

Storer Trains Sights On WMUR-TV Manchester

APPLICATION for FCC approval of purchase of ch. 9 WMUR-TV Manchester, N. H., by Storer Broadcasting Co. for about \$850,000 from Francis P. Murphy filed Friday with FCC. Offering to divest itself of one of existing v's "if required to do so," Storer also asked permission to move WMUR-TV transmitter location to Georgetown Township, Essex County, Mass., 32 miles southeast of Manchester (Manchester is 48 airmiles from Boston) and to boost power to maximum 316 kw.

WMUR-TV began operating in March 1954 and is affiliated with CBS and ABC. It is represented by Forjoe Inc. Storer, whose purchase last month of ch. 3 KSLM-TV Salem, Ore., is still pending FCC approval, owns am, fm and tv stations in Miami, Fla.; Detroit, Mich.; Toledo, Ohio; Cleveland, Ohio, and Atlanta, Ga.; am and tv stations in Birmingham, Ala., tv in Portland, Ore., and am-fm in Wheeling, W. Va.

If FCC should lift limit on tv station ownership from present seven (five v's, two u's), to coverage of 25% of population, as advocated by Storer and in pending bills in Congress, necessity of selling one of existing Storer v's would be obviated. Storer obviously is interested in Greater Boston market, which presently has only two operating v's.

Also filed Friday was application for transfer of control of ch. 23 WMCN-TV Grand Rapids, Mich., grant to H. & E. Balaban Corp. for \$7,500. Exercising its option, H. & E. Balaban Corp. seeks FCC approval so that it will own 50% of Grand Rapids station, and present owners John D. Loeks and Howard W. Freck will own 33.3% and 16.3% respectively. Balaban company will acquire other 40% from E. A. McCready Sr. and Jr.

NBC SCORES WESTINGHOUSE'S QUITTING, STARTS ACTIVELY SEEKING REPLACEMENTS

AFFILIATION of Westinghouse Broadcasting Corp.'s radio stations WBZ Boston, KYW Cleveland, WOWO Fort Wayne and KDKA Pittsburgh terminates Aug. 26 with NBC, currently actively seeking "other radio arrangements" in those markets, letter from Robert W. Sarnoff, NBC president, to WBC President Donald H. McGannon reveals. Letter was sent to Mr. McGannon for his receipt over weekend and its contents to be released by NBC today (Mon.). Westinghouse already had announced it would not carry NBC Radio daytime schedules as of today (see story page 90).

Also being disclosed by Mr. Sarnoff: Westinghouse, in negotiations with NBC, had proposed that "we [network] convert to a program syndication service in radio, under which stations would buy programs from us for local sale." But, commented Mr. Sarnoff, "this would have meant abandonment of our present system of radio network operations." Mr. Sarnoff noted that because this "insistence on special treatment" for Westinghouse stations and WBC's alleged "refusal to accept radio affiliation contracts on normal terms," NBC for "some time" has been providing service to Westinghouse radio outlets without any formal contract. He also observed that WBC in effect

LONG GREY LINE

LARRY VALENSTEIN, board chairman, and Arthur Fatt, president, Grey Adv., New York, this week celebrate agency's 35th anniversary. Grey started with two-man agency in single office that many years ago. Agency today employs nearly 500 people and occupies offices on several floors at 430 Park Ave. Among accounts: RCA Victor, NBC, General Electric, Gruen watch, Mennen Co. and Procter & Gamble. Original \$100 investment in agency has been parlayed into what is expected to be billing of about \$40 million in 1956.

Three More Blast Fund For Blacklisting Report

THREE WITNESSES before House Un-American Activities Committee Friday charged that Fund for Republic's blacklisting report (story page 29) was distorted and untruthful in describing activities of private individuals and groups in clearing individuals for employment in radio-tv and rest of entertainment industry.

Paul Milton, representing AWARE Inc., group dedicated to keeping communists and sympathizers out of radio-tv and movies, said persons who have been uncooperative or plead Fifth Amendment before congressional committee now find it hard to get into radio-tv, but some still write for "front" men. More and more "fronters" are having attention drawn to them, he said. He said Red emphasis has shifted from open to underground activities.

Rep. Donald Jackson (R-Calif.) proposed

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• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 40.

OPTIMISTIC BUYER • U. S. Steel Corp., Pittsburgh, although in midst of national steel strike, apparently doesn't expect it to last beyond Thanksgiving. Firm is planning radio spot announcement campaign to start Nov. 6 and run for four weeks. Minutes in morning, with as many as 15 per week, per station, are expected to be used in institutional promotion before Christmas in about 48 markets. BBDO, N. Y., is agency.

233 FOR EX LAX • Ex Lax Inc., N. Y., through Warwick & Legler, N. Y., planning radio spot announcement campaign to start Aug. 13 and run through Dec. 21 in adjacencies to women's shows in 233 markets. Contract usually calls for Christmas hiatus and review of station list for Ex Lax' spring campaign.

PINKHAM PURCHASES • Lydia E. Pinkham Co., Lyn, Mass., through its agency, Harry B. Cohen, N. Y., buying spot announcement campaign in September for 10 weeks in over 100 radio markets and in about 25 tv markets.

'DIGEST' PLANNING • *Reader's Digest*, through its agency, Schwab & Beatty, N. Y., is planning one-week radio-television spot announcement campaign to run early in September in over 25 markets.

13 WEEKS ON 9 • Union Carbide & Carbon Corp. (textile fiber dept.), N. Y., launching 13-week, nine-station spot radio campaign in Cleveland, Buffalo and Detroit for Dynel fabrics, starting Sept. 17. Agency: Anderson & Cairns, N. Y.

THIRD FOR REVLON • Revlon Products, N. Y., which currently sponsors two tv shows, \$64,000 *Question* and \$64,000 *Challenge*, both on CBS-TV, understood looking for evening time on any tv network for third program, entitled *The Most Beautiful Girl in the World*. Show, considered by Revlon before *Challenge* was purchased, now is ready to go as third entry for cosmetic firm if time clearances can be solved. BBDO, N. Y., and C. J. La Roche & Co., N. Y., are agencies for Revlon.

KELLOGG BUYS CHIMP • Kellogg Co., Battle Creek, Mich., understood to have signed as co-sponsor for Television Programs of America's new network show starring chimpanzee named "Waldo." Another co-sponsor is expected shortly. Kellogg reportedly looking for network slot in which to place program. Leo Burnett, Chicago, is agency for Kellogg.

TAKES STEP • General Mills, Minneapolis, to sponsor *One Giant Step* [B•T, July 9] starting in November on CBS-TV, Wed., 7:30-8 p.m. Program is quiz show with children and produced and packaged by Lew Cowan office. BBDO, N. Y., is agency for General Mills.

HI-FI BUY • Max Factor Inc., Hollywood, Calif., for its Hi-Fi lipstick, buying participations on *Tonight* on NBC-TV and *Famous Film Festival* on ABC-TV, starting July 19. Agency: Doyle Dane Bernbach, N. Y.