

► How networks fared

COMPARATIVE FINANCIAL DATA OF AM RADIO NATIONWIDE AND REGIONAL NETWORKS AND THEIR OWNED AND OPERATED STATIONS
1957-1958
(\$ Thousands)

Item	Amount 1958	Percent of Increase (Decrease)
Number of networks	7	
Number of stations	23 ¹	
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	\$ 34,187	(8.7)
b. Regional networks	965	16.0
c. Miscellaneous networks and stations..		
Total	35,152	(8.2)
2. Non-network time sales:		
a. National and regional advertisers and sponsors	22,263	(3.3)
b. Local advertisers and sponsors....	11,451	1.1
Total revenues from non-network time sales	33,714	(1.9)
Total revenues from time sales..	68,866	5.2
3. Deduct—Commissions to regularly established agencies, representa- tives brokers and others		
Net revenues from times sales..	13,401 ²	(4.3)
Net revenues from times sales..	55,465	(5.4)
B. Revenues from incidental broadcast activities:		
Talent	11,507	(2.5)
Sundry broadcast revenues	2,386	(21.9)
Total revenues from incidental.. broadcast activities	13,893	(6.5)
Total broadcast revenues	69,358	(5.6)
C. Total broadcast expenses of networks and stations		
	72,989	(0.8)
D. Broadcast income (or loss) before Federal income tax		
	(\$3,631)	

¹ Includes the operations of 21 network owned stations in 1957.

² Of this amount \$6,444,264 is applicable to the total sale of network time.

More financial figures next week

The lists of selected revenue items and broadcast revenues, expenses and income of individual stations in metropolitan areas and communities not in metropolitan areas will be published in the next issue of BROADCASTING, that of Oct. 5.

► The expense breakdown

BROADCAST EXPENSES OF 7 NETWORKS AND 3,197 AM STATIONS¹

Type of Expense (1)	1958		Total (4)
	Networks and Their Owned and Operated Stations (2)	Other Stations (3)	
Number of networks	7		7
Number of stations	23	3,174	3,197
	(\$ Thousands)		
Technical	\$ 9,011	\$ 57,637	\$ 66,648
Program	40,720	123,590	164,310
Selling	10,245	76,179	86,424
General and Administration ..	13,013	152,212	165,225
Total Broadcast Expenses ...	\$72,989	\$409,618	\$482,607

¹ Includes 4 nationwide networks and 3 regional networks and their 23 owned and operated stations.

FLORIDA

\$400,000

Fulltime major market facility. Currently operating profitably but offers a real opportunity for much higher grosses. \$120,000 down, balance 10 years at 6 per cent.

NEW ENGLAND

\$160,000

A well established fulltime property in single station market. Gross in excess of \$120,000 and consistently profitable. \$45,000 down, \$20,000 payable January 15, balance on long terms.

NORTHWEST

\$100,000

Fulltime top network affiliate that has always shown a profit. 29% down, balance on long term payout.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn

Jack V. Harvey

Joseph M. Sitrick

Washington Building

MIDWEST

H. W. Cassill

William B. Ryan

333 N. Michigan Ave.

Chicago, Illinois

SOUTHERN

Clifford B. Marshall

Stanley Whitaker

Healey Building

Atlanta, Georgia

WEST COAST

Colin M. Selph

Calif. Bank Bldg.

9441 Wilshire Blvd.

Beverly Hills, Calif.

Changing hands

ANNOUNCED • The following sale of station interests was announced last week, subject to FCC approval:

• KGVO Missoula, Mont.: Sold by Mosby's Inc., to KGVO Broadcasters Inc. for \$145,000. Buyer is principally owned by Dale G. Moore, general manager and stockholder in KCAP Helena and KBMN Bozeman, both Mont. KGVO is 5 kw on 1290 kc with a CBS affiliation.

• KUEN Wenatchee, Wash.: Sold by Dale R. Wood, Wynn Cannon and William Moeller to Joseph Sample and Miller C. Robertson for \$105,000. Mr. Sample is principal owner of KOOK-AM-TV Billings, Mont., and Mr. Robertson is former general manager of KIRO-TV Seattle. Sale was handled by Edwin Tornberg & Co. KUEN is on 900 kc with 500 w day.

APPROVED • The following transfers of station interests were approved by the FCC last week (for other Commission activities see FOR THE RECORD, page 125).

• WKNB and WNBC (TV) New Britain, Conn.: Sold by NBC to a subsidiary