Liquor Advertising

On Air Opposed

Federal Chief Advocates Law; Duristine Gives His Views

USE OF RADIO as a medium for advertising liquor and beer was de- fended as a desirable public policy subject to public standards of good taste and social reform. Mr. W. S. Duristine, president of the American Broadcasting Conference, addressed the 1938 National Conference on Liquor Advertising in Washington Oct. 25. Speaking during a forum on radio advertising, Mr. Duristine said, "It is naive to expect the individual to govern his prejudices and reactions in the consumption of intoxicating liquids, just as we expect him not to consume intoxicating liquids. We are far from having achieved any final solution to the problem of liquor consumption. However, the broadcast industry has a responsibility to see that the liquor message plays only a minor role in the general social message of the radio network.

"The broadcast industry should use every possible means to ensure that the liquor message is not placed in such a relation to other messages that it will become the dominant influence in the listener's mind. The broadcast industry should be careful to avoid the use of any medium that would be effective in advertising alcohol, and should use only those media that are effective in promoting other social objectives."

Signoff Benediction

WGAR, Cleveland, now signs off with a prayer. Each night at the conclusion of WGAR’s broadcasting, the voice of a Cleveland clergyman is heard in a one-minute program. The purpose of the development of a conference with the religious leaders of Cleveland, which resulted in the formation of the WGAR minister. Each week, seven clergy of the Protestant, Catholic and Jewish faiths take their turns in the studio of WGAR where each records his short prayer. The recorded benediction is played at signoff nightly the following week, with organ background of the speaker. The 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 fall of the year, Western manager of International Radio Sales, has resigned as representation subsidiary, announced Oct. 27. He has re- signed to respond to Mr. Rogers said his decision to leave IRS was made after an extended period of conversations with E. N. Steer, Heartst Radio & Comptroller. He did not disclose his future plans.

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 as the cooperation departs. Under the reorganization, the Chicago office will be subject to New York headquarters and will not operate independently as heretofore. Mr. Watson plans to divide his time between the two cities. It is understood that there will be no direct succession to Mr. Rogers, for the present in any event. Mr. Watson asserted that there are no plans for additions to the Chicago staff.

Following a similar action in New York, the resignation of Mr. Rogers was followed by the resignation of Mr. Steer, president of the IRS, who has been with the company for over 25 years.

Mr. Rogers opposed to any proposed legislative action or regulation which would prohibit the advertising of any alcoholic beverage through radio. With the opposition to any proposed legislative action or regulation which would prohibit the advertising of any alcoholic beverage through radio. With the opposition in the industry, the company's policy is to continue its present practice of advertising抄 brewer and wine producers.

"However, the broadcasters are

Wine Firm on WOR

GAMBARELLI & DAVITTO, New York (Speas Apple wine), on Oct. 21 began a new musical program from WGAR, Red. "Moonbeams", on WOR, Newark, Fridays, 9:30-10 p.m., a program of dance music. The sponsor, a lady who had signed the Westminster Choir of Princeton, N. J., for the program, is Miss Elizabeth. The program is directed by Jerry Lawrence giving the commercials. De Bisai Adv. Agency, New Vork, is agency.

Griffin Contracts To Acquire KOMA

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

SALE OF KOMA, Oklahoma City, to Mr. C. 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 sale has been consummated on Mr. Griffin’s ties with Mr. W. O. Gillespie, president of KTUL; Elliott Roosevelt, president of Hearst Radio, and E. M. Storer, Hearst comptroller in New York. The transfer of the call for KOMA to the new owner is expected to take place within a few weeks. Mr. Storer said that the sale is expected to take place before the FCC approves the sale.

Mr. Gillespie, who has been in the radio business for over 20 years, is expected to operate the station as a part-time venture.

160 STATIONS USED IN FORD CAMPAIGN

ANNOUNCEMENT of the 1939 Ford lines and of an entirely new make of automobile by the Motor Corporation of America, for the "Mercury V-8", will be heralded in early November by a burst of national advertising in all media. The Ford advertising campaign will begin Nov. 4. Spot radio was scheduled on approximately 160 stations in the first week, and continuing through the weekend in some instances. The agencies place- ing the Ford business are F. W. A. 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, other preannouncements and additional plans for the campaign will be released.

Meanwhile, the general automobile picture has brightened considerably during the past month, lending hope in some agencies that cur- tailed budgets, which have affected radio and newspaper mediums, will be augmented. Little of a definite nature has developed along this line, however. Most of the manufacturers will wait and gauge the amount of public interest following announcement buying before they change their plans in a substantial way.

On Air Despite Strike

DESpite continuation of the San Francisco radio strike, many of the 35 affected stores have resumed their advertising both on radio and in newspapers. The stores have had all advertising in every medium at the beginning of the strike and the strike of the stores. All 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 hour "My Pal" and "lywood Screencoops with George McCall, commentator, on 54 CBS stations, for the past three years, will discontinue the series following the Nov. 10 broadcast. Firm on Nov. 25 starts sponsoring Robert Benchley in a variety show on 62 CBS network stations, Sundays, 10-12 p.m. (EST), the series to emigrate 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, CBS stations, according to reliable sources. A Friday night program, the series will be the "Laugh Liner" 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. Daily stationBroaching of campaign went to press was WDAF, Kansas City, using 36 weekly re- corders and a spot beforehand.