

## ASCAP Appoints Group to Handle NAB Negotiations Committee Was Authorized by Board at July Meeting

A POSSIBLE new turn in the strained relations between ASCAP and the broadcasting industry was seen Sept. 28 when Gene Buck, ASCAP president, announced he would appoint a committee "to negotiate" with the NAB Copyright Committee regarding new contracts to supplant those which expire Dec. 31, 1940. The announcement came immediately following the monthly ASCAP board meeting the same day.

Accused by the NAB Negotiating Committee and President Neville Miller of having "stalled" in repeated efforts of NAB to procure from ASCAP a basis on which to negotiate, Mr. Buck previously had stated an ASCAP committee would be named for that purpose. As a matter of fact, the ASCAP board on July 13 authorized Mr. Buck to appoint the committee but, according to the NAB, the ASCAP head departed for a vacation without taking action. The conversations collapsed when the NAB Negotiating Committee on Aug. 3 was met by John G. Paine, ASCAP general manager, rather than by a committee. Mr. Paine stated that ASCAP was not ready to make any proposal to broadcasters.

### Follows NAB Action

Since the development, the NAB has officially declared war on ASCAP and has set in motion a \$1,500,000 project to set up an independent music supply for the industry [See Page 24]. The fact that the ASCAP board now has ordered appointment of a committee and presumably ordered negotiations with the industry on contract renewal was interpreted as a step taken because of the threat of the broadcasting industry action. The next move will be ASCAP's.

The NAB Copyright Negotiating Committee comprises, in addition to President Miller, Lenox R. Lohr, NBC president; Edward Klauber, CBS executive vice-president; John Elmer, WCBM, Baltimore; Samuel R. Rosenbaum, WFIL, Philadelphia; Walter J. Damm, WTMJ, Milwaukee; John Shepard 3d, Yankee Network.

### Pepsi-Cola's N. Y. Test

PEPSI-COLA Co., Long Island City, N. Y., starts a test campaign in New York Oct. 2 using a total of 2,020 transcribed announcements on WOR, WINS, WMCA, WHN, WNEW, the first radio used by the sponsor. Agency is Newell-Emmett Co., New York. The campaign may be extended nationally.

### Packard Shaver's Discs

PACKARD ELECTRIC SHAVER Co., New York, has a series of five-minute transcriptions, cut by Strong Studios, New York, ready for use by dealers throughout the country but being held up pending outcome of litigation by Schick Dry Shaver Inc. Packard agency is S. G. Krevit Co., New York.

QUAKER OATS Co., Chicago (Aunt Jemima flour), on Oct. 2 starts 12 weekly minute announcements on 15 stations. Agency is Sherman K. Ellis Co., Chicago.

## Staff for World Series Is Complete; Controversy on Rights Still Simmers

COLOR announcers for the World Series broadcasts to begin on MBS Oct. 4 will include Lowell Thomas, Edwin C. Hill, Grantland Rice and Gabriel Heatter. Stan Lomax, sportscaster of WOR, Newark, will handle the commercials for Gillette Safety Razor Co., sponsor of the series. According to MBS officials, the color announcers will work in rotation, with one broadcasting each day. Bob Elson, of WGN, and Red Barber, of WOR, will announce the games [BROADCASTING, Sept. 15].

Unless rained out the series will start in New York Oct. 4 and remain there for the next day's game. Teams travel on Oct. 6, playing in Cincinnati Oct. 7-9, traveling on Oct. 10 with the final games played in New York Oct. 11 and 12, providing the series lasts that long.

### Revised Station List

The World's Series station list, as of Sept. 27, included 179 stations in the United States and Hawaii and 35 stations in Canada with about a dozen additional stations desired, but which MBS had been unable to clear, chiefly, it was stated, because of opposition on the part of NBC and CBS. At NBC it was said that in no case had this network granted any affiliate permission to carry the World's Series from MBS, nor had any affiliate been given authority either to cancel a network commercial or to record it for delayed broadcast. CBS said that it has no knowledge of any of its outlets taking the series.

Station list for the United States, as reported Sept. 27 by MBS, is as follows:

MBS affiliates: WOR WGN CKLW WHKC KFEL KFKA WBB WVDY WBBF WOL WBAX WSOC WRAL WAIR WSIX WFIL WLAF WGRC WKRC WSTP KTHS WPEC KFJX and the Colonial, Don Lee, Oklahoma and Texas State regional networks.

NBC affiliates: WHK WABY WRAL KSO WIRE KWK KMA WSYR WSPD WMFF WFO WIS WISN WJAX WIOD WFLA WFTL WFTS WWSB KTBK KUTA KLO KGIR KPFA WMPB WROL KOB WFLA KANS KIDO KGBX KOAM WDAY WJIM KYSM KROC KFAM KGA.

CBS affiliates: WKWB WMT WNAX WRVA KGMB KHCB WKWB WSAF Independents: KQV WHJB WSAF WTLN KREM KABR KFPW WHMA WJRD WKEU KPQK WFMD KELB KTRI KWOS WBEQ KWYO WHBL WJBY WHBB KSAL WGNB WCBG WPAD and Mason-Dixon regional network.

### Other Nets Refused

Controversy over the exclusive MBS deal appears stalemated with Judge Kenesaw M. Landis, high commissioner of baseball, refusing NBC and CBS permission to carry the Series broadcasts. In addition to the difficulties experienced by some CBS and NBC affiliates in clearing time for the series [BROADCASTING, Sept. 15] other phases of the controversy have become known.

It is understood from reliable sources that soon after the MBS broadcast of Aug. 17 announcing the exclusive deal, Niles Trammell, executive vice-president of NBC, phoned J. P. Spang Jr., president of the Gillette Razor Co., in behalf of NBC and CBS. Mr. Trammell is said to have offered the combined CBS and NBC networks free of charge with free courtesy announcements for Gillette. Mr. Spang was understood to have declined the offer because of his prior commitment to and contract with

MBS. Following this refusal Judge Landis received a letter from Mr. Trammell which held that the Series should not be given exclusively to any network because it is an outstanding sporting event with a national following. On the same day a letter was received from Edward Klauber, CBS executive vice-president, in which he contended MBS should not have been given the Series exclusively. Judge Landis answered neither of the letters beyond a formal acknowledgment. From sources close to Judge Landis it was learned that he refused Mr. Trammell's suggestion because he felt the Series to be of no greater interest than the Kentucky Derby, Rose Bowl game, and numerous boxing events that have been carried exclusively on a single network.

### Refusal of World Series Mentioned to the FCC

THE BASEBALL World Series broadcast situation was brought to the attention of officials of the FCC informally Sept. 26 by Fred Weber, MBS general manager, and Louis G. Caldwell, Washington counsel, but little likelihood of a protest of any kind was foreseen.

Purported refusal of NBC and CBS to permit certain of their stations to take the series, exclusively booked by MBS under Gillette Safety Razor Co. sponsorship, is understood to have been the basis of the informal conversations. There are no indications, it was stated, of filing of a formal protest with the FCC, which would involve a fundamental program issue. Both NBC and CBS have contended in communications to baseball's czar, K. M. Landis, that the World Series is of such public interest that it should not be scheduled exclusively on any single network.

### Wrigley Autumn Series Continues RKO Tieup

WM. WRIGLEY Jr. Co., Chicago (Doublemint gum), on Oct. 8 resumes the talent hunt program, *Gateway to Hollywood*, on 66 CBS stations, Sundays, 6:30-7 p. m. (EST), with Jesse Lasky continuing as director. Fall series will continue its tie-up with RKO Pictures, with final winners in the talent hunt awarded film contracts.

Bobby Brown, CBS Chicago program director, is the new producer of the series. He is on leave of absence from his Chicago duties. Charles Vanda, now CBS western program director, handled the show last season. He will act as consultant on the new series. Gwen Streetton looks after the financial end of the show and is on leave from her duties as secretary to Mr. Vanda. Ken Niles is talent coach and chief announcer. Cliff Howell and Gary Breckner are assistant announcers. Ray Wilson, Chicago freelance writer, heads the writing staff. Frances Hooper, head of Frances Hooper Agency, Chicago, servicing the account, will be in Hollywood for start of the fall series.

DR. W. B. CALDWELL Inc., Monticello, Ill., is using thrice-daily minute announcements varying with 15 minute shows on 60 stations. Agency is Benton & Bowles, Chicago.



AS MOST popular player on the Philadelphia National League team, Morrie Arnovich (left) received the General Mills-WCAU trophy from Dr. Leon Levy, WCAU president, at a Sept. 24 ceremony. Bill Dyer is General Mills sportscaster on WCAU.

### Powel Crosley Subject Of Satevepost Article

POWEL CROSLLEY Jr., subject of an article by Forrest Davis in the Sept. 30 *Saturday Evening Post*, is reported as holding no rancor against the FCC for having reduced the power of WLW from 500,000 to 50,000 watts recently, although he is represented as convinced that rural and remote listeners as well as owners of small low power radios will eventually insist upon restoration of such power. Mr. Crosley at least has the satisfaction, it is stated, of having proved that so called "superpower" is technically feasible.

The article, titled "The Crosley Touch—and Go!" deals only passingly with the WLW power fight. It is chiefly a personality sketch and deals largely with his interest in the Cincinnati Reds, which he owns, the new midjet car which he recently introduced, his radio and refrigerator manufacturing business and his interest in farming. It discloses that Charles Michelson, publicity director of the Democratic National Committee, is still on the payroll of the Crosley Corp., which is said to have paid him \$25,000 a year as a publicity consultant.

One of the illustrations shows Mr. Crosley at the wheel of one of his midjet cars, with Fred Weber, general manager of the Mutual Network, as one of the passengers.

### Colgate Serial on Red

COLGATE - PALMOLIVE - PEET Co., Jersey City, starts a quarter-hour five-weekly serial *Ellen Randolph* on a combination of 49 NBC Red and Blue stations in the interests of Concentrated Super Suds. Starting Oct. 9, the program concerns the problems of a young missionary's wife, starring Elsie Hitz and John McGovern. The majority of stations used will carry the program from 1:15 to 1:30 p. m. (EST), while 14 NBC stations will broadcast the serial via transcription at different periods daily between 1:45 and 5:15 p. m. Benton & Bowles, New York, handles the account.

### Two Added to NBC-Red

WJAC, Johnstown, Pa., and WFBG, Altoona, join NBC-Red Oct. 1, available at a combination rate of \$140 per evening hour. The additions bring the list of NBC affiliates to 176.