

GODFREY

Top CBS Wage-Earner in 1948

ARTHUR GODFREY, radio funnman, was the top wage-earner in 1948 in the books of Columbia Broadcasting System Inc., while Lowell Thomas, news commenator, was the top "independent contractor" on the network. Mr. Thomas received \$402,300 for "program services."

On the regular payrolls, Mr. Godfrey hit top-dollar with \$258,450—a sum which did not include payments to Arthur Godfrey Productions. The latter got \$123,623.93 for "program services" from CBS while the CBS subsidiary, Columbia Records Inc., paid it \$58,440.72 for sales of records.

The comedian's pay surpassed that of Frank Stanton, president of the network. Mr. Stanton received \$109,798.80, a sum which included a \$39,702.50 bonus. The president also had \$9,296.11 paid for him for pension plan and \$71.84 for group life insurance. These latter payments CBS does not consider "remuneration."

Third place in the CBS payroll sweepstakes went to John Reed King, radio artist, who received \$95,795.80.

Several "independent contractors"—neither employes, officers or directors—did better than the top three payrollers. For example, Tom Howard was paid \$218,751.25 for "program services."

These financial facts, together with many others, became public property last week when the net-

work filed its annual report with the Securities Exchange Commission.

William S. Paley, chairman of the board, was listed as the only person owning more than 10% of CBS stock. On Jan. 1 he owned 223,500 shares or 29.45% of Class B, \$2.50 par value stock. Also in his portfolio was 9.23% of the Class A, \$2.50 par value, stock. Payments made to him were not

indicated in the report.

CBS' 13 directors, however, of which Mr. Paley is one, received \$372,980.46 during the year, plus \$46,835.24 in pension payments and \$931.59 in group life insurance payments. Included in the directors payments was Mr. Stanton's remuneration.

Twenty officers, who were not directors, received \$561,516.41. Pension plans for them received \$61,058.34 while group life insurance payments for them totaled \$2,823.01.

Fifty-six employes received more than \$20,000 during the year. The total for them came to \$2,293,904.75. Pension payments for them were \$37,152.44, while group life insurance payments were \$3,786.60. Executives, however, were not the main beneficiaries, a footnote made clear. The major portion of the 56 employes who divided up the \$2,293,904.75 were radio artists, it was said. Their names were not set forth, although they did included Messrs. Godfrey and King.

The names of 21 persons or organizations not employes, directors, or officers of CBS who were paid more than \$20,000 for services during the year were given. They were:

Name	Capacity	Remuneration
Roseman, Goldmark, Colin & Kaye (Legal services)		\$92,900.00
O'Melveny & Myers		27,975.00
Carmichael Enterprises		23,000.00
Rooney Inc.		47,500.00
Arthur Godfrey Prod.		123,623.93
Mark Goodson		31,862.50
Tom Howard		218,751.25
Ed Sullivan		53,550.00
Lowell Thomas		420,300.00
William Todman		32,312.50
Patricia Carrington Prod.		23,400.00
William S. Todman & Mark Goodson		82,040.00

10 AM GRANTS

Estimated Cost \$150,000

GRANTS for 10 new AM stations, representing installation costs estimated at more than \$150,000, were issued by FCC last Thursday.

Six were for daytime stations, two of which will operate with 1 kw and four with 250 w; three were for 250 w fulltime stations and one for 100 w fulltime.

The grantees and their assignments, ownership, and estimated construction costs were as follows:

Festus, Mo.—Jefferson County Radio and Television Co., 1010 kc, 250 w, daytime. Co-partners: Amos Anthony Govero, 49% owner C. E. S. Truck Lines Inc., Crystal City, Mo., and 4% owner Govero Bros. filling station, Festus; Donald Meinrad Donze, sales manager KSGM Ste. Genevieve, Mo.; and Clifton Matthews Poindexter KSGM program director. Estimated cost \$10,350.

Beverly, Mass.—Conant Broadcasting Co. Inc., 1540 kc, 250 w, daytime; estimated cost \$14,176. Principals: C. Henry Glovsky, attorney, president 32%; Neiland J. Douglas, co-partner in real estate firm of Morgan & Douglas, treasurer 4%; Harry A. Glovsky, attorney, clerk 32%, and Hymen S. Glovsky agent and assistant manager at Palmer, Mass., Metropolitan Life Insurance Co., 32%.

North Adams, Mass.—Neal W. Welch, 860 kc, 250 w, daytime; estimated cost \$18,924. Mr. Welch, sole owner, is sales administrator, Sprague Electric Co.

Lebanon, Tenn.—Lebanon Broadcasting Co., 900 kc, 250 w, daytime; estimated cost \$12,000 exclusive of land and buildings. Principals: James Carl Richmond, 1/2 owner of five and ten cent store, president 33 1/2%; Stewart G. O'Dell, music director WOPI Bristol, Tenn., vice president 33 1/2%; Warren G. Gilpin, engineer at WCDT Winchester, Tenn., 33 1/2%.

Kelso, Wash.—Northwest Public Services Inc., 1490 kc, 250 w, unlimited; estimate cost \$12,270. Principals: Roscoe A. Day, industrial analyst, Bonneville Power Administration, Portland, Ore., 20%; Henry H. Alderman, Bonneville Power Administration, 20%; Frederick C. Arpke, economist, Bonneville Power Administration, 20%; J. Kenneth Kaseburg, legal adviser, Bonneville Power Administration, 40%.

Northampton, Mass.—Pioneer Valley Broadcasting Co., 1400 kc, 250 w, unlimited; estimated cost \$10,385 exclusive of land and buildings.

Natchez, Miss.—Old South Broadcasting Co., 1450 kc, 250 w, unlimited; estimated cost \$17,475. Principals: M. T. Seale and H. J. Jennings. Mr. Seale is lumber mill operator and owner and Mr. Jennings has been salesman, announcer and program director for various stations.

Fulton, N. Y.—Don J. Kesterke, 1300 kc, 1 kw, daytime; estimated cost \$23,000. Applicant is works manager of Diltz Machine Co., paper making machinery manufacturer, and owner DK Products Co., general machine shop, both at Fulton.

Big Spring, Tex.—Leonard R. Lyon, 1400 kc, 100 w, unlimited; estimated cost \$18,000. Mr. Lyon is commercial manager and technician at KWCO Chickasha, Okla.

Osceola, Ark.—H. F. Ohlendorf, 860 kc, 1 kw, daytime; estimated cost \$20,950. Mr. Ohlendorf is engaged in farming.

VIP Services Inc.	20,947.50
Wolfe Assoc. Inc.	53,427.60
Frank Cooper Assoc.	165,275.95
Martin Gosch Prod. Inc.	22,424.28
Broadcast Measurement Bureau	44,013.82
C. E. Hooper Inc.	51,206.85
A. C. Nielsen Co.	135,938.60
Paul Kesten (Consultant)	25,000.00
James D. Landauer Assoc. (Real estate consultant)	22,500.00

CBS methods of depreciation and amortization also were set forth in the report. It is writing off television equipment over an eight-year period; it's long wave gear over a 10-year span.

The subject of talent contracts, program rights, scripts, etc., also was mentioned in the report. CBS stated it is amortizing them on the basis of estimates of their useful lives at rates of 10-20% per annum. The Jack Benny deal, presumably, would fall into this classification. Because of the network's 1948 talent deals, this classification rose from \$328,558 to \$1,226,486.

KWK OWNERSHIP

'Globe-Democrat' Has 25% AN EXPANSION of the St. Louis *Globe - Democrat's* ownership in KWK St. Louis to approximately 25%, with the possibility of additional acquisitions by the newspaper later, is contemplated in an application to FCC last week.

The application seeks Commission approval of a voting trust agreement whereby Robert T. Convey, KWK president and controlling owner, would vote all the stock held by himself, his family and associates except that of the newspaper. The trust would cover 74.7%.

The *Globe-Democrat* bought approximately 17% a few weeks ago for around \$165,000 [BROADCASTING, April 18]. The additional shares it now proposes to acquire would amount to a little more than 7% at a price of about \$65,400.

Under present plans, designed to help finance KWK's proposed entry into television, the newspaper may acquire up to 20,000 additional shares of stock at \$12 per share. This would be accomplished through the issuance of new stock. Thus Mr. Convey would retain control.

WINZ LICENSE

Ordered Revoked by FCC

REVOCATION of license of WINZ Hollywood, Fla. was ordered by FCC last week "on the basis of violations of the Commission's Rules and Regulations and Standards of Good Engineering Practice, including notices served upon the licensee."

Hollywood Broadcasting Co., licensee, was allotted 15 days in which to request a hearing, in which event the revocation order would be suspended until the hearing is completed and the case decided.

The station is headed by Jonas Weiland, whose sale of controlling interest in WFTC Kinston, N. C. was approved by the Commission almost simultaneously (see story page 75.)

WINZ, established in 1946, is licensed on 940 kc with 1 kw, daytime only, but has a construction permit for 1 kw fulltime. The station has an application pending for use of 50 kw day and 1 kw night.

Chairman Wayne Coy did not participate in consideration of the case.

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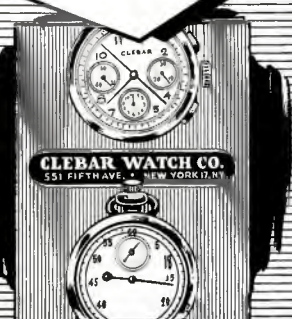
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