

The Kentucky Press

PUBLISHED IN THE INTEREST OF COMMUNITY JOURNALISM - - OF, BY, AND FOR KENTUCKY NEWSPAPERS

VOLUME SIXTEEN

November, 1944

NUMBER ONE

The Case For Frequency-Modulation Radio

It is doubtful if newspapers will lose any of their effectiveness, even with the tremendous competition which will be offered by FM radio, if newspaper management keeps pace with the times. Unquestionably newspapers will have to improve their facilities and greatly raise their standard of printing in order to cope with the new developments, of which FM radio is one. It is safe to predict the post-war newspaper will be printed on newsprint of about the same degree of quality as now used in rotogravure printing. Cuts undoubtedly will have a finer screen, and the pictures will reproduce to a clearness similar to that of present magazine illustrations.

Newspapers of today have reached an all-time high in reader interest. A recent continuing study of newspaper reading showed an increase of 21 per cent in editorial reading as compared with pre-war levels, 43 per cent greater reading of political columnists, and 27 per cent greater attention paid to letters-to-the-editor. Circulations are also at an all-time high despite restrictions necessary because of the newsprint shortage — which proves that in spite of severe competition from the present AM broadcasting, newspapers are steadily going ahead.

Radio has definitely cut into newspaper advertising revenue. The new FM radio will undoubtedly cut in more, and that is the principal argument why publishers should definitely get into the FM business after the war.

WILL NEWSPAPERS DOMINATE FM?

The large percentage of newspapers have been a success since the field was weeded down to a point where a small city has but one newspaper and larger cities one to about each 100,000 population. If publishers could survive through the elimination period of "too many newspapers," why can they not get in on the ground floor of FM radio and survive through the same methods? Certainly newspapers have the organization, the capital, and the public relations to proceed in an intelligent manner to conduct a radio station. The only preventive in the past has been the fact that the FCC frowned on newspaper ownership of radio stations. Now the rules have been changed and the government says there will be no further discrimination.

Newspaper people must make up their minds what plan they are going to follow in relation to radio. The first would be to jump in at the bell, get a license, establish an FM station, and wade in regardless of the severe competition they would encounter. The other is to sit

(Note: In response to many inquiries from Kentucky publishers, we are reprinting two articles on Frequency Modulation and its postwar potential as a competitor for small-town newspapers. The first article was written by Ernest L. Owen, publisher of the Syracuse (N. Y.) Post-Standard, and chairman of the Modern Developments committee of the NYSFA. The second article is an address by Trevor Evans, Pacific National Advertising Agency, delivered before the Washington Newspaper Press Association at its annual 1944 meeting.)

back and let the little fellows who may license many stations with small capital tear at each others' throats until they are practically exhausted; then the newspaper managements could step in, consolidate them, and perhaps have a money-making proposition. The latter is about what newspaper operators have done in the case of newspapers. It was not uncommon in the recent past to have as many as four daily newspapers in a city of under 50,000 population.

I quote the definition of FM radio as given by FCC Chairman James L. Fly:

"Frequency modulation is of age and it has come to stay. Without a doubt it will have a place of everincreasing importance in American broadcasting. No one of us can stop it. FM is another radio service. It may be said to be a supplementary service, but, much more important, it is a higher quality radio service to remind us of the simple basic factors of great lessening of interference and of the high fidelity possibilities offered by this great invention.

"FM stands today on the threshold of as tremendous a development as did the AM in the 1920's—perhaps a much greater development and a faster rate of growth. Five hundred thousand receivers were placed in operation between the time of the commercializing of frequency modulation and the freeze order. That we are going ahead with FM is certain."

FM stations will undoubtedly be established in the post-war period in com-

munities which have never even dreamed of a local AM station. This is due to two reasons, the first being that it will be comparatively easy to find a place on the band where there will be no interference from other stations, and in a city the size of Syracuse it is possible to have more than thirty stations without any one interfering with the other.

The second reason is the comparatively low cost of installing an FM station. To cover a small area, say from 27 to 30 miles in range, a 250- to 500-watt transmitter would be sufficient. A station with the power would cost approximately \$12,000 to \$15,000 to install completely. Naturally the cost would vary somewhat, depending on the distance the antenna was placed from the transmitter. The ideal antenna should be approximately 500 feet above sea level, but it would be possible to erect one of 200 feet height on a hill or on a tall building which would probably suffice. This, however, would have to be determined after careful study by a radio engineer. A station of 100-watt power covering a range of from 32 to 40 miles would cost approximately \$15,000 to \$20,000, and a 50,000-watt station, which would have a range of from sixty miles up, would cost more than \$100,000.

The General Electric Company estimates the cost of operating a 250-watt FM station at as little as \$5,500 per year; a 1000-watt station at \$9,500 per year. We are informed that a 50,000-watt station operated by the Zenith Radio Corporation in Chicago costs approximately \$45,000 a year to operate. This is an exceptionally high grade station and has a reputation for fine programs.

The low cost of establishing a small 250-watt FM station naturally means it will be easy for many to get into the radio business. Electrical manufacturers will undoubtedly sell equipment on time payments; so an ambitious man could count on installing a station with as little as \$5,000 in cash, and he could install a large station with possibly \$50,000 in cash. The first figure would just about represent the cost of a linotype in a newspaper plant; the second would not begin to pay for a perfecting newspaper press.

Of course, FCC will attempt to limit the number of FM licenses granted; but even at the best, it is safe to guess that, because of political influences and other things that always creep into anything government-controlled, many licenses will pass through the machinery and

we shall have a superabundance of FM radio broadcasting stations.

Although the FCC is receiving applications at present for FM licenses, it will not act on them until after the war, as construction restrictions prevent it. The government exacts no fee for the filing of an application. The biggest expense in securing an application is the legal and engineering fees, which may run into figures ranging from \$1,000 to \$5,000. It would be wise for anyone contemplating an FM station to secure immediately the antenna rights on a plot of ground at the highest altitude within a reasonable distance of his city.

FM CHAINS TO COME

It is natural to expect that the present AM broadcasters will make every effort to dominate the FM field through a coast-to-coast network. It is very possible they will succeed, as they are a powerful group and know their radio. Of course, there will be no reason why the smaller cities cannot hook up with the big chains through wire service through FM, the same way they do now in many instances with AM. Because of the great fidelity exclusive with FM broadcasting, it is predicted that many small FM stations will broadcast only music and news. If you have not heard music over the FM broadcast, you have missed a rare treat. It is simply beautiful. There are two programs that are certain winners in radio: one is music and the other is news.

That publishers are taking FM very seriously is evidenced by the fact that many have already filed their applications with the FCC for licenses, while others are scurrying about buying up AM stations in the belief it will give them a better entre into the future FM field. It is pretty safe to predict that newspapers of the future will either own or be closely allied with FM radio, even though they try to cover only the area in which they circulate. It may not be profitable at first, but should pay dividends in the long run. Students of journalism should combine with their studies radio script writing and radio diction. It probably will prove a great advantage to them in the post-war era.

"SUPER FM SOUNDPROOFS THE AIR"

That was the headline of an RCA ad in the May 22 issue of Broadcasting magazine. It went on to say:

"Thunderstorms charge the atmosphere with static . . . man-made static

may also cause interference on the standard broadcast waves . . . but listeners to FM hear each musical note or spoken word as clearly as though in a soundproof auditorium. Using very high frequency—tiny wavelengths—FM brings perfection into radio reception under all atmospheric conditions!"

Well—that was just an ad. But it sounds interesting, doesn't it?

You're interested in FM Broadcasting for its commercial possibilities . . . either for yourself . . . or for your potential competitors. But before considering the business angles, we do have to know what FM Broadcasting it . . . and what its advantages are.

FM stands for *frequency modulation* as distinguished from *amplitude modulation*, used in standard broadcasting. Standard broadcasting occupies the frequency section between 550 and 1600 kilocycles. And to permit a large number of stations in that narrow band—each station must be allowed only a narrow channel.

The frequency must remain constant. In AM broadcasting the power of the carrier wave is varied in accordance with the variations of the sound wave . . . whereas in frequency modulation, the power remains constant varies.

What are the advantages and disadvantages?

1. That line I read, "Super FM Soundproofs the Air!" is our first cue. *FM is deaf to virtually all noises.* It's as if you could close your ears to all other noises in this room and hear only my voice.

2. It's *practically free from static* because it's operated in a very high frequency band where there isn't any static to speak of.

3. *FM suppresses other interfering noises*—tube hisses and man-made electrical interferences. Most of these have the characteristics of AM signals and the FM receiver is deaf to them. The AM receiver can't suppress these noises. It just overpowers them with a strong signal.

4. Consequently—the *FM signal does not need to be as strong as the AM signal to be enjoyed.* FM, also, rejects all but the strongest signal . . . if the strongest signal is twice as strong as the other . . . so there's not much worry about interference from other stations operating on the same frequency.

5. You read a lot about high fidelity in pre-war radio. Of course, we didn't really get it. FM will bring it to us since

Please Turn To Page Six

WHEN THE HURRICANE HIT NEW ENGLAND



A few weeks ago, a violent hurricane along the east coast blew the better part of the New England apple crop off the trees—threatening growers with severe losses unless some way was found to market these apples before spoilage set in.

This was not the first time such a contingency occurred. In 1938 a hurricane caused the same difficulty, and again in 1941 a severe storm pulled the apples off the trees.

Again this year, as on the previous occasions, A&P immediately offered full assistance to the New England apple growers in salvaging their valuable crops. Within two weeks, the A&P organization bought some 200,000 bushels of apples and moved them into consumption in the Eastern part of the country.

This is a dramatic example of the way producers and distributors are working together, day in and day out, throughout the nation, to solve many of agriculture's problems. It points up how the efficiently organized chain store system of food distribution can gear itself quickly to be of effective service to growers, just as it is of such economical service to consumers.

It is because of these constant efforts to provide better foods, quickly and economically, that the men and women of A&P are doing the nation's most efficient job of food distribution.



A & P FOOD STORES

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The Kentucky Press

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Victor R. Portmann, Editor-Publisher

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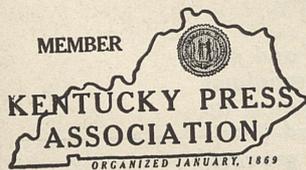
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NATIONAL EDITORIAL ASSOCIATION
 1944 *Active Member*



Volume Sixteen, Number One

The Kentucky Press Has A Birthday

It is possible to understand all liars except the one who pays a doctor to effect a cure and then lies to him to make it hard.

With this issue the Press enters into Volume Sixteen, closing fifteen years of service to the newspapers of the state. Our contacts have been helpful and simulating with the editors and publishers of the state press, and every effort has been made to present a magazine that is always of service to them.

The newspapers have been going through an unprecedented period, in common with other businesses, in these wartime years. Despite limitations of

materials, supplies, and repairs, and shortage of manpower in front and back office, our newspapers have carried on and given unstintedly of space and personal effort in wholehearted support of every war effort. These newspapers are growing stronger in their communities which in turn augurs well for Kentucky journalism in the post-war era.

The Kentucky Press Association is growing stronger in influence and prestige with the anticipated goal of 100% membership "just around the corner." Membership in the Association has more than doubled within the past two years—only fourteen newspaper publishers seemingly believe that they do not need the benefits of a strong, unified organization, or the influence of their newspaper is not needed by the Association. Their cooperation is needed today and an urgent invitation is again extended to them to join.

The Press again reiterates its slogan, "To do everything in its power to promote the Kentucky Fourth Estate in the interests of community journalism." We renew this pledge to you.

Should A Newspaper Establish F-M Radio?

In another column we are publishing requested information concerning FM radio and its application to small newspapers. Whatever its desirability, FM radio is not feasible and practical for small communities and the editor who worries about possible FM competition in his town, or is considering his own station, should heed the following six points of interest which were presented at the recent Inland Association meeting in Chicago:

1. Minimum actual annual operating costs of the smallest FM stations now in operation is \$24,000.
2. Advice was to keep out of towns of 12,000 population or less, at least until enough FM sets are manufactured to make profitable.
3. Some operators of AM and FM stations are now giving away FM advertising time as a bonus to AM advertisers because there are so few FM receiving sets in operation.
4. Costs of 1-kw FM station is between \$25,000 and \$30,000; 10-kw, \$61,000 to \$70,000.
5. Publishers operating AM radio stations report radio advertising has not caused reduction in newspaper lineage, but has eliminated use of handbills; that radio can hit high spots of news only

and cannot be used for small news or personal items as satisfactorily as newspaper.

6. That anyone establishing an FM station now must anticipate operating for first two or three years after the war with little or no advertising revenue, because a sufficient number of receiving sets will not be available to make advertising effective. It was also advised that a person should not seek an FM application until he is ready to make installation and start operation.

Warning Voiced On Rural Correspondents

A state labor inspector recently visited a New York newspaper and checked on payrolls regarding unemployment insurance payments. Altho there is a referee's ruling standing that correspondents are contractors, the inspector said he would have to report the amount paid to correspondents. Result of this may be a hearing for the publisher with need for proof that his correspondents are independent workers. THE MAIN POINT IS: There must be no direct control by the publisher over the correspondent as to what news to collect, hours worked, and working conditions. It would pay publishers to draw up an agreement for their correspondents to sign stating the publisher holds no direct control over them on these points, but simply pays them for work done according to a pre-arranged method. This is important!

Newspaper Reading Is Urged For Schools

"If intelligent citizenship is to be encouraged, current news should be a daily assignment in every high school and college," Prof. Franklin Banner, head of the department of journalism at Pennsylvania State college told delegates to the Western Pennsylvania Education conference recently.

Declaring that a good newspaper is an excellent text of current history containing also news of arts and science, he quoted a recent poll to indicate that of 90,000,000 adults in America, 27,000,000 do not know that the Japs have taken the Philippines, 54,000,000 never have heard of the Atlantic Charter and 70,000,000 are unacquainted with the meaning of a government subsidy.

No man is writing or speaking honestly if he leaves out part of what he thinks to avoid criticism.

ABC Membership Requires Only Ordinary Records

The Audit Bureau of Circulation requires no more records than you would ordinarily keep to have a complete picture of your circulation, it is explained in the foreword to the booklet, "Circulation Records for Weekly Newspapers."

"The facts about the distribution of your newspaper that are required by the Audit Bureau of Circulations are the same facts that you need for your own information as a matter of good business practice.

"As a publisher, you have two sources of income—one, advertising; and two, circulation revenue.

PAPERS ARE MERCHANDISE

"Copies of your newspaper are your merchandise. Good business requires that you maintain just as careful an inventory and record of each issue of your newspaper as the merchant does of the stock in his warehouse and on his shelves.

"However, you have an added responsibility in your obligation to your advertisers. When they buy advertising, they become investors in your newspaper. Your ABC report makes it possible for you to supply them with an audited accounting of the distribution of their advertising messages that appear in the white space that they buy and pay for."

Explaining the audit, the foreword continues:

"The first ABC audit will be made to cover a period of six months ending with any calendar quarter. This audit is made in the publisher's office by an ABC auditor just as soon as the publisher's records are adequate for the audit. With the release of that initial audit, the newspaper qualifies as a member. For periods ending March and September each year thereafter, the Bureau will issue statements made by the publisher on forms furnished by the Bureau."

Kentucky now has 21 member in ABC; 9 weeklies and 12 dailies. The weeklies include the Carrollton News-Democrat, Cynthiana Log Cabin, Harrodsburg Herald, Leitchfield Gazette, London Sentinel-Echo, Murray Ledger and Times, Owenton News-Herald, Paris Kentuckian-Citizen, and Paintsville Herald, with two applications now pending. Daily membership include the Ashland Independent, Bowling Green News, Covington-Times Star, Kentucky Post, Inquirer, Frankfort State Journal, Lexington Herald-Leader, Louisville Courier-

Journal, Times, Owensboro Messenger, and Paducah Sun-Democrat.

Write for your explanatory booklet today.

NEA Raises State Affiliation Dues

The Board of Directors of National Editorial Association, by action at the October meeting, has announced an increase in dues schedule of the affiliated states from two to three dollars per member beginning with the first quarter of 1945. Cancellation clause in the affiliation setup was changed from 30 days to one year's notice.

Coincident with these changes will be an increase in the services to members. The Legislative Bulletin will go to every affiliated member and every individual member. Included with this bulletin will be the NEA Service Bulletin soon to be placed on a semi-monthly basis instead of a monthly basis, and will go to all members after the first of the year. Each member will also receive the National Publisher.

New York Court Rules In Publisher's Favor

The Court of Appeals, State of New York, on Nov. 15, unanimously affirmed the judgment of the Appellate Division of the Supreme Court of New York which ruled that Congress never intended the Fair Labor Standards Act of 1938 to apply to a daily newspaper sending less than 1% of its total daily circulation outside of the state of publication.

In 1942 eight former employees of the White Plains Publishing Company, publisher of the White Plains (N. Y.) Reporter until the latter suspended publication in 1941, brought suit in the Supreme Court of Westchester County for overtime alleged to have been worked during the period of their employment between Oct. 24, 1938 and Feb. 28, 1941. After trial of the case, the trial judge gave judgment in favor of the employees in an amount in excess of \$43,000.00. This sum amounted to approximately \$1.12½ per copy of each copy of the White Plains Reporter that was sent out of the State of New York during the period of the controversy as against a sales price of two cents per copy for such papers.

The White Plains Publishing Company appealed from the decision of the

trial judge and on Dec. 29, 1943 the Appellate Division of the Supreme Court of New York, 2nd Department, unanimously ruled on the law and on the facts that the judgment was not warranted and reversed the trial judge.

The record in the case showed that the White Plains Reporter, whose circulation averaged between 8,000 and 11,000 during the period in controversy never sent more than 45 copies outside the State in any one day. The plaintiffs and the Administrator contended that the amount of out-of-state circulation was unimportant. The Appellate Division found that the White Plains Reporter was engaged in a wholly local enterprise and this out-of-state circulation, which went wholly to residents of White Plains temporarily away in school or in the Armed Services or to former residents, was purely incidental to the local service of the newspaper.



HOLIDAY FEATURES THAT BUILD INTEREST AND INCOME

Make sure of pre-holiday and holiday issues that are the maximum in attractiveness and productiveness by making good use of your WNU Holiday Portfolio and Holiday Greeting Ad Booklet. If you have misplaced your copy of either ask us for another.

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Western Newspaper Union provides country weeklies with the finest syndicated features available.

MATS, STEREOTYPES, MACHINERY, EQUIPMENT, PRINTING INKS AND PRINTING PAPERS

Western Newspaper Union

Continued From Page Two

wider channels are available. It covers the entire range of audible sounds 15 to 15,000 cycles. There is some question in my mind as to whether we'll appreciate this fidelity or not. The only persons I've talked to who've actually heard it say they can't tell much difference. And it may be we've become so educated to our "bassy" sets we won't like faithful reception at first.

Another difference in FM and AM is in coverage. FM's service range is the same, day and night . . . whether the carrier waves of the standard-broadcast band travel hundreds of miles at night. You've probably seen diagrams of the way the sky waves go up from a station at night . . . bounce off the ionosphere and reflect back to the earth. Then when they meet the ground waves from the same station there's a zone of interference—where you get distortion. This may be only 40 or 50 miles from a clear channel station.

You don't get this distortion with FM . . . because there are no bouncing sky-waves. Instead the waves go out like searchlight beams . . . and bend over the horizon to give a little extra coverage. So—the FM coverage is constant, day and night. You don't have that area of distortion . . . but you don't have long distance coverage either. Some AM clear channel operations will always have to remain in operation to take care of distant rural populations.

Otherwise, coverage comparisons seem to be favorable to FM. *Under ordinary conditions a 250 watt standard transmitter has a good day coverage of 7½ miles and a maximum useful service range of 14 miles. Under the same conditions an FM transmitter of 100 watts using a 70 foot antenna will give a good day and night service radius of 13 miles and a maximum radius of 20 miles.*

Paul Chamberlain of General Electric says: "It takes approximately 2,500 times as much power at an AM station to deliver clear reception at a given receiving point as it would for an FM station operating on the same frequency at the same place. In so far as the ability to overcome noise and interference is concerned, a 200-watt FM station is the equivalent of a 500-kilowatt AM station on the same channel."

I think that gives us enough of the technical aspects of FM to start considering the commercial possibilities. Obviously, some of the best opportunities are going to occur in towns which lie

in that fringe area where distortion of the AM signal from the larger-town stations is common thing.

Probably, most of you read in Editor & Publisher about the ANPA convention in April. One of the speakers was Dr. W. R. G. Baker, vice president of the General Electric Company and chairman of the Radio Technical Planning Board.

Newspapers are missing a tremendous opportunity if they do not thoroughly investigate FM, Dr. Baker told the publishers. *"Within a relatively short time following the war," he said, "FM stations will be built in most cities now having standard stations. FM is also expected to prove economically sound in cities which have not previously supported a broadcasting station. This expansion will result from the fact that FM is the solution to the problems of fading, interference—*

and static that have hampered low-power standard stations. FM stations can build an audience and deliver it to advertisers day in and day out, regardless of weather or other conditions that frequently affect a standard broadcast reception."

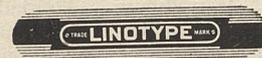
He predicted that there will be a decrease in the number of standard broadcast stations from the current number of 920 to about 750, and an increase in FM stations from a currently operating 53 to 500, within five years after the war.

"With 912 standard stations producing gross time sales in the neighborhood of a quarter of a billion dollars," he said, "a tremendous new market and new profit opportunity is offered in the coming FM field. FM will make available station time that is necessary to continue the steady expanding total of radio billings. In addition to the revenue that

Keep Your Business Youthful

Publishers and Printers are constantly turning to their Linotype Production Engineers to help keep composing equipment and methods at required high standards of production.

The health of your machines—your Linotypes—like the health of your organization, is a matter of first importance to the welfare of your plant and your business.



—And the health of the Nation is vital to the success of the war effort. Back up your country by buying Bonds!

Set in Linotype Cloister Family

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will accrue to a newspaper operation of a successful FM station, there is the advantage of institutional promotion.

"In fact, some champions of newspaper ownership of radio stations even go so far as to suggest that newspaper publishers embrace FM as a source of first-class institutional promotion among their local readers without any thought to the additional revenues such a service would make available to the newspaper and its clients. That, however, is a matter of individual opinion and depends upon the newspaper's own economic problems."

Well, the networks suggest extending AM programs to their AM station, which seems to me like the answer for the transition period. I can't imagine an advertiser building much of a program for the benefit of a limited number of set owners . . . which brings us to the important question: Will people listen to FM? Will it pay off?

To the first question I say, Yes—if the programs are good . . . and *IF* a large percentage of FM receivers are sold right after the war." Supposedly there are over 600,000 FM receivers now in use. With set manufacturers using FM as a selling point, it's fairly safe to assume that FM will eventually supplant all local and some regional AM stations before so very many years.

"Since FM is something new to talk about we can expect the manufacturers to lay great emphasis on this new method of reception. This in turn will stimulate a demand on the part of the listening public for FM broadcasting. Just how great this demand will be and how soon it will materialize in each individual community is problematical."

If you have an audience—you have circulation. That means you have something to sell. Will it pay off for you . . . or for some radio-minded gent in your community? Figure it out for yourself.

Here's what an FM transmitter costs:

Item	1,000 W.
Filing	\$ 2,500
Transmitter	10,000
Antenna	6,000
Studio control	4,000
Installation	2,500
Measuring equipment	2,000
Proof of performance	2,500
Miscellaneous	1,000
Total	\$30,000

And here are operating cost figures released by Broadcasting:

"This breakdown showed a total cost

All You Do Is LOOK



. . . in the **FRANKLIN PRINTING CATALOG AND THERE IS THE VALUE YOU SEEK**

Yes, it's that fast and easy! Instead of going through the usual routine of assembling and figuring costs, you turn to the right page in the CATALOG and put your finger on a figure that represents the total valuation. The CATALOG pages are completely indexed so there is no fumbling or loss of time.

PORTE PUBLISHING COMPANY
SALT LAKE CITY 5, UTAH

of \$52,585 excluding taxes, copyright fees, transmitter location, rent and programming. Costs were allocated as follows:

Rent (excluding any space needed for transmitted location where transmitter cannot be operated from studio location), \$6,000; station manager (emergency announcer), \$5,000; announcer, \$3,000; stenographer (supplementary announcer), \$1,800; operators (3), \$8,500; telephone, office supplies, \$1,000; promotion, \$2,400; power and light, \$1,200; tube replacements, \$450; apparatus maintenance, \$750; miscellaneous, \$1,600; social security and compensation taxes, \$1,000; insurance, \$350; depreciation, \$6,000; program production (2), \$6,000; transcription service, \$2,500; news service, \$3,335; FMBI due, \$300; miscellaneous program material, \$1,400; total, \$52,585."

Personally, I can't see the FM is going to change the picture for newspapers as a whole very much. In some small cities on the fringe of good reception from big towns, FM may offer a real opening for someone . . . or stiff competition for the newspaper that decides to laugh off radio as something that "isn't here to stay."

It seems to me that an FM station *might* pay off in some towns where a second newspaper would not . . . because there's something dramatic about opening a new radio station that might capture a small town audience fast. However, the market has to be considered first. Does it have a *population* to make it worth the advertiser's dollar to go in there in periods of slump as well as in good times? Or is it a locality that will be one of the first for the advertiser to skip when he has to retrench? I surmise that quite a number of Washington communities would come under the latter classification. That's the only "bug" I can see in an otherwise bright future for FM in Washington State.

FCC chairman James Lawrence Fly says:

"*FM is of age and it has come to stay. Without a doubt it will have a place of ever increasing importance in American broadcasting and no one of us can stop it.*"

There's no discrimination between newspaper and non-newspaper ownership, gentlemen, so go ahead—place your application for your FM station on file.

Mt. Sterling Gazette Merged With Sentinel

The sale of the Mt. Sterling Gazette to N. A. Perry, Mt. Sterling Sentinel, and merger of the two newspapers, was announced early this month by W. Hoffman Wood, publisher. Mr. Wood, associated with the Gazette since its establishment by his brother, John C. Wood, in 1884, said he planned to engage in the real estate business. The merger leaves two newspapers in the Montgomery County seat, the Sentinel and the Advocate.

Employees Must File Exemption Certificates

A reminder is again voiced that all employees must file a new "withholding exemption certificate" with their employers before December 1. The latest income tax law provides a new method of counting exemptions with some advantage over the past to large families.

Damaged Newsprint

WPB has eliminated from newsprint consumption quota newsprint destroyed or damaged in transit if such damage is such as to make it unfit for newspaper production. The loss of damaged paper is not charged against current consumption. Production waste, however, is included in the consumption quota.



The Right To Build Our Own Futures

Our American Way assures all of us the right to build our own futures—to carve out our own destinies—freely—and just as securely and successfully as individual capabilities, training and ambitions permit.

So what?—you say. Don't take that right too lightly, friends, for it wasn't always thus. In days gone by, men and women enjoyed no such rights—they were the virtual slaves of their rulers—they "enjoyed" the false security of dictatorship.

Because folks wanted to run their own lives, bloody wars were fought in centuries gone by to establish the principles of individual freedom which we justifiably consider our "rights" today.

America's War for Independence was one such conflict to assure the newly-situated colonists over here the personal liberty for which they came in the first place.

Yet, even today, there are those who would have us sacrifice this hard-won right for the tyranny-breeding artifice of "security"—having "the government" make our futures for us.

The minute we, the people, cease being the government—cease preserving government as the framework of our personal freedom—and look to "government" for our futures—we are risking the trap of tyranny, dictatorship—and personal slavery.

KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street, Lexington 3, Ky.

We Strive To Be A Useful Citizen In Every Community We Serve

