



BROADCAST CENTER, the new \$600,000 home of WDEF-AM-TV Chattanooga, Tenn., went into operation this month. On the building's two floors are three radio and two tv studios, five control rooms, announcing booths, 36 offices, darkroom, newsrooms, etc. Located at 3300 South Broad St., the building has a total floor area of 32,442 square feet.

according to Ward L. Quaal, vice president and general manager of *Chicago Tribune* radio-tv properties. The land covers 12.3 acres and currently is owned by Bodine Electric Co. and Atlantic Brass Works Inc. If negotiations succeed it's believed physical broadcast properties may be relocated there by the end of 1959. WGN-TV's tower would remain atop the Prudential Bldg. and transmitters on the city's outskirts. The move would be a precedential departure from Chicago's Michigan Ave.

Penn School of Communications To Be M.L. Annenberg Memorial

Annenberg School of Communications is being set up at U. of Pennsylvania by Walter H. Annenberg as a memorial to his father, the late M.L. Annenberg. All communications fields will be covered by the school, according to Dr. Gaylord P. Harnwell, university president.

Walter Annenberg is president of Triangle Publications, operating radio-tv stations. Tv

Guide, Philadelphia Inquirer and other publications.

The school will teach the art, science and techniques of mass communications, emphasizing radio, tv and publishing. Courses will include liberal arts, social sciences, foreign affairs and other subjects as they relate to the mass media. Undergraduate as well as graduate professional education is proposed. A building will be erected on the university's campus to house the school.

Operating funds will be derived from contributions and fees and will be underwritten over a 10-year period by Annenberg Fund Inc. A grant from Annenberg Foundation will finance the building. An expenditure of \$3 million is involved in the project, which will be open to students in September 1959.

Goldman Named Executive V.P. For Noe Enterprises Stations

Promotion of seven executives at the radio and tv stations owned by Noe Enterprises Inc. was announced last week by James A. Noe, board chairman.

Paul H. Goldman was named executive vice president and general manager of Noe Enterprises, covering KNOE-AM-TV Monroe, La., and WNOE New Orleans, and Ray Boyd, was promoted to vice president and director of engineering for all Noe stations.

New assignments at KNOE-TV are Harry Arthur, vice president and program director; Jack Ansell Jr., vice president in charge of sales and promotion; Ansel Smith, vice president and operations manager, and Mac Ward, vice president and news director. At KNOE, Edd Routt has been named vice president and general manager.

Three Stations Signed in L. A. For Stereo Show in Highest Fi

Radio firsts are hard to come by these days, when broadcasting is nearing its 40th anniversary in the country. but Los Angeles thinks it has one set for New Year's Eve: a six-hour stereophonic program that will combine an am-fm hookup, an fm-fm broadcast and an fm-fm multiple tie-in.

Sponsor of the unique program is Western Sounds, a new organization specializing in custom built high-fi installations. Commercials will highlight products handled by Western Sounds, including Ektacom and Rittenhouse intercom systems, Superscope Stereorecorder, Fisher tuners and amplifiers, University speakers and Omega stereo tapes and discs.

In the am-fm combination, KLAC Los Angeles will make the right pickup and broadcast, KCBH (FM) the left one. In the fm-fm set-up, KCBH will provide the left pickup, KMLA (FM) Los Angeles the right one. Finally, KMLA will make the right pickup and multiplex the left one.

The program will begin at 9 p.m. Dec. 31, with an hour's broadcast of the six stereophonic albums chosen as the best of 1958. From 10 p.m. to 3 a.m. party music suitable for dancing will be broadcast, stereorecorded by 24 orchestras, 16 vocalists and six jazz groups. Western Sounds placed the business direct. The idea was conceived by Edward Altschuler, consultant for Magnetic Recording Industry Assn.

The Sound of Quality

DAY and

In a quality market of 14 counties where 598,800 people spent \$1,016,738,000 — a per capita average of \$1,885.00. (\$204 above the national average.)
Salesmanagement's "Survey of Buying Power — 1957"

A quality rural market of 28,520 farm homes with a gross income of \$377,957,000 — a per farm average gross income of \$14,307.00.
Census - U.S. Department of Agriculture

NIGHT

WOC RADIO **NBC**

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Woodlinger, Sales Mgr.

For over 35 years the Quint-Cities' senior station

(Davenport and Bettendorf, Iowa — Rock Island, Moline and East Moline, Illinois)

WOC RADIO **NBC**

Tri-City Broadcasting Co., Davenport, Iowa

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives