

SESAC Offering Library Service

Selections of Affiliated Music Publishers To Be Included

ENTRANCE of SESAC into the transcription library field was announced last week by Paul Heinecke, president of SESAC, which has more than 900 station licensees for the use of its music. Comprising American folk music, western, hill-billy and cowboy songs, hymns, gospel music and light concert music, the new library will be made up of selections from the catalogs of music publishers affiliated with SESAC, most of them not available in the other library services.

Vocalists and musicians performing for the SESAC Transcription Library include: Charlie Magnante, accordionist; Eddie Smith, singing cowboy; Avenir de Monfred, organist and composer; Frank Novak, master of more than 30 instruments

known as the "Stokowski of Corn"; Bert Hirsch, concertmaster and first violinist of many radio orchestras; Rosalie Allen, vocalist and yodeler.

"The use of such talent on transcriptions," Mr. Heinecke said, "affords the smallest station the opportunity to build programs comparing favorably with live talent".

A low price has been set for the library service, he said, to make it available to all stations. Transcriptions are being recorded by Columbia Recording Corp.

Casite's Big List

CASITE Corp., Hastings, Mich., on March 14 begins an announcement campaign of 10 to 14 spots weekly, using 160 to 175 stations. Account is placed through Keeling & Co., Indianapolis.

WIP Philadelphia is canceling all singing commercials opening, occurring during, or following its newscasts.



SURROUNDED by flood waters of the Tombigbee River for the second time within a year, the antenna tower and runway for the transmission line of WCB1 Columbus, Miss. are visible. Base of WCB1 tower is on a concrete foundation 15 feet above ground. WCB1 engineers used boats to read antenna meters, visible above the water.

PIGLY Wiggly Stores, San Antonio (local grocery chain), has arranged for sponsorship of H. V. Kaltenborn on WOAI San Antonio. Contract is for 26 weeks.

OWI CONTRADICTS TABER'S CHARGES

A STATEMENT explanatory of the OWI's formation and procedure and calmly contradictory of the flagrant charges made by Rep. Taber (R-N.Y.) on the House floor Tuesday, was issued by Neil Dalton, director of the Domestic Branch of OWI.

Rep. Taber charged that NBC and CBS are "under the absolute domination and control of the New Deal administration" and that Mutual "is just hanging on". The three networks, he said, are closed to administration critics. The OWI was declared to be "attempting to destroy freedom of the press" and to be preventing the press from obtaining information about the Government. He also declared FCC pressure has nearly destroyed the freedom of radio. A letter from Elmer Davis, OWI director, to OWM Director Byrnes which Rep. Taber introduced, precipitated the outburst.

Mr. Dalton pointed out that OWI was created at the insistent demand by press and radio for better coordinated government information and that after long dealing with OWI they know it is not engaged in censorship. The letter referred to, Mr. Dalton said, was written to make procedures clear to all Agencies "to insure accuracy of the greatest possible degree and to avoid confusion as far as possible. Referring to James R. Brackett, deputy director of OWI, whom the representative said wrote the letter for Mr. Davis and whom he said was inexperienced, the OWI answered it "knows Mr. Taber is mistaken".

LENGTHEN BREAKS FOR NBC CHIMES

EFFECTIVE April 2, all NBC stations will utilize the NBC chimes at their station breaks. On the same date the interval between NBC's network programs will be increased from 20 to 30 seconds. Changes are results of a discovery by Niles Trammell, NBC president, at an affiliates' meeting that about 30% of the network's stations did not use the chimes at all and most of the others only some of the time, because the 20-second interval did not leave sufficient time for a local chain-break announcements. Mr. Trammell acted; told the stations; they reacted. Now the network's audible trademark will be sounded from coast to coast.

College Conference

J. HAROLD RYAN, president of the NAB; Augustin Frigon, general manager, CBC, and Frederic R. Gamble, president, AAAA, are among the members of the advisory committee of a Conference of Radio and Business sponsored by the School of Business, College of the City of New York, it has been announced by Harry Noble Wright, president of CCNY and chairman of the committee. Conference, to be held in April, will feature discussions of radio-business topics. A series of awards will be presented for "skill and craftsmanship in the effective creation of a radio program or promotion plan." Dr. Robert A. Love is director of the conference; Dr. John Grey Peatman is chairman of the awards group.

MUSIC has power —

WDAS is the only Philadelphia radio station featuring three hours of classical music every day

... In addition to the usual musical programs, Philadelphia's outstanding full-time independent station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P.M.



With "MUSIC" like this, it's no wonder WDAS audiences have been loyal for more than twenty years.