

COOOPERATING with civic and commercial concerns in Rockford, Ill., WROK has produced a folding mailing piece which opens to a sheet 31x48 inches. Contained is a professional directory of the city's 505 businesses with an accompanying street map to indicate the locations of the firms. Strips bordering the top and bottom of one side are dedicated to pictures of WROK and MBS talent. WROK has also placed the maps in 400 buildings at Camp Grant, near Rockford.

Display Prizes
GROCERS and druggists are competing for \$300 in prizes offered by WSB, Atlanta, for the best window or counter display featuring a WSB-advertised product. Rules are that display must be shown for six consecutive business days between June 30 and July 2, when the contest terminates, and each contestant must submit a photo and display of his entry.

Airplane Banner
AIRPLANE flying a banner, the aerial sign using three-foot letters to read: "Dial 950—WPEN—On The Hour For Late News," was used by WPEN, Philadelphia, July 5 in Atlantic City, taking advantage of the holiday throngs.

Chesterfield Week
LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), will use its radio and newspaper advertising to promote "Chesterfield Navy Week", beginning July 7 and "Chesterfield Army Week", July 21.

Merchandising & Promotion

City Directory—Atlanta Counters—Plane Over Beach—
Love of Music—North American Log

Music Merchants
WITH THE SLOGAN "10,000 traveling salesmen couldn't do in years what radio does in one minute", the latest of a series of promotion pieces issued by the NAB Bureau of Radio Advertising deals with the sale of musical instruments. Centering around the testimonials of the Charles E. Wells Music Co., of Denver, the mailing piece tells how radio has helped make the United States a nation of music lovers.

Tips to Anglers
A FISHERMAN'S GUIDE, telling where to go when they're biting and the best ways to catch them, has been distributed by WSM, Nashville, in connection with its *Get Out of Doors* program. More than 15,000 of the four-page leaflets were distributed through the Game & Fish Dept., at hardware stores where fishing licenses are sold and as giveaways on the program.

WCCO News Schedules
SCHEDULES of newcasts broadcast daily over WCCO, Minneapolis, have been sent to over 500 resort owners in the area for posting in their lodges and cabins.

Truck on the Job
SPECIAL events truck and other equipment were provided by WNAX, Yankton, S. D., for the 44th annual convention of the South Dakota Retail Merchants Assn., held at Aberdeen, S. D. The truck was used to announce various events and a number of recordings were made at the three-day event.

Network Log
AS A TIME-SAVING reference on U. S. and Canadian stations, NBC has issued a folder listing all pertinent information on station call letters and frequencies, as allocated under the Havana Treaty last March, their locations, powers, etc. Folder also contains a map of NBC network facilities.

BROCHURES

NBC-Red—Bright red 40-page booklet "Saturday Morning, Radio 'Buy-Word' of 1941".

CBS—Silver and black folder, "Three Beautiful Pictures", showing success of the *Silver Theatre*.

CJGX, Yorkton, Sask.—A 20-page "Presentation of the Services Performed by CJGX."

NOW
In the Tennessee Valley
at 5000 watts

Present rates in effect until
August 1, 1941

National Representatives
HEADLEY-REED CO.
New York • Chicago • Detroit • Atlanta

WAPQ Offers More!

MORE COVERAGE: Power boost July 15 from 250 watts to 5,000 watts day, 1,000 watts night multiplies primary area!

MORE CUSTOMERS: With Camp Forrest's 70,000 soldiers now in its primary area, WAPQ reaches over one half million prospective buyers.

MORE PAYROLLS: Chattanooga just chosen site for 38 million dollar powder plant employing 18,000. Power plant costing 42 million now in operation.

MORE LISTENERS: Now scheduling more NBC Red and Blue shows than ever before.

WAPQ

Chattanooga's Friendly Station

1150 Kilocycles **NBC Red and Blue**

KWKH
50,000 WATTS
SHREVEPORT, LA.
CBS

Serving one of the nation's richest and most prosperous markets

Owned and operated by: The Shreveport Times. Ask The Branham Company for more information about KWKH, one of the sixteen CBS 50,000 watt stations.