

Weber Says MBS Broadcasts Of Fights Will Start June 1

Discounting Reports that NBC May Be Able to Halt Arrangement With 20th Century Sporting Club

DISCOUNTING completely efforts of NBC to block the switch of the prize fights staged by Mike Jacobs' 20th Century Sporting Club from the Blue Network to MBS, Fred Weber, MBS general manager, told BROADCASTING late last week that, "You may quote me at stating positively that MBS will broadcast the fights exclusively after June 1."

This statement is especially significant since earlier in the week NBC had notified Jacobs that he had bound his organization to deliver rights for the coming season to NBC and that NBC would hold him to that contract. NBC notified MBS and Gillette of this notice.

Last Wednesday MBS attorneys visited NBC for conferences, which adjourned with the understanding that a further meeting might be arranged.

Announcement, made by MBS March 21 [BROADCASTING, March 24], stated that contracts had been signed for the exclusive broadcast of all the club's fights for 52 weeks beginning June 1, with an option for the succeeding year, on MBS under the sponsorship of Gillette Safety Razor Co., Boston. For the past four years these bouts have been broadcast on NBC-Blue, with Adam Hat Stores, New York, as sponsor.

Advance Payment

Word that the fights had gone to MBS came as a complete surprise to NBC officials who had believed that they had an option on the 1941-42 season's bouts and it was learned that NBC had given Jacobs a check for \$15,000 as an advance payment on those broadcasts. A notation to that effect, on the check, is said to be the only written evidence of such option, which had been verbally arranged with Jacobs. Contract covering the next year's fights was said to have been held up pending completion of the schedule of fights for the season.

At the club headquarters it was denied there was any agreement with NBC following the conclusion of the present contract on May 31. The \$15,000 payment was described as a personal loan to Jacobs, which was said to have been repaid to NBC last week, shortly after the announcement of the switch in broadcasts.

The move to MBS and Gillette was said to be due solely to the offer of more money. No sum was mentioned, but the club spokesman stated that during the past few years NBC's fees had varied from \$50,000 to \$90,000 per season, depending on the fights scheduled during each year, and that for the coming season the club would receive "in the neighborhood of twice what we have been getting".

Leon S. Goldberg, advertising

manager of Adam Hat Stores, declined to discuss the situation except to say that an announcement might be forthcoming by the middle of the week. Loss of the fights will mean a complete realignment of the company's advertising program, which had been built around the broadcasts.

During the last year blow-by-blow broadcasts in Spanish have been shortwaved to Latin America by Adam Hats in addition to the English broadcasts in the United States. A host of distributors in Central and South America have been secured as a direct result of these broadcasts and the company's export manager is now on his first trip into this new territory.

The shortwave broadcasts of the fights will be continued in the interests of Gillette razors, MBS said. Both WGEO, General Electric Co. shortwave transmitter in Schenectady, and WRUL, Boston international station, will probably send the descriptions to Latin American audiences. The domestic broadcasts will be carried by a minimum of 76 stations, with the full MBS network used for championship bouts, it was stated. Announcers have not yet been selected.

ASCAP Radio Committee Studies Fees; Frequent Meetings Are Held With MBS

ASCAP's radio committee has met almost continuously during the last week, endeavoring to work out a formula for the sale of the music controlled by ASCAP to the broadcasting industry on a per-program as well as a blanket license basis, as required by the Government consent decree accepted by the Society a few weeks ago.

Between private meetings of the committee members, the group has met frequently with representatives of MBS, authorized by Mutual stockholders to carry on discussions with ASCAP concerning a license covering the use of ASCAP music on the Mutual network [BROADCASTING, March 24].

No further meeting with the industry Committee of 15, appointed March 18 by the NAB board of directors has been scheduled by the ASCAP committee. The preliminary get-together of the two groups on March 20 closed with the understanding that upon notice from ASCAP that a tentative formula had been drawn up, the NAB committee would reconvene to go over the plan with the ASCAP group.

To date no such notice has gone out, although at that time the ASCAP committee expected to be able to recall the broadcasters within ten days or two weeks.

Meanwhile, MBS executives are pushing this network's independent



PYROTECHNICS still rent the ozone along New York's Radio Row as a result of the Great Contract Battle of The 20th Century (Sporting Club) MBS and NBC Blue are the contestants. It started when J. P. Spang Jr., president of the Gillette Safety Razor Co. (left) signed his name to a contract calling for exclusive broadcast rights to 20th Century Club's fights. Fred Weber, general manager of MBS (center) and Mike Jacobs, president of the club (right), negotiated the deal.

Accord on FCC Fund

THE INDEPENDENT offices Appropriations Bill, which carries a \$4,259,729 appropriation for FCC operations during the 1942 fiscal year was approved March 19 by conferees of both Senate and House. The House approved the conference report last Thursday, and the Senate is expected to follow suit within a few days.

Mitchell-Faust Is Named To Gen. Baking Account

GENERAL BAKING Co., New York (Bond bread), in line with the policy decided last fall [BROADCASTING, Nov. 1] of dividing the account among agencies to be handled individually in each sales territory, has appointed Mitchell-Faust Adv. Co., Chicago, for the Southwest Division, with the exception of New Orleans, which will be handled by Ivey & Ellington, Philadelphia.

The latter agency also has charge of the account in Pennsylvania, while Newell-Emmett Co., New York, handles the advertising in New York and New England. The Mitchell-Faust agency will continue in charge of Midwest Division advertising in addition to Southwest.

Gen. Foods Substitutes

GENERAL FOODS Corp., New York, will substitute *Regular Fellous*, a half-hour comedy sketch based on the comic strip of the same name, as a summer replacement, starting June 8, for the *Jell-O Program* starring Jack Benny heard on NBC-Red, Sundays, 7:30 p.m. Company has also decided to insert *Claudia*, dramatic sketch, in a half-hour of the *Kate Smith How* heard for Grape Nuts on CBS, Fridays, 8-8:55 p.m., when the latter program leaves the air for the summer sometime in June. Whether to fill in the rest of the hour with another show, or to use just the half-hour during the summer, has not yet been determined, according to Young & Rubicam.

Ontario on CBS

ONTARIO TRAVEL BUREAU, Toronto, will start a variety show April 20 on CBS to promote tourist travel. The show will be built around Ned Sparks and will be heard on 50 CBS stations, Sundays, 5:30-6 p.m. Agency is Walsh Adv. Co., Toronto.

Elmer Davis for C-P-P

COLGATE - PALMOLIVE - PEET Co., Jersey City, will start sponsorship June 1 of Elmer Davis news commentaries on 95 CBS stations, 8:55-9 p.m., seven days a week, for Palmolive soap. Agency is Ward Wheelock Co., New York.

New Gulf Discs

GULF OIL Corp., Pittsburgh, will start in mid-May transcribed quarter-hour musical program to be heard twice weekly for Gulf Spray. Station list as well as the number of stations to be used has not yet been determined, according to Young & Rubicam, New York.

Kelvinator Dealer Discs

NASH-KELVINATOR Corp., Detroit, distributing one-minute transcribed announcements to dealers and distributors of Kelvinator refrigerators. Announcements in jingle form are on the discs which have been placed on about 60 stations by the dealers, according to Geyer, Cornell, & Newell, New York, the agency in charge.

CALIFORNIA State Assemblyman Harrison W. Call, of Redwood City, in a bill proposed before the Legislature asked that a State advertising and publicity commission be formed with a \$1,000,000 a year budget. If the bill is passed radio will get its share of advertising to promote the state.

CAL KUHLE, producer with J. Walter Thompson, New York, will go to Eos Angeles this week to direct a new half-hour program starring Tommy Riggs & Betty Lou, sponsored by P. Lorillard Co., New York, for Old Gold.