

COMPLETE N. B. C. SERVICE

25,000 WATTS TULSA, OKLA.

The Most Powerful Station between St. Louis, Dallas and Denver

GENERAL TIRE POINTS PROUDLY
To Jack Benny and Results of National Radio Drive
As Artist is "Farmed Out" to Jello

BEST PROOF that Jack Benny's weekly radio program over an NBC-WEAF network has been getting results for the General Tire & Rubber Co. lies in the fact that the sponsor, through President William O'Neil, has just contracted with the comedian and his troupe for a new series of coast-to-coast programs starting next spring and extending through the summer of 1937, according to a statement to Broadcasting by the General Tire Company.

Next month Benny goes on the air for General Foods, Inc., New York (Jello) in a 26-week schedule over an NBC-WEAF network, but he returns to General Feb. 26 by mutual agreement between the companies. Hays MacFarland & Co., Chicago agency, handles the General account, while Young & Rubicam is handling the Jello account.

Story of Success

FOLLOWING is the story of the General Tire Co. on the success of the Benny program and how it has sold tires:

"While Benny and his associates, Mary Livingstone (or Mrs. Jack

Benny), Frank Parker and Don Bestor's orchestra are to be "farmed out," after a manner of speaking, to another sponsor for the winter months, during which the tire activities of all rubber companies are at their lowest ebb of the year, they will again be broadcasting under the General Tire banner long before warm weather comes next spring.

"General Tire has formed its opinion of the value of Benny and his associates as tire merchandisers from an informal survey of the dealers who distribute its products. Reports from distributors of General Tires in all parts of the country indicate that his programs have had a nation-wide appeal and that they have been clicking equally well in the far West and the solid South as in the Northwest and the New England states.

"In many cities, dealers have been supplementing Benny's programs with local newspaper advertising in which they remind readers of the station and of the time when Benny and his cast may be heard each week.

Like Commercial Jibing

"COMPANY sales representatives have reported that, in numerous cases, Benny's programs and clever "plugging" of General Tires have been instrumental in persuading prospective General Tire dealers to apply for General franchises in their particular localities.

"From many cities have come reports that radio listeners like the unusual manner in which Benny introduces the name of his sponsor's

product at occasional intervals in the programs. The fact that he does not permit either himself or the announcer to become too serious in their references to the product not only does not detract from the value of the commercial references but adds both to their interest and effectiveness, many General Tire dealers have reported. Benny's particular type of commercial "plug" was tried as more or less of an experiment after General had sponsored a previous program in which all references to the product were in a serious, business-like vein.

"An analysis of comments made by radio editors of daily newspapers throughout the country indicates that their composite opinion of the Benny programs coincides very closely with that of the majority of General Tire dealers. Reflecting as they do the cross-section of the average opinion of their readers on the more important programs, General Tire advertising officials say they feel that Benny's programs have been making and keeping many friends for General in all parts of the country.

"Naturally, it is impossible to arrive, even approximately, at an idea of the actual concrete results of a national radio program in the matter of sales. Many kinds of radio listener surveys have been made with a view to determining this but all have necessarily lacked definiteness in actual results.

Good Salesman

"GENERAL TIRE dealers, as a rule, however, say that they find that Benny's programs appeal to nearly all classes of listeners and that, because of their variety and apparently spontaneous informality, they are looked forward to every week by many thousands of dialers.

"Good music is an important part of a program such as Jack Benny presents and critics who have commented on the excellence of the Benny broadcasts give no small part of the credit for their results to the tenor voice of Frank Parker and the intriguing melodies of Don Bestor and his musicians. No small part of the success of Benny himself is generally attributed to the excellent complementary fun provided by his wife, Mary Livingstone.

"General Tire believes that people, generally, like to listen to Jack Benny and do not tire of him and that, therefore, he is a good product merchandiser. Believers in quality always, General Tire believes that its entertainers correspond in quality with its merchandise."

Capudine Tests

A TEST program of four weeks, starting Sept. 5, has been placed on WGST, Atlanta, by the Capudine Chemical Co., Raleigh, N. C. (medical). Units of the World Daily Program Service are used. The account is handled by the Dilard Jacobs Agency, Atlanta.

Every GENERAL MOTORS distributor in Colorado has used

KFEL in 1934
500 Watts—920 Kc.
"In the Center of the Dial"

Detective Programs Framed To Assist Law Enforcement
MacFadden Series Is Timed To Aid U. S. Sleuths

RELIANCE on the topical importance of a subject that is at present much in the news is a feature of the series inaugurated Sept. 5 for MacFadden Publications, New York, *True Detective Stories* over an eastern CBS hookup. In that the broadcasts will take advantage of the activities of the government, there is some similarity to the Johns-Manville campaign, described elsewhere in this issue. The detective magazine, however, will concentrate on the dramatic qualities of the anti-crime drive.

A feature of the publication for some time past has been a monthly pictorial "lineup," in which are included fugitives from justice who are wanted for more serious crimes, and generally concentrating on those who are being hunted over a wide area. Rewards are offered, of \$100 each, for information which will lead to the arrest of the men shown. In the last three years more than 60 arrests have resulted from the detective activities of the magazine's readers, netting 35 murderers, along with a few bank robbers.

The radio audience has shown a pronounced liking for detective drama. It has been quickly fired by radio accounts of the progress of outstanding man hunts, such as those for Dillinger and the Lindbergh and Robles kidnapers. Relying on these factors, and on the undeniable power of broadcasting to disseminate propaganda effectively, the publishers of the magazine have decided to use their time on the air to draw attention to the Department of Justice drive against criminals under the federal jurisdiction, and to urge the public to cooperate more fully with local police authorities. They proceed on the assumption that such cooperation is essential, and that public apathy is largely to blame for the prevalence of crime, and for so many criminals getting away unpunished.

Stories from Magazine

THE ENTERTAINMENT part of the programs consists of dramatizations of stories taken from the magazine. The commercials will contain messages from law enforcement authorities, and also draw attention to the line-up appearing in the pages of the magazine.

Another MacFadden publication, *True Story*, has been one of the most consistent advertisers on the air for many years. The *True Detective* account is handled by Rahrhauff & Ryan, New York.

WOC-WHO Boosts Housing Campaign Under Sponsorship
Building Supply Dealers Pay For Informational Series

ONE OF the first stations in the country to bring such an informational service to listeners, WOC-WHO, Des Moines, has inaugurated a series of sponsored programs designed to explain the National Housing Act. Floods of letters from all over the United States are pouring into the station, requesting copies of the booklet of information about the act, offered on the new "NHA and Home Improvement" programs.

To launch the series, daily 5-minute talks explaining the act itself, as well as the policies of its directing body, the Federal Housing Administration, were given over WOC-WHO by Peter Ainsworth, *Better Homes and Gardens* magazine, which was active in the formation of the bill.

Building Supply Sponsors

AS A FOLLOW-UP to this series WOC-WHO is presenting a half-hour weekly Home Improvement program at 9 p. m. every Sunday. These 30-minute broadcasts feature an orchestra, a vocal soloist and dramatized informational sketches concerning the National Housing Act. They are sponsored by building supply dealers.

It is the aim of WOC-WHO, in presenting these programs, to help listeners obtain the benefits of the new act by explaining to them the purposes of the government-insured loans made available through the FHA. In each "NHA and Home Improvement" program, a special booklet, prepared by *Better Homes and Gardens* and containing complete information about the act is offered to listeners. The resulting mail, coming from such distant states as New York, Virginia, Montana, Pennsylvania, Ohio, Oklahoma, and Arkansas, as well as from all parts of Iowa and adjoining states indicates the great interest that the programs have aroused.

Business men and civic leaders have expressed approval of the series and offered their cooperation. J. J. Hughes, National Housing Act Administrator for Iowa, offered the full support and cooperation of the Iowa Housing Administration in aiding in the continued success of the programs.

Fred Bohm, president of the Meredith Publishing Co., said, "I consider the new series a most inspiring effort on the part of WOC-WHO. Explanations of the new National Housing Act are clearly presented, and the programs are undoubtedly a very constructive influence in the community."

Roofing Account Ties In With U. S. Housing Plan In New Network Series

IN ITS FALL series of 15-minute programs on the NBC-WEAF network featuring Floyd Gibbons, the Johns-Manville Co., New York (roofing) is again tying in closely with the administration's campaign for home modernization, as it did in the spring and early summer.

It will be recalled that the company started a six weeks campaign on May 12, describing the J-M "\$1,000,000 to Lend Program," and on the following day bills were introduced in Congress to provide for governmental loans to home owners for repairs and modernization. Each week during the series, Gibbons explained the purposes of the legislation and the progress it was making through Congressional committees. Among his guest speakers was Senator Duncan U. Fletcher, chairman of the Committee on Banking and Currency to which the bill was referred.

In the concluding broadcast, June 16, Gibbons was able to announce that the bill had that day been passed. In the fall campaign, beginning Sept. 15, he will outline the procedure to be followed by home owners in availing themselves of the funds appropriated by Congress, and also the services and facilities offered by J-M along lines where the government is trying to promote increased activity. J. Walter Thompson Co., New York, is the agency.

WSYR
is making history in syracuse

GAINS IN 1934

- Three-fold increase in total advertising
- Eight-fold growth in national spot
- 203 local advertisers first six months
- National Representatives: PAUL H. RAYMER COMPANY
 New York Chicago San Francisco

W T O L D
MIAMI • FLORIDA

A Quality Station
 Covering the southern counties of Florida with the highest type of musical and local program. Reaching radio listeners of Miami's greatest news areas including: Palm Beach, National news services, Miami, Fort Lauderdale, Ft. Myers.

A Quality Market
 Representing a cross-section of the buying power of the United States. Secure choice time now for the valuable coverage. Studios in the Herbold Building, Miami. Transmitters at: Colima, Island, Miami Beach.

Southernmost Associated Stations
 W T O L D

ONE LOW RATE APPLIES TO ALL ACCOUNTS
 Local or National—Day or Night.
 KFEL RATES are based on complete and effective coverage of the 287,861 (1930 Census) potential listeners within the CITY LIMITS OF DENVER—not the mountains or tumbleweeds.

GENE O'FALLON Manager	KFEL DENVER 500 Watts	FRANK BISHOP Director
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SERVICE . . .
That Means Something!

WAPI 5000 WATTS
 CLEAR CHANNEL

FIRST IN ALABAMA

"Least cost per inquiry" . . . the goal of every successful advertiser . . . has been won repeatedly by WAPI in Alabama!

Power, coverage and popularity have played important parts, it is true. But the real reason can be directly traced to WAPI's "personalized service."

An experienced program planning department provides programs most popular with Alabama listeners. Our merchandising department checks distribution and sales . . . assures close co-operation with dealers . . . with well directed publicity for building "listeners."

Get facts before you buy "Radio Results" in Alabama.

"THE VOICE OF ALABAMA"

WAPI
 BROADCASTING CORPORATION

5000 WATTS
 N.B.C. NETWORK
 BIRMINGHAM ALABAMA