

Fedderson Spikes Rumors KLAC KYA Will Be Sold

PUTTING the quietus to repeated rumors of the sale of KLAC Hollywood and KYA San Francisco, Don Fedderson, executive vice president and general manager of the two stations, said Jan. 28 they "are not for sale and all offers that have been made to Mrs. Thackrey have been turned down."

Both stations, are owned by Dorothy S. Thackrey, publisher of the *New York Post*, as well as owner of WLIB New York.

Coincidentally with denial of the KLAC-KYA sales rumors, Mr. Fedderson said: "This includes television." He explained that the FCC television permit has been transferred from Mrs. Thackrey to the KMTR Radio Corp., owner of KLAC license. "To dispel any other rumors, all plans for construction and expansion will be carried out as originally scheduled," he concluded.

AD SERIES PLANNED BY WESTINGHOUSE UNIT

WESTINGHOUSE is launching the "biggest, most comprehensive and most consistent advertising and merchandising program" ever undertaken by the company, according to an announcement last week by J. H. Sickie, advertising and sales promotion manager of the Westinghouse Home Radio Division.

The 1948 program will include a million dollar newspaper campaign in 159 cities, plus radio, national magazines, farm and trade paper magazines and dealer promotion.

Radiowise, ABC commentator Ted Malone will continue to be sponsored on his noontime show. Cooperative advertising on television is also planned, but this will reportedly come under a separate budget.

Women's Wear Designers Sponsoring Video Series

MANUFACTURERS and designers of women's wearing apparel and accessories are cooperatively sponsoring *Holiday in Spring*, weekly video series which started on WABD New York Jan. 30.

Contract, signed through Birmingham, Castleman and Pierce, New York, calls for different sponsors to participate in different broadcasts, with each program honoring New York retail stores carrying the merchandise displayed on that broadcast.

Sponsors of first broadcast included: Patullo Modes, Maurice Rentner, Trifari, Krussman & Fischel, Philip Mangone Co., Nettie Rosenstein Inc., Charles Neudelman Inc., Schwartz & Bluestein, Edwin H. Foreman Inc., Carmel Bros., Pichel Inc., Adler & Adler, Harry Rosenfeld Inc., Original Modes and Trigere Inc. Series is produced by Television Fashions on Parade, new production firm.

ABC Pondering Special Stock Offer to Its Affiliated Outlets

ABC, which several months ago withdrew an application with the Securities Exchange Commission for authorization of a public stock issue, is contemplating a special offer of stock to its affiliated stations, it was authoritatively learned last week in New York.

The limited stock offer, for which SEC approval would have to be obtained, is under consideration as a means of acquiring capital needed for expansion, particularly in the field of television, it was understood.

Although the amount of the contemplated stock issue was not known, it was believed probable that it would be in the order of several million dollars.

The original ABC plan of April 1946 offering to sell stock to the public, involved 950,000 shares to be sold for \$13,200,000 net. The proceeds were to be used for \$4,000,000 to be retired in bank loans, purchase of the King-Trendle properties in Michigan for \$2,800,000 net, investing \$3,200,000 for FM and television, and the remainder for standard broadcast equipment and building needs.

(The King-Trendle purchase was accomplished, with ABC retaining WXYZ Detroit and disposing of

Toni Adds 12 Outlets

TONI CO., Chicago (permanent waves) has added 12 NBC stations on the West Coast and in Arizona for *This Is Nora Drake* five-a-week serial, Paul McCluer, manager of NBC Central Division network sales, announced. The additional stations, to join the network Feb. 9, bring to 156 the number of NBC outlets airing the program. Foote, Cone and Belding, Chicago, is the agency.

WOOD Grand Rapids.)

In June 1946 the network filed an application with the SEC seeking permission to issue the 950,000 shares at \$1 par value. However, in August 1947, with ABC's business at an all-time high, the network withdrew the application [BROADCASTING, Aug. 25, 1947].

Edward J. Noble, chairman of the ABC board and principal owner of the network, was understood to be considering offering the stock to affiliates in the early spring.

Further AM, TV Programs Being Sought by Admiral

ADMIRAL Corp., Chicago, which announced a 1948 advertising budget of more than \$3,000,000 the first of the year, is looking over programming prospects in certain television and AM station markets, according to Seymour Mintz, advertising manager. Firm has set aside a \$2,500,000 "cooperative fund" to be used for advertising in newspaper and radio fields. Programs would be carried in conjunction with dealers and distributors in local areas.

Admiral already has contracted for telecasting on WBKB of one evening session of the International Sports & Travel Show in Chicago, Feb. 27-March 7, Mr. Mintz said, and will enter the football video picture this fall.

Admiral currently is sponsoring programs on more than 18 stations, including four Des Moines outlets (which sponsor juvenile disc jockey shows on a co-op basis) and others in Boston, Minneapolis, and Washington. Two-thirds of the company's budget will be used to promote its "matched ensemble" TV line.

U. S. Rubber Contracts For Two Video Programs

U. S. RUBBER Co., New York, will sponsor two half-hour video pickups from New York's Sportsmen's Show, Feb. 14 and 21, 8-8:30 p.m., over a CBS television network of WCBS-TV New York, WMAR (TV) Baltimore, WMAL-TV Washington and WCAU-TV Philadelphia. Last station is not definite as it is not yet in operation, but will be included in the hookup if it is on the air in time.

U. S. Rubber will also sponsor the WCBS-TV telecasts of films of the Winter Olympics, to be flown to New York from St. Moritz and telecast a day or two following the actual event. Competition between WCBS-TV and WABD New York, DuMont video station, which is to carry a similar Olympics film series sponsored by the Chevrolet dealers of New York [BROADCASTING, Jan. 26], is intensified by the fact that Campbell-Ewald Co. of New York is agency for both Chevrolet and U. S. Rubber.

Runyon Resigns

MEFFORD R. RUNYON, executive vice president of Columbia



Mr. Runyon

Recording Corp., has resigned. He filed his letter of resignation with Frank White, recently appointed president of CRC and Ted Wallerstein, recently appointed chairman of the board.

Mr. Runyon has not revealed his

future plans as yet.

Cowan-Packaged Show Starts on ABC in March

A NEW HOUR-LONG show called *Stop the Music*, packaged by Louis Cowan Assoc., New York, will go on ABC sometime in March in the Sunday 8 to 9 p. m. period. The network and the package firm are offering the program to prospective sponsors in quarter-hour segments.

Format of the show (which was created by Harry Salter, the band-leader) consists of telephone calls throughout the country based on letters received telling of the community contribution the individuals would like to make if they can identify the number that the band is playing at time that they are called.

Chrysler May Sponsor

JOSEPH STAUFFER, program director of N. W. Ayer & Son Inc., New York, and H. L. McClinton, vice president in charge of radio for agency in that city, are in Hollywood supervising the cutting of three audition records for a new half-hour dramatic series *The Townspeople*. The first record was cut Feb. 2. The sponsor is as yet unnamed, but reports have it that it is the Chrysler Corp.



Drawn for BROADCASTING by Sid Hix

"It's a teaser campaign, see—the announcer keeps repeating 'M-G FFL' for weeks and weeks. It's terrific, even I don't know what it means."