

Soon 610!

50 60 70 80 90 100 110 120 130 140 150

WGSN

The News Age-Herald Station
Birmingham

EMPHASIZING the station's audience, KIRO, Seattle, in connection with its 50,000-watt operation, has sent to the trade a four-page black, white and yellow broadside tracing details of the campaign since it went to 50 kw. June 29. Replicas of power boost announcements and followup newspaper space, billboards and highway bulletins, taxi bumper strips, radio promotions, direct mail, and special publicity features, including a spread in the radio section of the *Seattle Post-Intelligencer* for June 29 are included, along with a large map of the nighttime primary area.

Bridge of Signs

THE famed "Bridge to Nowhere" of Port Arthur, Tex., built 10 years ago at a cost of \$260,000, will become one of the nation's largest sign boards under arrangements recently made by Glenn Hewitt, manager of KPAC, Port Arthur, to make a station promotion sign of each 101-foot bridge arm.

Baseball Premiums

PONTIAC DEALERS of Southern California, Los Angeles, sponsoring a five weekly baseball broadcast on KMPC, Beverly Hills, Cal., are offering a baseball mitt, bat and ball to the writer of the best letter on "Who Will Win the World's Series and Why."

Magazine Tieup

NEWSTANDS in the listening area of WHN, New York, are displaying large red cardboard posters to promote the station's weekly mystery drama *The Avenger*, through a tieup by WHN with Street & Smith, publishers of the magazine *The Avenger*.

Chopsticks

CLAIMING the distinction of having the only Chinese announcer-m.s.-newscaster in American radio, WWRL, New York, sent out a special news release with a pair of chopsticks attached to announce that C. Gus Chan had joined the station.

Merchandising & Promotion

Plugs for 50—Ghost Bridge—Sticks for Chan—
News Schedules—Pennies in Glass

Covering the Food Show

WSAI, Cincinnati, again provides coverage of the 27th annual Cincinnati Food Show at the Cincinnati Zoo, Aug. 19-Sept. 1. A special WSAI booth was erected on the grounds and as much of the station's programs as possible will be released there, including descriptions of the Cincinnati Reds out-of-town baseball games. A mobile unit is to be used on the grounds for special pickups. Dewey Long, WSAI general manager, handled the station's participation in the exhibit.

List of Accounts

WBBM, Chicago, is sending all grocery wholesalers, drug wholesalers and drug chain headquarters in its primary area a monthly list of the WBBM programs that plug grocery store and drug products. Included on the list are the advertiser and product, time and day of program, sales results and type of program. Shown in a different color on the bulletins are the various offers or contests advertisers are running.

News Schedules

CAPITALIZING on the interest in newscasts, CFRN, Edmonton, Alta., has distributed to 19,000 urban and 11,000 rural homes in the Edmonton area *CFRN News Directory Cards*, listing every daily and Sunday newscast heard on the station. Each listing carries with it time and name of sponsor.

Tinkling Jar

TWO PENNIES, real ones, too, jingle daintily in a fruit jar sent to the trade by WIBW, Topeka. Jars are by Kerr, which is said to have received many thousand inquiries at 2 cents each in a campaign on WIBW.



ABOUT 500 of these bronze medals will be awarded this fall by WNAX, Yankton, S. D., to outstanding 4-H Club members in South Dakota, Nebraska and parts of Iowa, Minnesota and North Dakota. The awards were instituted last year by Charlie Worcester, WNAX farm service director. Apart from general cooperation with the 4-H movement in its area, highlighted by undertakings such as these annual awards, WNAX also pays the expenses of four prize-winning club members to the National 4-H Club Camp in Washington each year.

BROCHURES

WMAZ, Macon—Booklet giving facts and figures on WMAZ's listening area.

WROL, Knoxville—Offset printed booklet with studio views and coverage maps.

WEEI, Boston—Booklet *Let It Begin Here* describing WEEI's role in originating civilian defense programs in Massachusetts.

MBS—Third in series of brochures, *The Move Is to Mutual*, showing Blackett-Sample-Hummert clients using 21 quarter-hours on 76 MBS stations.

WWNC, Asheville—Brochure entitled "Poor Paperhanger—One Appendage Thives" in which the coverage and listener reaction to WWNC is shown with figures and coverage maps.

BETTER NUTRITION FOR DEFENSE

Woman Food Experts, Guests of WLW, Indicate
Food Industry Is Making Diet Plans

PLEDGING the American food industry to full cooperation in the national defense program, a group of 10 leading women in the food field, meeting in Chicago recently under sponsorship of WLW, Cincinnati, indicated the industry is organizing to afford better balanced menus and make food information available to home makers. The food experts, guests at a WLW luncheon at the Drake Hotel, participated in a forum discussion later broadcast via transcription on Jane Sheridan's *Homemakers' Review* on WLW.

Taking its cue from the National Nutrition Conference for Defense, held in Washington May 26-28 at the request of President Roosevelt, the Chicago meeting brought the experts together to correlate for WLW listeners their best thoughts on the growing importance of nutrition in the national defense scheme. Members of the discussion group

included Rose Marie Kiefer, executive secretary, National Assn. of Retail Grocers; home economics directors, including Marjorie Child Husted (Betty Crocker), General Mills, Jeanette Kelley, Lever Bros., Doris Tisdale, Standard Brands, Jean Allen, Kroger Grocery & Baking Co., Eleanor Ahearn, Procter & Gamble, Mary Dahnke, Kraft Cheese Co., Marie Sellers, General Foods Co., and Marie Gifford, Armour & Co. Jane Sheridan, WLW home director, was in charge of the program, which also presented Robert E. Dunville, general sales manager of the broadcast division of Crosley Corp., and Walter Callahan, WLW Chicago sales manager.

Interviewed by Miss Sheridan, the guest experts explained how their companies are intensifying efforts to closely ally themselves with the task of educating consumers in the job of planning nutritious meals.

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