

Agency Association Opposes Langer Liquor Advtg. Bill

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the transportation in interstate commerce of advertisements of alcoholic beverages. His statement contends that the bill is "unwise and discriminatory."

Scheidker, in his appearance before the Committee, prefaced his objections to the bill with an account of the cooperative spirit displayed by the Association in its relation to governmental action. He said the Association had cooperated with Congress in writing the Wheeler-Lea amendment to the FCC act in 1938. He pointed out that suggestions by the ad group were based on their own Standards of Practice, their Joint Copy Code, and the experience of the members.

He said the association, as a constituent member of the Advertising Council, had cooperated in the war effort, Savings Bond drives, and a number of other government projects. He said the council was still doing work on behalf of government projects, and took an active part, in an advisory capacity, in the affairs of the U. S. Department of Commerce.

Scheidker said the appearance before the Committee was because of the Association's belief that the is-

sues involved in the matter were serious ones.

He described the Langer Bill as being discriminatory because, he said, it set "an unwise and discriminatory precedent" which in some instances, if passed, might be used to prohibit other advertising which otherwise was lawful under U. S. statutes.

He contended that advertising was an integral part of the American system of mass production and mass distribution, and said that denial to the alcoholic beverage industry of essential legitimate channels of distribution would discriminate against a lawful industry.

The Langer Bill, Bill S-1874, would prohibit the alcoholic beverage industry from using the mails, common carriers, private carriers, radio broadcasting and any other means of transportation and communication in interstate commerce to disseminate, according to Schiedker, "any message advertising alcoholic beverages or soliciting an order for such beverage." Schiedker contends that the Bill, if passed, would restrict the liquor industry "possibly to the point of curtailing (it) altogether."

New Transmitter Bought By WCCO In Twin Cities

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announced by Wendell B. Campbell, WCCO general manager.

Applications are now being prepared for presentation to the FCC and it is expected that installation of the new equipment will begin within a few weeks, and that the new facilities will be on the air about next summer.

RWG Meeting On Coast

Hollywood—Radio Writers Guild as alerted last week for possible strike action against CBS. In a detailed letter to more than 500 Guild members, RWG council related history of eight month negotiation with CBS and called for a general membership meeting indicating a strike vote would be taken. Advised that cooling off period required by Taft Hartley would expire in February, membership was also told that National President Paul Franklin, and Eastern Region V-P Milton Merlin were returning from N. Y. Jan. 18 with recommendations.

Stork News

Frank Dodge, member of the production staff on the Arthur Godfrey show heard over CBS, is the father of a boy born Thursday at Doctors Hospital to Mrs. Dodge, the former Jacqueline Jones, CBS receptionist. Newcomer, who weighed in at eight pounds, one ounce, will be named Kenneth Wil-

Rankin Is Leaving NAB For Post In State Dept.

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fairs in the office of the Assistant Secretary of State for Latin American Affairs, Edward G. Miller, Jr. Rankin joined NAB as international adviser to the NAB president, Justin Miller, in October, 1948. While at NAB, he devoted most of his attention to international matters, such as the allocation of frequencies in domestic and international broadcasting. He was one of the NAB representatives on the U. S. delegation to the recent North American Regional Broadcasting Agreement Conference which was held at Montreal, Canada.

Rankin is the author of "Who Gets the Air?" published by the NAB for the information of its members and the public, on the entire problem of international radio and frequency allocation.

Rankin came to the NAB from a post as associate chief of the U. S. State Department's International Broadcasting Division. He was made director of the NAB Government Relations Department on the creation of that department by the NAB board of directors in July, 1949.

Benson Show Strong Puller

The Bobby Benson show over Mutual "B-Bar-B Ranch" recently pulled 250,000 letters in ten days as the result of the formation of a ranch club by the young star. The program is heard on Tuesdays and Thursdays over the full web at 5:30 p.m. (EST).

WANTED

Man with 10 years' experience in live production, either legitimate, stage or motion picture productions.

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