

REGIONAL NETWORKS



Development of the regional network was a natural one necessitated by the growth of the radio industry. Evidence of its necessity as a major advertising medium is revealed in the increased use by national advertisers, the volume of business steadily reaching its peak to 1937. Primarily, regionals are no longer considered testing grounds for additional subsequent coverage since account executives are using regionals as a standard part of their annual appropriations.

Compactness of the area served and usual economy of coverage of these areas are considered vital factors in the selection of regional networks by advertising agencies for broadcast purposes. Most regionals have popularized local talent that draw for their respective sponsors in a big way, while every properly conducted regional offers various other top-notch services.

Current trend views the regional as being in sound business condition, with every indication that the coming season will find a continued increase in the number of advertisers, in keeping with the constant renewals that came through each season for the past several years. Not a few advertisers appreciate the fact that the regional offers an excellent opportunity to obtain programs of particular interest to the area served.

The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

PERSONNEL

President.....Burrige D. Butler
 Manager.....Fred A. Palmer

STATIONS

KOY, Phoenix; KGAR, Tucson; KSUN, Bisbee.

POLICIES

Advertising of alcoholic beverages not accepted.

NATIONAL REPRESENTATIVE

John Blair & Co.

Buckeye Network

1311 Terminal Tower, Cleveland, Ohio

PERSONNEL

General Manager.....H. K. Carpenter

STATIONS

WCLE, Cleveland; WHK, Cleveland; WHKC, Columbus; WPAY, Portsmouth.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

California Radio System

708 "I" Street, Sacramento, Calif.

PERSONNEL

General Manager.....Howard Lane

STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KYA, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield.

NATIONAL REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

Carolina Combination

The Carolina is not a regional network, but rather a sales combination composed of WPTF, Raleigh, and WIS, Columbia. No permanent wires are maintained between the two cities, and sole purpose of the combination is to offer spot advertisers coverage in North and South Carolina at a single combination rate.

The Colonial Network

21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

President John Shepard 3rd
Assistant to President R. L. Harlow
Director of Sales W. W. Warner
Sales Promotion Manager, James V. Bonner
Editor-in-Chief of Colonial Network
News Service L. Bickford
Director of Publicity Al Stephenson
Technical Director Paul DeMars
Chief Engineer L. Robinson
Merchandising Head J. B. Thompson
Sports Editor of Colonial Network
Work News Service Richard McDonough
Manager of Colonial Network
Work Artist Bureau Van D. Sheldon
Director of Public Relations Gerald Harrison

STATIONS

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHT, Hartford; WNBH, New Bedford; WBRY, Waterbury; WLLH, Lowell; WLNH, Laconia; WRDO, Augusta; WNLC, New London.

POLICIES

Colonial Network will accept or feed programs to the Mutual Broadcasting System, the Quaker State Network or to the following stations: WOR, WINS, WHN.

Beer and wine contracts are acceptable; no hard liquor advertising is acceptable.

Special features include extensive news service and home economics programs, the latter limited to four non-competing clients daily. Complete merchandising department, production department and artist bureau are available to clients.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Don Lee Broadcasting System

Don Lee Bldg., 1076 W. Seventh St.,
Los Angeles, Calif.
Phone: Vandike 7111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

General Manager Lewis Allen Weiss
Assistant Manager Willet Brown
Special Events Director Van Newkirk
Program Director Jack Joy

Publicity Director Bud Rutherford
Promotion Manager Richard Webster

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro.

Northern California: KFRC, San Francisco; KQW, San Jose; KGDM, Stockton; KDON, Monterey; KIEM, Eureka.

*Daytime only.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KSLM, Salem; KORE, Eugene.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; *Spokane; KGY, Olympia; KELA, Centralia.

*To Be Announced Later.

POLICIES

Advertising of beer and wine acceptable.

NATIONAL REPRESENTATIVE

John Blair & Co.

Inter-City Broadcasting System

"The Independent Network of the North Atlantic Seaboard"

1697 Broadway, New York City
Phone: Circle 6-2200

Chicago office: 360 N. Michigan Ave.

PERSONNEL

President Donald Flamm
Director of Sales Bertram Lebharr, Jr.
Director of Special Events Dick Fishell
Director of Publicity Leon Goldstein
Manager of Artists Bureau Charles Wilshin
Sales Promotion Manager Al Rose
Manager of Chicago Office Ray Linton

STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster, Pa.; WORK, York, Pa.; WATR, Waterbury; WPRO, Providence; WMEX, Boston; WLAW, Lawrence.

COVERAGE

Linked together by permanent A. T. & T. lines, the eleven stations of this network, covering the North Atlantic seaboard may be engaged collectively, in any combination, or individually.

The Iowa Network

Address: Register and Tribune Building,
Des Moines, Ia.

Phone: 3-2111 Des Moines
Cedar Rapids Office: Paramount Theater Bldg.
Waterloo Office: Russell Lamson Hotel

PERSONNEL

President Gardner Cowles, Jr.
Vice-President John Cowles
Vice-President and Treasurer Luther L. Hill
Vice-President Sumner Quorton
Secretary Fred Little
Artist Bureau Manager Ranny Daly

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Cedar Rapids, Waterloo.

COVERAGE

The Iowa Network covers 146 counties in Iowa, Minnesota, Wisconsin, Illinois and Missouri. Population, 3,269,618. Radio Homes, 690,994. Retail Sales, \$838,821,000.

POLICIES

Political advertising copy must be submitted 24 hours in advance. Payment for political advertising must be paid 24 hours in advance.

Network maintains an experienced merchandising staff for dealer calls and surveys, reports confidential. Program publicity available on street car cards, billboards, movie trailers and radio columns.

NATIONAL REPRESENTATIVE

E. Katz Special Advertising Agency

The Maryland Network

STATIONS

WCBM, Baltimore (Key Station), Hearst Tower Bldg., Phone, Calvert 2840; WTBO, Cumberland, 31 Frederick St.; WJEJ, Hagerstown, 16 West Washington St.

COVERAGE

The Maryland Network gives blanket coverage of the state of Maryland as well as the southern portion of Pennsylvania, northern Virginia and northeastern West Virginia.

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

PERSONNEL

General Manager.....Clair R. McCullough

STATIONS

WORK, York, Pa.; WDEL, Wilmington, Del.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.

MERCHANDISING

Personal calls on trade, newspaper publicity, letters to the trade, personal assistance to manufacturers' salesmen.

NATIONAL REPRESENTATIVE

Paul Raymer & Co.

Michigan Network

Operated by the King-Trendle Broadcasting Corp.

300 Madison Theater Building, Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

President.....George W. Trendle
General Manager.....H. Allen Campbell

STATIONS

Key Station: WXYZ, Detroit; WBCM, Bay City and Saginaw; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WKZO, Kalamazoo; WOOD-WASH, Grand Rapids.

POLICIES

Network does not accept foreign language

programs. Liquor advertising is not broadcast until after 9:00 P. M. and is subject to the approval of the Michigan State Liquor Commission. Network contracts are not permitted. The network is available without WXYZ and WKZO for sponsors requiring state stations with the Detroit market eliminated.

The Michigan Network territory includes the lower peninsula of Michigan with a primary coverage of over four million people in Michigan's eight largest cities.

Northern California Broadcasting System

The title, Northern California Broadcasting System, is purely a sales name, which is used only when KJBS and KQW are sold together. It is not a corporate set-up, and stations involved do not attempt to promote the sales combination as a regional network. There are no officers, and facilities and production involved are those of KJBS and KQW individually.

The Oklahoma Network

"Complete Coverage at Minimum Cost"
1800 West Main St., Oklahoma City, Okla.
Phone: 3-4881

PERSONNEL

President.....Ross U. Porter
Vice-President.....Tams Bixby, Jr.
Secretary.....Joseph W. Lee
Treasurer.....Albert Riesen
Managing Director.....Joseph W. Lee

STATIONS

Key Stations: KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KVSO, Ardmore; KADA, Ada; KASA, Elk City; WBBZ, Ponca City.

POLICIES

The Oklahoma Network accepts beer advertising. All stations are affiliated with the Mutual Broadcasting System.

The network offers a complete merchandising service, the details of which may be obtained upon request by addressing the managing director.

NATIONAL REPRESENTATIVE

John Hershey McGillvra

The Texas Quality Network

Address Individual Stations

PERSONNEL

General Manager.....Martin B. Campbell
Program Director.....Alex Keese

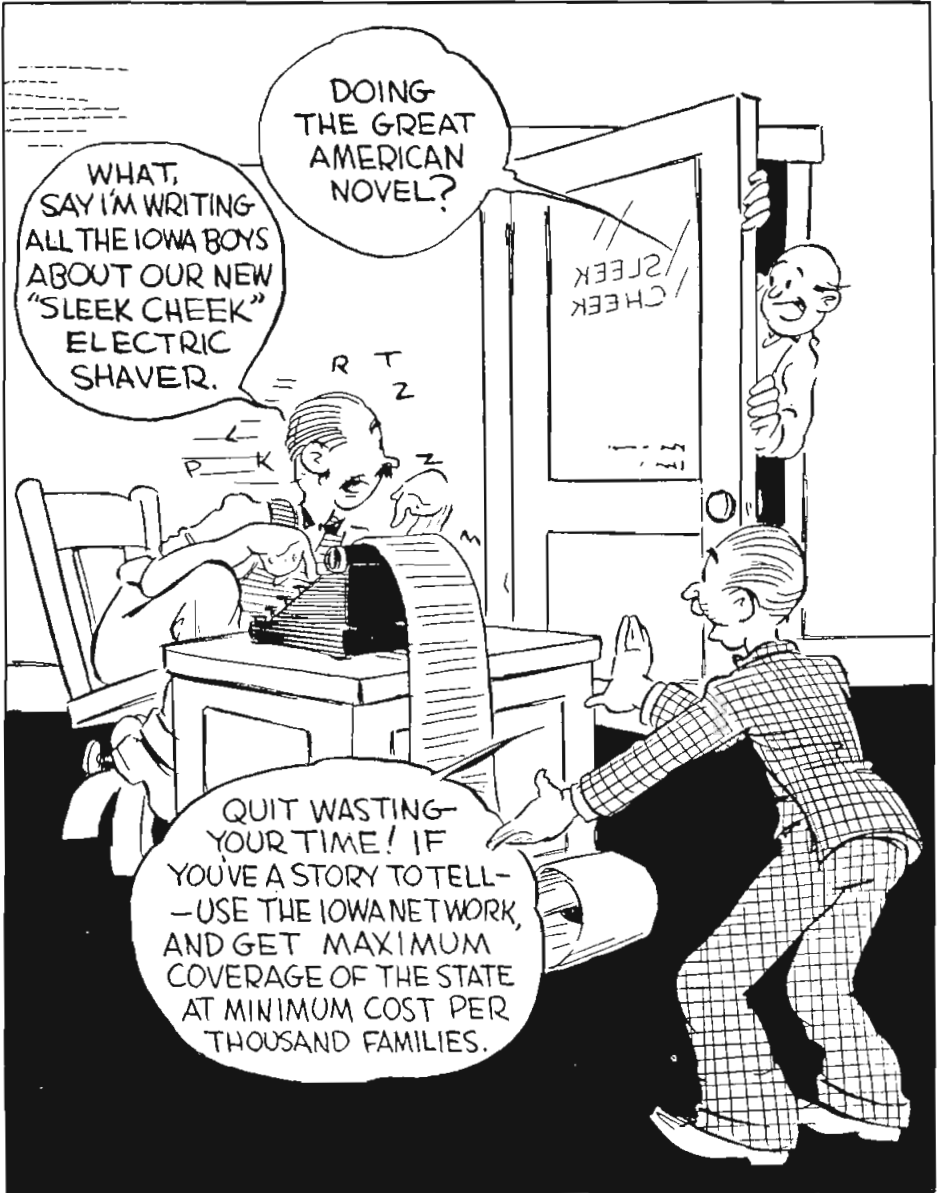
STATIONS

WFAA, Dallas; WOAL, San Antonio; WBAP, Fort Worth; KPRC, Houston.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer.

All contracts subject to network approval.



government regulations, the NAB Code of Ethics for the Radio Broadcasting industry and to the conditions of the standard AAAA contract form.

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

The Virginia Broadcasting System

Covering Virginia's Richest Markets
323 East Grace St., Richmond, Va.
Phone: 3-4242

PERSONNEL

PresidentEarl Sowers
Vice-President.....Hugh M. Curtler

STATIONS

WRNL, Richmond, Va.; WCHV, Charlottesville, Va.; WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WGH, Newport News, Va.

NATIONAL REPRESENTATIVE
Horace Hagedorn

West Texas Broadcasting System

c/o KGKL, San Angelo, Texas

PERSONNEL

Managing Director.....Earle Yates

STATIONS

KGKL, San Angelo; KIUN, Pecos; KNEL, Brady; KRLH, Midland.

West Virginia Network

WCHS Auditorium, Charleston, W. Va.

PERSONNEL

President John A. Kennedy
Managing Director Mortimer C. Watters
Program Director.....N. Pagliara
Chief Engineer.....O. Robinson
Dramatic Director.....D. C. Lochner
Musical Director.....H. McWhorter
Publicity Director.....J. P. Grose
Artist Bureau Head.....P. Dressler
Sales Manager.....G. Ferguson

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg.

POLICIES

Advertising of alcoholic beverages accepted.

Wisconsin Radio Network

c/o KFIZ, Fond Du Lac, Wisc.
Phone: 356

PERSONNEL

President.....Rev. James O. Wagner

STATIONS

KFIZ, Fond Du Lac; WHBY, Green Bay; WIBU, Poynette; WEMP, Milwaukee; WHBL, Sheboygan; WCLO, Janesville; WOMT, Manitowac.

The Yankee Network

Covering New England
21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

President.....John Shepard 3rd
Assistant to the Pres.....R. L. Harlow
Director of Sales.....C. W. Phelan
Director of Production.....Linus Travers
Sales Promotion Manager.....C. McVarnish
Research Director.....Robert C. Taylor
Editor-in-Chief—Yankee Network News ServiceAl Stephenson
Director of Publicity.....Al Stephenson
Technical Director.....Paul De Mars
Chief Engineer.....I. Robinson
Merchandising.....J. B. Thompson
Sports Editor.....Richard McDonough
Director Home Economics.....G. McMullen
Artists Bureau.....Van D. Sheldon
Public Relations.....G. Harrison

STATIONS

WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell; WLNH, Laconia; WRDO, Augusta; WNLC, New London.

POLICIES

Yankee Network will accept or feed programs to WOR, WHN or WINS, New York, provided the program is broadcast only in New York and New England.

Beer and wine contracts acceptable; no hard liquor advertising acceptable.

Special features include extensive news service and home economic programs, the latter limited to four non-competing clients daily. Complete merchandising department available to clients, also production staff and artists bureau.

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

Z Net

P. O. Box 1956, Butte, Montana
Phone: 22-3-44

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena.

POLICIES

The stations comprising the Z Net are connected by lines at all times, and are available as a unit. Live talent programs originate at either station; transcribed programs originate only at Butte. No announcement over 100 words in length or 1 minute accepted. Advertising of alcoholic beverages is accepted. All broadcasting programs of every description are subject to the approval and censorship of the station directors without objection or liability.

The Z Net serves western Montana.