Queen Anne's Record-Observer

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To tell the news accurately, interestingly and promptly. To espouse the best interest of the Nation, Queen Anne's County and the Eastern Shore fearlessly, whole-heartedly.

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QUOTATION OF THE WEEK

Of the business of the State, taken in a broad sense, we know practically nothing. We have no real basis for determining whether the taxes we levy are too heavy or too light, nor do we know whether the tax burden is being laid in the right or the wrong places.—Gov. Francis P. Murphy of New Hampshire in an inaugural address.

ABLE RECORD

The Good Will Fire Company set a rather new precedent last week when it elected an entirely new group of officers to conduct its affairs in 1938. To these men we extend our congratulations and promise them our support.

Our Fire Company is the most essential and useful organization in this community, if we except the churches. The safety of our homes, our property and even our lives often depends on its effectiveness and promptness. The officers and firemen serve voluntarily and without pay. Night or day, in storms and in sunshine they stand ready at the first blast of the siren to drop whatever they are doing to fight the flaming enemy. In addition they must raise by subscription and other means enough money to supplement appropriations from the County and Town to do this work. It is for these reasons we pay tribute to those who have served faithfully the Good Will Fire Company.

During the history of the company no two men have been more loyal than Howard E. Price and F. Asbury Bartlett, the President and Vice President in 1937. Mr. Price has the longest record of service of any fireman. He has served from the early days when the most efficient weapon the town possessed was nothing more than a hand pump on a hand-drawn cart. He fought the great fire in 1902 and has forty years to his credit. His two boys, John Hall Price and Ellsworth, ably fill his boots now, when he lets them.

Mr. Bartlett resigned as Chief last year after serving for five years. His untiring efforts and interest together with the support given him by all the members have kept this organization foremost on the Eastern Shore.

These two men deserve a special tribute at this time. They leave the Fire Company in excellent condition and have hung up a record which the new officers will do well to duplicate We especially commend the financial status of the organization. Yearly, it has been the custom to place any treasury balance in a savings account for new engines and equipment. The balance has been sufficient to do this without indebtedness. Last year a new engine was purchased for thirty-five hundred dollars cash as well as other equipment including nine hundred feet of new hose. The present fire house was renovated and needed changes were made. Boots, hats, coats and all equipment are in good condition, ready and equal to any emergency. And the Company is in the black. A fine record and a service for which this community can be proud and grateful.

In W. Lee Clough, the new president, we have an efficient and able leader. He will succeed according to the support given him. The annual roll call for members begins this week. Send in as much as you can for the next fire the Company fights may be your own.

CUTTING RAIL SERVICE

The railroads in America feel that they are the constant target of lawmakers and regulatory bodies and that their activities are hampered on all sides by laws and regulations.

Every once in a while they appeal for public support, such as in their present drive for help in defeating the bill limiting train lengths. In this particular bill the railroads probably have most of the right on their side. But the public is generally apathetic.

The railroads have no one but themselves to blame that they must stand alone and without support when their business comes into the line of fire of lawmakers.

They have made no attempt to win the favor of the public.

The present attitude of the Pennsylvania railroad toward Queen Anne's county is a sample of the self-centered attitude of the railroads. In one swoop they would strip Queen Anne's of all its passenger service.

The Pennsylvania undoubtedly has its statistics to justify the sudden change of front that would kill passenger service on the Centreville branch. Undoubtedly they could get statistics to justify killing service on any branch they chose.

But the general public reasons by other factors than statistics. The public is not satisfied with the move to abandon passenger service on the two branch lines in Queen Anne's. The Pennsylvania may have recriminations to hurl at the public but the public has some of its own to hurl back, as was intimated at the protest meeting last week.

It all boils down to the fact that the railroads forget some of the responsibilities of public service corporations, when it suits them. Maintaining the good will of the public is only one such responsibility. And realizing that there may be something to say in opposition to stripping all passenger service is another.

SCOUT WEEK

Queen Anne's County Boy Scouts will join next week with a million other Scouts and their leaders in celebrating the twenty-eighth anniversary of the introduction of Scouting in America.

Originated in England, the Boy Scout movement made its bow in this country when the first troop was chartered in the District of Columbia on February 8, 1910. Since then Scouting has swept through the nation with ever growing enthusiasm, increasing both in numbers of members and in types of troops.

The amazing growth of the Scouting movement is a tribute to its purpose and its virtues. It seeks to shape the boy of today into the leader of tomorrow not by advice and dictum but by shaping character through proper guidance of the life of the boy. It straightens rather than bends the twig.

Its program is constructive, and constructive in such a wide variety of fields as to hold the interest of almost every boy. Upon a foundation of interest can be erected a temple of character, leadership, good citizenship which will go far toward insuring that the America to come will be in right hands.

Because Scouting has so thoroughly justified itself we find grown men giving their time and interest that the various troops in Queen Anne's and elsewhere may flourish. We find Scoutmasters so fired by enthusiasm in the cause that they gladly devote thought and hours from their own small store of free time in order to guide their younger brethren upwards through the steps of Scoutcraft. We find organizations like the Centreville Rotary Club transforming the usual weekly meeting into a tribute to the boys and the movement. And we find churches and schools cooperating with the Scouts' anniversary.

Scouting has passed through the test of a quarter of a century of time and proved itself worthy. And its twenty-eighth milestone will be passed with confidence in the future.

FEBRUARY

Every new year comes to us as bright and shiny as a dime fresh from the mint. Most of the gloss hangs on through January. But the familiar well-worn tinge begins to color the year with the advent of the second month. February is now with us, and almost every one writes the year 1938 without error. Although the shortest month, February has its own distinctions, some good, some not so good. February is the only variable month in the calendar.

It is plentifully besprinkled with dates to be remembered, like Groundhog Day and St. Valentine's, or the birthdays of Washington and Lincoln, America's two greatest presidents.

It is the coldest and stormiest month of the year. The Eastern Shore may keep its open winter intact through January, as it did this year and has done frequently in other years, but February puts a brake on eternal optimism. February, rather than January, brings the snow that makes the face and fingers glow.

The month is the backbone of winter, or such winter as we have. On the other hand it is also the month when we round the corner and turn our eyes toward Spring.

A like feeling pervades the business world with the presence of February. Industry and commercial activity may crawl through January trying to catch its strength after the busy holiday drive preceding but with February business turns a corner for the year, if it is going to turn any corners. Activity picks up and commerce squares its sails.

The year may be still young. Now that February is with us the world of nature and business feels first stirrings toward the life of the months to come and is ready to swing the corner toward better times.

WHY CROWD

A rceent forecast of growth in New York city predicts that by 1960 that vast metropolis will have a population of 9,384,000. The 1930 population was 6,930,000.

Thus, 2,454,000 people were expected to crowd into that vastly overgrown burg in 30 years. Now what sense is there in jamming so closely into that narrow area, when in most of the country the costs of living are less, and probably the chances of getting work better?

Young people used to say that a place where there are so many people must have more opportunities. They flocked down there by the millions, and the greater part have had to flock back. Some day people will discover that life is lived most comfortably in smaller places.—Milford Chronicle.

Toledo's paragraphing Jack Warwick reminds us that Edgar Bergen's "Charlie McCarthy" has been mentioned for president. Nobody can say he isn't good timber.—Youngstown Vindicator.

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It is wondered why the Government is with drawing $2 bills from circulation—just at a time when a $2 bill comes in so handy for buying a dollar's worth of anything.—Atlanta Journal.

THE Rambling Recorder

January has faded into the shadows of time. As a month it was conspicuous for gray days. It provided so-called open weather, the type we like to consider characteristic of our Eastern Shore winters and certainly the type we take for granted when it arrives. Only one snow storm blanketed the earth and that passed almost as soon as it came. Rainfall seemed normal and the temperature had a sufficient amount of below freezing days to justify the season. The month passed out in a series of days true to the Shore winter pattern. Sunday was delightfully mild. On Monday the temperature was 52 at mid-morning, aheavy rain storm broke, the thermometer plummeted sixteen degrees in about two hours and eased into the twenties by midnight as the advance guard of a Western cold wave moved in.

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The days are now more than ten hours long and the next mild, clear afternoon will hold a forestate of Spring. Each day adds a mintue to the morning and another to the afternoon so that an extra hour will be added to the day before February is over. The borders of the less traveled county dirt roads show the deadening hand of winter most. Along these roads the verdure of summer is greenest and thickest and now the withered stalks and bare shrubs are ragged and sere to the point of ugliness.

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But wild life still continues its struggle for existence in the brown woods and along roadsides. Thomas J. Keating, Jr., was an eyewitness Friday morning to a nature tragedy such as is repeated in countless forms among birds and beasts, usually out of the sight of man. Mr. Keating was driving along a dirt road when he saw a sparrow hawk plummet into the dry bush by the roadside and then rise a few feet in a flurry of wings and fast action suggestive of a battle. As he stopped his car and got out the hawk flew off first dropping a dying woodcock. The hawk had sunk its talons into the body of the woodcock and pecked a shoe-button-sized area raw at the base of the skull, the right spot to finish off its prey.

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The dull muskrat season is showing its effect in the supply of the meats in markets. Muskrats come in so seldom that they must be spoken for in advance. The oyster season took a quick rebound Monday. After weeks of no demand and a plentiful supply available the cold weather of Monday found stocks on hand a trifle short, demand brisk because of the snappy temperatures in the West, and weather unsuitable for tonging. Tom "Lucky" Connolly won the door prize at the Armory dance Saturday night, rather a variation from the usual run of prizes going to visitors from outside the county. Just the luck of the Irish, says Tom, who started his luck a dozen or so years ago by winning a pony. More likely Connolly luck, as members of the family come up frequently with prizes.

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Bill Grose, former editor of Queen Anne's Record, is with the Charleston, W. Va., Gazette and is now living in that bustling city not far from the State Capitol. Jack Robinson, who used to contribute feature articles about the First and Seventh Districts to the Record, is editor of the Beech Grove Echo, the publication of the CCC camp at Goldsboro. Jack once interviewed Mrs. Roosevelt as a high school journalistic feat and last summer sold a couple of pieces to magazines one of them an interview with Bellanca as to what aviation in 1960 might be expected to show. Company K sent out word that it wanted five good men to join up. And got two. And is now desirous of getting the other three to fill the ranks. With occasional talk in Washington that the strength of the National Guard should be doubled the additional companies, if and when created, would have to be filled in cities and other populous sections.

FEBRUARY
By Casper L. Newcomb

How strange it seems that men will rave.
Mock at what seems not grace;
Acknowledge not that, God, he gave,
Each month in a year a place.

February, what of the cold,
What if the storms rage nigh.
What if the naked trees stand bold,
And snow it piles up high.

Ah! puny man can't understand;
Providence knows—I say
It all was fixed in his plan—
Each season has its way.

And soon the hardest clods will crush
Where sleeping nature lies
Who'll rise beside rank underbrush,
And greet the sunlit sky.

OUR READERS SAY:

January 31, 1938.

To the Editor: ,

Gentlemen: I am requested by the President of the "Friendship Travel Club" of Maryland, Mrs. Sophie W. Stewart, to request you to please be so kind as to thank every one who so kindly assisted them in thee work of collecting discarded Christmas Cards and to say that we all have done a fine job of it.

Something over 3000 cards—most of them beautiful, were sent from this town through the kindness of so many, and we wish it were possible to tell the amount of cheer and happiness all this has meant to so many unfortunate crippled children throughout the land.

So may I ask that you please do this through the columns of your Family Paper and for which we all are so grateful?

Very respectfully yours,
MILTON B. SLEMMER.
Centreville, Md. .

January 31, 1938.

To the Editor:

I suggest that you print an editorial in the next issue of your paper and acquaint the farmers in your territory with at least some of the facts about the new Farm Relief Bill which will probably come before Congress for debate late this week. . If farmers are to make any protests, they Must do so by next week, if indeed this will not be too late.

Do our farmers know that this Bill will, among other things:

Impose double taxation on all wheat and corn farmers, in addition to our present state and county taxes?

Impose triple taxation on us, by also forcing us to insure our grain crops, and to pay the premiums IN GRAIN?

Impose a penalty on us if we break this law, and imprison us if we are convicted, no one to be exempted?

Again enrich the processors and bankers, and will Again Place The Burden of the Processing Fees On The Farmers, (it has been proven that the farmers paid them under AAA, and didn't know they were paying them.)

Here are some more things that may affect us:

The Wage-Hour Bill, soon to come up, will it is said, prohibit you from using your own son, or any other boy or girl under 17 years of age, at any time, for farm or housework, or for any other work. This Bill may also limit you to short hours and less than a full week.

Impose additional reciprocal agreements, and allow more importations of farm products, which have already grown to impressive proportions, and thus lower prices of crops in our American markets, and keep them low in order to allow what we export to be sold in foreign markets at Their Low Prices.

I am fully covinced that the main reason for curtailing production in America, is for the purpose of taking our products away from us at low prices, so that our surpluses can be sold abroad at prices which prevail in foreign countries, where pauper labor produces crops.

Congress has stated "we want to hear from the farmers back home, and etc.," but they know most farmers live too far away to afford the trip. Our Farm Organizations are doing very little real fighting, so it is up to the farmers themselves to fight, or stay where they "have got us."

Will four other farmers join me and go to Washington early next week, and begin OUR fight against the bad parts of this Farm Bill, which both robs us and denies us profits?

Yours truly,
G. D. NEAVITT.

January 24, 1938.

To the Editor:

May I report upon my success in getting help for the family of ten—eight children—two grown who have worked at book repairing and in canneries when they could get it—whose mother made an appeal for them soon after Christmas, telling of her vain effort to secure something in the way of local help to make a Christmas for the little ones. She did not, nor has since, ever asked for anything for herself. When asked what she needed she said, "Oh she took what was left, it did not make any difference about her." She had the dress she was wearing and said that was all when asked. Almost nothing in the way of shoes.

There was, as usual no offer from our two chief holding companies. I call them that because it seems so apropos—they have such a strong hold on their respective treasuries that they won't let go of anything to speak of to help even the cold and hungry. The Social Service Committee of the Woman's Club has helped with what clothing they are sent, and individuals have been most kind, when asked, so that they are about fixed with warm bedding. Sheets still could be used—the children are being fitted out with comfortable clothing and shoes and they are being given a chance to pull up a little.

But what can one expect of morale with no place to study that is private, with no place that is in the least attractive to stay; hardly any comfortable chairs, and nothing to look forward to? Compared to this home most of us are living in utmost luxury. How can we judge of what people so situated as this family should do?

I have been utterly amazed at the discouragement I have received—almost entirely hearsay and repeated gossip I know in many cases—in trying to get help. I am told on all sides that they do not do what they should do and they leave undone what they could do, and they ought to do this and should not do that but no one has any concrete offer of work. When pinned down they flop around to the other side.

This case has come to me and I intend to do all I can. I wish it were a great deal more. No doubt this family must pay its rent or it would soon probably be turned out. I am going to find out who owns the hovel and what rent he gets and why something cannot be put into it and not all taken out. I am going to try to help make the inside more attractive in the spring when the house can be opened and comfortably used and I want some chairs and tables and other things that are fit to use ourselves. It would seem to me that something like this would be more worth while than knocking and saying people should work when they can't get it or do not know how. It should pay in making better citizens for when crowded out, no place to study, no place comfortable or attractive at home and poor lights, young people certainly won't stay at home. How many who have everything, ever stay off the streets either?

I have been to this home when not expected and found washing and scrubbing going on. I find the older children kind and affectionate to the younger ones. I find all, with one accord, saying "thank you" which is not entirely usual these days, and I find good manners and willingness to do what is asked—yes, and attractive, pretty children and mother. Even if some of us don't approve of them having anything given them, let others of us try to make their little home less unattractive and no one can say what the results may be. At least we will be helped ourselves if they are not.

One charitable man called me and offered $15.00 most generously, he really wanted to help no matter who they were; and mother had her aching tooth drawn and put the rest into a quarter ton of coal.

I hear that hard coal, to the rich is eleven dollars per ton and to the poor, its $16.00 or $17.00. I don't know if this is true, but I would not be surprised.

What an opportunity to spend some of the hoardings of organizations that we very foolishly entrusted with our contributions, to make that home comfortable. Does the Red Cross, we suppose it must, but have seen no annual report, make an annual statement, of its surplus, output and budget that we hear they have now made. And does that include what is carried over?

M. Y. B.
Centreville, Md.

THIS WEEK'S OLD TIMER

Golden Wedding Days have been the incentive for the choice of many of the subjects selected in recent months for the "Old Timer's" Column, and this week we have another of these honored couples, who have met the joys and sorrows of fifty years of wedded life with a courage and fortitude that is always admirable. They are Mr. and Mrs. William J. Binebrink, who have spent the entire half century of their married life in Queen Anne's county, and last Tuesday evening surrounded by their children with their families were the honored guests at a fiftieth wedding day party at the home of their son, W. D. Binebrink, near Downes in Caroline county.

"Old Timer" Binebrink was born on the "Grande Finley" farm, between Hayden and Church Hill, September 17, 1857, and is a son of the late Carl and Matilda Ann Binebrink. Later the family moved to Smyrna, Del., but "Old Timer" Binebrink returned to Queen Anne's county when a young man and lived on the "Edmund" place at Brown's Corner, which was the property of his maternal grandmother. Later he moved to the Wilmer Farm, at Land's End, and on January 25th, 1888, married Miss Nora Alice Lane

The marriage took place at the little Salem Church, now abandoned except for services once each year. The marriage ceremony was performed by the late Rev. J. A. Arters, and the young couple went to the Dr. "Kit" Harper farm near Centreville, where they remained for twenty-seven years.

In his yonger days "Old Timer" Binebrink was fond of fine horses and always owned exceptionally fine driving animals. His splendid team was the boast of the community. In 1915 the family moved to the Sixth District where they lived on the Tarman Farm and later on the Moffet Farm until 1928 when Mr. Binebrink retired.

Since that time they have had an established home in Ruthsburg, but spend the winters with their daughter, Mrs. J. Van Willis, at Church Hill, and Mr. Binebrink's brother, Mr. Thomas Binebrink, near Centreville. Even now at the age of eighty years, "Old Timer" Binebrink does considerable work as a carpenter, a trade he learned from his father many years ago.

Mr. Binebrink is a Democrat, and has never voted anything but a straight ticket. Having missed casting a vote on one occasion on account of unavoidable causes in the past sixty years.

Mr. Binebrink's father came to the United States from Berlin, Germany, when he was seventeen years old. So far as is known they are the only family of Binebrink's in this country. The name in Germany was Beinbrink.

Mrs. Binebrink was born in Talbot county in 1867, and is a daughter of the late James and Athelia Adams Lane. Her father was at that time superintendent of the "Wye Town" estate of the late Col. Lloyd, a large slave owner. After the death of her parents she lived in Jersey City, with her late sister, Mrs. Hubert Hull, later coming to Queen Anne's to the home of another sister, Mrs. William Carey, where she met Mr. Binebrink, and from where she was married. Her brothers and sisters are now all deceased. Mrs. Royce K. Bartlett, of Jersey City, N. J., who frefrequently visits here is a niece. Mr. Binebrink has two sisters, Mrs. Robert H. Harrison, of Baltimore, Mrs. Sarah Dill, of Philadelphia, and a brother, Thomas H. Binebrink, of near Centreville.

Mr. and Mrs. Binebrink are among the sturdy folk of the type that have helped to make Queen Anne's county and the Eastern Shore one of the most delightful places in the world in which to live. Their honesty, industry and fairness to every one with whom they come in contact demands respect from all who know them, and has inspired their children with characteristics that make them worthy to carry on.

They have five children—four sons and a daughter: They are William D. Binebrink, of Downes; Edward and Leonard Binebrink, of Centreville; Irving Binebrink, of Baltimore, and Mrs. J. Van Willis, the former Miss Isabel Binebrink, of Church Hill. Another daughter Bessie Lee died in infancy. All the children have unusual talent in music and art.

The Record-Observer extends their congratulations to this grand old couple on their fiftieth anniversary, and wish for them many more years of wedded happiness.

BOOKS You May Enjoy

By GRAHAM WATSON

WINTER IN APRIL, Robert Nathan Knopf.

A beautiful story of a girl's innocent love, of a young man's devotion to his people and his ideals, and of an old man's tolerance and patience.

To enjoy it to its fullest it should be read on a drowsy day in the Spring, restfully reclining in a comfortable hammock, with gentle breezes blowing and the droning sounds of bees humming around early blossoms. It is a "natural" for girls of all ages. To the fifteen-year-old it will tell the story, and give the thrills which she at present may be experiencing; to the more mature it will be a look at the past and re-enact the drama of their young love.

The story is chiefly concerned with three people; the old man, Henry Penifer, scholar and member of the Academy; his lovely grand-daughter, Ellen, who is going on fifteen; and Eric von Siegenfels, the young Doctor of Philosophy from Heidelberg and Oxford, liberal and exile, now secretary to Mr. Penifer. There are many others, but the most important of all is Ellen; in her Mr. Nathan has created a young girl whom everyone will love. The narrative is of her innocent devotion to a man who, to be true to his ideals, must forsake the peace and understanding which she and her infinitely tolerant and gentle grandfather are offering him. In his account of Ellen's ripening womanhood, Mr. Nathan has given us a view of and faith in life that will long be remembered.

A sample of the beauty of the story is a description of the old grandfather listening to Eric play Chopin. "I was sitting across the room, in shadow, with my eyes closed. At such times I like to dream, to taste again, its sharpness removed, the salt of old regret, and remember in tranquility the joys that were. I feel about me a sunset light, I believe that what was, had to be, that I have done all I could; my heart makes peace with the world." Read it. You will enjoy it.

Houghton, Mifflin Literary Fellowship Awards.

Houghton, Mifflin Company announce two Literary Fellowships for 1938. They are similar to the Fellowships offered for the last three years, with the following exception: one Fellowship will be given for a fiction project; one for a non-fiction project. The purpose of the awards, as hitherto, is to help writers of promise to secure the financial independence essential to their development. These are not prizes for completed manuscripts, but a means of assistance while the work is in progress. Each Fellowship will carry an award of $1,000, entirely in addition to and apart from subsequent royalties. . All applications for Fellowships must be received by April 1, 1938. Application blanks with further particulars may be secured from Houghton, Mifflin Company, 2 Park St. This means if any of our readers is at work on a manuscript and it is worthy the writer may apply for a Fellowship and if it is given he or she will receive $1000 to see them through while finishing the book.

The awards last year were Dorothy Baker for "Young Man With a Horn" to be published this Spring. To David Cornel DeJong for a long family novel to be published at a later date.

RADIANT LIVING

SUPPLYING ALL OUR NEED

By Rev. C. M. Griffeth
Pastor Calvary M. E. Church
Sudlersville, Md.

Many ambitious persons secretly wish that they might meet some men of wealth and influence to back them in their efforts to achieve a successful career.

The Christian, however, has the assurance that he has the backing of the Lord, God Almighty. For the Psalmist has promised us this when he exclaimed: "The Lord is my shepherd, I shall not want."

The Psalmist knew that God took an interest in his life and he knew that that Divine interest was an assurance of protection and provision.

Among the flowers in your garden, are there not some in which you take special delight and to which you give greatest care? You see to it that these, at least, have good rich soil. These too, I notice, are hedged in with special protetction from stray cats and dogs, and during those long sultry droughts of late summer, it is to these flowers that I see you, evening after evening, carrying a pail of refreshing water.

And would God do less for souls in whom He has taken a great delight?

Will not God protect my life, my future, my destiny, which I have given into His hands to mold as He will? Will not He move all heaven to bring out into fullest success the career which He wishes be to achieve?

I am assured of this as I read the Divine Promise: "But my God shall supply all your need according to his riches in glory by Christ Jesus."

INGLESIDE

The Ladies' Aid will meet this Friday evening at the home of Mr. and Mrs. William R. Wilson. All are cordially invited to attend.

Miss Anna Lee Kimbles spent the week-end with her sister, Mrs. Edward Cronshaw, of near Sudlersville.

Mr. and Mrs. Howard Burchard and family spent Sunday with Mr. and Mrs. Delbert Jester and family, of Still Pond.

Mrs. William R. Wilson spent several days in Odessa, Del, with Mrs. Mailly Davis.

Mr. and Mrs. Edward Riddleberger spent Sunday with Mr. and Mrs. Elwood Walls.

Mr. Medford Holden has returned home after spending two weeks in New Jersey with his daughter.

Miss Louise Walls, of Wilmington, spent the week-end with her parents, Mr. and Mrs. Leonard Walls.

Mrs. Mary Dorman has returned home after spending some time with friends in Greensboro.

rM. and Mrs. Paul Bostic spent the week-end in Chester, Pa.

Mrs. Sam Raisiner and daughter Doris, spent Sunday with her parents, Mr. and Mrs. Stephen Bostic.

CURRENT THOUGHT

WILL TELEVISION PAY?

Will television pay its way? That's a question worrying American television researchers and promoters more than engineering problems, says Frank R. Elliott, experimental psychologist and author, in the Rotarian Magazine.

Advertising has been nominated to foot television's bill—as it does radio's—but will it? "Will John Q. and Mary A. Public," asks Dr. Elliott, "give attention to television advertising—already dubbed 'teladvertising'? Will they remember—and buy—televised products? How much advertising will they accept?"

Psychologists have begun to answer—but not too reassuringly. As one of them, one who has demonstrated the advantages of the eye-ear approach himself. Dr. Elliott asserts, "The difficulties of attention-holding in television will be realized when we compare television with newspaper, magazine, or even radio advertising.

"If the newspaper reader's attention wavers, there is the page to come back to; if the magazine reader quits the page, it is there hours, days, or even weeks later for his attention. Not so with television. Let the eye wander from the small screen—even for seconds—and that teladvertisement is gone, never to be retrieved.

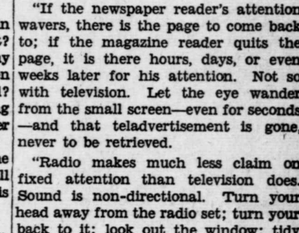
"Radio makes much less claim on fixed attention than television does. Sound is non-directional. Turn your head away from the radio set; turn your back to it; look out the window; tidy up the room; knit, sew, mind the baby, glance at the newspaper headlines—you can still hear the radio.

"If the televised program is so wordy as to give the complete story via the ear, it will be so overloaded with talk as to be a repetitious bore. If there is appropriate balance between words and pictures, as there must be, then ear and eye attentions must be given simultaneously. Failure of either must mean inadequate reception."

Another source of alarm cited by the psychologist is a mechanical limitation of television itself. "Ultrashort waves of television without 'boosters' reach only about as far as the horizon, some 25 to 40 miles. 'Boosters' are necessary to televise from New York to Philadelphia. Furthermore, it is at present impractical to envisage television service without 'boosters' extending very far beyond the limits of a score of the laregst cities of America.

"To the manufacturer who, through advertising, seeks national sales, that is a fact of dollars-and-sense interest. If teladvertising isn't going to reach the 100 million or so people outside the television zones, why should he advertise?"

The whole problem sums up to this, says Dr. Elliott: "The new eye-ear medium will have tremendous psychological advantage from multiple stimulation of the human sense organs. It will undoubtedly leave a deep impress upon the memory. It will have striking attention-getting advantage. But will it succeed at the extremely difficult task of simultaneously holding both eyes and ear attention? Finally, will the public taste tolerate enough teladvertising to foot the heavy television bill?"



Abner *says*-

A one-hoss town is dead when its hoss dies. I figger a town's courting sickness when its railroad highballs out for keeps.