

FARM VIDEO

WHEN television sets reach American farmers, the U. S. Dept. of Agriculture will be ready.

Last week the Radio Service of the department's Office of Information started a TV research project designed to give the radio staff full information on the growth, techniques and possibilities of the visual medium.

Radio service interest in the new medium has been whetted by three network programming ventures. Last Thanksgiving a special program was broadcast over NBC's eastern TV hookup. A similar telecast was staged at Christmas time. Last month a gardening program was carried over the network.

These telecasts convinced Kenneth M. Gapen, assistant director of information in charge of radio and video, that the department should prepare for the arrival of TV on the farm. Funds have been provided for the rest of the 1948 fiscal year.

Two specialists in radio and research will handle the basic research. First to be employed by the department is Tom Noone, of the

National County Agent News Syndicate. Mr. Noone previously had been at KFH Wichita, KFI Los Angeles, WRC Washington and the Armed Forces Radio Service.

Cooperating with the department's research work will be the major networks as well as individual stations. The department wants to learn the most effective ways of presenting farm and home-making subject matter by television. It is specially anxious to learn how to telecast effectively within the cost limits of Federal, State and local agencies.

After program techniques have been studied, the department will study audience reactions in the field. This will include the effect television programs have on the life of rural residents.

Though the department is aware that few TV sets have reached the farm, it is anxious to study the effect of telecasts on urban residents and to analyze consumer problems. Urban and rural consumer problems have many points in common, it is pointed out.

If networking facilities are avail-

Federal Study Underway

able as far as Chicago in the autumn, the department plans to take part in telecasts from the International Livestock Exposition and the 4-H Congress.

Radio farm directors from all parts of the country will participate in a TV forum during their April 27-29 meeting at the department in Washington. Mr. Gapen will lead a panel discussion of the subject. Many of the directors will take part in similar panels at the Ohio State Institute for Education by Radio at Columbus, April 30-May 3.

Mutual TV Plans To Be Told May 19

A REPORT on Mutual's television plans by Edgar Kobak, president of the network, will feature the MBS affiliates meeting in the new studios of Mutual-Don Lee in Hollywood May 19.

Other Mutual executives and directors who will address the meeting are Lewis Allen Weiss, chairman of the MBS board; J. R. Poppele, vice president of WOR New York and MBS board member; E. P. H. James, Mutual vice president and television coordinator; Willet Brown, program director of Don Lee, and Frank Schreiber, manager of WGN-TV Chicago.

SEEK VIDEO

12 More File Applications With Commission

DOZEN APPLICATIONS for new commercial television stations were filed with FCC last week, including a request by Warner Bros. Pictures Inc., movie producer and owner of KFWE Los Angeles, for a near-million dollar video outlet at Chicago.

WKY Radiophone Co., licensee of WKY Oklahoma City and owned by Oklahoma Pub. Co., seeks video Channel 4 (66-72 mc) in that city, while California Inland Broadcasting Co., merger of J. E. Rodman and Tulare - Kings Counties Radio Assoc. broadcast interests [BROADCASTING, March 15] has filed for Channel 5 (76-82 mc) at Fresno, Calif.

VIDEO PARADE

On air: 21
Licensed: 7.
CP's: 86.
Pending: 191

Southern Broadcasters Inc., Richmond, Va., permittee of WRMV (FM), requests a combined television-FM operation on Channel 8 (180-186 mc) as Richmond affiliate of the Allen B. DuMont Labs. television network.

Warner Bros., which seeks aural power of 15.5 kw and visual power of 31.5 kw at Chicago on Channel 13 (210-216 mc), estimates construction would cost \$788,000 aside from studio facilities. First year operating cost would approximate \$800,000 with revenue running about \$350,000, it was indicated.

Transmitter would be located atop the Morrison Hotel. The Warner Bros. application is the fifth for the three remaining TV facilities in Chicago.

Principals Involved

The new TV applications, with ownership and other details, include:

Albany, N. Y.—Van Curler Broadcasting Co., Channel 9 (186-192 mc), 8 kw visual 5 kw aural. Initial cost \$263,000, first year expenses \$125,000, revenue \$75,000. Four stockholders, each owning 25%: S. H. Fabian, founder, president and substantial owner Fabian Theatre Corp., chain operator, president; Samuel Rosen, secretary-treasurer Fabian Theatre Corp., treasurer; his wife Eleanor Fabian Rosen, sister of S. H. Fabian, vice president; and Edward L. Fabian, son of S. H. Fabian, employed by theatre firm, secretary. Applicant was unsuccessful contestant in competition for 1460 kc at Albany (deleted WOKO facility which was

granted to Governor Dongan Broadcasting Corp., now operating station under same call).

Chicago—Warner Bros. Pictures Inc., Channel 13 (210-216 mc), 31.5 kw visual, 15.5 kw aural. Initial cost (less studios) \$788,000, first year expenses \$800,000, revenue \$300,000. Applicant is owner KFWE Los Angeles.

Columbus, Ga.—J. W. Woodruff, J. W. Woodruff Jr. and E. B. Cartledge Jr. doing business as Columbus Broadcasting Co., Channel 3 (60-66 mc), 1.734 kw visual, 0.867 kw aural. Initial cost \$140,080, first year cost \$35,000, revenue unknown. Applicant is licensee WRLL Columbus.

Others Seeking TV

Corpus Christi, Tex.—R. L. Wheelock, W. L. Fickens and H. H. Coffield doing business as Corpus Christi Television Co., Channel 6 (82-88 mc), 19.2 kw visual, 9.6 kw aural. Initial cost \$187,500, first year cost \$96,000, revenue unknown. Co-partners are independent oil producers, already have filed similar video requests for Phoenix, San Antonio and New Orleans.

Fresno, Calif.—California Inland Broadcasting Co., Channel 5 (76-82 mc), 17.1 kw visual, 9 kw aural. Initial cost \$298,825, first year cost \$100,000 revenue \$50,000. Applicant is newly approved merger of J. E. Rodman (40%) and Tulare Kings Counties Radio Assoc. interests, to operate KTKC Visalia, Calif., at Fresno on 940 kc with 50 kw eventually under KFRE call.

Lawrence, Mass.—Hildreth & Rogers Co., Channel 6 (82-88 mc), 15.2 kw visual, 7.84 kw aural. Initial cost \$255,000, first year cost \$120,000, revenue unknown. Programming to be 70% commercial. Applicant is licensee of WLAW Lawrence.

Madison, Wis.—Radio Wisconsin Inc., Channel 9 (186-192 mc), 26.78 kw visual, 13.39 kw aural. Initial cost \$230,733.39, first year cost \$60,000, revenue \$20,000. Applicant is permittee of WISC Madison, and is 49.4% owned by Central Broadcasting Co., licensee WEAU Eau Claire, Wis.

Oklahoma City—WKY Radiophone Co., Channel 4 (66-72 mc), 12.4 kw visual, 6.2 kw aural. Initial cost \$192,400, first year cost \$180,000, revenue \$90,000. Applicant is licensee WKY Oklahoma City.

Richmond, Va.—Southern Broadcasters Inc., Channel 8 (180-186 mc), 18.5 kw visual, 19.3 kw aural. Initial cost of \$89,000 cited for 500 w DuMont "Acorn Package" with additional \$40,000 estimated for 3.5 kw amplifier installation. Monthly operating cost \$3,000, revenue unknown. Applicant, permittee WRMV(FM) Richmond, is

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ABC TV NETWORK Morgan Is Featured On First Program

ABC was to inaugurate regularly-scheduled television network programming yesterday (April 18) and expects to televise a total of 15 hours of network shows weekly by May 30.

The first program on the network's schedule was *On the Corner*, featuring Henry Morgan and sponsored by Admiral Radio Corp., through Robert J. Enders Agency, Washington. It was the first performance on a 13-week series.

Sunday's program (6:30-7 p.m.) was to originate at WFIL-TV Philadelphia, an ABC affiliate, with WMAR-TV Baltimore, WMAL-TV Washington and WABD New York, the DuMont station, as additional outlets. Construction of ABC's New York video station is about to begin.

The Morgan show made its bow

★ April 11 at WFIL-TV. Morgan is assisted by The Polka Dots, Dick Buckley and the DiCastro Sisters. Production is by Charles Holden, of ABC and John Barnes, of the agency.

Ross D. Siragusa, Admiral president, has asked the Enders agency to look for other television shows which will help make Admiral a leader in the new visual medium.

Other regularly-scheduled programs announced by ABC include

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