

## Celler Calls on FCC's Lee To Disqualify Self on Pay-Tv

Rep. Emanuel Celler (D-N. Y.) last night (Sun.) called upon FCC Comr. Robert E. Lee to disqualify himself from upcoming pay-tv hearings on ground of pre-judgment. In weekly talk program via WINS New York, congressman cited *Look* magazine article by Comr. Lee written last year in which commissioner "practically approved applications for . . . subscription tv." Commented Mr. Celler:

"Comr. Lee had the temerity to write this article while the question of subscription tv was and is still pending before the Commission. An FCC commissioner is a quasi-judicial officer. He is like a judge. He must hear and determine the controversies that arise. There is a bitter controversy over the question of turnstile tv. Instead of demeaning himself as a judge and objectively considering evidence presented to him next March when applications for gasmeter tv will be presented, Comr. Lee already made a determination before he has heard the evidence. . . ."

## Budweiser Beer, Ale 'Record' Ad Budget of \$12 Million Planned

New "record" advertising budget of over \$12 million set for Budweiser beer and ale in 1958, Anheuser-Busch Inc., St. Louis, announced. While no media breakdown released, brewery said it will "continue widespread use of spot radio and television," plus prime media. Company spending estimated \$3.8 million this year in broadcast media for Budweiser (through D'Arcy Adv. Co.) and 1958 radio-tv share understood to be slightly higher.

Busch Bavarian beer (Gardner Adv. Co.), with separate budget, expected to pick up St. Louis Cards' tv and regional radio network broadcasts, though advertising plans not announced yet. (A-B spent \$2.1 million for both products in network-spot tv in 1956.)

## ABC-TV's Eckstein Resigns; Linger Slated to Succeed

John H. Eckstein resigned as director of advertising and promotion for ABC-TV and is slated to be succeeded by Dean Linger, now director of sales promotion and publicity for CBS' KNXT (TV) Los Angeles and CBS Television Pacific Network. Changes effective Oct. 14. Jerry Zigmund, veteran advertising and promotion man who is west coast division manager for theatres of AB-PT (ABC parent), reportedly will serve as advertising and promotion consultant to Mr. Linger in addition to west coast theatre duties.

Mr. Eckstein has not announced his future plans.

## WAAT, WATV (TV) Sold To NTA For \$3.5 Million

In surprise turnabout, National Telefilm Assoc., New York, late Friday announced purchase of WAAT-AM-FM and WATV (TV) Newark for approximately \$3.5 million, although on Wednesday NTA reported breakdown in negotiations.

Less than two months ago, NTA bought KMGM-TV Minneapolis for \$650,000. Though under same ownership, WAAT AM-FM is licensed to Bremer Bestg. Corp. and WATV to Atlantic Television. Irving R. Rosenhaus and family hold principal stock.

Call letters will be changed to WNTA-AM-FM-TV. Sale is subject to FCC approval.

## Production Link May Result From ABC-TV, MGM-TV Talks

Production tie-up with Metro-Goldwyn-Mayer studio facilities to be explored today (Mon.) in New York in top-level discussions of ABC-TV and MGM-TV officials. Network according to ABC-TV official Friday, is interested in negotiating for additional properties and/or facilities with any large studio along lines of ABC-TV's current pact with Warner Bros. [At DEADLINE, Nov. 26, 1956 *et seq.*]. Scheduled to attend for ABC-TV: President Leonard H. Goldenson and Vice President James T. Aubry (programming and talent); for MGM-TV: Vice President Charles C. (Bud) Barry and Loew's Vice President-Treasurer Robert H. O'Brien, who formerly was financial vice president and secretary of American Broadcasting-Paramount Theatres Inc., parent of ABC-TV division. Warner Bros. now is producing ABC-TV's *Cheyenne*, *Sugarfoot*, *Maverick* and *Colt 45* which goes into Friday lineup under sponsorship of Campbell soup. Deal with MGM-TV would include either properties (programs), use of facilities and perhaps both.

## TWO TEE-UP FOR TEA

In line with Tea Council of U. S. A.'s biggest push in history (early story page 44), two major tea concerns are launching big drives later this month. Boston's Salada Tea Co. using seven-week spot tv campaign (minutes and station breaks) in daytime programming starting Oct. 14 in unspecified number of markets. Sullivan, Stauffer, Colwell & Bayles, Salada agency, understood to be still lining up availabilities, while Ogilvy, Benson & Mather, agency for New York's Tetley Tea Co., already has completed buying for its eight-week, daytime minutes campaign in more than 50 markets starting Wednesday.

## BUSINESS BRIEFLY

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

**HUNTING DOWN EAST** • Noxzema Chemical Co. (shaving cream), Baltimore, through MacManus, John & Adams, N. Y., currently looking for availabilities in seven England-New York markets for 13-week radio campaign slated for end of October.

**NINE WEEKS FOR WINSTON** • R. J. Reynolds Tobacco Co. (Winston cigarettes), Winston, N. C., readying spot tv campaign for Oct. 14 start and continuing for nine weeks. Number of markets undetermined. Agency: Wm. Esty Co., N. Y.

**ASPIRIN SPOTS SOON** • Sterling Drug Inc. (Bayer aspirin), N. Y., reported to be lining up more than 40 stations for spot tv campaign to begin shortly. Agency: Dancer-Fitzgerald-Sample, N. Y.

**FOR WINTER COLDS** • Smith Bros. (cough drops), Poughkeepsie, N. Y., preparing spot tv campaign to break in mid-November and last 12 weeks. Top 15-20 markets being considered. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

**CAMPAIGN LINING UP** • Sterling Drug Inc. (Fletcher's Castoria) is preparing spot television campaign in more than 50 markets and is lining up one-minute availabilities in late evening programming. Agency: Carl S. Brown Co., N. Y.

**SUITCASE SALVO SET** • Samsonite Luggage Co., Denver, placing tv spot schedule to start Oct. 22 for eight weeks in more than 80 markets. Agency: Grey Adv., N. Y.

**HIRES SHIFTS AGENCIES** • Maxon Inc., Detroit, appointed advertising agency for Charles E. Hires Co. (soft drinks), Philadelphia, effective Oct. 15. Account, totalling about \$750,000 in annual billings, has been with N. W. Ayer & Son, Philadelphia, for more than 10 years.

**POTATO PUSH** • R. T. French Co. (instant mashed potatoes), Rochester, N. Y., is buying tv spots in 17 markets. Campaign starting Oct. 14 runs 13 weeks. J. Walter Thompson Co., N. Y., is agency.

**SWEET ON SPOT** • Peter Paul Inc. (Mounds candy), Naugatuck, Conn., continues its buying of spot tv markets. New campaign starts Oct. 18 for eight weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.