

# BUS RIDES TO MUSIC

**V**ISIONS 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 busses 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 Hulbert 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 well-known 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

the Baltimore Sunpapers in charge of radio operations (WMAR-TV, WMAR-FM and the upcoming WMAR); William M. O'Neil, WJW Cleveland; his brother Tom O'Neil, vice president Yankee Network; Jack Harris, KPRC Houston, Chet Thomas, KXOK St. Louis, and R. C. Crisler, executive vice president of Transit Radio.

It was reported that conversations are going forward in each of these cities with transit lines looking toward establishment of the FM service, which is particularly suited to transit operations because of static-free and noise-free reception. Arrangements with the transit companies involve payment by the station of a monthly fee for each vehicle, following the pattern of car card advertising. Separate programming by the FM stations would be entailed, with music predominating.

Mr. Taft has completed the Cincinnati negotiations, whereby bus and trolley riders will roll along between shop, office and home, enjoying the specialized program fare.

The Cincinnati service was assured early this month when the Cincinnati, Newport and Covington

**OPINIONS** of bus riders concerning popularity of FM music provided passengers during recent tests in Cincinnati are solicited by Nancy Vickers, merchandising director of originating stations WKRC-WCTS. Ninety-five per cent liked it.

## Multi-Million FM Advertising Potential

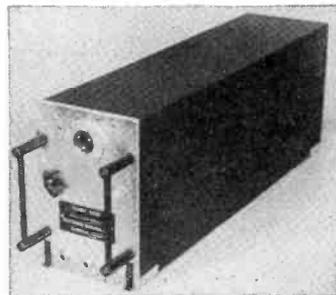
Railway Co., known locally as the Green Line, and Transit Radio Inc. signed a contract, said to be the first of its kind in the nation, providing for the installation of FM receivers in public transit vehicles. The line which serves the Northern Kentucky - Cincinnati metropolitan area, operates approximately 150 vehicles.

Three-cornered negotiations between the Cincinnati Street Railway Co., principal transit operator for the metropolitan area, Transit Radio and *Cincinnati Times-Star's* WCTS (FM) were reported approaching the contract stage.

An actual test of FM equipment in Cincinnati vehicles was launched in November 1947 following formulation of an agreement between WCTS, the Cincinnati Street Railway Company and the Green Line. Three motor busses and one electric trolley bus were equipped, and test runs made. These tests are said to have proven that with the use of six or eight speakers and volume set at low level, music was pleasing without being noisy. Complete absence of any fading or electrical interferences throughout the metropolitan area was noted.

Returns from a formal survey conducted among 5,000 passengers revealed that 3,846 persons enjoyed music and news while riding, 115 did not. The balance of votes was attributed to erroneously marked ballots. Ninety-five percent said they would like to have the service regularly.

Mr. Taft explains that Transit Radio, a national organization, was formed last May to develop specially designed FM receiving systems for use in busses, trolley busses and street cars. He feels that the new audiences available to radio through this innovation



**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 1/4" high. It is usually installed on floor under driver's seat and can be easily controlled by bus or trolley operator.

will be the basis for a new medium of advertising.

"We hope," Mr. Taft says, "to put FM immediately into a position of providing a mass service which is completely non-competitive with present radio, while at the same time promoting FM as an overall broadcast service. We believe that if we can be assured that millions of people will hear FM every day on public vehicles, they will be more likely to seek it as a home entertainment."

Limited installations using Transit Radio equipment have been made in Evansville, Ind., Wilkes-Barre, Pa., Houston and Savannah.

Further demonstrations of FM receivers have been scheduled for Baltimore and Washington.

Capital Transit Co. officials in the nation's capital are said to be considering adoption of the plan.



## 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 dropping of Frank Bull as a basketball announcer meant an impending shakeup in announcing personnel.

Asked if Tidewater intended 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 firms serve radio or are radio sponsors were included last week in supplemental Treasury list of those \$75,000 in 1945 or 1946.

List included for 1945: Sterling Drug Inc., New York, \$90,550 to James Hill Jr. On 1946 list: Collins Radio Co., Cedar Rapids, Iowa, \$100,049.84 to Wm. J. Barkley and \$82,124.84 to Arthur A. Collins; Campbell Soup Co., Camden, N. J., \$94,625 to Arthur C. Dorrance; The Andrew Jergens Co., Cincinnati, \$255,000 each to Andrew Jergens and Joseph D. Nelson; The General Tire and Rubber Co., Akron, \$97,000 to W. O'Neil; Al Paul Lefton Co., Philadelphia, \$75,314.04 to Al Paul Lefton.

**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), Hulbert Taft Jr. (seated, l), president of Transit Radio and managing director of WKRC-WCTS, and (standing, l to r)—R. C. Crisler, executive vice president, Transit Radio; Stephens L. Blakely, secretary and general counsel of transit firm and David L. Ringo, firm's manager.

