

## KFI-TV NOW KHJ-TV

### Personnel Changes Made

WITHOUT fanfare Don Lee Broadcasting System took over operation of KFI-TV Los Angeles from Earle C. Anthony last Thursday and station call letters became KHJ-TV identifying it with the networks AM operations. Six key KFI-TV department heads went along with new ownership.

George Whitney, formerly general manager of KFI-AM-TV, re-joined Don Lee as vice president in charge of TV sales [BROADCASTING • TELECASTING, Aug. 27]. Others making the shift include Ken Higgins, program director; Paul Knight, director of remotes; Brian Cole, supervisor of TV engineering; Serge Krisman, art director; Jim Love, film editor and Ted Meyers, news and special events.

Ward Ingram, Don Lee executive vice president, will be active in both radio and TV. Tony LaFrano, Don Lee director of AM operations, adds television to his responsibilities. Herb Smith, in the network's accounting department,

was made television production business manager and Jim Parsons, in charge of the network's public relations department, shifts to TV in a similar capacity. Rodney (Bud) Coulson, formerly KFI publicity director, takes over Mr. Parsons' former post. William Barron continues as Don Lee publicity news editor.

"Programwise, we will pursue the same aggressive policy that has made Don Lee Broadcasting System the nation's largest regional radio network," Willet H. Brown, president, who heads both AM and TV operations, said in announcing names of those being retained for KHJ-TV.

With the ownership change, Haan Tyler, manager of KFI-TV, shifted to KFI as general sales manager. He succeeds Kevin Sweeney, who resigned effective Sept. 15. Mr. Sweeney's future plans are not determined, he told BROADCASTING • TELECASTING.

## CLOSED CIRCUIT

### Used for Sales Pitch

PATTERN for what may be the typical sales convention of the future was set in Chicago on Wednesday, Sept. 5. Executives of the General Electric Co.'s Appliance Div. and 150 of their distributors and leading salesmen met in NBC's television studios "AA" in the Merchandise Mart for a closed circuit introduction preview of the network's *Bill Goodwin Show*.

The appliance division of GE will sponsor the new program twice a week over the NBC Television Network, Tuesday and Thursday, 3:30-4 p.m., EDT, beginning Sept. 11 through Young & Rubicam.

The closed circuit introduction was a part of the sponsor's Sales Counselors Convention which is being held in Chicago this week. All interconnected stations of the NBC Television Network were fed the unique telecast.

## TEXAS TV

### Four New Requests Filed

ALL FOUR of the new TV applications filed with FCC last week were for Texas.

Three of them were filed by the same company, UHF Television Co., owned by Texas oilmen H. L. Wheelock, W. L. Pickens and H. H. Coffield. They requested UHF stations in San Antonio, Houston and Dallas.

The trio recently sold their interests in KEYL (TV) San Antonio to Fort Industry Co. for more than \$1 million [BROADCASTING • TELECASTING, Aug. 6].

In addition to their new applications for Channel 35 in San Antonio Channel 23 in Houston and Dallas, the three oilmen have pre-freeze applications for New Orleans and Corpus Christi.

The fourth TV application was filed by KGNC Amarillo, requesting Channel 4 there. The same group owns KFYO Lubbock, Tex.

## Set Sales Up

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ume-small profit market is acknowledged.

The Dun & Bradstreet study was done at the behest of a number of the larger radio-TV and parts manufacturers. In addition to estimating the total number of TV sets in dealer inventory, it also reported:

- Between 350,000 and 450,000 table model TV sets were among the 900,000-1,150,000 TV sets in retail inventory.

- Between 1,400,000 and 1,700,000 radio sets were in dealer inventory at the beginning of August.

- Between 375,000 and 450,000 battery portable radio sets were in dealer inventory at the beginning of August.

- Retail radio-TV inventories declined by about 15% during July.

This was the first of a continuing monthly survey of radio and TV set sales and inventories at the retail level to be conducted by Dun & Bradstreet. The next report, due about the middle of September, will cover August sales and inventories.

### Underwrite Study

Manufacturers underwriting the study are: Bendix, Corning Glass, Crosley, GE, Hallicrafters, Indiana Steel Products, Motorola, Philco, RCA Victor, Sentinel, Sprague Electric, Stromberg-Carlson, Sylvania, Westinghouse and Zenith.

TV set production for the first 30 weeks of 1951 totaled 3,483,674 sets, RTMA has reported. This compares with 3,463,800 produced during the same period in 1950.

However, only 116,000 TV sets were produced in July, the lowest number since the 79,500 built in the same month of 1949.

Survey\* Shows 212,940 RADIO HOMES  
31,072 TV HOMES AND BUSINESSES

★ NOT "178,498 RADIO HOMES"  
NOT "OVER 83,000 TV HOMES"  
as claimed by Tulsa's TV Station

In an independent survey by Leslie Brooks & Associates, Research Consultants of Tulsa, Oklahoma, it was found that the Tulsa TV area, defined as the .1 MV area of Tulsa's single Television Station, has 212,940 radio homes and 31,072 Television Homes and Businesses as of July, 1951. This is in contrast to the Tulsa Television Station's claims in literature and in advertising of: "178,498 radio homes" and "over 83,000 television sets" in the area. The survey was conducted in Tulsa and in 40 towns in the Tulsa TV area. A 3,416 interview sample was made, statistically valid within two percent.

### \$1,000 REWARD!

Associated Tulsa Broadcasters have posted \$1,000. with the First National Bank and Trust Company of Tulsa to be given to the first person proving the Brooks survey is not within 5 per cent of accuracy, as of date made.

IN TULSA TV AREA ...  
AS OF JULY, 1951

### PERCENT OF MARKET SATURATION

	TELEVISION SET (HOMES AND BUSINESSES)	RADIO SET (HOMES ONLY)
IN CITY OF TULSA	21.0%	98.8%
IN TULSA TV AREA (EXCLUSIVE OF TULSA)	11.3%	98.3%

### FAMILIES WITH BOTH TELEVISION AND RADIO SETS — AVERAGE PER DAY:

4.28 HOURS LISTENING TO RADIO  
4.45 HOURS VIEWING TELEVISION

### FAMILIES WITH RADIO SETS ONLY — AVERAGE PER DAY:

5.3 HOURS LISTENING TO RADIO

Associated Tulsa Broadcasters  
KAKC • KFMJ • KOME • KRMG • KTUL • KVOO  
A copy of the survey may be obtained by writing any Tulsa radio station or from their National Representatives.