face.

Blakemore Agency, Des Moines, contracted for the space used by KRNT in seven daily and nine weekly papers in the following neighboring towns:

Guthrie Center Times, Knoxville Journal, Newton Daily News, Pella Chronicle, Ames Daily Tribune, Chariton Herald Patriot, Webster City Freeman-Journal, Albia Union Republic, Perry Chief, Oskaloosa Daily Herald, Indianola Herald, Jefferson Herald, Winterset Madisionian, Marshalltown Times-Republican, Boone News-Republican, and Eldora Herald-Ledger.

Typical items in "Likely Listenin' at 1350" are:

"EILEEN

Scarce three years ago, an unknown church soloist. Today, singing star of the enjoyable Family Hour Sunday afternoons at four. For all her success, Eileen Farrell remains the charming, unaffected girl she was three years ago, with her hearty sense of humor.

"JACK AND THE BEANSTALK

Is Saturday morning's 'Let's Pretend' story, 10:05 on KRNT, for all the youngsters.

"MAIL

'It was a pleasure to meet you . . . and to have the privilege of broadcasting with you on your news program over KRNT.' Which is a short quote from a letter Stan Dixon showed me the other day. It was signed 'John Bricker' and came from the Office of the Governor of Ohio. (Dixon is heard 5:15 weekdays and at 12:30 and 6:30 on Sunday with KRNT news.)"

Being in the publishing business themselves and practicing what they preach, the Cowles brothers thus add another station to the ranks of the paid advertisers. It is only reasonable to expect

that they may take this way of introducing their stations, recently purchased WHOM, Jersey City for \$350,000, and WCOP for \$275,000, to listeners in Greater New York and the Hub.

And in connection with those two stations, Gardner Cowles, Jr., said to this writer last week:

"There has been a great deal of wild speculation, much of it grossly exaggerated, about our radio plans in the East. We frankly do not have any mysterious plans except we want to improve WHOM and WCOP and build them into stronger and more popular stations. We do expect to file for FM licenses for Jersey City and Boston."

John Cowles, having in mind his newspaper publishing business, has caused considerable discussion recently by proposing the formation of national newspaper networks similar to radio networks for the sale of national advertising. Invited by Editor and Publisher to reply to some of the publishers who differed with him on his network idea, Mr. Cowles wrote, in part, as follows:

"Because the current volume of newspaper advertising is good, many publishers are, in my opinion, much too complacent about the future of newspaper advertising. In the post-war years I believe newspapers will have far tougher advertising competition from both radio and magazines than they have yet had, and the downward trend of national newspaper advertising even during the pre-Pearl Harbor years is a matter of plain record.

"If even a few dozen national advertisers who are now large customers of the radio chains or magazines liked the idea of buying newspaper advertising in 30 or more major markets in one package, wouldn't the publishers be wise to consider making it possible for them to do it?

"Maxwell House and Chase and Sanborn might be the only two coffee roasters in the country, for example, who would be prospects for such a national newspaper network. Both of them have concentrated the bulk of their advertising for many years on the radio. If one or both could be sold on the idea of using such a newspaper network, would not countless sectional coffee accounts promptly become better prospects for enlarged individual national newspaper advertising? Wouldn't the total volume of coffee advertising in newspapers in all probability be materially increased?

"If in the early days of radio broadcasting 'Deke' Aylesworth and Bill Paley had allowed national advertisers to pick and choose among the stations comprising their basic networks, radio chain advertising would never have developed to the point that it has reached today.

"Spot radio advertising, moreover, has multiplied along with chain radio advertising partly because, through use of the chains more of the large advertisers became sold on radio and their smaller competitors followed them into radio with individual or sectional spot business.

"My brother, Gardner Cowles, Jr., and I are interested in three midwest radio stations, one at Cedar Rapids, Iowa, one at Des Moines, and one at Yankton, South Dakota. National advertisers invest about as many dollars in those three radio stations as they do in the Des Moines Register and Tribune. The overwhelming bulk of that radio revenue comes, moreover, as part of a package deal, either through the purchase of those stations as part of the chain or in the buying of time on those three stations as one separate package for spot or transcription advertising. If advertisers are willing or eager to buy a 'must' package in broadcasting, why should they shy away from a 'must' package in the purchase of newspaper space?

"When national advertisers now buy a string of separate newspapers across the country, competing newspapers that are not receiving the schedules try to get the business shifted by complaining to the advertiser or agency that bad judgment was used in the selection of the specific publications. Newspaper advertising as a whole is harmed by such destructive practices. If an advertiser buys a chain radio program on NBC, or Columbia, the operators of the competing stations that are not getting that particular program do not stir up discontent among the advertiser's sales force or customers.

"When national newspaper advertising is sold through networks, an individual paper that doesn't get the schedule because it is not a member of that particular newspaper network would have no motive for attempting to unsell the national advertiser on the use of his competitor. The selling of newspaper advertising would then tend to be more constructive, with benefit to all newspapers."

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SPECIAL INVASION PROGRAMS INAUGURATED BY BBC FOR AEF

Radio will follow American soldiers of the Allied Expeditionary Force as they penetrate deeper into France with a rounded service of programs unlike anything heretofore attempted in military history. The British Broadcasting Corporation has inaugurated a service which already has begun to broadcast many kinds of American and British program material to the invasion troops. Approved by General Eisenhower, and officially described as "a truly interallied effort in broadcasting", the set-up provides for joint operation by official radio personnel of the United States, Britain and Canada, within the Overseas Services Division of the B.B.C. and using B.B.C. studios linked with transmitters radiating a powerful medium wavelength (285 metres; 1050 kilocycles) directed across the channel from Great Britain.

Because of the stimulus to men of the invasion forces of knowing what is happening in Italy and on the Pacific and the Russian fronts, programs from the London news room of the B.B.C. are being given priority in the broadcasting schedules. News resumes are being broadcast "every hour on the hour" - eighteen in all, princi-

pally during daylight hours when chances of listening are best - with arrangements for special bulletins to announce any outstanding development. In addition "home" news of the three countries is being relayed from the American Forces network in Britain, the General Forces Program of the B.B.C. and from the Canadian Broadcasting Corporation.

Facilities involved, it was stated at New York headquarters of the B.B.C., include those of the American Forces network which was established last July to provide familiar entertainment to the millions of American troops stationed in Army camps in Great Britain. It is expected that this network will continue to supply typical American entertainment programs, such as have been regularly broadcast by Bob Hope, Jack Benny and other topflight performers, supplemented by "live" shows given by American entertainers in Britain and later in France when the invasion front has been firmly established. Further "live" programs arranged by the special service division of the War Department to meet the appetite of the G.I.'s for baseball and other sport news, are planned.

A joint Anglo-American radio production staff will supply special programs. For Canadians in the A.E.F. there will be special programs provided by the London unit of the Canadian Broadcasting Corporation. The B.B.C.'s General Forces Service, on which are carried network entertainment programs for American troops in India, will also supply material to the B.B.C. program for the A.E.F.

There was the highest praise for the BBC Invasion coverage by John K. Hutchens in the New York Times, who wrote:

"The service of the British Broadcasting Corporation, as D-day listeners know, was not less than superb. The BBC was not only first with a good deal of the news but exemplary in its presentation, and especially fine with its 'actuality' broadcasts, which were heard chiefly on the independent stations. Indeed, the latter - and their listeners - should be singularly grateful to the BBC for programs, both recorded and 'live', they would not otherwise have received."

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CALLS LICENSING ADMINISTRATION'S CLUB OVER RADIO

In an editorial "After 11 Years" from the New York News, reprinted in the Washington Times-Herald, June 12 summing up the Roosevelt Administration, such as the Montgomery Ward incident, the anti-trust suit against the Associated Press, the "Roosevelt technique for intimidating the press in continually deriding and denouncing it" has this to say of the FCC:

"Mr. Roosevelt's Federal Communications Chairman, James L. Fly, persistently harasses the radio industry. Disclaiming intent to censor radio, he nevertheless has interfered from time to time with radio programs' contents and subject matter. And the FCC has the licensing power which it uses as an Administration club over radio."

The editorial concludes: "That is how democracy creeps up on a Democracy."

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COMMENDS CANADIAN COMMENTATORS RULES TO CONGRESS

Senator Burton K. Wheeler (D), of Montana, introduced in the Congressional Record (June 6, Page A3032) an editorial from the newspaper Labor of which former Representative Edward Keating of Colorado is editor defending the White-Wheeler bill and calling attention to the new Canadian regulations just issued. Pointing out that the economic views of Senator Wheeler and Senator White are sometimes "as far apart as the poles", Labor says:

"They are to be commended for at least making a start toward cleaning up this intolerable situation. Their bill is really very conservative. To the north of us in Canada, where the people own a Nationwide broadcasting system, the Government is going much farther.

"In Canadian regulations news commentators are told they must present the facts without 'strong personal bias or expression of opinion.'

"If the commentator wishes to interpret the news, then the broadcasting company must set up a balanced panel of commentators of contrasting views.

"Canada will no longer tolerate such vicious propaganda as Herr von Kaltenborn, who may be taken as a fair example of all that is bad in news broadcasting, is constantly giving the radio audience.

"It would be a good thing if every Member of the American Congress would study the Canadian regulations. Such a study would probably result in strengthening the Wheeler-White bill, and in any event, it would go a long way toward assuring the passage of that measure."

With regard to the Wheeler-White bill, Labor says:

"Practically every big paper we have seen cries that the constitutional guaranty of freedom of speech is menaced by the Wheeler-White proposal. There is no foundation for that argument.

"The owner of every newspaper claims the right to print anything he sees fit in his columns. He calls that freedom of the press. He hires columnists whose writings are agreeable to him.

"If he hates labor unions, then he never, by any chance, engages a columnist who has a good word to say for collective bargaining. He pursues the same policy in reference to other outstanding public issues.

"He denies his readers the right to get both sides, and he sternly denounces anyone who would interfere with his dictatorship.

"Now, the airways belong to the people of the United States. Radio might be described as their newspaper, for through that channel, if they exercise their right of ownership, they can get the facts which will enable them to form intelligent opinions concerning what is going on in the world.

"Being the owners of radio, they have the undoubted right, through their chosen representatives in Congress, to say to the broadcasting companies: 'We are permitting you to temporarily use our property. We are not charging you anything for the privilege. Possession of the airways enables you to reap rich profits. In return, we demand that you give us clean and accurate reports of domestic and international events.'

"What's wrong with that proposition? There is nothing wrong with it from the people's point of view. Of course, there is a great deal wrong with it from the point of view of those influential interests which desire to control public thinking. They hire radio commentators to twist the news - to suppress this fact and to exaggerate that fact. They use the people's radio to confuse the people's thinking.

"In the judgment of this newspaper, the commentators now talking over the air - with a mighty few exceptions - have done more to mislead the American people - and particularly during this war emergency - than any other single influence.

"Among these commentators are men who never hesitate to broadcast the most fantastic and demoralizing falsehoods. They have been exposed and denounced on innumerable occasions, but they continue to poison the public mind because certain rich 'sponsors' profit from the lies and half-truths which they are constantly pouring into the ears of the American people. Only on the rarest occasions is anyone permitted to reply."

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ROSTRON, R.C.A. COMMUNICATIONS V-P, DIES

John B. Rostron, Vice-President and Traffic Manager of R.C.A. Communications, Inc., who has been with the organization almost since it began, died last Monday at his home at Hewlett, Long Island. Mr. Rostron, who was 67 years old, was born in Manchester, England. He started to work for the British Post Office at the age of 15, joined the Commercial Cable Company, Ltd. in 1897, and two years later came to the United States.

Mr. Rostron became associated with R.C.A. Communications in February, 1920, shortly after the firm's founding, and held the post of Assistant Traffic Manager until March, 1929, when he was named Traffic Manager. He was appointed a Vice President in December, 1940.

He leaves a widow, Mrs. Anna E. Rostron and four daughters.

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COSGROVE, NEW RMA HEAD, FORESEES BRIGHT RADIO FUTURE

Raymond C. Cosgrove, Vice-President and General Manager of the Crosley Radio Corporation at Cincinnati, newly elected President of the Radio Manufacturers' Association, predicted a new era of development and expansion for the radio industry and continued success in meeting the needs of the war. Mr. Cosgrove said that the industry had "performed miracles" in the war program.

The elevation of Mr. Cosgrove to the presidency of the RMA at Chicago last week was the climax of a war gathering of the manufacturing association which broke all records for attendance. Radio bulletins on the invasion were read at the two luncheons, to overflow audiences of over 400 on "D-Day", Tuesday, June 6, and over 700 industry leaders and executives on Wednesday.

Maj. Gen. Wm. H. Harrison, Chief of the Signal Corps Procurement and Distribution Service headed the speakers at the RMA meetings, and praised the industry for its equipment of the allied fighting forces and urged continued pressure on the war program extending into 1945.

Col. Wm. M. Mack discussed contract termination problems, outlining the Signal Corps arrangements for co-sponsorship by RMA of a contract termination training program, beginning next month, in sixteen cities. The Board of Directors unanimously accepted the Signal Corps invitation to co-sponsor and participate in the industry training program.

WPB Director Ray C. Ellis, just back from Russia, expressed the opinion that the United States and Russia "can be of great mutual help to one another" if they handle the post-war radio problems on a business basis.

Amendments to the by-laws, adding seven more Directors and increasing the Board of Directors from 27 to 34, were adopted. Another By-Law eliminated industrial tubes from the Association's jurisdiction. The seven additional Directors elected were - Herbert A. Bell of Packard-Bell Company, Los Angeles, and Joseph Gerl of Sonora Radio & Television Corp., Chicago; Fred R. Lack of Western Electric Co. and George Lewis of Federal Telephone & Radio Corp., both of New York City (Mr. Lack for a two-year term and Mr. Lewis for a one-year term; Ernest Searing of International Resistance Co., Philadelphia; S. I. Cole of Aerovox Corporation, New Bedford, Mass.; Monte Cohen of F. W. Sickles Company, Springfield, Mass. Other new Directors elected were Frank M. Folsom of RCA Victor Division, Camden, N. J.; R. E. Carlson of Tung-Sol Lamp Works, Inc., Newark, N.J., and G. Richard Fryling of Erie Resistor Corp., Erie, Pa.

E. A. Nicholas of Farnsworth Television & Radio Corporation, Fort Wayne, Ind., was elected Chairman of the Set Division, to succeed Mr. Cosgrove; David T. Schultz of Raytheon Manufacturing Co. of Newton, Mass., was elected Chairman of the Tube Division, to succeed M. F. Balcom of Sylvania Electric Products, Inc., of Emporium, Pa., who was elected Chairman of the Division's Executive Committee. C. J. Burnside of Westinghouse Company of Baltimore was elected Chairman of the Transmitter Division.

RKO TELEVISION CORPORATION COMES IN WITH QUITE A SPLASH

The publicity announcing the RKO Television Corporation was elaborate. It consisted of a large printed brochure and the first issue of RKO "Television News Bulletin". Chapters in the brochure were: "Why Is RKO Interested in Television?", "Live Programs or Film?", "Television Today", "Present and Post-War Periods of Television Coverage", "Television Receivers - Production Forecast" and "Network Transmissions - Relay Stations and Coaxial Cables".

There are quotations from prominent people such as James L. Fly of the FCC, who calls television a "cushion against unemployment", Niles Trammell, President of the National Broadcasting Company who says it is the "greatest medium of mass communication yet evolved", and others.

"No single individual advertiser, no single advertising agency, nor any group of advertising agencies could possibly operate such enormous facilities as RKO and its subsidiary, Pathe News, Inc., now offer the potential television users of this country", the RKO states. "These facilities are now available to both reputable advertisers and recognized advertising agencies through RKO Television Corporation. The same facilities make it possible for RKO Television Corporation to offer advertisers not only filmed television programs, but live-talent package productions as well. The following pages present some of the more important phases of this new medium."

The "Television News Bulletin" gives "Television Stations and Applications", "Television Stations Now Operating", "Licensed Experimental Television Stations", and "Television Station Applications".

The RKO Television Corporation states it will welcome inquiries from advertisers, advertising agencies and all those commercially interested in television as to how it may be of specific service to them at this time and adds: "If you would like to receive subsequent RKO Television News Bulletins, please so advise."

The address of the new corporation is 1270 Sixth Avenue, New York, and the officers are:

Chairman of the Board, N. Peter Rathvon, President, Radio-Keith-Orpheum Corp.; President - Frederic Ullman, Jr., President, Pathe News, Inc.; Executive Vice-President - Ralph B. Austrian, formerly Assistant Vice-President, RCA Manufacturing Co.; Vice-President - Malcolm Kingsberg, Treasurer, Radio-Keith-Orpheum Corp.; Treasurer - A. W. Dawson, Assistant Treasurer, Radio-Keith-Orpheum Corp.; Secretary - J. Miller Walker, Secretary, Radio-Keith-Orpheum Corp.; Director of Production - Thomas H. Hutchinson, formerly Television Program Manager, NBC; formerly Television Director, Ruthrauff & Ryan, Inc.; and Talent and Casting Director - Arthur Willi, Talent Director, RKO-Radio Pictures, Inc.

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\$46,481,397 STATION INCOME FOR 1943 TOPS 1942 BY 50%

A total broadcast service income of \$46,481,397 for 1943 - or more than a 50 percent increase over their 1942 total - was received by 796 standard broadcast stations reporting to the Federal Communications Commission. These same stations had a total broadcast service income (broadcast revenues less broadcast expenses, not including Federal income taxes) of \$30,673,542 for the calendar year 1942.

Average broadcast income per station rose from \$38,534 in 1942 to \$58,393 in 1943.

Only 73 of these 796 standard broadcast stations reported losses (broadcast expenses in excess of broadcast revenues) during the year 1943; 171 had losses in 1942, and 166 in 1941.

A total of 912 standard broadcast stations were operating during 1943. The above figures do not include 36 non-commercial standard stations, 14 stations operating outside the continental United States and the 9 key stations owned by the major networks. Twenty-six other stations have not yet submitted their 1943 financial statements to the Commission.

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RADIO ENGINEERS VOTE TO STRIKE; PETRILLO GETS 5TH TERM

The National Labor Relations Board announced last Monday that members of the National Association of Broadcast Engineers and Technicians (independent) had voted in favor of a strike as a result of a jurisdictional dispute with the American Federation of Musicians (AFL) over jobs with the NBC, Blue networks and Station WOR.

In the meantime word came from Chicago that James C. Petrillo had been re-elected President of the American Federation of Musicians for the fifth term. His re-election was without opposition. Charles L. Bagley of Los Angeles was named Vice-President, and Leo Cluesmann of Newark, N. J. re-elected Secretary.

Since the Broadcast Engineers union filed a strike notice last month calling for a vote under the Smith-Connally Act, the War Labor Board has ordered the parties to maintain the status quo pending a settlement of the dispute.

The NLRB reported that NABET members had voted 332 to 7 in favor of a walkout in stations owned by the National Broadcasting Company, 81 to 3 in Blue Network stations and 39 to 10 at WOR.

The independent union filed a strike notice after the networks and WOR signed contracts with the AFM giving that union jurisdiction over so-called platter turners, whose work formerly had been handled by NABET members.

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FLY PINS BOUQUET ON HIMSELF ON MONOPOLY ANNIVERSARY

Commenting on the first year of radio's operation under Federal Communications Commission anti-monopoly regulations, Chairman James L. Fly has issued the following statement:

"Thursday, June 15, marks the first anniversary of radio's Emancipation Day. On June 15, 1943, the FCC Chain Broadcasting Regulations, as upheld by the U. S. Supreme Court, went into effect; and I am glad to say that never before in its history has the industry been so prosperous.

"Despite predictions of doom by network officials if the regulations became effective, broadcasting profits are higher now than ever before. Broadcasting stations as a whole earned 50 percent more, before income taxes, in 1943 than in 1942, and the networks similarly profited. Thus NBC, which in 1942 earned 137 percent on the value of its property, in 1943 earned a return, before income tax of 190 percent. CBS went up from a 97 percent return in 1942 to a 158 percent return in 1943. The Blue Network went up from 8 percent to 149 percent, and the stockholders in the Mutual Network, on a combined basis, earned a return of 84 percent in 1943 as against 59 percent in 1942. Experience has now shown that the prophets of disaster were mistaken, and that the broadcasting industry can prosper as never before under our regulations."

The Commission is now studying program logs of all broadcasting stations to determine the extent to which the Chain Broadcasting Regulations have resulted in increased availability of network programs to listeners.

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FCC ACTION

The Federal Communications Commission en banc has taken the following action on June 13th:

KSRO, Santa Rosa, Cal., granted consent to voluntary assignment of license of Station KSRO, from Ruth W. Finley, Executrix of the estate of E. L. Finley to Ruth W. Finley, individually; KPPC, Pasadena Presbyterian Church, Pasadena, Cal., granted modification of license to change hours of operation from S-KFXM to specified hours; KROD, Dorrance D. Roderick, El Paso, Texas, granted renewal of license for station KROD, together with power of attorney to T. E. Roderick and Olga B. Roderick, to administer the affairs of Dorrance D. Roderick in connection with this station; WWPG, Palm Beach, Fla., granted consent to relinquishment of control of Palm Beach Broadcasting Corp., licensee of Station WWPG, by Charles E. Davis, through the sale of 125 shares of common stock to Ajax Corp. for the sum of \$12,500 in cash, and \$17,500 plus accrued interest from date of agreement to date of transfer, for a 50% interest in a \$35,000 mortgage secured by the physical assets of the licensee; KWBU, Corpus Christi, Texas, granted consent to assignment of construction permit for Station KWBU, from Baylor University and Carr P. Collins to Century Broadcasting Co., newly organized corporation.

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 ::: TRADE NOTES :::
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There is a revival of the rumor that Chairman Fly of the Federal Communications Commission will resign soon, now that the Wheeler-White bill to reorganize the Commission has apparently been shelved and the 1945 budget has been settled.

J. Leonard Reinsch, Director of Stations WSB, Atlanta, WIOD, Miami, and WHIO, Dayton, all owned by former Gov. James M. Cox of Ohio, has been appointed Radio Director of the Democratic National Committee.

Neville Miller passes out of the radio picture for the time being at least in accepting what was considered more or less of a political appointment - Senior Deputy Chief of the Balkan Missions of the United Nations Relief and Rehabilitation Administration with headquarters at Cairo. This organization is headed by former Governor Lehman of New York. Mr. Miller was former Mayor of Louisville, Kentucky.

R. C. A. Communications, Inc., announces the restoration of telegraph communication with the liberated areas of Europe with the opening in Rome of its second station, Naples having been the first. According to the announcement, Rome and Naples are the first two American owned communication stations on the European Continent. Until further notice service is restricted to press messages and those destined for military personnel.

The Globe-Democrat Publishing Co., St. Louis, Mo., has asked for a construction permit for a new high frequency (FM) broadcast station to be operated on 44,700 kilocycles with coverage of 13,083 sq. miles amended to specify frequency of 46,300 kilocycles.

It is reported that Lever Brothers are seeking the television sponsorship of the New York City Victory Parade at the conclusion of the war.

Edgar Kobak, Executive Vice-President of the Blue Network, last night embarked on what he described as a "holiday for the imagination" when he covered the subject "Commercial Development of Television in the Next Decade" at a meeting of the Radio Executive Club's Television Seminar.

"In 1922, I delivered a lecture on the development of radio broadcasting in the next ten years - and I was wrong", Mr. Kobak said. "Therefore I am the ideal person to do the same for television"

WNBC, State Broadcasting Corp., Hartford, Conn., has asked to transfer control of licensee corporation from Arde Bulove and Harold A. LaFount to The Yankee Network, Inc., 5000 shares common and 500 shares preferred stock - 100%; also WPEN and WPEN-FM transfer of control of licensee corporation from Arde Bulova to Bulletin Co. (500 shares common stock - 100% (Price \$620,000 in addition to the amount by which assets exceed liabilities but not to exceed \$670,000;

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