



RADIO DAILY

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FIVE CENTS

New High Seen for CBS

CBS PLANS TO AMPLIFY INFORMATIVE PROGRAMS

CBS next year will present the most thoughtfully planned schedule of informative broadcasts in its history, declares William S. Paley, president of the network, in a year-end interview on plans for 1938.

While admitting the importance of cultural and informative broadcasts, however, Paley points out that "entertainment of the highest standard and widest variety must be pre-

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New Barbasol Program With Godfrey on CBS

Barbasol on Jan. 24 will start another program featuring Arthur Godfrey over 24 CBS stations, Mondays through Fridays, 7:15-7:30 p.m.

A repeat to seven Pacific coast stations will be aired each Friday night, in addition to the early show. Godfrey will speak from WJSV, Washington. Erwin, Wasey & Co. has the account.

Atlas Radio Christens Chicago Branch Office

Concluding the organization of the four territorial divisions, Atlas Radio Distributing Corp. yesterday held official opening of its Chicago offices at 333 North Michigan Blvd., with Dan Blank, director of Central Divi-

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Alsweet Adds Stations

Chicago—Swift & Co., Chicago, has added WDEV, Waterbury, and WQDM, St. Alban's, Vt., to its Alsweet Margarine list, bringing the total to 40 stations. J. Walter Thompson is agency.

Santa Brings Downey

Cincinnati—Morton Downey, off the air for some time and just recently back from London, will emcee and sing Christmas night in a special WLW program aired coast-to-coast via Mutual. Devore Sisters, The Eight Men and Bill Stoess with an 18-piece orchestra also will be in the show. Downey is playing a night club here.

Christmas Warning!



THIS being the gladsome season of the year, RADIO DAILY will regale its readers with a special Christmas issue tomorrow. For one day, the serious side of broadcasting will be more or less subdued in favor of yuletide lightheartedness and well-wishing. Watch for your copy.

RADIO'S TECHNICIANS SEVERAL YEARS AHEAD

The past year's consolidation of knowledge gained through NBC's 11 years as an entity into standardized equipment and engineering practices will meet the most exacting of tests for several years to come, according to O. B. Hanson, NBC vice-president

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White Rouge Planning Radio Campaign in 1938

Chicago—The White Rouge Co. of this city has appointed Kirtland-Engel Co. as its advertising counselor, with plans for using radio in 1938. G. B. McDermott is account executive.

"Popeye" on the Radio

"Popeye," comic strip, has been sold for radio by King Features to Blackett-Sample-Hummert agency to be used in the Joe Lowe Corp. (Pop-sicle and other frozen stick confections) network program starting in the spring.

Elliott Roosevelt, Grabhorn May Move Up in Hearst Setup

8 Additional Accounts Signed by Tom Fizdale

Tom Fizdale Inc. has added eight accounts for publicity service, it is announced following the return of Tom Fizdale to New York from Chicago.

Business in the agency class includes "Attorney at Law," new John-

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Billings for December Will Set Record in Network's History---Year's Gross 24 Per Cent Over 1936

66 COMMERCIALS SIGNED BY MUTUAL WEB IN 1937

As compared with four commercials carried by Mutual System in 1934, when the network was formed on Oct. 2, in the past year a total of 66 advertisers used all or part of the 74 stations in the web that now stretches from Bangor, Me., to Honolulu, it is revealed by the network in a year-end report.

In the beginning, Mutual serviced

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Libby, McNeill & Libby Using Liberty Stories

Chicago—"That's My Story" series, based on Liberty magazine short stories, will be used by Libby, McNeill & Libby starting Jan. 24 on WLW Line, including WHN and WFIL. Transcriptions to be used on WLS, KNX and KYA. J. Walter Thompson Co. is agency.

Christmas Bonuses

The Christmas bonus checks are beginning to fill the pocketbooks of the personnel in the advertising and station rep field. McCann-Erickson, William Esty & Co., John Blair & Co. are the latest firms to distribute bonuses. Lord & Thomas gave a month's salary.

December monthly billings for CBS will total \$2,900,000, the all-time high for the network, according to an estimate released by the web yesterday. CBS figures that its 1937 receipts will total \$28,828,053, an increase of 24.4 per cent over 1936.

Assuming the CBS December estimate to be fairly accurate, the January billings will reach over the \$3,000,000 mark. Addition of the

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KELLOGG BUYS SERIAL FOR NEW ET CAMPAIGN

Chicago—"Howie Wing," saga of aviation by Capt. Wilfred G. Moore, author of "Air Adventures of Jimmie Allen," has been bought by Kellogg and is being transcribed by World Broadcasting System here for distribution in Canada starting Jan. 31 and later in U. S. in spots where firm is not using baseball. Moore will write and produce show, which features Billie Rose, Audrey McGrath, Bill Bouchey and Hugh Studebaker.

Kellogg Loses Exclusive On Chi. Baseball Games

Chicago—Because of protests by Phil K. Wrigley, Chicago Cubs president-owner, American League deal with Kellogg which would give concern exclusive rights to White Sox broadcasts to be aired on two local

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Extend to 5 A.M.

NBC's Red and Blue networks will stay open until 5 a.m. on New Year's Eve. A continuous cross-country parade of dance orchestras will be carried from 10 p.m. to midnight, at which time the Red and Blue networks will synchronize and continue to broadcast dance music until 5 o'clock in the morning.