

...d pooh-poohed by most broadcasting officials despite the rising tide of critical comment from the press and public alike. As we see it, there is only one manner of hope in preventing radio from turning into one grand national merry. And that, my friends, is when the quiz hullabaloo begins to nick the broadcaster in his pocketbook.

There are signs that this is about to happen. Only a few days ago, O. B. Capelle, sales promotion manager, Alka Laboratories, Inc., makers of Alka Seltzer, and a leading network advertiser, declared that his product is giving sponsor identification to the manufacturers whose prizes are given away on the Alka Seltzer-sponsored *Even For A Day* program over MBS. Capelle said that because of this program ratings can be "a snare and a delusion" to the advertiser. "The sponsor who used to accept without question the views of radio experts is beginning to open one eye. His pride prevents him from figuring the number of occasions he was humbugged in the past; but as of today he is deciding that radio producers who neglect a sponsor's welfare are due to change their ways." A few more quotes like that from other network advertisers, we think will do the trick. We sincerely hope so. We've been in love with radio for a number of years and we don't like to lose our loved ones.

Another trend receiving a great deal of attention along Madison and Park avenues during the sultry season is the increasing evidence that talent costs are headed downward. And not only program stars but the guests as well are being affected by the cutbacks. Observers tell us it all stems from the fact that the advertiser is keeping a more selective watch over his advertising expenditure and a tighter grip on his purse strings. In addition, it is pointed out that many an advertiser has found that a low-budget program is scored as many and sometimes more Hooper points than a top-budget show. So why, he wonders, pay exorbitant talent costs?

A number of shows reportedly have retained talent cuts including the *Drich Family* (NBC), *Red Skelton*, *Bob Burns* and others. As for guest stars, it is said that those who used to get \$5,000 per appearance (my tired

aching back!) are now lucky to get \$1,000. Bargain rates are also being listed for name dance bands.

On the cuff notes . . . The trade grapevine reports that Manhattan station WNBC's popular Mary Margaret McBride may soon be enjoying the national fame of network airings via the MBS network . . . There is talk that the ABC network's *Henry Morgan Show* will not continue through the summer as previously reported elsewhere. As a matter of fact, *Rayve Cream Shampoo* had not renewed the program as this edition went to press . . . A show of hands at the NAB meeting in Los Angeles last month indicated that about 75 per cent of those attending already operate FM along with AM stations. Another show of hands disclosed that probably only 15 per cent of the NAB'ers now having FM expect it to replace AM broadcasting completely . . . The Old Redhead, Arthur Godfrey, will have a new mystery series, *Cabin B-13*, replacing his *Talent Scouts* show over CBS starting July 5 . . . ABC network has initialled *Fruhaufl Trailer Co.* as sponsor of a new weekly news commentary series featuring Harrison Wood and starting June 20 . . . Miss Frieda B. Hennock, New York lawyer, will become the first female member of the FCC beginning in July . . . Latest news on the increasing promotion of radio is NBC's new two-reel motion picture titled *Behind Your Radio Dial*—subtitled *This Is NBC*. In addition to the NBC film, work is going ahead on the NAB's all-industry film now that the creative work has been completed by the boys at CBS-NBC-ABC . . . Author James Hilton will be the narrator of a new dramatic show which will replace the Hallmark Radio Edition of the *Reader's Digest* over CBS starting in mid-June . . . The Phil Harris-Alice Faye show Sunday nights over NBC has been dropped by Fitch and picked up by the Rexall Drug Co. . . . the temperature just hit 90 . . . that's it till next issue.

PALEY ET UX

New York.—CBS chairman Wm. S. Paley will have company on his board of directors according to a recent report which indicates that his wife, Mrs. Barbara Cushing Paley is about to be given a seat on the board.

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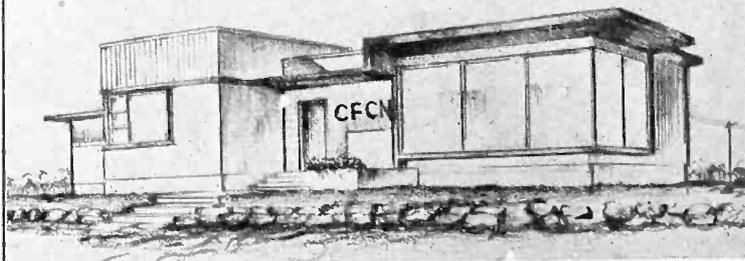
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