

said that most of the clear channel stations employ competent farm directors but have the problem of fitting in their programs to meet local conditions.

"Farming being a local matter," he said, "the service in radio which is going to develop is the 'day-to-day adjustment in farming.'"

Following Dr. Wilson's presentation, the Commission heard testimony by John C. Baker, chief of the Radio Service, Dept. of Agriculture, on the programming experiences of the Department, dating back some 25 years.

Declaring that radio is regarded by the Department as one of its most useful means of reaching the farmer, Mr. Baker said "there is no group to which radio means more than it does to rural people." He said the isolation of rural people makes radio more important to them than to urban people and that this was shown by the rural attitudes survey conducted by the Department for the FCC.

Mr. Baker cited two noticeable trends in farm programs during the wartime period: (1) "the commercialization of so-called farm programs", and (2) the sharp increase in the number of stations employing farm service directors. He said that the increase in farm income during the war years has contributed to the commercialization of farm programs with the result that "the farmer has been courted by means of radio as never before."

However, he explained, the factor that has contributed most to the increase in number of farm programs was the relaxation by the Department in 1940 of its rule prohibiting participation in commercial programs. He summed up the Department's policy as follows:

"The Department continues to look to the licensed broadcaster for access to radio facilities; however, its material and its personnel may be used in commercially sponsored programs, provided the Department approves of the sponsor; provided the program includes no statement which asserts or implies that the Department endorses the

## CIO PETITION ASKS HEARING ON WKRC

FCC hearing on alleged refusal of WKRC Cincinnati to permit a broadcast by the Catholic church on its labor position was asked in a petition filed by the International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO).

The union claims a violation of the censorship provisions of Section 1.192 of the Communications Act. WKRC is charged with having agreed to broadcast a series of programs by the Catholic Church on public issues. Three broadcasts were carried, it is stated, but the station said it could not be the vehicle for the views of the church on rights of labor.

## Example

CROSS - EXAMINING Dr. Angus Campbell, assistant chief of the Agriculture Dept.'s Division of Program Surveys, at the FCC clear channel hearings last week, Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, asked of a question in the survey of rural listeners: "Don't you think that is a leading question?" Dr. Campbell wanted to know the definition of a leading question. "The one Mr. Caldwell just asked you," quipped FCC Chairman Paul A. Porter.

sponsor or his product; and provided there is no attempt to influence what the Department says." Questioned by Chairman Porter, he said he knew of no instance in which the Department refused to participate in a program because the sponsor was unsatisfactory.

He named the *National Farm and Home Hour* on NBC, *Consumer Time* on NBC, and *The American Farmer* on ABC as the nationwide programs in which the Department participates. He said the *National Farm and Home Hour* is being carried on about 100 stations, half of them on a sustaining basis.

When members of the Commission began to ask questions about the program, Chairman Porter interposed that "most of us are familiar with the demise and partial resurrection of the Farm and Home hour."

## Mr. Baker on Stand Tuesday Afternoon

Questioned about *Consumer Time*, Mr. Baker said he has been unable to ascertain how many stations carry the program. Pressed by Commissioner Durr as to whether there had been any refusal by NBC to provide that information, he said his requests to obtain the data had been met with "indefinite delay."

Mr. Baker said the Department's relations with the networks have on the whole been good. He suggested that the program, a sustainer, is fed to the network but that it may be difficult to determine how many stations take it.

Mr. Caldwell offered to obtain the information for the record and Chairman Porter asked that he supply it.

As far as the clear channel stations are concerned, he testified, the amount of time devoted to farm programs has increased but the desirability of that time is "debatable."

Completing his testimony in the Tuesday afternoon session, Mr. Baker was asked by Mr. Caldwell whether it is true that a majority of stations which have added farm directors did so to "help pay the way." He responded that he thought the number of commercial

# FCC Grants 13 More FM Applications, Bringing Total Since War End to 279

THIRTEEN more FM applications were granted conditionally last week by the FCC, bringing to 279 the number of FM conditional grants since the war ended. At the same time the Commission designated for consolidated hearing 19 applications for the 17 available FM channels in Chicago.

Last week's grants included eight metropolitan and five community stations. Two of the metropolitan outlets may be designated as rural stations, the Commission indicated.

Following are the applicants for Chicago FM frequencies: Agricultural Broadcasting Co. (WLS); Amalgamated Broadcasting Sys-

tem; American Broadcasting Co. (WENR); Balaban & Katz Corp.; Chicago Federation of Labor (WCFL); Drovers Journal Publishing Co. (WAAF); Dual Engineering Co. (WAAF); International Union, United Automobile, Aircraft & Agricultural Implement Workers of America (UAW-CIO); Johnson-Kennedy Radio Corp. (WIND); Knight Radio Corp.; Lincoln-Belmont Publishing Co. and Myers Publishing Co.; NBC (WMAQ); Oak Park Realty & Amusement Co.; Raytheon Mfg. Co.; Telair Co.; Radio Station WAIT; Radio Station WGES; WJJD Inc.; Radio Station WSBC.

Following is a list of the grants:

City	Grantee	Type of FM Station
New London	Thames Broadcasting Corp. (WNLC)	Metropolitan
Aurora	The Copley Press Inc. (WCBS) (Aurora Beacon-News Division)	Metropolitan
Pittsfield	Eagle Publishing Co.	Community
Asbury Park	Asbury Park Press Inc.	Community
Bridgeton	Eastern States Broadcasting Corp. (WSNJ)	Metropolitan
New Brunswick	Home News Publishing Co.	Community
Paterson	The Passaic Daily News	Community
White Plains	Westchester Broadcasting Corp. (WFAS)	Community
Utica	WIBX Inc. (WIBX)	Metropolitan
Memphis	Hoyt B. Wooten (WREC)	Metropolitan, possibly rural
Lynchburg	Lynchburg Broadcasting Corp. (WLVA)	Metropolitan
Lynchburg	Old Dominion Broadcasting Corp.	Metropolitan
Winchester	Richard Field Lewis Jr. (WINC)	Metropolitan, possibly rural

farm programs would speak for itself. In reply to a question by Mr. Spearman he said clear channel stations probably are "bending more efforts" toward rural service than some other classes of stations. He estimated that there are about 100 station farm directors and in response to questioning by Mr. Hyde he estimated the number in early 1945 was about 10 less than now. Chairman Porter explained that Mr. Hyde was trying to determine the number of farm directors added since the clear channel hearing order, issued last February.

C. Maurice Wieting, special

assistant, National Council of Farmer Cooperatives, which is composed of approximately 1,700,000 farmer members, recommended that clear channel and other stations "which are found not to be serving the public interest" be denied renewal of license, and that FCC make it possible for "farmers in every part of the U.S. to receive a minimum of two primary signals day and night." He suggested that FCC consider relocation of "certain" clear channel stations; changes in antenna design to allow more stations to operate on the same wave length, and in-

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## Zenith Operating Profits For 6 Months \$369,162

ESTIMATED operating profits of Zenith Radio Corp., for the six months period ending Oct. 31, amounted to \$369,162 after depreciation, excise taxes and reserves, but not including federal income and excess profits taxes, were made known last week by E. F. McDonald, president.

Federal income and excess profits taxes are estimated at \$279,113 net.

In releasing Zenith's figures Mr. McDonald pointed out the company has not been able to obtain parts and materials to enable it to operate at full production. Future shipments are expected to increase as materials are made available.

## Best Promotion Plan Will Be Given Prize

COMPETITION among station promotion and publicity managers for best campaigns boosting the new transcription series "The World's Most Honored Flights" sponsored by Longines-Wittnauer Watch Co., was announced last week.

Awards will consist of scrolls for stations and watches for winning promotion managers. Board of judges will be Frank Burke, editor, *Radio Daily*; Reg Clough, editor, *Tide*; Lou Frankel, radio editor, *Billboard*; George Rosen, radio editor, *Variety*; Bruce Robertson, New York editor, BROADCASTING.

Contest closes May 15.