



NOT THE FIRST Mr. District Attorney in Lee Bristol's life was Jay Jostyn who is doing such a grand job for the Bristol-Myers Company today. According to Printers' Ink, some folks used to get in Mr. Bristol's hair by substituting phoney preparations in Vitalis barber counter-dispensing bottles. Customers were beginning to lose faith in the product until a real "D.A.", the Sealtube one-application package and an educational advertising program took hold.

FACT-FINDING Miss Miller, Secretary to "Mr. District Attorney" on the air and lovely Vicki Vola in private life, could tell her boss that American consumers and advertisers don't like substitution practices. With Printers' Ink as her source she could also give him the important details on trademarks, copyrights, patents, food and drug bills, fraudulent advertising, fair trade acts and all other legislation that affects advertising and marketing.



HARD-WORKING Harrington, Broadway's Len Doyle, could fill-in his Chief on how some advertisers didn't seem to know right from wrong; how these characters would drag advertising's good name down by giving the public a raw deal and how he was watching for any "breaks". He might be surprised to hear that Printers' Ink has been on the trail of bad advertising practices since 1911 when it sponsored the P. I. Model Statute, that 43 states and the District of Columbia have endorsed it by passing legislation to protect the legitimate advertiser and

the consumer (26 states and the District of Columbia made P. I.'s Model Statute law substantially as it was written) and that P. I.'s newly revised Model Statute is already law in Illinois.

Twelve weekly copies of Printers' Ink go to the folks who prepare Vitalis advertising. Nine of these to Doherty, Clifford and Shenfield and three to Bristol-Myers, with one of the latter going directly to Mr. Lee Bristol.

"Champion of the People — Defender of Truth—Guardian of our Fundamental Rights", the D.A.'s oath of office might be a P. I. pledge, it certainly describes a P. I. practice. By helping to eliminate misrepresentation, P. I. stimulates productive advertising and producing advertisers. In this way, Printers' Ink creates advertising prospects and media sales. This is one of the reasons why most media men call P. I., "The constant stimulator for advertising".



Crosley

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treasurer; R. C. Cosgrove, vice-president and general manager of manufacturing.

For Avco—Irring B. Babcock, president; Raymond S. Pruitt, vice-president, secretary and general counsel; William F. Wise, executive vice-president who becomes executive vice-president and director of the Crosley Corp. under the sale; W. A. Mogensen vice-president and treasurer who becomes Crosley treasurer; C. Coburn Darling; George E. Allen, L. I. Hartmeyer, Arthur Herrington, Carleton M. Higbie, Benjamin H. Namm, T. A. O'Hara, H. D. Wilson, directors.

Duke M. Patrick of the Washington law firm, Hogan & Hartson, will appear for Crosley-WLW. H. Preston Coursen, of the New York law firm of Pruitt, Hale & Coursen, is to appear for Avco.

Among issues designated by the Commission are: What portion of the \$22,000,000 purchase price is attributable to WLW and other Crosley stations; what portion is attributable to the WINS purchase; relationship of WLW operation to other Avco interests and to what extent stations will be used for furtherance of other Avco interests; Avco's plans on television and FM; Avco's plans on WLW program policies, including network broadcasting; full information on Avco's plans to finance acquisition of Crosley stock.

Educators to Use Few Surplus Units

SURPLUS property will not be the basis for the proposed postwar educational network of 800 FM stations [BROADCASTING, June 25, July 2], Dr. R. R. Loudermilk, radio director of the Office of Education, stated last week after a two-day meeting of educators at the FCC to discuss possible utilization of surplus.

A special committee of educators met with Surplus Property Board, Reconstruction Finance Corp. and FCC representatives to establish groups for preliminary investigation of excess electronics equipment. The committee endorsed the suggestion that schools be prevented from reselling equipment in competition with new products.

Committees were organized to investigate the demand for and availability of three classes of equipment: (1) for use in laboratories; (2) for reception in schools such as intercommunications systems and record players; (3) station components.

Dr. Loudermilk said schools mainly will use surplus equipment of the first two categories but it doesn't seem that suitable station components will be available. The educators will not pay more than 40% of the price of new equipment for surplus commodities since the cost of conversion and maintenance on the non-standard military equipment would make a higher price economically unsound. The Army will release little FM equipment, he stated, and what transmitters are secured probably will be used for laboratory purposes. The educational net will purchase most equipment from manufacturers.

WJHP Radio Course

A 13-WEEK course in radio training for high school students and others from 15 to 19, will start soon after the new school term, under the direction of WJHP Jacksonville, Fla. Andre Bialolenki, news analyst and college professor, will teach operation, production. Peggy Hudgings of WJHP's script department will instruct in writing, with Ted Capeau, station manager, teaching acting. Course will be free.

THROUGHOUT THE DEEP SOUTH

Folks Turn First to—

WWL
NEW ORLEANS
A STATION OF LOUISIANA UNIVERSITY

50,000 Watts Clear Channel

CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

You'd be happy too!

WHBQ
W.H. BEECUE 2nd in

All Over Promotion
(LOCAL CHANNEL)

8th ANNUAL BILLBOARD
RADIO STATION PROMOTION SURVEY

See **BILLBOARD** of June 30th for further details

your MUTUAL friend
WHBQ
BOB ALBURY, General Manager

Represented by Rambeau
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