

Liquor Advertising On Air Opposed

Federal Chief Advocates Law; Durstine Gives His Views

USE OF RADIO as a medium for advertising liquor and beer was defended as a matter of individual policy subject to public standards of good taste and service before a National Conference on Liquor Advertising held in Washington Oct. 25. Speaking during a forum on radio advertising, Roy S. Durstine, president of BBDO, Mr. Durstine and Neville Miller, president of the NAB, told distillers' and brewers' representatives at the meeting that the radio industry recognized the "serious social problem" involved in liquor advertising, and that it could be relied upon to deal with the situation without necessity of any restrictive legislation.



W. S. Alexander, administrator of the Federal Alcohol Administration, opened the discussion on radio advertising by declaring that listeners object to liquor advertising by radio because of alcohol's "forceful intrusion into the intimacy of the home". He recommended that Congress and the FAA act to prohibit such advertising.

Refers to Beer Advertising

Mr. Durstine, citing the "tactic control" exercised over program material by the FCC, declared that it is the "policy of stations to lean over backwards to comply with public taste". He pointed to the favorable audience reception of beer advertising on the radio and called for "less confusion, not more regulation".

NAB President Miller said that broadcasters recognize the "serious social problem" and have voluntarily refused "highly remunerative" distilled spirits advertising. Malt and wine advertising is accepted, he added, so long as it complies with regulations, good taste, and public interest. In general, broadcasters "have at all times extended the fullest measure of cooperation," he said.

Wesley Sturges, executive director of the Distilled Spirits Institute, said that although the Institute still holds to its practice of not using radio, it does not favor any definite restriction against radio advertising of liquors. There is a need for defining advertising, he emphasized, and radio programs not designed to promote sales, specific brands or labels could help the industry as a whole.

G. Selmer Fougner, *New York Sun* columnist, declared that radio could fill the need for "a courageous stand to come out and show the dangers of excess in the use of liquors", a phase of educational advertising which he said the industry was completely skipping.

"Through self-regulation," Mr. Miller said, "the radio industry has already demonstrated its concern for the public interest and its ability to meet a social problem in denying its facilities to the promotion of the consumption of intoxicating spirits, and in the careful supervision of advertising copy of brewers and wine producers.

"However, the broadcasters are

Signoff Benediction

WGAR, Cleveland, now signs off with a prayer. Each night at the conclusion of WGAR's broadcasting activity, the voice of a Cleveland clergyman is heard in a one-minute prayer. This idea is the development of a conference with the religious leaders of Cleveland and John F. Patt, WGAR manager. Each week, seven clergy of the Protestant, Catholic and Jewish faiths meet in the studios of WGAR where each records his short prayer. The recorded benedictions are played at signoff nightly the following week, with organ background. The announcer identifies the speaker each night.

Chapel chimes offering "Abide With Me" as a background while announcer reads a biblical excerpt comprise the new nightly sign-off for WSYR, Syracuse. Regular identification follows.

Naylor Rogers Resigns IRS Post in Chicago

NAYLOR ROGERS, former general manager and part owner of KNX, Los Angeles, and since the first of the year Western manager of International Radio Sales, Hearst representation subsidiary, announced Oct. 21 that he has resigned effective Nov. 1. Mr. Rogers said his decision to leave IRS developed following conversations with E. N. Stoer, Hearst Radio comptroller. He did not disclose his future plans.

As Western manager of IRS, Mr. Rogers headquartered in Chicago and organized the office for Hearst Radio. Loren Watson, manager of IRS, headquartered in New York, plans to take over the Chicago office temporarily upon Mr. Rogers' departure. Under the reorganization, the Chicago office will be subject to jurisdiction of New York headquarters and will not operate independently as heretofore. Mr. Watson plans to divide his time between the two cities. It is understood there will be no direct successor to Mr. Rogers, for the present in any event. Mr. Watson asserted that there are no plans for additions to the Chicago staff.

opposed to any proposed legislative action or regulation which would prohibit the advertising of any alcoholic beverage through radio. We are opposed because such action would set up a dangerous and unnecessary precedent of advertising censorship; because it would be discriminatory against radio and in favor of other media of advertising; and because we believe, due to changing conditions, the desired result can be best achieved through self-regulation and cooperation, rather than through legislation and regulation."

Mr. Rogers



Wine Firm on WOR

GAMBARELLI & DAVITTO, New York (Speas Apple wine), on Oct. 21, began a new musical program, *Moonbeams*, on WOR, Newark, Fridays, 9:30-10 p. m., a program of ballads. The sponsor originally had signed the Westminster Choir of Princeton, N. J., for the program, but objection arose from Presbyterian ministers to the use of the choir on a wine manufacturer's program. George Shackley, former director for WOR and now head of his own publishing concern, directs the program with Jerry Lawrence giving the commercials. De Biasi Adv. Agency, New York, is agency.

Griffin Contracts To Acquire KOMA

Sold by Hearst for \$315,000; Gillespie to Be Manager

SALE of KOMA, Oklahoma City, by Hearst Radio Inc. to J. T. Griffin, owner of KTUL and prominent Oklahoma wholesale grocer, for \$315,000, subject to FCC approval, was announced Oct. 20.

In negotiation for several months, the transaction was consummated by Mr. Griffin, his associate, W. C. Gillespie, vice-president and general manager of KTUL; Elliott Roosevelt, president of Hearst Radio, and E. M. Stoer, Hearst comptroller in New York. The transaction follows a half-dozen others negotiated by Hearst Radio during the last eight months.

Conversations also are going forward, it is understood, looking toward sale of WISN, Milwaukee, and KYA, San Francisco, Hearst properties. WCAE, Pittsburgh, and WBAL, Baltimore, remaining two Hearst stations, are not on the market.

Gillespie to Manage Both

It was announced that Mr. Gillespie will serve as vice-president and general manager of both stations but KOMA will operate separately from KTUL. Both stations are CBS outlets.

Because FCC approval is required, it was pointed out that several months necessarily will elapse before an actual change in management occurs and before the new owners take charge. KOMA operates full time on 1480 kc. with 5,000 watts.

The new owners, it was stated, plan to relocate KOMA and install new equipment costing approximately \$75,000 upon FCC approval of the transaction.

Stations in the Hearst group already under contract for sale but awaiting FCC approval are KEHE, Los Angeles; KTSA, San Antonio; WINS, New York; KNOW, Austin, and WACO, Waco, aside from KOMA.

Barrett Quits KOMA

It was also announced that Neal Barrett, vice-president of Hearst Radio in charge of Southwestern operations, had resigned as general manager of KOMA to give his full time to the Texas State Network, of which he is executive vice-president. Mr. Roosevelt is president of Texas State. Waymond Ramsey, program director of KOMA, was named general manager, succeeding Mr. Barrett.

160 STATIONS USED IN FORD CAMPAIGN

ANNOUNCEMENT of the 1939 Ford lines and of an entirely new automobile by the Ford Motor Co., the "Mercury V-8", will be heralded in early November by a burst to national advertising in all media.

The formal announcement will be made Nov. 4. Spot radio was scheduled on approximately 160 stations beginning Nov. 2 and continuing through the weekend in some instances. The agencies placing the time were N. W. Ayer & Son and McCann-Erickson. Ford Motor Co. will continue, as its chain program, the *Sunday Evening Hour* on CBS.

Aside from the Ford-Mercury announcement, no other promotional plans beside those detailed in previous issues of BROADCASTING include the use of radio.

Meanwhile, the general automotive picture has brightened considerably during the past month, lending hope in some agencies that curtailed budgets, which have affected radio and all other mediums, will shortly be augmented. Little of a definite nature has developed along this line, however. Most of the manufacturers are waiting to gauge the amount of public interest following announcement buying before they gear their plans in a substantial way.

On Air Despite Strike

DESPITE continuation of the San Francisco department store strike, many of the 35 affected stores have resumed their advertising both on radio and in newspapers. The stores had ceased all advertising in every medium at the beginning of the strike of the store workers and San Francisco radio stations suffered a sudden slash in business. All of these stores are operating on an open shop basis and since the beginning of the strike, sales have dropped only about 5%, it was declared.

Lorillard's Change

P. LORILLARD Co., New York (Old Gold cigarettes) sponsoring the twice-weekly quarter-hour *Hollywood Screenscoops* with George McCall, commentator, on 54 CBS network stations for the past year, will discontinue the series following the Nov. 10 broadcast. Firm on Nov. 20 starts sponsoring Robert Benchley in a variety show on 60 CBS network stations, Sundays, 10-10:30 p. m. (EST), the series to emanate from New York. Agency is Lennen & Mitchell, New York.

Wrigley-RKO Deal

WILLIAM WRIGLEY Jr. Co., Chicago, will soon start a variety show featuring talent from RKO movie studios on 75 CBS stations, according to reliable sources. A Friday night network program, the series may replace the *Laugh Limer* show which is continuing for the present.

Elgin Making Up List

ELGIN NATIONAL WATCH Co., Chicago, on Nov. 21 will start a spot campaign on about 12 stations. Only station signed as BROADCASTING went to press was WDAF, Kansas City, using 36 weekly recorded chain break announcements. J. Walter Thompson Co., Chicago, has the account.