

FILM PRAISING CAR RECALLED BY GOVERNOR

— SUN —

Did Not Know Commer- cial Use Was To Be

Made, He Says

JAN 10, 1954

Governor McKeldin yesterday ordered his administrative assistant, Albert W. Quinn, to withdraw from use films and tape recording of the Governor's voice which were being used by television in connection with an automobile advertisement.

The recordings and films were made available by the Shecter & Levin Advertising Agency to WBAL-TV, which used them last night.

The film shows the Governor in an automobile showroom where a 1954 model was unveiled.

The Governor in the recordings praised the car and said "everybody ought to come down and see it."

Request Misunderstood

Governor McKeldin acknowledged he had given permission for use of the recordings and films but said he did not know "commercial use" would be made of them.

He instructed his office to ask that the films and recordings be withdrawn.

Jack L. Levin, of the agency, said: "We'll be happy to comply with the Governor's wishes."

Mr. Levin said the Governor was invited to the unveiling of the new car as a "guest" and that there had been no plans to make any recordings or films of him.

Made Of Nearly Everybody

He said recordings and pictures were being made of nearly everybody present and, when the Governor remarked with the microphone that "everyone ought to come down" and see the car, he asked him if the recording could be used "on spots."

Mr. Levin said recordings had been made available to "several radio stations" but as far as he knew none had yet been used.

"If the Governor wants them withdrawn, we'll certainly comply with his wishes," Levin said.

The last time the Governor was in the news with an automobile was last summer when he acquired a seven-passenger, air-conditioned limousine to replace the official State car, a 1950 model with 90,000 miles on it.