

## REGIONAL NETWORKS

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**OKLAHOMA NETWORK**—Comprising KTOK Oklahoma City; KOME Tulsa; KCRC Emd; KBIX Muskogee; KGFF Shawnee, KADA Ada; KVSQ Ardmore; KTMC McAlester; KSWO Lawton. All stations affiliated with American Network. Available as a regional network. Headquarters: 1800 W. Main St., Oklahoma City. Managing Director: Robert D. Enoch, KTOK. Represented nationally by Taylor-Boroff Inc.

**THE OREGON TRAIL NETWORK**—Owned and operated by Inland Radio Inc. KSRV Ontario; KBKR Baker, and KLEB LaGrande. Lee W. Jacobs, general manager.

**QUAKER NETWORK**—Pennsylvania regional hookup comprising WFIL Philadelphia; WRAW Reading; WSN Allentown; WEST Easton; WORK York; WAZL Hazleton; WGAL Lancaster; WGBI Scranton; WBRE Wilkes-Barre; WKBO Harrisburg; WKOK Sunbury; WRAC Williamsport; WFBG Altoona; WJAC Johnstown; WLEU Erie; WWSW Pittsburgh; WKST New Castle. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL Philadelphia. General Manager: Roger W. Clipp; Sales Manager: John E. Surrick.

**RADIO NETWORK OF ARIZONA**—Comprising KOOL Phoenix; KCNA Tucson; KCYK Coolidge. Charles H. Garland, general manager; Miles Reed, sales manager.

**REBEL NETWORK**—Mississippi regional network comprising WJDX Jackson; WAML Laurel; WFOR Hattiesburg; WTOK Meridian; WGMG Gulfport. Frank Gentry, business manager.

**ROCKY MT. BCSTG. SYSTEM**—Comprised of six owned and operated stations: KUTA Salt Lake City; KGEM Boise; KLIX Twin Falls; KEIO Pocatello; KIFI Idaho Falls; KOPR Butte, Mont.; and nine affiliated stations: KMON Great Falls; KOOK Billings; KPRK Livingston, Mont.; KELK Elko; KENO Las Vegas; KFBC Cheyenne; KRAL Rawlins; KVOO Casper, Wyo.; KBIO Burley, Idaho; and independents: KVOG Ogden and KCSU Provo, Utah. Offices: KUTA Salt Lake City, Utah. Officers: Frank C. Carman, president; S. John Schille, vice president in charge of sales. Represented nationally by George P. Hollingbery Co.

**RURAL RADIO NETWORK**—Owns and operates WENE Wethersfield; WVBT Bristol Center; WVCN DeBryter; WVCV Cherry Valley; WVCN Turn. It also has as affiliates: WFCU-FM Ithaca, WFLY Troy; WELD-FM, Niagara Falls and WSLB, Ogdensburg. Headquarters: Ithaca, N.Y. R. Bruce Gervan, general manager.

**SOUTH CENTRAL QUALITY NETWORK**—Regional network comprising WMC Memphis; KARK Little Rock; KWKH Shreveport, WJDX Jackson, Miss.; WSMB New Orleans. Special hookup of any or all

available at combined national rates of each station, plus line charges. Headquarters, each station.

**SOUTHWEST NETWORK**—Comprising KR0D El Paso; KAVE Carlsbad, N.M.; KSLI Silver City, N.M.; KOSA Odessa, Tex.; KIUN Pecos, Tex.; KVKM Monahans, Tex.; KVLF Alpine, Tex.; KGFL Roswell, N.M.; KWEW Hobbs, N.M. Headquarters: 202 Radio Bldg., El Paso, Tex. Dorrance D. Roderick, president; Val Lawrence, vice president and managing director; Robert Hughes, commercial manager.

**THE STANDARD NETWORK**—Comprising WJW Cleveland (originating station), WATG (FM) Ashland; WTFM (FM) Tiffin; WCMW, WCMW-FM Canton; WFO (FM) Fremont; WFOB (FM) Fostoria; WFIN, WFIN-FM Findlay; WCTL (FM) Newark; WTNS, WTNS-FM Coshocton; WWST, WWST-FM Wooster; WIMA, WIMA-FM Lima, WLIO East Liverpool; WLEC Sandusky; WFAH (FM) Alliance; WOVN Defiance; WTRF Belleaire; WMOA Marietta; WBBW Youngstown; WICA Ashtabula; and WJEL Springfield; all in Ohio, WMGW Meadville, Pa.

**STEINMAN STATIONS (Mason Dixon Radio Group)**—Regional group comprising WDEL Wilmington, Del.; WORK York, Pa.; WGAL Lancaster, Pa.; WRAW Reading, Pa.; WEST Easton, Pa.; WKBO Harrisburg, Pa.; WGAL-TV Lancaster, Pa.; WDEL-TV Wilmington, Del. Represented nationally by Robert Meeker Assoc. Headquarters: WGAL Lancaster. General Manager: Clair R. McCollough.

**TEXAS BROADCASTING SYSTEM (TBS)**—Regional network comprising KRLD Dallas; KABC San Antonio and KTRH Houston. Headquarters: Adolphus Hotel, Dallas. Clyde W. Rembert, general manager.

**TEXAS QUALITY NETWORK**—Comprising WFAA Dallas; WOAI San Antonio; KPRC Houston. Associated stations: KRIS Corpus Christi; KRGV Brownsville, Tex.; KTBS Shreveport, La. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Hugh A. L. Haif, WOAI; Jack Harris, KPRC.

**TEXAS STATE NETWORK**—Regional network comprising KFJZ Fort Worth; WRD Dallas; KABC San Antonio; KBST Big Spring; KGKL San Angelo; KRBC Abilene; KPLT Paris; KRRV Sherman; KCMC Texarkana; WACO Waco; KNOW Austin; KFRO Longview; KBWD Brownwood; KMAC San Antonio; KCRS Midland; KGVJ Greenville; KTHH Houston. Gene L. Cagle, president. Headquarters: 1201 W Lancaster, Fort Worth 1.

**THE TOBACCO NETWORK INC.**—Regional North Carolina network comprising WRAL Raleigh, WTIK Durham; WFNC Fayetteville, WCEC Rocky Mount; WGTC Greenville; WHIT New Bern; WJNC Jacksonville; WGNL Wilmington. Executives: Floyd Fletcher, WTIK, president; Louis N. Howard, WHIT, vice president; Hartwell Campbell, WGTC, secretary and treasurer; R. K. Scott, general sales manager and chairman program committee. Headquarters: Box 1988, Raleigh, N. C. Tel.: 8885. Represented nationally by Forjoe & Co.

**UNION BROADCASTING SYSTEM**—Comprising WARA Buffalo, N.Y.; WOKO Albany Park, N.Y.;

WCSS Amsterdam, N.Y.; WWSC Glen Falls, N.Y.; WENT Gloversville, N.Y.; WHUC Hudson, N.Y.; WKNY Kingston, N.Y.; WKIP Poughkeepsie, N.Y.; WDOO Oneonta, N.Y.; WKOP Binghamton, N.Y.; WELM Elmira, N.Y.; WGAT Utica, N.Y.; WNDY Syracuse, N.Y.; WICY Malone, N.Y.; WEAV Plattsburgh, N.Y.; WNBZ Saranac Lake, N.Y.; WBEBC Pittsfield, Mass.; WACE Chicopee, Mass.; WALE Fall River, Mass.; WVOM Boston, Mass.; WSBY Rutland, Vt.; WJOY Burlington, Vt.; WWCO Waterbury, Conn.; WTOR Torrington, Conn.; WFAU Augusta, Me.; WJOR Bangor, Me.; WKNE Keene, N.H. Headquarters: WOKO Albany, N.Y. Jim Heasley, general manager.

**WEST TEXAS PACKAGED STATIONS**—Comprising KRBC Abilene; KBST Big Spring; KGKL San Angelo; KTRN Wichita Falls.

**WEST VIRGINIA GROUP**—Comprising WKOY Bluefield; WCAW Charleston; WVWV Fairmount; WHTN Huntington and WOAY Oak Hill. Harold E. Shaw, WOAY Oak Hill, traffic manager. Represented by The Friedenbergs Agency.

**WISCONSIN NETWORK**—Network comprising WHBY Appleton, KFIZ Fond du Lac; WCLO Janesville; WIBU Poynette-Madison; WRJN Racine; WBLB Sheboygan; WFHR Wisconsin Rapids; WJPG Green Bay; WGEZ Beloit. Supplementary Stations: WMAM Marinette; WBIZ Eau Claire; WJMS Ironwood, Mich.; WATW Ashland; WSBR Superior; WISN Milwaukee; WKBH La Crosse; WOSH Oshkosh; WJMC Rice Lake; WOBT Rhinelander; WATK Antigo. Main office: Wisconsin Rapids. George T. Frechette, WFHR, managing director and secretary-treasurer.

**YANKEE NETWORK**—Comprising WNAC Boston; WONS Hartford, Conn.; WEAN Providence, R.I.; WWCO Waterbury, Conn.; WHYN Holyoke-Springfield, Mass.; WAAB Worcester, Mass.; WICC Bridgeport, Conn.; WMTW Portland, Me.; WLLH Lowell-Lawrence, Mass.; WALE Fall River, Mass.; WJOR Bangor, Me.; WKBR Manchester, N.H.; WBRK Pittsfield, Mass.; WNLC New London, Conn.; WLNH Laconia, N.H.; WFAU Augusta, Me.; WCOU Lewiston, Me.; WHAL Greenfield, Mass.; WEIM Fitchburg, Mass.; WSYB Rutland, Vt.; WHEB Portsmouth, N.H.; WDEV Waterbury, Vt.; WKXL Concord, N.H.; WTSV Claremont, N.H.; WIDE Biddeford, Me.; WWON Woonsocket, R.I.; WNBH New Bedford, Mass.; WOCB Hyannis, Mass. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. Officers: William O'Neil, president; Linus Travers, executive vice president; George W. Steffy, vice president; Tom O'Neil, vice president; William O'Neil, treasurer; Robert F. Ide, assistant treasurer; Frank Knowlton, secretary.

**Z-BAR-NET**—Comprising KXLF Butte, Mont.; KKLJ Helena, Mont.; KXLQ Bozeman, Mont.; KXLK Great Falls, Mont.; KXLL Missoula, Mont.; Available as a hookup. Managing Director: Ed Cranley, KXLF.

**ZIA NETWORK**—Comprising KOAT Albuquerque; KTRC Santa Fe; KSWR Roswell and KGAK Gallup. All in New Mexico.

## FCC BAR

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Wilder, Gaston H. Jr., Goodhue Bldg., Beaumont, Tex.  
 Wilkinson, Glen A., Ernest L. Wilkinson, 744 Jackson Pl., D. C.  
 Williams, A. Rea, Investment Bldg., D. C.  
 Willis, John W., Fischer, Willis & Panzer, Dupont Circle Bldg., D. C.  
 Wilner, Morton H., Woodward Bldg., D. C.  
 Wilson, George O., Magnolia Bldg., Dallas.  
 Wilson, James E., Roberts & McInnis, Mayflower Office Bldg., D. C.  
 Wilson, Thomas W., Dow, Lohnes & Albertson, Munsey Bldg., D. C.  
 Winter, Harrison L., 10 Light St., Baltimore.  
 Wittenberg, Ralph K., Hilp Bldg., Reno, Nev.  
 Wolff, Sanford I., Raskind & Wolff, 134 N. LaSalle St., Chicago.  
 Wozencraft, Frank H., Southern Bldg., D. C.  
 Wraps, James W., Sterick Bldg., Memphis.  
 Wyatt, Wilson W., Marion E. Taylor Bldg., Louisville, Ky.

### Y

Yates, Carlyle E., RCA, 30 Rockefeller Plaza, New York 20.  
 Yost, Leland L., Justice Dept., D. C.  
 Young, Verne R., Loucks, Zias, Young & Jansky, 1317 F St., N. W., D. C.  
 Younger, Donald, 1311 Pacific Ave., Santa Cruz, Calif.  
 Yourd, Kenneth L., CBS, Columbia Square, Los Angeles 28.

### Z

Zagon, Samuel S., 6263 Hollywood Blvd., Los Angeles.  
 Zias, Joseph F., Loucks, Zias, Young & Jansky, 1317 F St., N. W., D. C.

## RADIO RESULTS

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content, mood, and a dozen other factors are natural parts of his service from the medium, you begin to see why radio and results are terms in common. The advertiser who prefaces his advertising contract with considerations like these is drawing upon a vast store of techniques created by broadcasters with the improvement of their art in mind. He is thinking about results, trying to control or dictate results. And he gets results.

### Common Practice

It is common practice for advertisers—local and national—to depend upon radio and only radio for the selection of those factors that can best produce results for them. That is why radio is sold, much in the manner of a custom-tailored suit-fitted to the individual buyer, while printed media are bought. "What are your availabilities?" is a question peculiar to radio. In what other medium does the buyer preface his purchase with a question inviting basic advice on how best to place his advertising? It doesn't do to reply

that others work regardless of where or how they're used. They don't.

Radio results follow the basic media rule—they increase in direct proportion to the effectiveness with which the medium is used. Possessed of an overwhelming advantage over other major media in every department, radio has not failed to produce staggering results wherever it has been properly used.

The close relationship between proper techniques and good results which exists in radio makes a thorough understanding of the medium essential to every person who handles radio advertising. The medium has suffered from the sins of many of its own people, and only careful selection and supervision by radio's management will reduce this waste.

Selling on superiority alone isn't the answer to a prosperous radio station operation. The salesman who wins all the arguments doesn't always bring back all the contracts. Naturally, the advertiser likes to buy with confidence in his selection of a medium. But this

confidence never lasts long in the face of the importunities of competitive salesmen. When this early confidence based on the selling story is translated into satisfaction with the results, then a long-term account has been born.

### Challenging Job

This is the radio salesman's most challenging job. He delivers best results when, with the advertiser, he carefully works out an advertising plan, based on known objectives, even before a word of advertising is heard on the air. And to set up this plan he should be capable of drawing on his understanding of the advertiser's business, of advertising in general, of radio advertising in particular—and finally on his knowledge of the special ability of his station to deliver the audience and the program most likely to succeed.

With this equipment, plus a sound understanding of the reasons behind radio's superiority over other media, the radio salesman should not only be able to win the order, but convert it into lasting income through satisfactory performance.