

Mississippi Federation of Women's Clubs

INCORPORATED

President
MRS. E. B. NASH
Indianola, Miss.

1938



1940

First Vice-President
MRS. H. H. ELLIS
Meridian, Miss.

Corresponding Secretary
MISS SUSIE V. POWELL
Jackson, Miss.

January 6, 1940.

Honorable Theodore G. Bilbo,
United States Senator,
Senate Office Building,
Washington, D.C.

My dear Mr. Bilbo:

I had hoped to see you personally while you were in the state to ask your support of Senate Bill # 517, To Prohibit The Advertising of Alcoholic Beverages Over The Radio; which, I understand is to be called up very early in this session of the Congress. Of course, you know the provisions of Senator Johnson's bill and its present status in the Senate.

I have studied the bill carefully for several months and have heard it discussed at two state conventions where resolutions were adopted approving the bill for the best interest of the home and for the public welfare, and respectfully call your attention to some facts in the case which may not have come to your attention in your absorption in other national and world-wide problems.

The trade journals of the brewers and liquor dealers which I read whenever I have the chance for the strategic reason, "to know the enemies plans" are frank, emphatic and persistent in their instructions to their dealers to, "Aim your promotional activities at women and youth in the home." They state that the "Trade" is spending \$50,000,000 yearly for advertising their wares spent largely for handsome lithographed advertisements in Magazines and for radio broadcasts mainly read and listened to by homemakers. They state repeatedly that women and youth provide the largest source for their trade expansion. We can refuse to subscribe for magazines which contain offensive advertising, but the radio voice comes several times daily projected into The News, or delightful programs of music and other entertainment, advocating consumption of alcoholic beverages by the family and guests allegedly for promotion of health and social well being.

Unfortunately their trade program to induce women and youth to drink has met with astounding success. A visit to our Insane Hospital at Whitfield will show a large number of women alcoholics there. Many of these are from socially prominent families well known to you. Dr. Mitchell states that when this hospital was planned a few years ago that no provision was made for women alcoholics. Doubtless the same situation exists to even a greater extent in other states.

I may not be impressed by the specious claims of this radio voice, and I may turn the radio off but know it is invading millions of American homes and weakening this bulwark of national life.

My interest in the Johnson Bill is humanitarian. As a teacher, a club woman, a church worker and a social welfare worker I have studied the question and have come in contact with resultant problems. I am convinced that promotion of drinking by any media but especially the radio is inimical to the public welfare.

Therefore I earnestly ask your vote for the bill and your influence for its enactment which is needed to correct the present situation where federal agencies are powerless to prevent such radio broadcasts, and the states are without authority to act though they are held responsible for the sale of the wares which are advertised.

For your help in this matter you will have my sincere thanks, and I am safe in saying, that of thousands of other women who desire the highest good for the American home.

Sincerely yours,

Susie V. Powell
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