

Fitzgerald-Sample), Gillette Safety Razor (Maxon), Pennzoil (Fuller & Smith & Ross and Eisaman, Johns & Laws), Aetna Casualty & Surety (Remington Adv.).

Also American Dairy Assn. (Compton), Mennen (Warwick & Legler), Wm. Wrigley Jr. Co. (Arthur Meyerhoff Assoc.), Charles E. Hires Co. (Fuller & Smith & Ross) and Sun Oil (William Esty), which renewed its *Three Star Extra* daily news program for 52 weeks.

Program Plans ■ New programming for 1963 as announced by Mr. McDaniel: a new *Monitor* segment that will be produced in cooperation with the Federal Bar Assn. and cover a range of government agencies starting with a show featuring U. S. Supreme Court Justice Tom C. Clark, and two taped musical concert series starting in January; one, the Boston, Symphony Orchestra in *The Heart of The Symphony* series, the other, the Transylvania Symphony Orchestra produced with the Brevard, N. C., music center.

Exclusive Statistics ■ NBC Radio reported it is holding a series of meetings with the A. C. Nielsen Co. in search of an answer to the problem of measuring the self-powered radio audience, which Mr. McDaniel said comprises the "great bulk of today's



JWT's Jones
Help solve the riddles

listening—and the growing part."

It was estimated three-quarters of the 25 million new radios purchased per year are self-powered and thus not measured by stationary mechanical devices used to measure the plug-in set audience.

"The audience to car and portable radios is huge," Mr. McDaniel said,

[and] we have indications that on a Sunday afternoon it is nearly double the audience listening to plug-in sets."

Mr. Sarnoff said indications were that the radio network may be selling itself "short" by as much as 75% "simply because we have not yet been able to place a yardstick on the volume of listening to self-powered radio."

Radio's 'Riddles' ■ Mr. Jones of JWT asked station affiliates to join with agencies to help answer "some of the riddles of radio." Among them: number of people listening at a given time in home and out-of-home, who these people are, what households they represent, what happens to reach, and frequency when another commercial is added on the network or station or competing networks and stations, how radio supplements other media in building audience weight and coverage, the level of commercial awareness from schedules of "various intensity" and how this varies in relation to program environment.

The agency executive also asked: "What are the unique qualities of your network or your station that make it an effective sales tool for a given product?"

Mr. Jones recommended that stations continue to build "a vital program structure that will bring to your station adult, responsible listeners."

Added Mr. Jones: "Sell your medium first, to insure an ever-increasing flow of advertising dollars into radio. Then sell your stations, confidently and aggressively, without resorting to rate-cutting or special deals which are bound to lower your image and . . . make the buyers' jobs tougher as well."

Changing hands . . .

ANNOUNCED ■ *The following sales of station interests were reported last week subject to FCC approval:*

■ KSYD-TV Wichita Falls, Tex.: Sold by Sidney A. Grayson and associates to Paul Harron and group for \$2,350,000. Mr. Harron is a principal stockholder in WKTV (TV) Utica, N. Y., and is president of World Broadcasting System, Philadelphia, radio programming service. KSYD-TV operates on ch. 6 and is a CBS affiliate. Broker was Hamilton-Landis & Assoc. (AT DEADLINE, Dec. 3).

■ W DAR Darlington, S. C.: Sold by Walter P. Pearce to John P. and Julia N. Frew for \$80,000. Mr. Frew formerly owned a partnership interest in WPLK Rockmart, Ga. W DAR operates on 1350 kc with 1 kw daytime only. Broker was Jackson Lee, Atlanta.

APPROVED ■ *The following transfer of station interests was among those ap-*

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Major market fulltimer with excellent physical assets. Present owner under-financed. Station presently breakeven. \$125,000 down and balance over 8 years.

Fulltimer in good multiple station market, first in ratings. In the black and improving monthly. 29% down and 7 year payout.

Powerful regional daytime AM, full-time FM. Inexpensive operation, grossing \$90,000 and earning good return. Will pay out with 29% down.

MID-ATLANTIC
\$350,000

NEW ENGLAND
\$200,000

NEW YORK STATE
\$150,000

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