

GRID SPONSORS

NINE more contracts for regional or local football sponsorship have been announced in the past week. Included was the disclosure that the nine game schedule of the professional Baltimore Colts will be televised on WMAR-TV Baltimore and WTTG Washington, DuMont outlet, under the aegis of the National Brewing Co. of Baltimore. Seven telecasts will originate in Baltimore, the other two in New York. Owen & Chappell is the agency.

Standard Oil Co. (of Indiana) will sponsor broadcasts of all regular-season games of the Chicago Bears, in addition to those of six universities, the firm announced.

The professional games will be carried by a radio network of 12 stations. They are WIND Chicago, WDW Tuscola, WMMJ Peoria, WQUA Moline, WCIL Carbondale, WFTW Ft. Wayne, WSUA Bloomington, WXLW Indianapolis, WIKY Evansville, KIOA Des Moines, KWLL Waterloo and KFAB Omaha.

Other broadcasts include the Universities of Colorado, Iowa, Michigan, Minnesota, Nebraska and Wichita. Schedule is as follows: Colorado on KOA Denver, Iowa on WHO Des Moines, Michigan on WJR Detroit, Minnesota on WCCO Minneapolis, Nebraska on KFAB Omaha and KOLT Scottsbluff, and Wichita on KANS Wichita.

In addition, a series of "Game-of-the-Week" broadcasts will be sponsored by Standard Oil on KMOX St. Louis.

Kaiser-Frazer dealers of Chicago have taken the sponsorship of all Northwestern U. football games on WIND Chicago, Saturdays, beginning early in October. Erie Clothing Co. and Peter Pan restaurants will sponsor pre and post broadcast segments of games.

Sponsoring . . .

National Brewing Co.
Standard Oil of Ind.
Kaiser-Frazer Dealers (Chi.)
Chicago Rockets
American Tobacco
Chicago Motor Co.
Goebel Brewing Co.
Michigan National Bank
Acme Breweries

Chicago Rockets, of professional all-American Football Conference, will sponsor its own games on WIND beginning with Chicago-Los Angeles game Aug. 27.

Eight college games at U. of Illinois and Northwestern stadiums will be telecast this fall by WGN-TV, Chicago, with mobile equipment picking up signals from microwave relays from Champaign to Danville and coaxial cable from Danville to Chicago and microwave relays from Northwestern's Stadium in Evanston. Sponsor is American Tobacco Co., for Lucky Strike cigarettes.

Eleven top college games will be aired this fall over WGN and WGNB, under sponsorship of the Chicago Motor Club. Six of the games will be remotes, with the remainder originating at Northwestern U.'s stadium.

The schedule follows: Sept. 25, Purdue-Notre Dame; Oct. 2, Purdue-Northwestern; Oct. 9, Minnesota-Northwestern; Oct. 16, Ohio State-Indiana; Oct. 23, Syracuse-Northwestern; Oct. 30, Ohio-Northwestern; Nov. 6, Notre Dame-Indiana; Nov. 13, North-

Nine More Contract

western-Notre Dame; Nov. 20, Illinois-Northwestern; Nov. 27, Washington-Notre Dame; Dec. 4, Notre Dame-Southern California.

Goebel Brewing Co., Detroit and Muskegon, Mich., will sponsor broadcasts and telecasts of Detroit Lions' games this season. Both home and away games will be sponsored by Goebel over WJR Detroit, WGRD Grand Rapids, WGFG Kalamazoo, WKBZ Muskegon and WSOO Sault Ste. Marie. Telecasts will be over WXYZ-TV Detroit [BROADCASTING, Aug. 23].

Exclusive contract was announced Aug. 23 between WJIM Lansing, Mich., Michigan State College and the Michigan National Bank for the Michigan State games this fall. According to WJIM President and General Manager Harold F. Gross, six stations—WFDF Flint, WOOD Grand Rapids, WSAM Saginaw, WELL Battle Creek, WTHH Port Huron and WJIM—will band into a "Michigan National Network". Contract covered exclusive rights to the Spartans' home games for WJIM in Michigan with only exception being WKAR East Lansing and a Detroit outlet.

Acme Breweries of San Francisco has contracted with KSFO that city for local Sunday professional games of the San Francisco 49ers. KSFO also plans heavy schedule of college games.

Maryland's Press Group Opposes 'Gag' Extension

PROPOSAL of the Maryland Court of Appeals standing committee on rules to extend the "Baltimore Gag" to statewide operation was opposed last week by the Maryland Press Assn., meeting at Salisbury.

Resolution opposing extension of the rule restricting broadcasters and stations in their coverage of crime news was handed to Judge Levin Claude Bailey, of Salisbury, chairman of the court's committee. A subcommittee has recommended that Rule 904 of the Baltimore Supreme bench be incorporated in appellate court rules for all state courts. Five broadcast stations have been cited by the Baltimore bench for coverage of a murder case.

Allocations Hearing

ORAL ARGUMENT will begin Oct. 6 in proceedings involving frequency allocations between 25 and 30, 44 and 50, 72 and 76 and 450-460 mc and affecting general and public mobile, land transportation, industrial and public safety radio services, FCC announced in an order adopted last Thursday. Arguments will begin in Washington, D. C., at 10 a.m. at a place which the Commission will specify later.

SOLO SPONSOR

One Firm Buys All First Week
On WQQW-FM



UNIQUE negotiations are closed by Mr. Goodman (r) and Mr. Walders.

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WHEN WQQW-FM Washington, D. C., is launched Sept. 12 on Channel 269, 101.7 mc, it will lay claim to the distinction of being the first station in history with all its commercial time during the first week's operations sold to a single sponsor.

Negotiations were closed recently by Herman E. Goodman, representing the sponsor, Emerson Radio Corp., and Perry Walders, WQQW commercial manager. According to M. Robert Rogers, station manager of WQQW, AM operation of the licensee, Metropolitan Broadcasting Corp., this is the first contract of this type ever negotiated before in radio history.

Another first is claimed by WQQW-FM as the result of the equipment it is using. The new transmitting equipment consists of a Collins 5-kw FM transmitter, reportedly the first of its kind ever built and a Collins 5-ring antenna, providing an effective radiated power of 20 kw at 103.5 mc. The FM antenna has been installed atop WQQW's existing AM tower at Falls Church, Va.

WQQW and its FM sister operation will function as one station providing two types of service. During most of the year both AM and FM signals will be heard until 6 p.m. and sold as a package. From 6 p.m. until midnight WQQW-FM will take over and its time between those hours will be available on a per evening basis only. Class A time after the dedication week will be sold to a single sponsor each evening, a scheme in which local and national advertisers are said to be manifesting enormous interest due to the maximum flexibility of program service it is said to provide.

REGISTRATION for fall classes has been opened at New Institute for Film and Television, 29 Flatbush Ave., Brooklyn. New Institute is equipped with complete shooting stage for courses in camera techniques, lighting, cutting, editing, script writing, etc.



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TELEVISION FUND, INC. Common Shares

Copies of the Prospectus may be obtained from the undersigned or from dealers only in States in which the undersigned or dealers are qualified to act as dealers in securities and in which the Prospectus may be legally distributed.

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