Fedderson Spikes Rumors 
KLC KYA Will Be Sold
PUTTING the quietus produced Modes Harry
and most WESTINGHOUSE
carried other rumors, Mrs. Thackrey turned down.

Both stations, owned by Edward J. Thackrey, publisher of the New York Post, as well as owner of WLIR New York.

Coincident with denial of the KLC-KYA sales rumors, Mr. Fedderson said: "This includes television." He explained that the FCC television permit has been transferred from Mrs. Thackrey to 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. Sickle, 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 nontime show. Cooperation on 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.


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-Tren- dle properties in Michigan for $2,800,000 net, investing $3,200,000 for FM and television, and the re- mainder for standard broadcast equipment and building needs. (The King-Trendle purchase was accomplished, with ABC retaining WXYZ Detroit and disposing of WOOD Grand Rapids.)

In June 1948 the network filed an 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, ad- vertising 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 WKBK of one evening session of the Interna- tional 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 of "Footlight Parade," New York City's Women's Show, Feb. 14 and 21, 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 shown from New York to St. Moritz and telecast a month after one of the actual events. Competition between WCBS-TV and WABD New York, DuMont video station, which is to carry a similar Olympics film series sponsored by the Chev- rolet 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 National Rubber.

Runyon Resigns

MEFFRD R. RUNYON, executive vice president of Columbia Recording Corp., has resigned. He filed his letter of resignation with Frank White, re- cently appointed president of ORC and Ted Waller- stein, recently appointed e a i r - man 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 12 markets. Each show will be 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 STAUUFFER, program director of N. W. A yer & Son Inc., New York, and H. L. McClinton, vice president in charge of radio for agency in the city, are in Hollywood supervising the cutting of three audition records for a new half-hour dramatic series The Chrysler Show. First record was cut Feb. 2. The sponsor is as yet unnamed, but reports have it that it is the Chrysler Corp.

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