BUS RIDES TO MUSIC

VISIONS of a multi-million-dollar radio advertising industry, based on use of FM in transit vehicles, are appearing with the completion of preliminary plans by Transit Radio Inc. for installation of service in a half dozen important markets.

With Cincinnati buses and trolleys already successfully tested, steps were under way last week to broaden the service to include a number of other cities. In each instance, licensees of FM stations are collaborating in the Transit Radio Inc. project, developed largely by Hubert Taft Jr., president of the national organization and managing head of the Cincinnati Times-Star stations, WKRC and WCTS (FM).

At the call of Mr. Taft, a half dozen wellknown station executives met in Cincinnati last Tuesday for indoctrination on projected operations, based on the Cincinnati experiment. Among those present were E. K. Jett, former FCC commissioner and now vice president of

TIDEWATER Executive Talks Football Plans

BROADCAST rights to Pacific Coast Conference football games are still "wide open," according to Al Masters, Stanford U. athletic director and Radio Committee chairman. CBS and NBC have been mentioned as possible bidders for the games, which have been carried many years by Tidewater Associated Oil Co.

Harold Deal, Associated advertising and sales promotion manager, indicated the company "would endeavor to do as much as it had ever done before," provided the games do not reach Coast listeners by other facilities. He refused to say whether prop ping of Frank Bull as a basketball announcer meant an impending shakeup in announcing personnel.

As Tidewater believed to increase its sportscaster budget, Mr. Deal said only one announcer had ever refused to accept the company's figure. AFRA rates are paid, it is understood. As a result of complaints last autumn about its announcers, Tidewater conducted a poll, with results not announced.

$75,000 - Plus Bracket Has 8 With Radio Tie

EIGHT individuals whose firm serves radio or are radio sponsors were included last week in supplementary Treasure list of those $75,000 in 1948 or 1949.


Multi-Million FM Advertising Potential

POWER from customary 12-volt DC bus or trolley battery runs Transit Radio's crystal-controlled superheterodyne FM receiver designed to operate in high band. This receiver, used in recent tests by Cincinnati transit company, is 19-3/4" long, 5" wide, 7" high. It is usually installed on floor under driver's seat and can be easily controlled by bus or trolley operator.

FIVE-YEAR contract granting Transit Radio and WCTS Cincinnati rights to broadcast FM programs to public vehicles of the Cincinnati, Newport and Covington Railway Co. is concluded. Completing negotiations are: P. G. Vondersmith, president of the transit company (seated, r), Hubert Taft Jr. (seated, l), president of Transit Radio and managing director of WKRC-WCTS, and (standing, 1 to r) - R. C. Crisler, executive vice president, Transit Radio; Stephens L. Blackley, secretary and general counsel of transit firm and David L. Ringo, firm's manager.