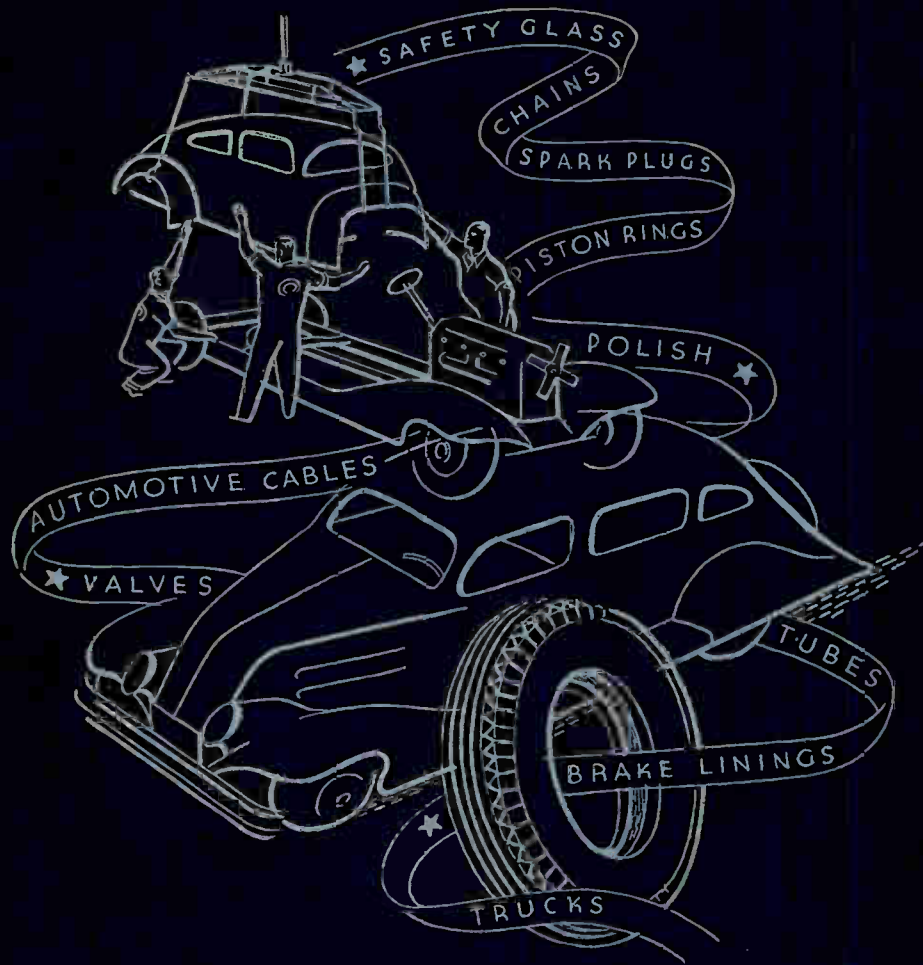


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AUTOMOTIVE INDUSTRY AND NETWORK BROADCAST ADVERTISING



REVISED TO AUGUST, 1935

TL 656

No

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

NATIONAL BROADCASTING COMPANY, INC.

INTERDEPARTMENT CORRESPONDENCE

20

TO SALES STAFF
FROM E P H JAMES

DATE November 7, 1935
SUBJECT "Automotive Industry and
Network Broadcast Advertising"

A new edition of the study of network broadcasting of the automotive industry has just come off the press.

Like other recently revised industrial studies, this one also has an improved typographic set-up. Its contents also have been revised to give a more comprehensive picture of general advertising activities in the automotive industry.

A letter offering this study is being sent to a special nation-wide list of firms in the automotive field, including automobile manufacturers and manufacturers of tires and auto accessories. A similar letter will be sent to advertising agencies. Inquiries will be turned over to NBC salesmen for follow-up.

Whenever you need a copy of this study for use in calling on prospects, we shall be very glad to supply it.

E P H James

MB



THE AUTOMOTIVE INDUSTRY AND NETWORK BROADCAST ADVERTISING

Revised to August 1935



NATIONAL BROADCASTING CO., INC.

A Radio Corporation of America Subsidiary

New York
WEAF & WJZ

Washington
WRC & WMAL

Chicago
WMAQ & WENR

San Francisco
KPO & KGO

Representatives: Boston, WBZ; Springfield (Mass.), WBZA; Schenectady, WGY; Denver, KOA; Pittsburgh, KDKA;
Cleveland, WTAM; Detroit; Philadelphia; Los Angeles; Basle, Switzerland; London, England.

Every effort has been made to provide accurate information. Advertisers are asked to refer to the index for listings of their products, and to advise us of any error which may have been made inadvertently in this compilation.

Prepared for confidential use by the NBC STATISTICAL DEPARTMENT. Expenditures are from, and copyrighted by National Advertising Records, and used here by permission.

TL 656

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Rev. Aug. 1935

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c.1

INTRODUCTION

This report on the Automotive Industry and Network Broadcast Advertising provides statistical and other factual data relative to advertising and industrial trends for the years 1927 to 1934 inclusive. The advertising analysis covers the expenditures for the three principal mediums — network radio, magazines and newspapers. The industrial analysis provides sales data for comparison with the advertising trends.

The highlights of the study are as follows:

1. The Automotive Industry provides an excellent illustration of the successful use of network radio as a national advertising medium for products having a high unit sales value.
2. Expressed in percentages of total expenditures for the three mediums — network radio, magazines and newspapers — network radio advertising increased from 1% of the total for all industries in 1927 to 14.5% of this total in 1934.
3. During the eight year period the Automotive Industry has contributed 15.6% of the total expenditures for national advertising by all industries.
4. On the average for the eight year period, 81.9% (91.2% in 1934) of the expenditures by the industry for magazine and newspaper advertising were by network radio advertisers.
5. For the year 1934 national advertising expenditures by the Automotive Industry were divided among the mediums as follows:

Network Radio	9.5%
Magazines	32.6%
Newspapers	57.9%
6. In 1934 the world registrations of automobiles (passenger cars and trucks) were 35,088,000 cars. The United States registrations for the same year were 24,933,000 cars or 71% of the total.
7. For the United States, the passenger car registrations in 1929 (the peak year) were 23,122,000. In 1934 the registrations were 21,524,000, a drop of 6.9%. In 1929 the sales of passenger cars (new passenger car registrations) were 3,880,000 while in 1934 the sales were 1,889,000, a drop of 51.3%.

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NETWORK BROADCAST ADVERTISING AND THE AUTOMOTIVE INDUSTRY

From the beginning of Broadcast advertising, Network Radio has been accepted as a major advertising medium for articles of low unit price with a heavy volume of repeat sales. This is illustrated by the importance that Network Broadcasting has assumed in the advertising of Food, Petroleum, Tobacco and Drug products.

It is not so generally recognized that Network Broadcast Advertising is also an important factor in the merchandising of products of high unit price with less frequent repeat sales. The Automotive Industry is an excellent example of Network Radio successfully used in selling products in the high unit price field.

1. In 1934 the Automotive Industry ranked third, both in the volume of expenditures for Network Radio and in the total volume of national advertising (total in the three principal mediums: network radio, magazines and newspapers).
2. The volume of expenditures by this industry in Network Radio increased from \$433,000 in 1927 to \$3,772,000 in 1934, a noteworthy record during the depression years.
3. Many interesting case histories, included in this report, indicate the successful results of various Network Radio campaigns conducted by Automotive Industry advertisers.

Industrial data relative to conditions in the Automotive Industry are presented on page 14. Note that during the past several years total registrations of passenger cars have remained fairly constant while the sales of new passenger cars have dropped off materially. In other words, millions of cars have been kept in service long beyond their normal replacement period. This means a large backed-up demand for new cars. Recent increases in new car sales indicate that this demand is already being expressed.

Network Broadcast advertising will play an important part in the determination of what makes of passenger cars will be purchased to supply this backed-up demand.

SCOPE OF STUDY

The Automotive Industry is grouped into three major classifications as follows:

PART I Automobiles—including passenger cars and trucks.

PART II After Market Products—including spark plugs, tire chains, auto polishes, piston rings, safety glass, etc.

PART III Tires.

Advertisers are considered in alphabetical order under each group heading in the section entitled "Discussion of Individual Advertisers."

SOURCES OF INFORMATION

Specific information on Network Broadcasting, including expenditures, duration of contract, networks, etc., is from National Advertising Records. General information, such as type of program, time of day, etc., is from NBC Files and CBS Press Releases.

Expenditures for Magazine advertising are from National Advertising Records. The data for Newspaper advertising were compiled from the A.N.P.A. Bureau of Advertising Records and from newspaper lineage as reported in the Survey of Current Business by the U. S. Department of Commerce.

The industrial statistics are from the Survey of Current Business and Automobile Facts and Figures published by the Automobile Manufacturers Association.

GENERAL COMMENTS

Radio

1. All expenditures presented in this report are for Station Facilities only. In no cases are talent costs included.
2. Time of program is New York Time except for programs on the Pacific Coast which are specifically indicated otherwise.
3. Only users of network facilities as listed in National Advertising Records are included.
4. The report covers the period from January, 1927 through July, 1935.

Magazines

All figures are for National Magazines only.

Newspapers

Amounts are from A.N.P.A. Bureau of Advertising Records.

Thus all three mediums exclude part of the total expenditures by National Advertisers.

1. Radio excludes Spot Broadcasting.
2. Magazines exclude Farm, State, Trade and other specialized publications.
3. Newspapers exclude a few advertisers who requested their expenditures withheld and all advertisers whose expenditures were less than \$50,000.

Accordingly, it is felt that the figures included in the report indicate the *relative importance* of each of the three mediums as a factor in National Advertising.

NATIONAL ADVERTISING

RELATIONSHIP TO AUTOMOTIVE INDUSTRY

The following outline of national advertising by all industries is presented to show its relationship to national advertising by the Automotive Industry summarized on pages 10-13.

Tables and charts for the years 1927 to 1934 inclusive, depict national advertising

trends in three principal mediums—Network Radio, Magazines, and Newspapers. Corresponding tables and charts can be found under similar headings in the section, "National Advertising by the Automotive Industry" on pages 10 to 13.

Expenditures for Each Medium

The table and chart I on page 7 show, for each year from 1927 to 1934 inclusive, the

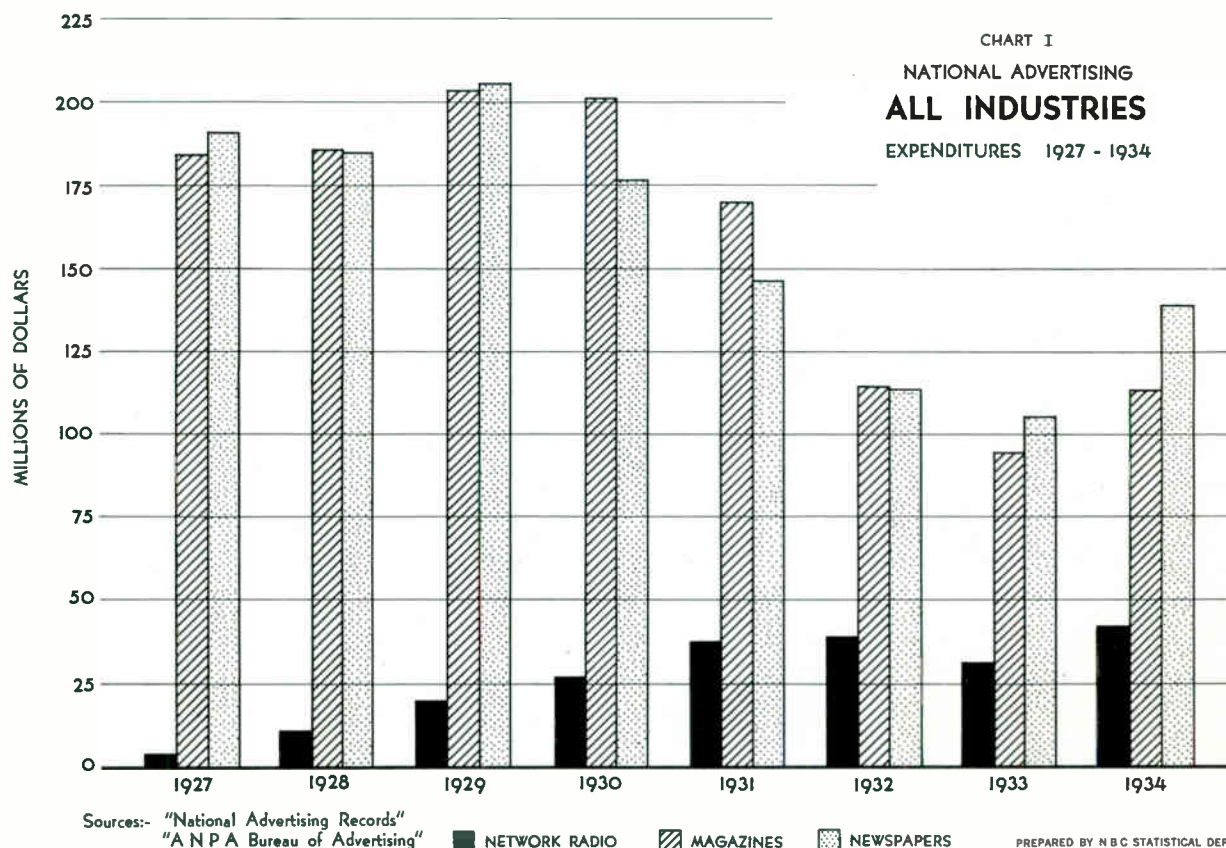
National Advertising expenditures in Network Radio, Magazines and Newspapers.

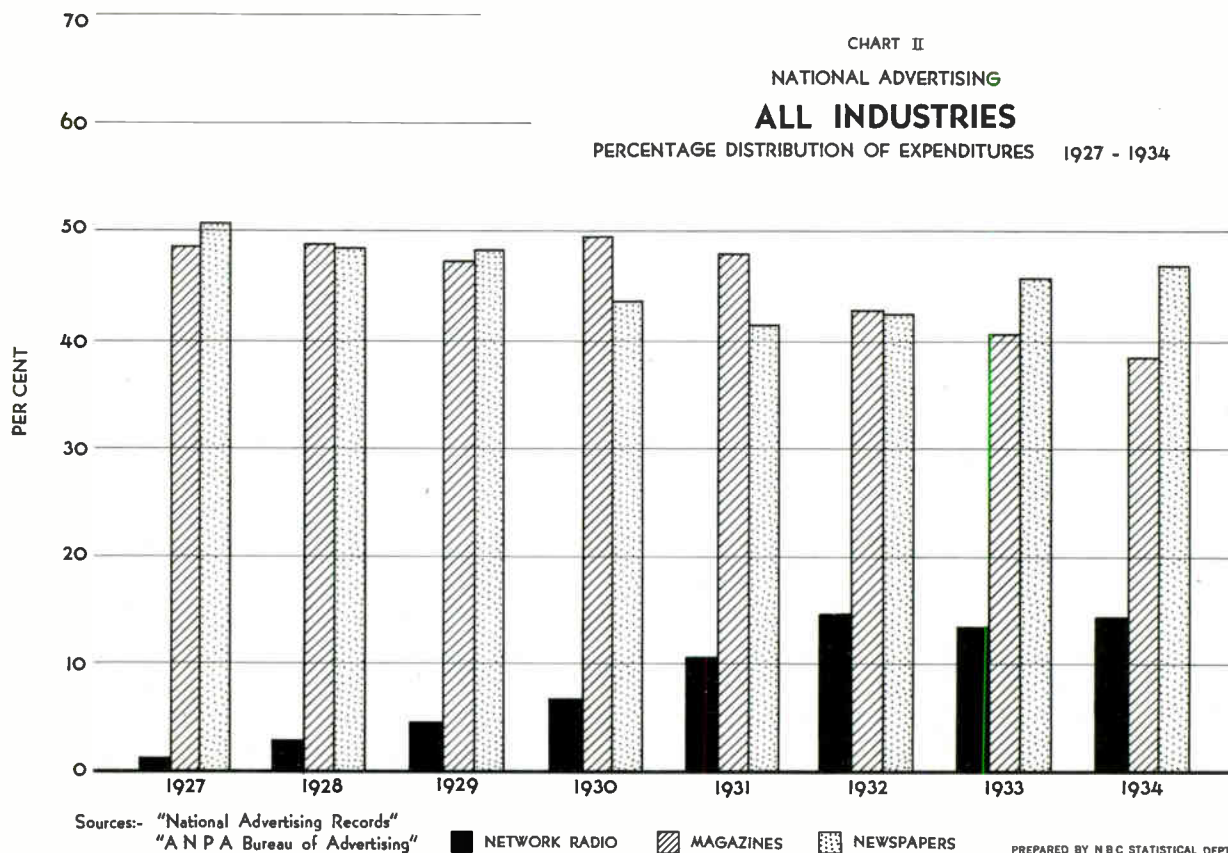
Total expenditures for these three mediums reached 429 million dollars in 1929 but were only 233 million dollars in 1933—a decrease of 46% during depression years.

On the other hand, expenditures for Network Broadcast Advertising increased from 19 million dollars in 1929 to 32 million dollars in 1933—an increase of 65%.

ALL INDUSTRIES EXPENDITURES FOR EACH MEDIUM

Year	Network Radio	Magazines	Newspapers	Total
1927	\$ 3,833,000	\$ 184,035,000	\$ 191,749,000	\$ 379,617,000
1928	10,228,000	185,886,000	184,271,000	380,385,000
1929	19,096,000	203,392,000	206,135,000	428,623,000
1930	27,694,000	201,218,000	176,680,000	405,592,000
1931	37,502,000	169,937,000	146,765,000	354,204,000
1932	39,107,000	114,134,000	113,080,000	266,321,000
1933	31,516,000	94,393,000	106,795,000	232,704,000
1934	42,659,000	113,515,000	138,085,000	294,259,000
<i>Total</i>				
8 Years	\$211,635,000	\$1,266,510,000	\$1,263,560,000	\$2,741,705,000





Percentage Distribution of Expenditures

The following table and chart II above show for each medium its percentage of the total expenditures in the three mediums during the years 1927 to 1934 inclusive.

Of particular interest is the steadily increasing importance of Network Broadcast Advertising which rose from 1% of the total expenditures in 1927 to 14.5% of the total expenditures in 1934. This remarkable growth during a period of severe economic depression speaks for itself and tells its own vivid story of the powerful force that Network Radio has become as a National Advertising medium.

ALL INDUSTRIES *Distribution of Total Expenditures*

Year	Network Radio	Magazines	Newspapers	Total
1927	1.0%	48.5%	50.5%	100.0%
1928	2.7	48.9	48.4	100.0
1929	4.5	47.4	48.1	100.0
1930	6.8	49.6	43.6	100.0
1931	10.6	48.0	41.4	100.0
1932	14.7	42.8	42.5	100.0
1933	13.5	40.6	45.9	100.0
1934	14.5	38.6	46.9	100.0
<i>Average</i>				
<i>8 Years</i>	7.8%	46.2%	46.0%	100.0%

Seasonal Variation of Expenditures

Expenditures for National Advertising are subject to considerable seasonal fluctuation. While the trend is similar for the three mediums, it will be noted that Newspapers are affected less by this factor than Magazines and Network Radio.

In the case of Network Radio the fluctuation has been much more marked than conditions warranted. Each year, however, this fluctuation diminishes as more and more facts are presented to show the unsoundness of such fluctuation. The increasing use of automobile radio sets, and the evidence now available on the extent of summer listening, are resulting in a more consistent year-round use of broadcast advertising.

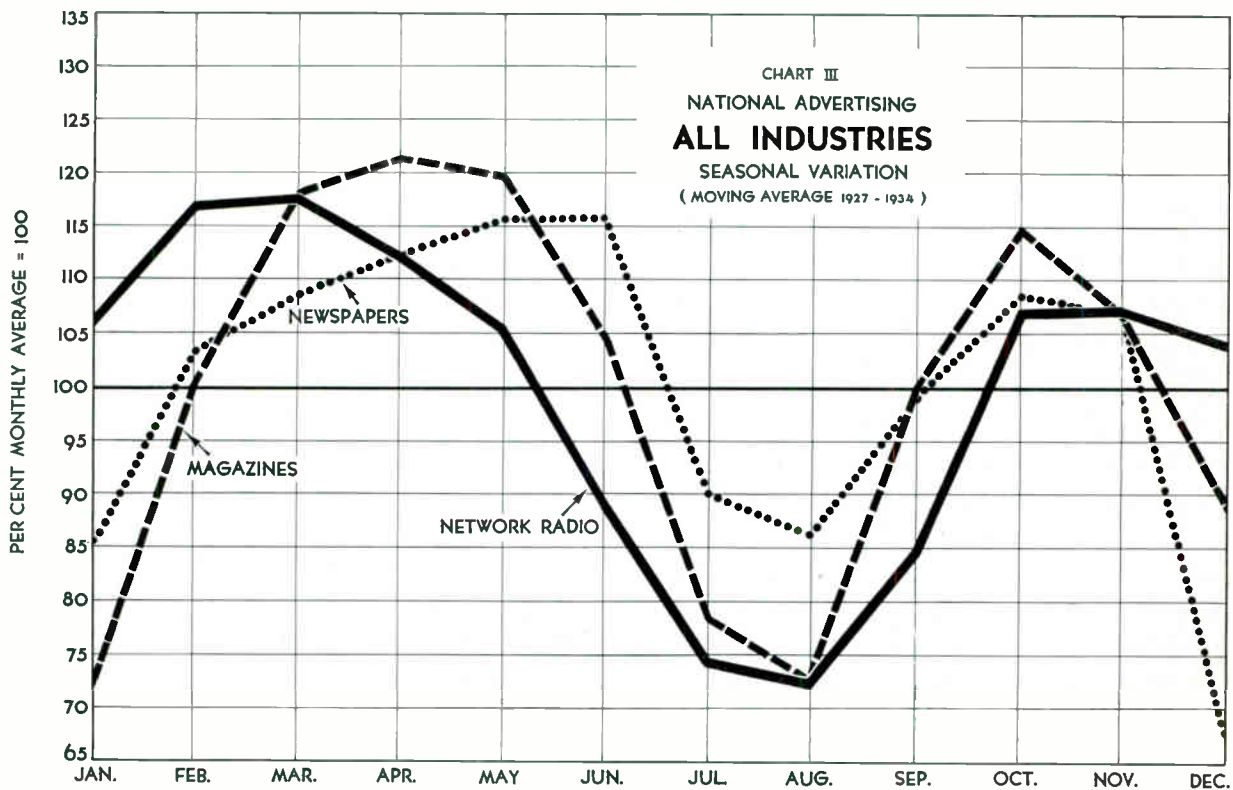
The table below shows the extent of this fluctuation in three mediums by means of in-

dices of seasonal variation (base 1927-1934). A chart (III) of these figures follows.

ALL INDUSTRIES

Indices of Seasonal Variation

Month	Network Radio	Magazines	Newspapers
January	106.4%	72.6%	85.7%
February	116.8	99.8	103.1
March	118.2	118.5	108.7
April	112.8	121.4	112.3
May	105.8	119.7	115.4
June	89.8	104.9	115.6
July	74.2	78.0	89.9
August	72.5	73.0	85.9
September	84.6	100.6	99.9
October	107.2	114.8	108.7
November	107.7	107.6	107.3
December	104.0	89.1	67.5
Average	100.0%	100.0%	100.0%



Sources:- "National Advertising Records"
"Survey of Current Business"

PREPARED BY N B C STATISTICAL DEPT.

NATIONAL ADVERTISING

BY THE AUTOMOTIVE INDUSTRY

The following tables and charts deal specifically with the Automotive Industry and show for the years 1927 to 1934 inclusive, the National Advertising activity and trends with respect to the three major mediums—Net-

work Radio, Magazines and Newspapers. In order to facilitate comparison, the tables and charts correspond to those in the preceding section, "National Advertising, Relationship to Automotive Industry."

Expenditures for Each Medium

Expenditures for National Advertising by the Automotive Industry, during the years 1927 to 1934 inclusive, are shown in the table below and in chart IV on page 11. Total expenditures in three mediums decreased from a high of \$87,704,000 in 1929 to a low of \$28,019,000 in 1933—a decrease of 68.1%.

However, 1934 expenditures were 41.1% above the 1933 figure.

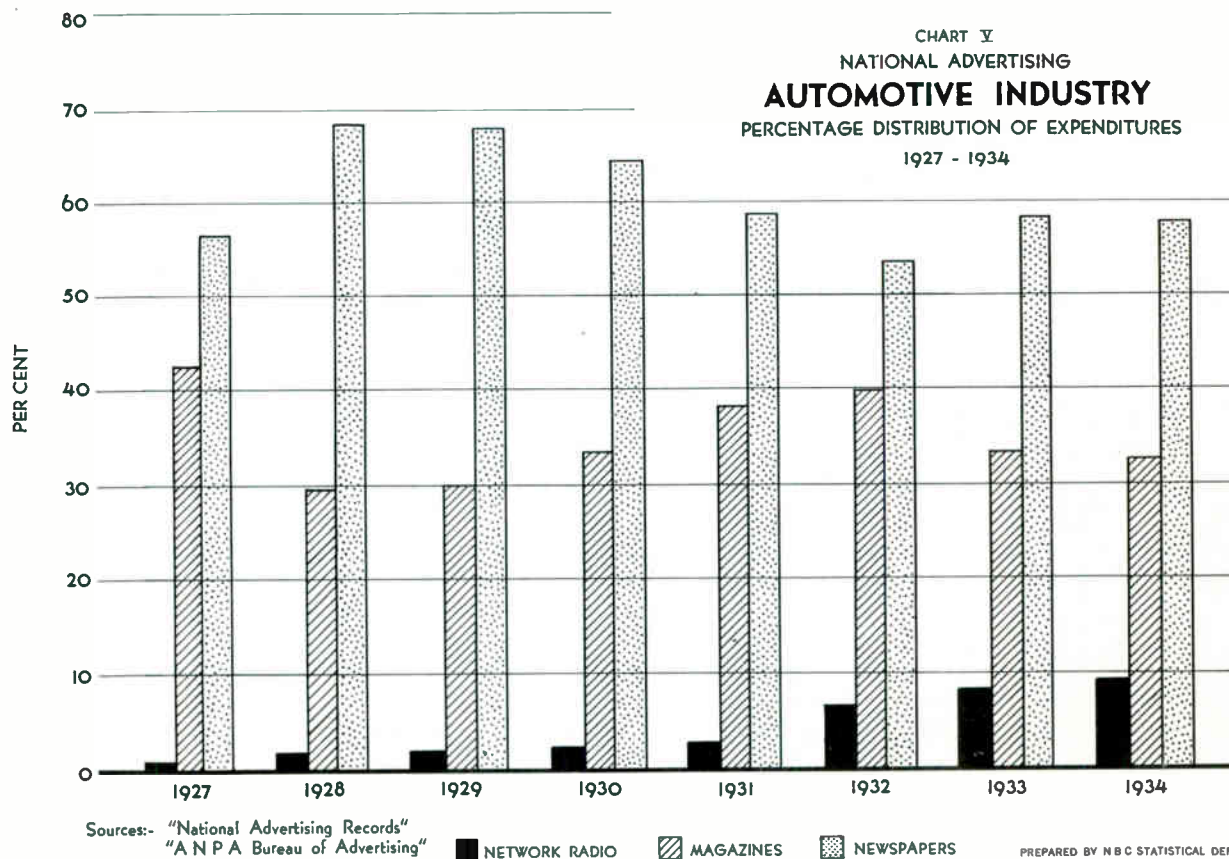
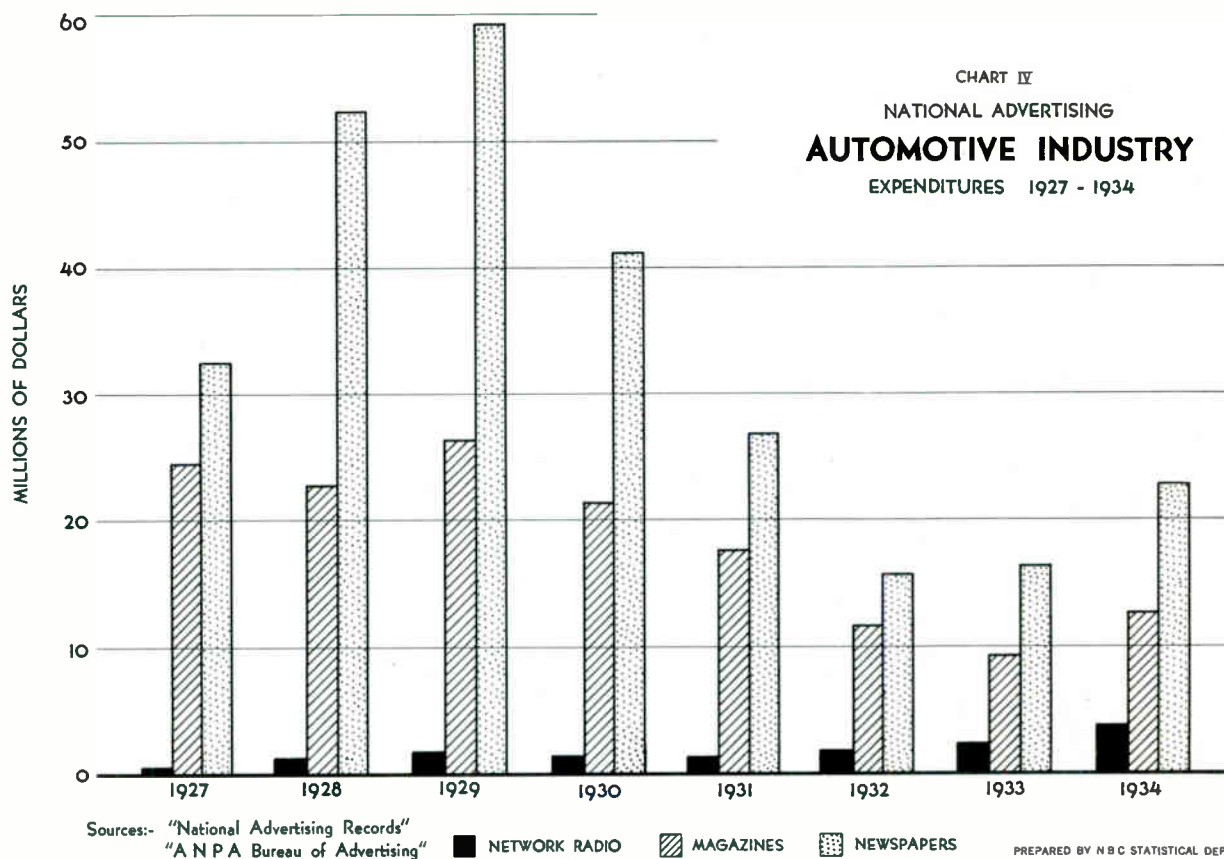
In contrast, it is significant that the volume of Network Radio Advertising has been increasing steadily during the past few years, and in 1934 was more than twice as great as in 1929.

Year	Network Radio	Magazines	Newspapers	Total
1927	\$ 433,000	\$ 24,542,000	\$ 32,590,000	\$ 57,565,000
1928	1,249,000	22,937,000	52,495,000	76,681,000
1929	1,721,000	26,343,000	59,640,000	87,704,000
1930	1,355,000	21,349,000	41,105,000	63,809,000
1931	1,314,000	17,648,000	26,985,000	45,947,000
1932	1,939,000	11,719,000	15,730,000	29,388,000
1933	2,318,000	9,326,000	16,375,000	28,019,000
1934	3,772,000	12,882,000	22,875,000	39,529,000
<i>Total</i>				
8 Years	\$14,101,000	\$146,746,000	\$267,795,000	\$428,642,000

Percentage Distribution of Expenditures

Network Broadcast Advertising is growing increasingly important as a National Advertising medium for the Automotive Industry. In 1934, this industry accounted for 9.5% of the total expenditures for Network Radio, compared with only .8% in 1927. Note in the table below (see also chart V on page 11) that Network Radio's percentage has increased *each year* since 1927—a striking tribute to the advertising power of this medium in a high unit price field.

Year	Network Radio	Magazines	Newspapers	Total
1927	.8%	42.6%	56.6%	100.0%
1928	1.6	29.9	68.5	100.0
1929	2.0	30.0	68.0	100.0
1930	2.1	33.5	64.4	100.0
1931	2.9	38.4	58.7	100.0
1932	6.6	39.9	53.5	100.0
1933	8.3	33.3	58.4	100.0
1934	9.5	32.6	57.9	100.0
<i>Average</i>				
8 Years	3.3%	34.2%	62.5%	100.0%



*Amounts Spent by Network Radio Advertisers in this Industry
for Magazine and Newspaper Advertising*

The outstanding present day phenomenon in the field of National advertising is the rapid and unprecedented growth of Network Radio as an advertising medium. The fact that, within a few years and during a period of severe economic depression, National advertisers have come to rank Network Radio with Magazines and Newspapers to form a trio of complementary and almost indispensable advertising mediums, signifies the powerful factor that Radio has become in the lives of the American people.

In support of the above statements a few statistics are given relative to National advertising in 1934. Of the 100 leading advertisers for that year (composite for Network Radio, Magazines and Newspapers): 95 used Magazines; 89 used Newspapers; and 70 used Network Radio. Furthermore, of the 30 advertisers who did not use Network Radio in 1934: 9 were hard liquor and drug manufacturers, which for policy reasons could not be accepted as Radio clients; 19 used Network Radio prior to or since 1934, and only 2 never used Network Radio. In other words, of the 100 leading advertisers, 91 were acceptable as Radio clients and of these only 2 or 2.2% have never used Network Radio.

As a further development of this theme the table below shows, for the Automotive Industry, the amounts spent by Network Broadcast advertisers for Magazine and Newspaper advertising as percentages of the total expenditures by all advertisers in the industry. Note that, for the 8 year period 1927 to 1934 inclusive, 81.9% (91.2% in 1934) of the expenditures for Magazine and Newspaper advertising were by Network Radio advertisers. This is additional proof that advertisers consider Network Radio a necessary third medium to be used as an integral part of a complete advertising campaign.

Then too, Radio is in the unique position of causing, in many instances, an actual increase in the use of Magazine and Newspaper advertising for the specific purpose of merchandising the Radio campaign.

MAGAZINES

<i>Year</i>	<i>By All Advertisers</i>	<i>By Network Radio Advertisers*</i>	<i>% Spent by Network Radio Advertisers</i>
1927	\$24,542,000	\$15,197,000	61.9%
1928	22,937,000	14,636,000	63.8
1929	26,343,000	18,451,000	70.0
1930	21,349,000	13,236,000	62.0
1931	17,648,000	11,645,000	66.0
1932	11,719,000	9,935,000	84.8
1933	9,326,000	7,946,000	85.2
1934	12,882,000	10,805,000	83.9
<i>Average</i>			
8 Yrs.	\$18,343,000	\$12,731,000	69.4%

NEWSPAPERS

1927	\$32,590,000	\$28,345,000	87.0%
1928	52,495,000	44,300,000	84.4
1929	59,640,000	51,760,000	86.8
1930	41,105,000	37,225,000	90.6
1931	26,985,000	24,305,000	90.1
1932	15,730,000	14,315,000	91.0
1933	16,375,000	15,575,000	95.1
1934	22,875,000	21,795,000	95.3
<i>Average</i>			
8 Yrs.	\$33,474,000	\$29,703,000	88.7%

MAGAZINES AND NEWSPAPERS

1927	\$57,132,000	\$43,542,000	76.2%
1928	75,432,000	58,936,000	78.1
1929	85,983,000	70,211,000	81.7
1930	62,454,000	50,461,000	80.8
1931	44,633,000	35,950,000	80.5
1932	27,449,000	24,250,000	88.3
1933	25,701,000	23,521,000	91.5
1934	35,757,000	32,600,000	91.2
<i>Average</i>			
8 Yrs.	\$51,817,000	\$42,434,000	81.9%

* Amounts spent for Magazine and Newspaper Advertising by all advertisers who have sponsored Network Radio Programs at any time from January 1, 1927 to July 31, 1935.

Relation to Total Advertising Expenditures

During the past eight years the Automotive Industry has contributed an average of 15.6% of the total expenditures for National Advertising by all industries. The percentages by years—by mediums—are as follows:

PERCENTAGE OF TOTAL EXPENDITURES

Year	Network Radio	Magazines	Newspapers	Total
1927	11.3%	13.3%	17.0%	15.2%
1928	12.2	12.3	28.5	20.2
1929	9.0	13.0	28.9	20.5
1930	4.9	10.6	23.3	15.7
1931	3.5	10.4	18.4	13.0
1932	5.0	10.3	13.9	11.0
1933	7.4	9.9	15.3	12.0
1934	8.8	11.3	16.6	13.4
<i>Average</i>				
8 Years	6.7%	11.6%	21.2%	15.6%

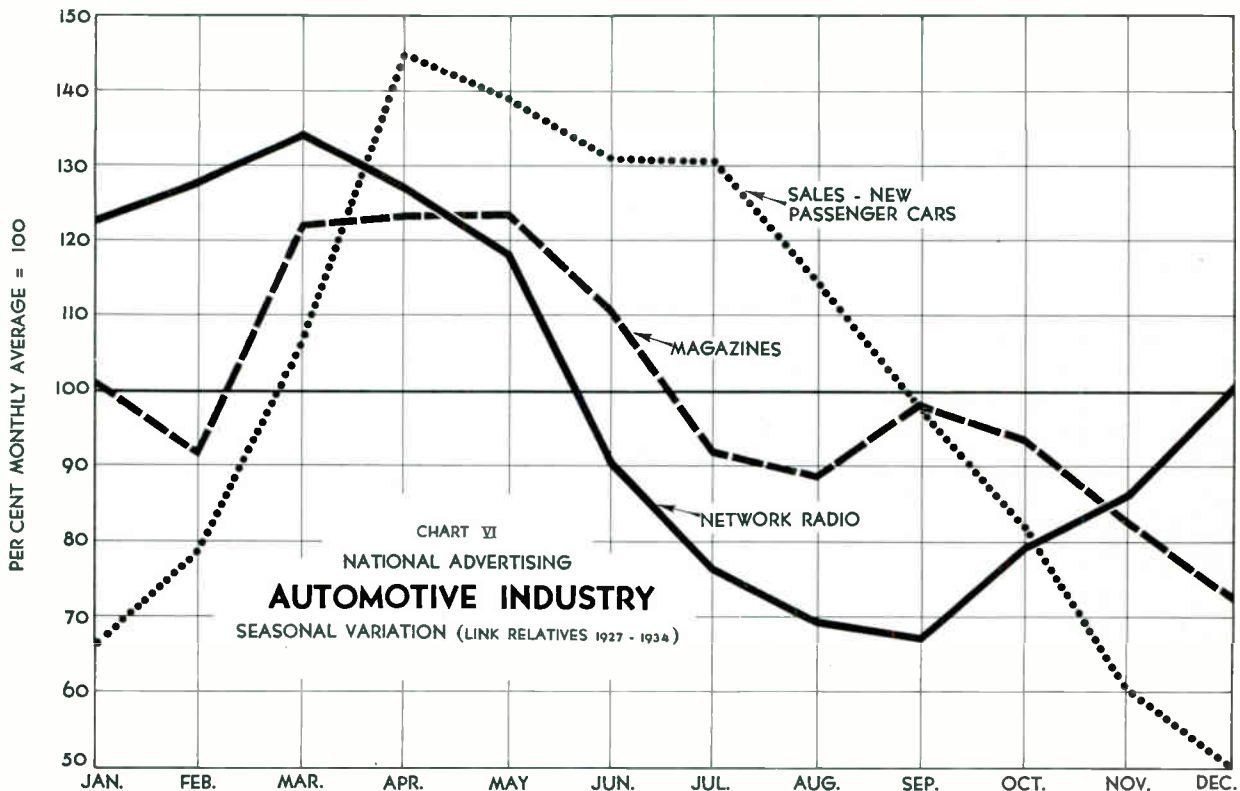
Seasonal Variation of Expenditures

The table below compares the seasonal variation in expenditures for Network Radio and

Magazine advertising, and the sales of passenger cars. See also chart VI below.

Note that the trend of Network Radio advertising drops off several months before that for passenger car sales. Automotive advertisers should find it profitable to remain on the air during the summer, taking advantage of the high demand at that time.

Month	Network Radio Advertising	Magazine Advertising	Sales—New Passenger Car Registrations
January	122.3%	101.0%	66.1%
February	127.5	91.4	78.2
March	134.0	122.2	106.3
April	127.0	123.4	144.7
May	118.1	123.5	138.9
June	90.9	110.6	130.8
July	76.9	91.5	130.2
August	69.7	88.9	114.3
September	67.2	98.0	97.8
October	79.4	93.8	82.2
November	86.1	82.9	60.5
December	100.9	72.8	50.0
<i>Average</i>	100.0%	100.0%	100.0%



Sources:- "National Advertising Records"
"Survey of Current Business"

PREPARED BY N B C STATISTICAL DEPT.

INDUSTRIAL DATA

AUTOMOTIVE INDUSTRY

This section of the report deals with industrial statistics relative to the industry. Industrial activity, of course, is closely connected with advertising activity. An analysis of the

statistics shown on the following pages indicates that considerable increase in National Advertising is to be expected for the next few years.

Volume of Activity

The table following and chart VII on page 15 show the trend of activity in the industry for the years 1927 to 1934 inclusive.

Note that sales of cars dropped off materially during the depression years but that the total number of passenger car registra-

tions remained fairly constant. This would seem to indicate that millions of cars have been kept in use beyond their normal retirement date and that replacement of these cars should cause increased activity in the industry during the next few years.

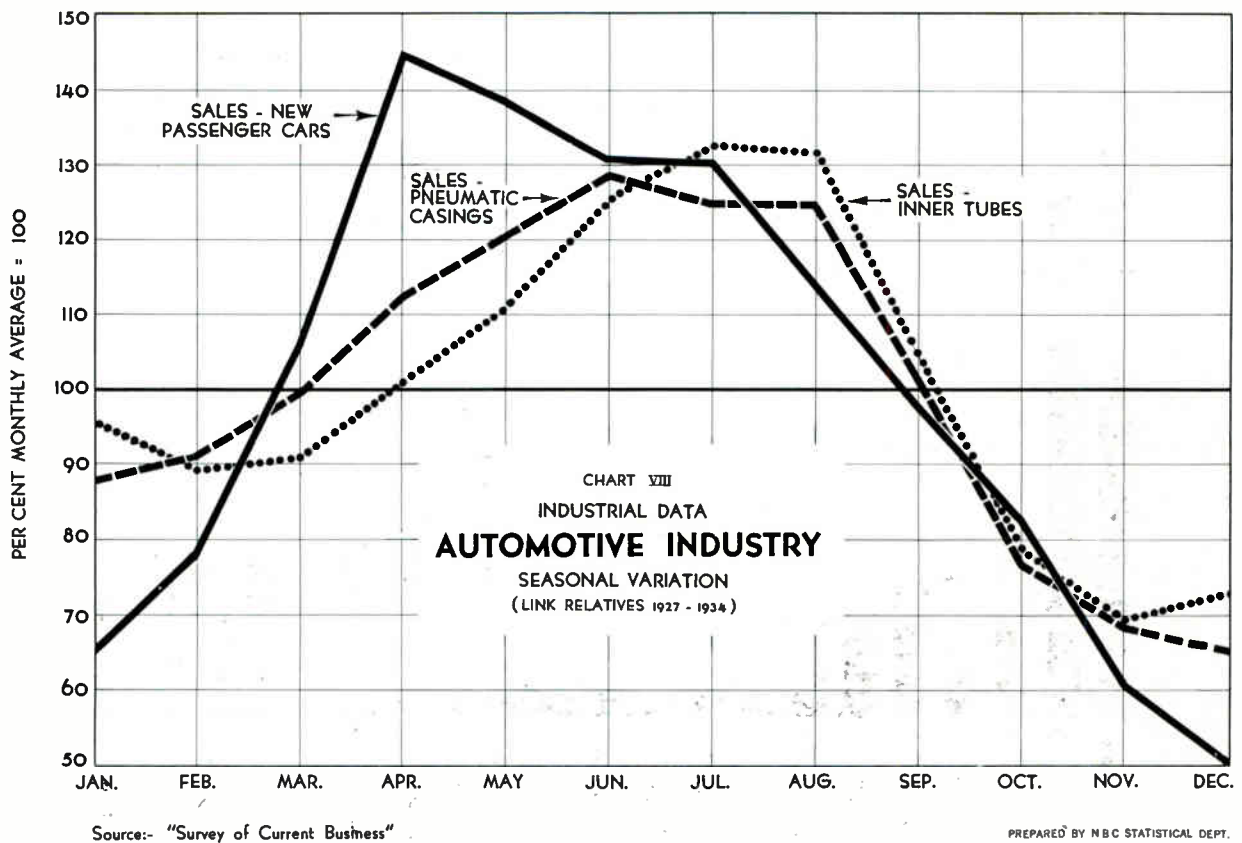
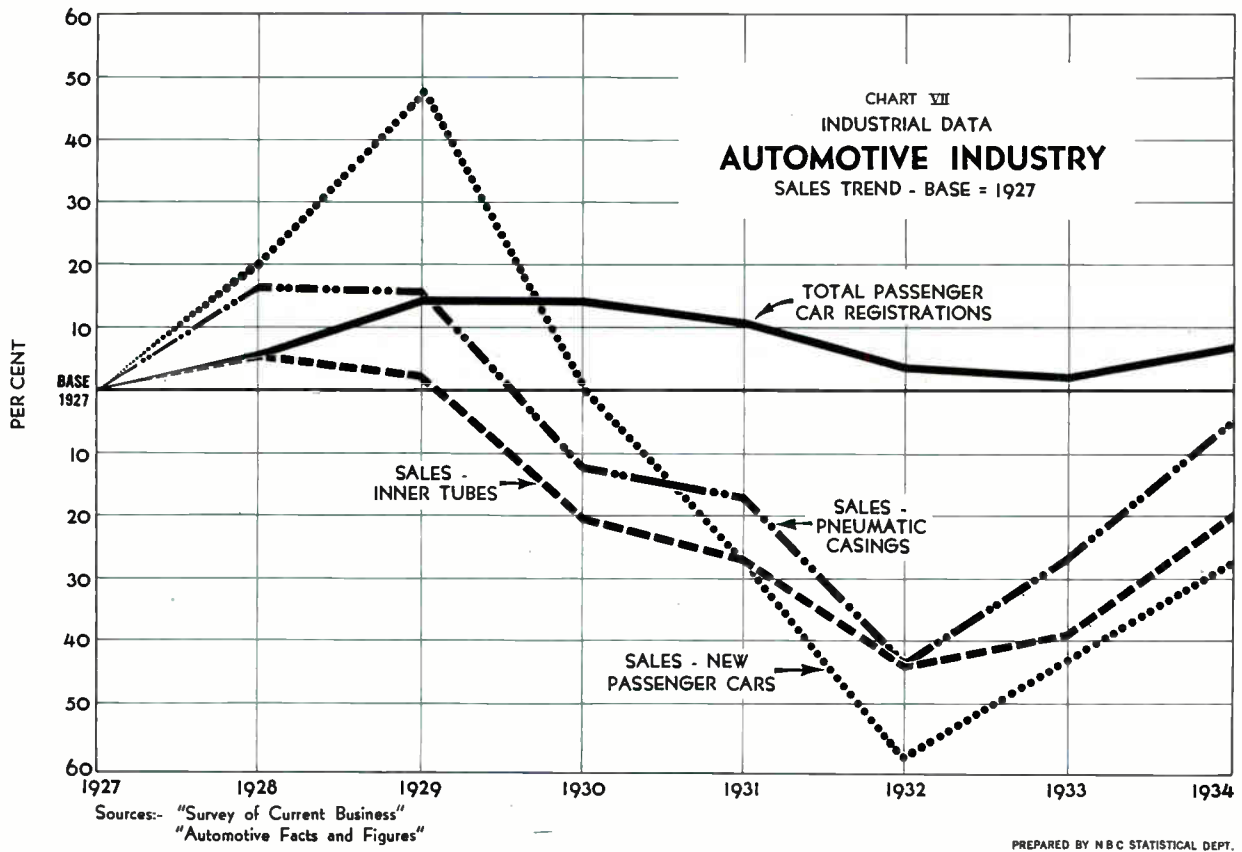
Year	Passenger Car Registrations *	New Passenger Car Registrations—Sales **	Tire Shipments to Consumer—Sales ***	
			Pneumatic Casings	Inner Tubes
1927	20,219,000	2,624,000	46,200,000	53,556,000
1928	21,379,000	3,140,000	53,748,000	56,580,000
1929	23,122,000	3,880,000	53,184,000	54,972,000
1930	23,059,000	2,626,000	40,824,000	42,648,000
1931	22,366,000	1,908,000	38,604,000	39,012,000
1932	20,886,000	1,096,000	26,239,000	29,960,000
1933	20,616,000	1,494,000	33,729,000	32,521,000
1934	21,524,000	1,889,000	44,151,000	42,846,000

Sources: * "Automobile Facts and Figures"
 ** "R. L. Polk & Company"
 *** "Survey of Current Business"

Seasonal Variation of Activity

The Automotive Industry is quite seasonal in character with the sales peak reached during the spring and summer months. This is true not only of passenger cars but also of tire shipments to consumer. (See chart VIII on page 15.) Note that from a low of 50% in December, new passenger car registrations increase steadily each month to a high of 144.7% in April, a spread of 94.7%. Tire shipments to consumer are more evenly distributed throughout the year; pneumatic casings ranging from 65.7% in December to 128.6% in June—a difference of 62.9%; inner tubes vary from 69.3% in November to 132.4% in July—a range of 63.1%. A comparison of variation in sales to variation in advertising expenditures by the industry has been made on page —.

Month	New Passenger Car Registrations—Sales	Tire Shipments to Consumer—Sales	
		Pneumatic Casings	Inner Tubes
January	66.1%	87.5%	95.5%
February	78.2	90.5	89.0
March	106.3	99.0	90.7
April	144.7	112.1	100.6
May	138.9	120.2	110.7
June	130.8	128.6	125.5
July	130.2	124.9	132.4
August	114.3	124.2	131.0
September	97.8	101.5	104.4
October	82.2	76.8	78.1
November	60.5	69.0	69.3
December	50.0	65.7	72.8
Average	100.0%	100.0%	100.0%



NETWORK BROADCAST ADVERTISING

BY THE AUTOMOTIVE INDUSTRY

This section deals specifically with the activities of the Automotive Industry in Network Broadcast Advertising.

Network Broadcast Advertising by Industries

The gross expenditures for Network Broadcast Advertising in each industrial classification are indicative of the activities of each industry in this field.

Accordingly, chart IX below shows for 1934 the relative use of Network Broadcast advertising by all industries including the Automotive.

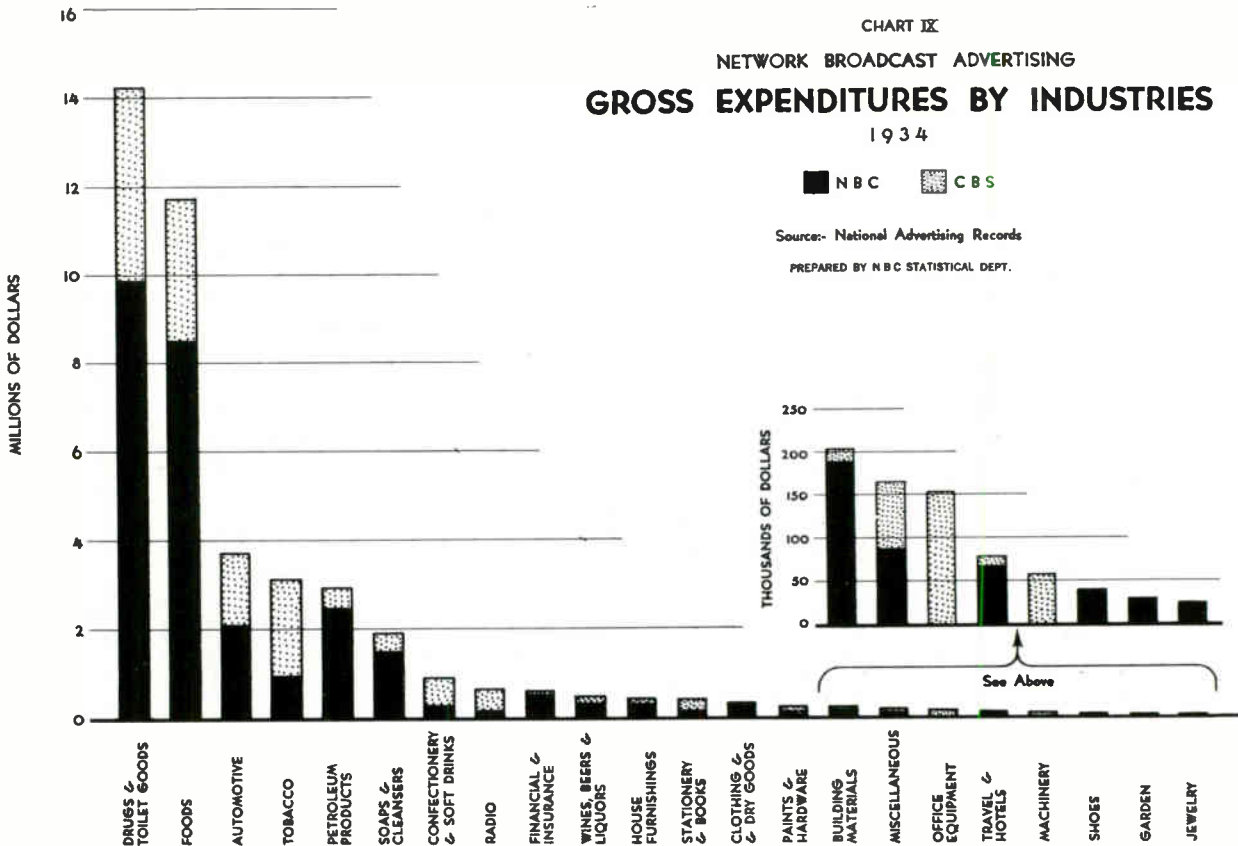
Yearly Expenditures

The Automotive Industry was the third largest user of Network facilities in 1934, and

the first seven months of 1935 ran 10% ahead of the corresponding period in 1934.

The table below shows the total annual expenditures by the industry for the years 1927 to 1934 inclusive, together with the percentage change for each year over the preceding year.

Year	Total Expenditures	Percentage Change Over Preceding Year
1927	\$ 433,063	
1928	1,249,000	+195.%
1929	1,720,803	+ 38.
1930	1,355,414	- 21.
1931	1,313,923	- 3.
1932	1,939,094	+ 48.
1933	2,318,309	+ 20.
1934	3,772,486	+ 63.
1934 (Jan.-July)	2,146,998	
1935 (Jan.-July)	2,357,901	+ 10.



AUTOMOTIVE NETWORK ADVERTISERS

(Continued)

Advertiser	Date of First Broadcast	1930												1931												1932												1933												1934												1935														
		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.															
GENERAL TIRE & RUBBER																																																																												
GOODRICH, B. F. RUBBER CO.	12-22-'33																																																																											
GOODYEAR TIRE & RUBBER CO., INC.																																																																												
Hachmeister Lind Co.																																																																												
HUDSON MOTOR CAR CO.	1-'29																																																																											
Hudson Motor Car Co.																																																																												
JOHNSON, S. C., & SON																																																																												
AUTO POLISH																																																																												
Johnson, S. C. & Son																																																																												
KELLY - SPRINGFIELD TIRE CO.																																																																												
LIBBEY - OWENS - FORD GLASS CO.																																																																												
McAler Mfg. Co.																																																																												
NASH MOTORS CO, THE																																																																												
Nash Motors Co, The																																																																												
PACKARD MOTOR CAR CO.	9-11-'24																																																																											
PERFECT CIRCLE CO.																																																																												
RAYBESTOS - MANHATTAN INC.	12-21-'28																																																																											
SCHRADER'S, A. SON INC.	1-25-'29																																																																											
SEALED POWER CORP.																																																																												
SEIBERLING RUBBER CO.	12-13-'27																																																																											
SIMONIZ CO.																																																																												
STUDEBAKER CORP.	4-'27																																																																											
Studebaker Corp.																																																																												
THOMPSON PRODUCTS INC.																																																																												
Tropic - Air Incorporated																																																																												
U. S. INDUSTRIAL ALCOHOL CO.																																																																												
Wilkening Mfg. Co.																																																																												
WILLYS - OVERLAND INC.																																																																												

SOURCE:
The Advertising Record
Company's Publication
"National Advertising Records"

- NBC Advertisers
- NBC Subsidiary Advertisers
- CBS Advertisers
- CBS Subsidiary Advertisers

NBC STATISTICAL DEPT.

DISCUSSION OF INDIVIDUAL ADVERTISERS

This section of the report deals with the network activities of all clients in the Automotive Industry that have been on the air since 1930. For ready reference and to facilitate reading, advertisers have been grouped under three headings and are considered in alphabetical order under each heading.

Part I Automobiles—including passenger cars and trucks.

Part II After Market Products—including spark plugs, tire chains, auto polishes, piston rings, and safety glass.

Part III Tires

PART ONE—AUTOMOBILES

EARLE C. ANTHONY, INC.

Product : "Packard" Motor Cars—
Agency*
Last "Packard Program" — Concert
Program : Orchestra
Network : NBC Pacific—2 stations
Time : Tuesday, Wednesday, Friday and
Saturday 9:30-10:00 P.M. PST.
Campaign July 1928
Periods : November 1928
March 1929
May 1929—June 1929
October 1929—September 1931
History : This advertiser began network

broadcast advertising with a one-time program in July and again in November, 1928. The following March a similar feature was broadcast, as well as in May and June. It was in October, 1929, that a regular series was started, terminating in September, 1931, after two years of continuous broadcasting.

Expenditures for Time:

Year	Network—NBC
1928	\$ 580
1929	15,075
1930	72,000
1931	58,125

*See Packard Motor Car Company for other Packard Programs.

CHRYSLER CORPORATION

Product : Institutional—All Cars*
Last "Chrysler Industrial Choir"—a
Program : choir of 185 workers from the
Chrysler plant.
Network : CBS—68 stations.
Time : December 18, 1934.
10:30-10:45 P.M.
Campaign
Periods : See History.

History : In July 1928, one program was sponsored over an NBC network of 41 stations. The "Ziegfeld Radio Show" with Eddie Dowling and prominent stars advertised Chrysler Motor Cars over CBS networks from April to June 1932.

The following single programs have also been broadcast by the Chrysler Corp. over CBS networks:

"Business Meeting of Chrysler Corp." November 1932
 "New York goes to the Auto Show with Alexander Woolcott" January 1934
 "Industrial Choir" May 1934
 "Industrial Choir" December 1934

Expenditures for Time:

Year	Network		Total
	NBC	CBS	
1928	\$8,840	\$	\$ 8,840
1932	116,672	116,672
1934	18,872	18,872

*NOTE: Other Chrysler programs are listed under individual cars.

CHRYSLER CORPORATION

Product : "Dodge" Motor Cars
Last
Program : "Dodge Economy Day"—Arnold Johnson's Orchestra; Ted Hus- ing, announcer; Victor Moore.
Network : CBS—51 stations.
Time : Monday 2:30-3:00 P.M.
Campaign
Periods : December 1927—June 1928 (NBC)
 July 1935 (CBS)

History : Prior to its affiliation with Chrysler, Dodge sponsored a half-hour program over NBC from December, 1927, through June, 1928, with Andy Sanella's Orchestra and Vaughn de Leath, soloist.

On January 4, 1928, a special program, "The Victory Hour" was broadcast over an

NBC Red network of 45 stations. This program introduced the Dodge "Victory Six" model. Paul Whiteman and his band, Will Rogers, Al Jolson, and Fred and Dorothy Stone comprised the all-star talent. The artists were "picked-up" in various parts of the country. This was the first time such "pick-ups" had been successfully attempted.

One program was sponsored over CBS facilities in December, 1927.

The "Dodge Economy Day" program listed above was broadcast in July, 1935, as a dealer get-together over the air.

Expenditures for Time:

Year	Network		Total
	NBC	CBS	
1927	\$ 14,172	\$10,000	\$ 24,172
1928	188,437	188,437
1935 (Jan.-July)	5,038	5,038

CHRYSLER CORPORATION

Product : "Plymouth" Motor Cars
Last
Program : "Elmer Everett Yess"—a serial of happenings in the life of an automobile salesman.
Network : CBS—80 stations.

Time : Tuesday, Thursday, Saturday—8:00-8:15 P.M.

Campaign
Periods : April 1933
 October 1933—December 1933

Expenditures for Time:

Year	Network—CBS
1933	\$144,499

CONTINENTAL AUTOMOBILE CO.

Product : Automobiles
Last
Program : "March of Transportation"—dramatized incidents in the history of transportation.
Network : NBC Blue—22 stations.
Time : Monday—1:15-1:30 P.M.

Campaign
Period : August 1933—October 1933.

A letter to NBC from Mr. R. C. Sackett, Advertising Manager, gives a few highlights of the results this advertiser obtained from its programs broadcast over NBC:

"Perhaps you'd be interested in knowing what we think of the 13-week NBC program . . . To begin with,

the majority of the executives and department heads here at the factory are entirely sold on the value of radio advertising.

"The response that we obtained was very generous from all sources. We added materially to our dealer organization and we know from letters obtained from our district managers that the program was responsible in a large number of cases for signing up dealers.

"We also know that in a number of cases the program produced actual retail sales, that is, prospective automobile buyers heard the program and actually went into

distributors' places of business and bought Continental automobiles and told the distributor or the salesman that they had just heard the program on the air.

"I do not know of any other form of advertising where you can direct your message to so many classes of prospects and get such a variety of responses as from radio."

Expenditures for Time:

Year	Network—NBC
1933	\$19,592

DURANT MOTORS, INC.:

Product : "Durant" Motor Cars.

Last

Program : "Heroes of the World"—dramatizations with music.

Network : NBC Red—38 stations.

Time : Sundays—7:00-7:30 P.M.

Campaign

Period : October 1929—April 1930.

Expenditures for Time:

Year	Network—NBC
1929	\$59,488
1930	73,781

FORD MOTOR COMPANY

Product : "Ford" Motor Cars.

Program : "Fred Waring's Pennsylvanians (7/31/35) and Stoopnagle and Budd".

Network : CBS—85 stations.

Time : Tuesday—9:30-10:30 P.M.

Campaign

Periods : January 1927 (NBC).
 July 1933—December 1933 (NBC)
 February 1934—still active August 1935. (CBS)
 October 1934 (NBC)

History : The Ford Motor Company sponsored an hour program, "The Old Fashioned Barn Dance," twice in the month of January, 1926, and again in January, 1927.

The associated Ford Dealers sponsored "Lum & Abner", in a daily dramatic sketch from July through December, 1933, over NBC networks. In December, 1933, a special broadcast from the "Ford Century of Progress" in Rockefeller Center was described by Lowell Thomas and John B. Kennedy and sponsored by the Ford Motor Company.

Fred Waring and his Pennsylvanians, sponsored by the Ford dealers, went on CBS in February, 1934, and are still on the air as of August, 1935.

"The Ford Sunday Evening Hour"—the Detroit Symphony Orchestra and guest artists—was sponsored by the Ford Motor Company from October, 1934, to June, 1935.

This program will return to the air in September, 1935.

In October, 1934, the World Series was sponsored over both the Red and Blue network of NBC and over CBS. A similar program will be sponsored again in October, 1935.

The following story of Ford's NBC Program appeared in the November 13, 1933, issue of "Billboard" Magazine:

"Ad men and others stacked their piles of fan mail and contest entry blanks in Madison Square Garden, during the local Ford Show as evidence of the pulling power of the Monday to Thursday quarter-hour period and half-hour Sociable held Friday nights.

"Leading item appears to be no less than the 151,553 contest entry blanks sent in by listeners who, in an effort to win the weekly prize of a Ford car, went to their nearest dealer, took a ride and a blank upon which they wrote 'Why I Would Buy a Ford V-8.' Above number of blanks is credited to a 10-week batch. It is estimated that in all a million people took a ride in a Ford during this period and in connection with the contest.

"Other figures claim a 78 per cent favorable reply of a survey which asked whether Lum and Abner program should be continued. A 50 per cent listening audience is claimed with the closest rival being Floyd Gibbons with 16 per cent. In the nine days elapsing between July 7th and 15th, 255,469 people attended broadcasts at a Cleveland auditorium. Quick reaction by the radio audience which followed Lum and Abner on the question of a new trial for one of the boys whose script landed him in jail brought 5,600 petitions the next day and a 22,567 total."

Expenditures for Time:

Year	Network		Total
	NBC	CBS	
1927	\$ 10,000	\$	\$ 10,000
1933	360,000	360,000
1934	134,622	1,056,955	1,191,577
1935 (Jan.-July)	935,775	935,775

FRANKLIN MOTOR CAR COMPANY

Product : "Franklin" Motor Cars.
Program : Information not available.
Network : NBC Red—38 stations.
Time : Half-hour; evening; one only.

Campaign**Period** : July 1928.**Expenditures for Time:**

Year	Network—NBC
1928	\$5,455

GENERAL MOTORS CORPORATION

Product : Institutional for all G-M products.

Last

Program : "General Motors Concerts".
 Symphonic Concerts with outstanding guest soloists.

Network : NBC Blue—17 stations*.

Time : Sunday—8:00-9:00 P.M.

Campaign

Periods : See History.

History : As General Motors Corporation and its various units have sponsored many different programs, information concerning them is presented in tabular form. The following programs were institutional in character:

*Scheduled for coast-to-coast NBC Network, commencing Oct. 6, 1935.

Nov. 7, 1927—Oct. 12, 1931 "General Motors Family Party"—NBC Red Network—40 Stations—Monday 9:30-10:00 P.M.

Orchestra directed by Don Voorhees playing classical music, and soloists. Opera and concert stars such as Grace Moore, Giuseppe De Luca, John Charles Thomas, Gladys Swarthout, Richard Bonelli, and the composer, George Gershwin, and the Brigadiers Quartet.

Oct. 19, 1931—Oct. 17, 1932 "Parade of the States"—NBC Red Network—40 Stations—Monday 9:30-10:00 P.M.

This program was in the form of a salute to each state of the union, the orchestra playing music having some significance to each respective state. Historical sketches of states written by Bruce Barton, and the orchestra directed by Erno Rapee.

Oct. 7, 1934—April 21, 1935—"Symphony Concerts"—NBC Blue Network—17 Stations—Sunday 8:00-9:00 P.M.

Symphony orchestra with guest conductors

and soloists, such as Leopold Stokowski, Nikolai Sokoloff, Otto Klemperer, Walter Damrosch, Grace Moore, Albert Spalding, etc. (This is a resumption, under General Motors sponsorship, of the Cadillac series of the preceding year. The 1935 series is scheduled to begin October 6, 1935.)

The General Motors Corporation has advertised one or more of its cars over NBC facilities continuously since March, 1927, except for the month of August in 1927 and in 1929.

Mr. M. A. Hollinshead, director of the Radio Department of Campbell Ewald, in the "Automotive Daily News" of November 29, 1933, writes about General Motors' success with radio.

"There are undoubtedly 17,000,000 radio sets in the country (16,890,562 last January). Multiply this by 3.6 which represents the listeners per set (Crossley survey for Association of National Advertisers). That makes 60,800,000. Now, by this same survey, we find that between 7:00 P.M. and 10:00 P.M. the radio audience is 60.9 per cent of the total. That makes some 37,000,000 listening during these three evening hours. How many of these 37,000,000 will be listening to a given program?"

"Well, there are only two complete coast-to-coast network systems operating simultaneously to give coverage all over the country, and unquestionably they are getting the lion's share of the listeners. This is true in spite of the fact that their network stations represent little more than a fourth of all the commercial broadcasting stations. In a recent popularity survey it was found that the network stations received 86 per cent of the popularity votes.

"Hence, it is obvious that a top-notch chain program between 7:00 and 10:00 P.M. may be playing to 10, 20 or 30 million people since only one program can be listened to at a time and the most popular programs steal audiences from the run-of-mine programs by the thousands and hundreds of thousands.

"An automobile is an important purchase—for the average family it is the most important purchase, next to buying a home. Neither radio nor any other medium can be expected to send people in to buy cars as they would buy cans of soup. But radio can and does send people into automobile showrooms to be sold automobiles.

CHEVROLET'S RESPONSE

"For example, Chevrolet dealers gave 121,316 demonstrations last April to people who were sent in directly and exclusively by radio (NBC). These people had to write a little essay after taking a ride, and the only place they were told about it was in Chevrolet's radio

programs—and these were weekly programs at that. If 121,000 people took the trouble to visit showrooms and write essays, how many heard the invitation? Wouldn't it be millions?

"Buick offered prizes for 200-word essays relative to Buick cars. There were 300,000 replies. Again the messages were undoubtedly heard by millions."

In "Broadcasting" of October 15, 1934, Alfred P. Sloan writes about the return of the present General Motors Concerts to the air:

"The magnificent success of the Cadillac Concerts last season, was positive proof of the wishes of the great radio audience to hear the best of symphonic music as interpreted by the foremost conductors and soloists. Insistent demands have been received from every section of this country and Canada for the opportunity of hearing again, in one connected series of broadcasts, the world's greatest musical talent. The requests to renew the series have been irresistible. We are happy to be privileged to comply."

Expenditure for Time (Institutional):

Year	Network—NBC
1927	\$ 48,000
1928	313,834
1929	377,125
1930	303,267
1931	281,042
1932	226,745
1934	67,584
1935 (Jan.-July)	90,906

NOTE: Other General Motors Programs are listed under the individual motor cars. Consult index for "Fisher Body" programs. Also see "House Furnishings" report for "Frigidaire" programs and "Building" report for "Delco" (Heaters) programs.

GENERAL MOTORS CORPORATION

Product : "Buick", "Oldsmobile", and "Pontiac" Motor Cars.

Last

Program : "Paul Whiteman's Orchestra" with Jack Fulton, the Rhythm Boys and Mildred Bailey.

Network : NBC Red—50 stations.

Time : Friday—10:00-10:30 P.M.

Campaign

Periods : July 1932—September 1932 (NBC).

November 1932—December 1932 (NBC).

December 1932 (CBS).

History : This unit of General Motors sponsored the above program over NBC facilities from July through September, 1932, and again during November and December, 1932. Buick, Oldsmobile and Pontiac cars were featured in rotation—one each week. The program was sponsored previously by Pontiac (Oakland).

One program was sponsored over CBS in December, 1932.

Expenditures for Time:

Year	Network		Total
	NBC	CBS	
1932	\$111,719	\$7,081	\$118,800

GENERAL MOTORS CORPORATION

Product : "Buick" Motor Cars.

***Last**

Program : Andre Kostelanetz & Orchestra.

Network : CBS—55 stations.

Time : Monday—9:15-9:30 P.M.

Campaign

Periods : See History.

History : Buick Motor Cars were advertised on the following programs:

July 1927—only "Buick Presentation"

NBC Red & Blue—39 Stations

Arthur Pryor and his Band in presentation at Carnegie Hall.

Nov. 8, 1931—May 1, 1932 "Buick Revelers" Red Network—50 stations.

Sunday 9:45-10:15 P.M.

Lively program of semi-classical and popular songs by an orchestra directed by Frank Black, assisted by the Revelers and Countess Albani.

Oct. 24, 1932—Mar. 27, 1933 "Buick Program" Red Network—40 Stations

Monday 9:30-10:00 P.M.

The new Buick program with Paul Whiteman took the time and network of the old General Motors program. It was a program

of semi-popular music with Whiteman's orchestra and featuring Virginia Rea and Paul Oliver as soloists.

July 31, 1933–Sept. 18, 1933 "Gus Haenschen's Parade of Melody" Red Network—50 Stations Monday 9:30-10:00 P.M.

Gus Haenschen and orchestra with popular music, Ohman and Arden, Conrad Thibault, Arlene Jackson.

Dec. 1933–Feb. 1934 "Andre Kostelanetz and Orchestra" CBS—55 Stations Monday 9:15-9:30 P.M.

Expenditures for Time:

Year	Network		
	NBC	CBS	Total
1927	\$ 12,130	\$	\$ 12,130
1931	46,891	46,891
1932	123,494	123,494
1933	143,341	9,248	152,589
1934	73,984	73,984

*Since compilation of this report, Buick sponsored the Baer-Louis fight on NBC, September 24, 1935.

GENERAL MOTORS CORPORATION

Product : "Cadillac" Motor Cars.

Last

Program : "Cadillac Symphony Concerts"—Nathaniel Shilkret's concert orchestra with a guest conductor and guest soloist each week.

Network : NBC Blue—16 stations.

Time : Sunday—6:00-7:00 P.M.

Campaign

Periods : March 1927—June 1927.
September 1927.

December 1933—April 1934.
History : Beginning broadcasting in March, 1927, this advertiser continued through June of that year. A single broadcast followed in September, 1927.

A new series of one-hour symphony concerts began on December 17, 1933, and continued to April, 1934. A 60-piece orchestra, and outstanding conductors and soloists were featured.

The results of this most recent campaign for Cadillac and LaSalle are summarized in a letter dated May 2, 1934, from John F. Reeder, former advertising manager of Cadillac. He states:

"The results of automobile advertising in any medium measured by actual sales, are so intangible that to try to give credit to one particular form of advertising is not only foolish but unfair. However, the measure of the success of the Cadillac programs should be considered in the light of the reasons we used radio. Then, we can say without question of a doubt, that the series was highly successful from Cadillac's standpoint.

"Certainly we know that the new Cadillacs and LaSalles have been the most talked-about cars of the year. Certainly we know that almost overnight the new prices became common knowledge everywhere. Certainly we know that hundreds of thousands of people went to the automobile shows and asked to see the new LaSalles and Cadillacs. Certainly we know that no new car has ever been as enthusiastically received by the public as has the LaSalle.

"In regard to prestige: We know from thousands of letters received each week that the name of 'Cadillac' has a new meaning for millions of people. Letters from thousands of Cadillac owners have told us that they have a new appreciation for what 'Cadillac' means in the industry. We have been able to tell from the type of letters received that the program was listened to by the kind of people who could afford our products.

"In addition, we know that no advertising effort has ever done as much to stimulate our entire distributor and dealer organization. The programs were equally as valuable as sales promotion as they were as advertising."

GENERAL MOTORS CORPORATION

Expenditures for Time:

Year	Network—NBC
1927	\$25,670
1933	16,560
1934	65,000

GENERAL MOTORS CORPORATION

Product : "Chevrolet" Motor Cars.

Program :

(7/31/35) "G' Men"—Authentic cases from official Department of Justice Files—dramatized by Phillips Lord.

Network : NBC Red—61 stations.

Time : Saturday—9:00-9:30 P.M.

Campaign

Periods : See History.

History : This advertiser began broadcasting over NBC networks on February 4, 1932. Previously, single programs had been broad-

cast over CBS in December, 1928, and in August, 1929. In 1929 and 1930 electrical transcriptions of a dance orchestra were used by Chevrolet on more than 100 stations.

In addition the following programs have been sponsored by Chevrolet.

Feb. 4, 1932—July 28, 1932 "The Big Six of the Air" Red Network—54 Stations Thursday 9:00-9:30 P.M.

Frank Black and the Revelers with Welcome Lewis, Male Quartet, Ohman and Arden, and Lewis James.

Nov. 18, 1932—June 23, 1933 "The Chevrolet Program" NBC Red Network—56 Stations Friday 10:00-10:30 P.M.

Al Jolson with Lew Silvers Orchestra.

Oct. 1, 1933—July 1, 1934 "The Chevrolet Program" NBC Red Network—54 Stations Sunday 10:00-10:30 P.M.

Al Jolson until March 3, 1933, when the talent changed to Jack Benny, comedian, Mary Livingston, and Frank Black's orchestra. On April 8, 1934, the talent changed again, this time to Victor Young and his orchestra.

Oct. 1934—April 1935 "Isham Jones" CBS Network Tuesday 9:30-10:00 P.M.

Isham Jones and His Orchestra with guest stars.

GENERAL MOTORS CORPORATION

Product : "Fisher" Automobile Bodies.

Last

Program : Prize Contest for best model of a Fisher Body coach.

Network : CBS—52 stations.

Time : Wednesday—9:30-10:00 P.M.

Campaign

Periods : August 1933 (NBC).

August 1934 (CBS).

History : Each year the Fisher Body Corporation conducts a contest for model coach

GENERAL MOTORS CORPORATION

Product : "Johnny Green and Orchestra"

Last

July 1935—still active

"G' Men"

August 1935

This, the present NBC program, is described above.

The following excerpt is from a letter written to NBC under date of July 6, 1933, by Mr. R. E. Howard of Campbell Ewald, the agency handling the Chevrolet account:

"Chevrolet set out to secure the maximum number of demonstrations during April, 1933. To accomplish this, it was decided to offer a car a day during the month of April.

"The listener was to go to a dealer's showroom and take a demonstration of a new Chevrolet and then to write a short opinion on the subject, 'Why I like the new Chevrolet'.

"This contest was successful in bringing 121,000 people into dealer's showrooms. This represented 121,000 demonstrations.

"Unlike most contests, Chevrolet did not have a daily radio program to promote the contest and keep interest alive. Chevrolet had only its weekly half-hour program, with the exception of four 100-word announcements on 85 stations during the first week. The cost—\$4,500. No mention was made in the magazine, newspaper, or outdoor advertising—radio and publicity carried the contest completely. It is worth noting that an essay on the subject assigned requires some effort. Furthermore, the prizes totalled only \$12,000 in value, and the contestants had to take a ride to qualify."

Expenditures for Time:

Year	Network		Total
	NBC	CBS	
1928	\$	\$ 1,000	\$ 1,000
1929	7,980	7,980
1932	240,899	240,899
1933	306,357	306,357
1934	223,768	118,260	342,028
1935	17,776	137,867	155,643

(Jan.-July)

builders, the winner receiving a handsome prize. Prior to 1933 the program was given as part of the regular General Motors program. In August, 1933, a separate program was sponsored over NBC, and in August, 1934, over CBS.

Expenditures for Time:

Year	Network		Total
	NBC	CBS	
1933	\$4,972	\$	\$4,972
1934	7,162	7,162

Program : "Oldsmobile" Motor Cars.

—well known pianist and composer.

Network : CBS—57 stations.
Time : Tuesday and Thursday—9:15-9:30 P.M.

Campaign

Periods : See History.

History : Oldsmobile Motor Cars were first advertised over NBC in September 1931. Other programs of Oldsmobile Motor Works have been:

Jan. 1, 1932 "Oldsmobile Goes A-Calling"
 NBC Blue Network—45 Stations

Gala broadcast in which the Pacific Coast, Chicago and New York all took part: Paul Whiteman's Orchestra in Chicago, Bebe Daniels in Los Angeles.

Jan. 7, 1933—April 1, 1933 "Oldsmobile Program"
 NBC Red Network—38 Stations
 Saturday 9:30-10:00 P.M.

Popular dance music by George Olsen and Orchestra with Ethel Shutta and Gus Van in songs and humorous dialogue.

Aug. 1933—Oct. 1933 "Ted Husing & Leon Belasco" CBS—30 Stations

Tuesday and Thursday 10:30-10:45 P.M.

A popular dance program featuring Ted Husing, the sports announcer.

Feb. 1934—May 1934 "Johnny Green and His Orchestra"

This, the last program, is described above.

Expenditures for Time:

Year	Network		Total
	NBC	CBS	
1931	\$ 1,547	\$	\$ 1,547
1932	7,175	7,175
1933	76,987	81,360	158,347
1934	120,224	120,224

GENERAL MOTORS CORPORATION

Product : "Pontiac" Motor Cars.

Last

Program : "Pontiac Program"—Frank Black and his new concert dance orchestra of 43 pieces. Jane Frohman, Don McNeill as Master of Ceremonies and special choir.

Network : NBC Red—58 stations.

Time : Sundays—10:30-11:00 P.M.

Campaign

Periods : See History.

History : This advertiser made its initial broadcast over an NBC network for one time only in July, 1927. Another single program was broadcast over CBS in March, 1931. The more recent Pontiac programs have been as follows:

Jan. 15, 1932—Aug. 1, 1932 "Whiteman's Pontiac Chieftains"
 NBC Blue Network—47 Stations
 Friday 10:00-10:30 P.M.

A large dance orchestra under the direction of Paul Whiteman. Each week a new guest artist, selected by Mr. Whiteman from public auditions given by him, was heard on this half-hour. July 8th: changed to Red Network and

contract changed from Oakland Motor Corp. to Buick-Olds-Pontiac Sales Corp.

Jan. 1933—July 1933 "Stoopnagle & Budd"
 CBS Network—64 Stations

Popular dance orchestra with two comedians, Stoopnagle & Budd.

Aug. 1933—September 1933 "Don Ross"
 CBS—49 Stations
 Tuesday and Thursday 2:30-2:45 P.M.

A popular daytime program.

Dec. 1933—March 1934 "Stoopnagle & Budd"
 CBS—60 Stations
 Wednesday and Saturday 9:15-9:30 P.M.

Two comedians.

Sept. 1934—March 1935 "Pontiac Program"
 This program is described above.

Expenditures for Time:

Year	Network		Total
	NBC	CBS	
1927	\$ 4,659	\$	\$ 4,659
1931	4,401	4,401
1932	175,780	175,780
1933	220,397	220,397
1934	123,916	111,328	235,244
1935	108,660	108,660

(Jan.-July)

GRAHAM-PAIGE MOTOR CORP.

Product : "Graham" Motor Cars.
Program : Information not available.
Network : CBS-47 stations.
Time : Half-hour evening; once a week.

Campaign

Period : January 1931-June 1931.

Expenditures for Time:

Year	Network-CBS
1931	\$162,155

HUDSON MOTOR CAR COMPANY

Product : "Terraplane" and "Hudson" Motor Cars.

Last

Program : "Kate Smith's New Star Revue."
Network : CBS-65 stations.
Time : Monday-8:30-9:00 P.M.

Campaign

Periods : January 1929 - May 1929 (NBC).
 February 1933-June 1934 (NBC).
 December 1934-May 1935 (CBS).

History : This advertiser began broadcasting over NBC facilities in January, 1929, and continued through May of that year.

From February, 1933, to April, 1934, the "Hudson Saturday Night Dancing Party" with B. A. Rolfe was sponsored. "The Terraplane Travelcade" and the "Hudson Vocals" were on the air April to June, 1934. All the above programs were over NBC networks. The "Kate Smith" program described above ran over CBS from December, 1934, to May, 1935.

The success of the Saturday Night Dancing Party is described in Radio Art of October 15, 1933.

"The combination of B. A. Rolfe, Saturday Night and Billy Repaid clicked, and Hudson was quickly on the way to achieving the first thing it asked of radio—a public understanding of the significance and spirit of the Terraplane.

"No other medium could have accomplished this particular thing, except with much greater delay and at much greater cost . . .

"So radio, being asked by Hudson to do certain specific jobs that supplemented the other forms of advertising, delivered in a big way. What percentage of 1933's very successful sales record that may be attributed to radio cannot be computed . . . but . . . dealer commendation of the 'Terraplane Hour' and its results come from every corner of the country and from every size and type of city.

"Possibly the most resounding pat on the back came from the distributor in an Illinois City who wrote, 'We have had more comments on this form (radio) than on any type of advertising. All of our dealers speak about it.'"

The magazine "Broadcasting" also ran a story in the March 1, 1934 issue on the same program under the title "Inheriting an Audience of Millions" from which the following is quoted:

"On Saturday night, February 18, 1933, millions of radio listeners were accustomed to tune in at 10 P.M. for the Lucky Strike hour, were surprised to find that Lucky Strike was no longer on the air. Dance music was there—but dance music as only B. A. Rolfe and his 40 piece orchestra can play it. For the Hudson Motor Company had brought B. A. Rolfe back to the air . . . the man who had been responsible for the tremendous and prolonged popularity of this very Saturday period, was back in his old spot, bigger and better than ever.

Audience Was Waiting

"This program set a precedent in radio in a number of ways. It was the quickest sale of time ever made in the history of NBC. At 3 o'clock on Saturday afternoon the Hudson Motor Car Company said 'okay'. At 10 P.M. B. A. Rolfe and his orchestra, with the Men About Town, were on the air. And up to that time, no advertiser had ever stepped into a spot just vacated by a program which boasted a regular audience of millions of listeners.

"We did not have to wait for a build-up—the audience was there, waiting for dance music, and the Hudson Motor Car Company furnished its listeners with the best. In fact, according to figures, this program began with the third highest rating of any program ever to go on the air up to that time."

Further proof of the success of this program can be seen in the fact that Terraplane production in March, 1934, of 17,920 cars was six times larger than March, 1933—in fact the first quarter of 1934 saw a larger production than the entire previous year.

Expenditures for Time:

Year	Network		Total
	NBC	CBS	
1929	\$109,663	\$	\$109,663
1933	408,906	408,906
1934	251,738	16,714	268,452
1935 (Jan.-July)	166,460	166,460

NASH MOTOR COMPANY

Product : "Nash" Motor Cars.
Last
Program : "Nash New Year's Party".
Network : CBS—Entire Network.
Time : New Year's Day—2:30-5:30 P.M.
Campaign
Periods : July 1927 (NBC).
 June 1931—August 1931 (NBC).
 December 1934 (CBS).
 January 1935 (CBS).
History : This advertiser, in its first use of Network Broadcast Advertising in July, 1927,

sponsored a single program over NBC facilities. The first series of programs, again over NBC, extended from June through August, 1931.

On Christmas Day, 1934, and New Year's Day, 1935, gala programs of three hours were sponsored over CBS.

Expenditures for Time:

Year	Network		Total
	NBC	CBS	
1927	\$ 6,045	\$	\$ 6,045
1931	52,756	52,756
1934	16,184	16,184
1935 (Jan.-July)	16,184	16,184

PACKARD MOTOR CAR COMPANY

Product : "Packard" Motor Cars.
Last
Program : "Packard Presents Lawrence Tibbett", with Wilfred Peltier's Orchestra and John B. Kennedy, speaker.
Network : NBC Blue—20 stations.
Time : Tuesday—8:30-9:15 P.M.
Campaign
Periods : June 1931—July 1931.
 April 1934—June 1934.
 September 1934—March 1935.

History : This advertiser sponsored a half-hour evening program in October, 1924, over station WEAJ. Starting again in March, 1925, the series extended through April and was resumed again in September of the same year.

In June and July, 1931, an NBC network of 43 stations was used for a half-hour program of Concert Music.

From April to June, 1934, a program with Dr. Walter Damrosch and his symphony orchestra advertised Packard cars. The program with Lawrence Tibbett began September, 1934, and ran until March, 1935.

In "Broadcasting" of May 1, 1934, John Hiram McKee of Packard's advertising

agency, Cecil, Warwick & Cecil, writes as follows about the Packard program featuring Dr. Damrosch and John B. Kennedy.

**PACKARD BROADCAST DETROIT SENSATION
 5,000 Attend Radio Concert
 Thousands Turned Away**

"One of the greatest radio merchandising feats ever staged took place in Detroit on May 7 when a broadcast-concert audience of 5,000 of Detroit's 'best' turned out to witness and hear a program sponsored by the Packard Motor Car Company over NBC.

"Invited guests included Packard prospects, Packard owners and friends of Packard. High officials of competing automotive outfits were also present.

2,000 Disappointed

"The original plans to stage the broadcast in Orchestra Hall were abandoned early in the arrangements for the broadcast because only 2,500 persons could be accommodated there. The broadcast was moved to Masonic Temple, which seats 5,000. The demand for tickets would have filled a hall seating 7,000 and because 2,000 had to be disappointed, Packard was forced to return to the air the following day to express regret at being unable to accommodate all who wished tickets.

"The show was staged in the beautiful \$8,000,000 temple with Dr. Walter Damrosch conducting the famous Detroit Symphony Orchestra. Dr. Ossip Gabrilowitsch, regular conductor of the orchestra, conducted a number as guest on the program. The Orpheus Male Chorus of 44 voices and John B. Kennedy, news commentator, made up the balance of the talent list."

Expenditures for Time:

Year	Network—NBC
1931	\$26,413
1934	94,556
1935 (Jan.-July)	48,380

STUDEBAKER CORPORATION

Product : "Studebaker" Motor Cars.
Program :
(7/31/35) "Richard Himber and the Studebaker Champions".
Network : CBS—35 stations.
Time : Friday—10:00-10:30 P.M.
Campaign
Periods : April 1927 (NBC).
December 1928 (CBS).
February 1929 — January 1931 (NBC).
September 1933—December 1933 (CBS).
May 1934—still active August, 1935 (CBS).
July 1934—July 1935 (NBC).

History : With a single broadcast in April, 1927, this advertiser made its initial appearance in the field of Network Broadcast Advertising over an NBC Network. Another single program followed on CBS in December, 1928. Returning to NBC with the program "Studebaker Champions", in February, 1929, it continued for two full years.

From September to December, 1933, and May, 1934, to the present (August, 1935), a program was sponsored over CBS. The last NBC program began July, 1934, and ran until July, 1935. The Studebaker programs have always been listed as "The Studebaker Champions".

In an article appearing in "Broadcasting" of July 15th, 1934, the radio experience of Studebaker is outlined.

STUDEBAKER MAKES EVERY PENNY COUNT Auto Manufacturer Carefully Plans Its Radio Programs Sponsor Provides Dealers with Merchandising Aids

"A review of the long career of the Studebaker Sales Corporation of America in broadcasting brings forth two interesting illustrations of how radio advertising may be successfully coordinated with the retail marketing of a major-expenditure product. Perhaps no other manufacturer of automobiles has employed radio as skillfully.

"Studebaker's radio budgets have always been carefully husbanded. Although these expenditures have been generous they have never approached the huge spendings of other advertisers. Yet Studebaker is known today as a prominent and aggressive radio advertiser. In other words, every penny of the radio budget and every minute of the broadcast time has been made to pay a generous dividend.

Agency Cooperation

"In the first place, it may be said that all of Studebaker's broadcasting has been the result of close cooperation between Studebaker sales executives and executives of Roche, Williams, Cunnyngham, Inc., Studebaker's advertising agents. The two men who have had final authority and deep interest in each program are Paul G. Hoffman, Studebaker's president, and John Pierre Roche, the agency' president.

"Studebaker's first adventure in radio took place in January, 1929, and, although that may not seem long enough ago to place Studebaker on the list of pioneers, it may be recalled that at that time 'nobody wanted Sunday night' and Studebaker was able to pick its own hour on that night. At that time Studebaker was making a determined effort to establish the high performance and unusual stamina of Studebaker automobiles in the public mind. Proving ground and speedway tests, cross-country runs and hill-climbs and all manner of performances were executed by Studebaker engineers; so Studebaker went on the air with the 'Studebaker Champions'.

"The program was designed to be outstanding amid the 'band programs' then on the air. It was decided that the orchestra would play popular numbers in a semi-classical manner and that semi-classical numbers would be played in a popular manner. It was a job of rearranging and the man who did most of the arranging, Carroll Huxley, is today one of radio's foremost arrangers.

Success Immediate

"The 'Studebaker Champions' were immediately successful. The public liked the music, the vocal numbers, and the plugs were cleverly devised to win favor, rather than tune-outs.

"So much for that phase of Studebaker's ether 'ad'-venturing.

"In the fall of 1933 Studebaker prepared to introduce new models. The 'Champions' had been off the air. There had been no sustained period with a waiting audience. Yet Studebaker wanted to go on the air and to have an audience waiting for its advertising message.

"So Studebaker 'got a big bass drum'. For five successive nights a 15-minute coast-to-coast network program featuring a sure-fire name act was broadcast. These short programs were in the manner of teasers, leading the public to an hour's broadcast on the sixth night when all the name acts appeared.

Merchandising Aids

"This 'teaser' plan was unusually effective. Each of the name acts was big enough to draw an audience and their combined presence on the big program made it a real sell-out. The idea was so successful that it is now a definite part of Studebaker's radio program. Name acts employed on the recent programs include Crosby, Etting, Himber, Smith, Morgan, Gershwin, Downey, Barrymore and Frohman.

"During the years since 1929 Studebaker has given its dealers excellent support in the matter of merchandising materials, show-window posters, local scripts and transcriptions for 'tie-in' programs and liberal local newspaper advertising. Dealers have followed the factory's lead and have used radio aggressively. The results have been most satisfactory and the entire Studebaker dealer organization is thoroughly sold on the use of the air."

The following excerpt is from "Radio Art" of January 15, 1935.

STUDEBAKER INCLUDES THE PACIFIC COAST Crowded Network Necessitates Airing on Different Days of Week

"Richard Himber and his Studebaker Champions who

have been supplying dance rhythms for Eastern listeners over an NBC network in the East since last summer, are now heard on the Pacific Coast as well.

"The popular maestro and his musicians will have to make two trips a week to Radio City in New York to make their music available to both the Eastern and Western audiences.

"The Humber programs of melody proved so popular in the East that the sponsor decided to present a similar series for West coast listeners. Whereas most programs, when they are repeated for a Western audience, are rebroadcast later the same evening, the New Studebaker Champions rebroadcast will be on a different day.

"The programs will be repeated for an NBC-Pacific Coast network on Friday nights at 9:15 P.M., P.S.T. Solid bookings on the NBC Pacific Coast facilities on Monday evenings necessitated the selection of another day for the Studebaker Champions broadcasts."

Expenditures for Time:

Year	Network		Total
	NBC	CBS	
1927	\$ 2,830	\$	\$ 2,830
1928	9,000	9,000
1929	187,883	187,883
1930	204,946	204,946
1931	14,825	14,825
1933	71,217	71,217
1934	110,006	174,812	284,218
1935	136,752	162,928	299,680

(Jan.-July)

WILLYS-OVERLAND COMPANY

Product : "Willys-Overland" Motor Cars.

Last

Program : "Willys-Overland Silver Streaks".

Network : NBC Blue—28 stations.

Time : Wednesday—8:15-8:30 P.M.

Campaign

Period : September 1931—May 1932.

History : This advertiser began network broadcasting with the use of NBC facilities on September 27, 1931, and continued until May, 1932. During the broadcasts, a contest was featured. From the President of the con-

cern we have the following valuable statement of results :

"...during this 12 weeks' period, radio broadcasts were responsible for dealers and their salesmen contacting over 100,000 people.

"In the automobile industry today, the chief function of any form of advertising is to send people into dealers' showrooms and to give salesmen an opportunity to talk to them. When the total cost of the broadcasting, plus the prize cars, is taken into account, I would say that the broadcasting has done a most remarkable job at a very low cost per person."

Expenditures for Time:

Year	Network—NBC
1931	\$31,759
1932	63,334

PART TWO—AFTER MARKET PRODUCTS

AMERICAN CHAIN COMPANY

Product : "Weed" Tire Chains.

Last

Program : Andre Kostelanetz Symphony Orchestra with mixed chorus.

Network : CBS—27 stations.

Time : Quarter hour: evening: once a week.

Campaign

Periods : November 1930—January 1931.
November 1931—February 1932.

Expenditures for Time:

Year	Network—CBS
1930	\$27,540
1931	38,694
1932	13,025

CHAMPION SPARK PLUG COMPANY

Product : "Champion" Spark Plugs.

Last

Program : "Champion Sparkets".

Network : NBC Blue—12 stations.

Time : Half-hour: evening: once a week.

Campaign

Periods : January 1927—March 1927.
October 1927—May 1928.
November 1928—March 1929.
May 1929.
October 1929—March 1930.

History : This advertiser began broadcasting over an NBC Blue network on January 4, 1927, and continued through March of that year. For six months or longer in each of the next three years, or until March, 1930, a series of evening programs was sponsored.

Expenditures for Time:

Year	Network—NBC
1927	\$48,960
1928	58,925
1929	60,232
1930	28,287

GENERAL MOTORS CORPORATION

Product : "A C" Spark Plugs.

Last

Program : Raymond Knight and His Cuckoos—comedy sketch.

Network : NBC Blue—49 stations.

Time : Wednesday—9:00-9:30 P.M.

Campaign

Period : March 1934—September 1934.

Expenditures for Time:

Year	Network—NBC
1934	\$150,120

HACHMEISTER LIND COMPANY

Product : Auto Lights.

Program : Information not available.

Network : CBS—29 stations.

Time : Half-hour: evening: once a week.

Campaign

Period : January 1932—February 1932.

Expenditures for Time:

Year	Network—CBS
1932	\$21,620

S. C. JOHNSON & SON

Product : Auto Polish*.
Program :
 (7/31/35) "Fibber McGee & Molly"—
 comedy team with Ulderico Mar-
 celli's Orchestra.
Network : NBC Blue—24 stations.
Time : Monday—8:00-8:30 P.M.
Campaign
Periods : May 1934—July 1934 (CBS).
 April 1935—still active August
 1935 (NBC).

The following article is from "Advertising Age", of December 22, 1934:

"NO SINGLE EFFORT HAS YIELDED AS DEFINITE AND DIRECT SALES RETURNS"

"S. C. Johnson & Son, Inc., has been in business for about fifty years, and the company's wax products have been advertised nationally for forty of those years, but no single advertising effort in the company's history has yielded as definite and direct sales returns as 'The House by the Side of the Road' program, featuring Tony Wons, which the company put on the air last August, John J. Louis, of Needham, Louis & Brorby, Inc., Chicago agency which handles the account told ADVERTISING AGE ... Never before has it been possible to say with such a degree of certainty that a particular kind of advertising has been responsible for definite sales increases, Mr. Louis declared.

"175,000 Calendar Requests From Two Announcements"

"On the November 25th program, and again on the December 2nd program we offered a 'House by the Side

of the Road' calendar to listeners who would write in for one before December 8th. Thus far we have had more than 175,000 requests for the calendar and it seems a foregone conclusion that late arrivals will swell the total to 200,000.

"8% to 47% Sales Increase Each Month Over Preceding Year"

"Sales of Johnson wax products increased 8% in August, he revealed; in September compared with the same month last year, the increase was 10.5%; and in October 16.5%. In November, the company's books showed sales aggregating almost 28% more than in the previous November, while for the first 16 days of December—the latest period for which complete figures are available—the increase had soared to about 47%.

"Program Sells Entire Family of Products"

"The radio effort is not a single product promotion, but is designed to sell the whole family of Johnson products, including waxes for home use, auto wax and polish and Glo-Coat.

"50% of 1935 Appropriation Slated for Radio"

"About 50% of the 1935 appropriation is slated for radio, with the remainder going into national magazines and other mediums."

Expenditure for Time (Auto Polish only):

Year	Network		Total
	NBC	CBS	
1934	\$11,150	\$11,150
1935	\$52,248	52,248

(Jan.-July)

*NOTE: See "Soaps & Housekeepers' Supplies" industrial report for programs advertising "Glo-Coat" Floor Wax. Some of these programs have mentioned Auto Polish but the ones referred to above were the first to advertise Auto Polish specifically.

LIBBY-OWENS-FORD GLASS CO.

Product : Auto Safety Glass.
Last
Program : "World Adventures with Floyd Gibbons".
Network : NBC—10 stations.
Time : Sunday—9:30-9:45 P.M.

Campaign

Period : September 1930—August 1931.

Expenditures for Time:

Year	Network—NBC
1930	\$33,575
1931	43,846

McALEER MANUFACTURING CO.

Product : Auto Polishes.
Last
Program : Information not available.
Network : CBS—54 stations.
Time : Quarter hour: evening: once a week.

Campaign

Period : April 1931—June 1931.

Expenditures for Time:

Year	Network—CBS
1931	\$62,964

PACKARD ELECTRIC CORPORATION

Product : Automotive Cables.
Last
Program : Information not available.
Network : NBC Blue—11 stations.
Time : Half hour : evening : once a week.

Campaign

Periods : January 1929.
 March 1929—May 1929.

Expenditures for Time:

Year	Network-NBC
1929	\$34,561

PERFECT CIRCLE COMPANY

Product : "Perfect Circle" Piston Rings.
Last
Program : "Rings of Melody"—Ohman & Arden piano team, Edward Nell and Arlene Jackson.

Network : NBC Blue—46 stations.

Campaign

Period : February 1934—April 1934.

Expenditures for Time:

Year	Network-NBC
1934	\$46,345

RAYBESTOS MANHATTAN INC.

Product : Brake Linings.
Best
Known
Program : "Raybestos Twins", comedy team, and Lanny Ross, soloist.
Network : NBC Red—28 stations.
Time : Friday—7:30-8:00 P.M.
Campaign
Period : December 1928—May 1930.
History : For its first venture in network

broadcasting, this advertiser used an NBC network in December, 1928, continuing until May, 1930. During 1930 the "Bonnie Laddies" replaced the "Raybestos Twins" as talent.

Expenditures for Time:

Year	Network-NBC
1928	\$ 1,589
1929	92,112
1930	69,839

A. SCHRADER'S SON INC.

Product : Auto Valves.
Last
Program : "Schradertown Band".
Network : NBC Red—19 stations.
Time : Friday—9:30-10:00 P.M.

Campaign

Period : January 1929—January 1930.

Expenditures for Time:

Year	Network-NBC
1929	\$128,116
1930	8,700

SEALED POWER CORPORATION

Product : "Sealed Power Piston Rings"
Last
Program : "Sealed Power Side Show"—musical show with King's Jesters, Morin Sisters, and Harold Stokes Orchestra.
Network : NBC Blue—45 stations.
Time : Monday—8:00-8:30 P.M.
 12:00-12:30 Mid P.S.T.
Campaign
Periods : January 1933—April 1933.
 October 1933—March 1934

History : A letter from Paul R. Beardsley, Sealed Power Corporation to NBC under date of April 6, 1933, gives the following opinion of this company's success with network radio.

"Personally, I feel that our thirteen weeks of radio is the most outstanding advertising effort we have ever made, and that it has attracted more favorable comment than anything else..."

Expenditures for Time:

Year	Network-NBC
1933	\$103,483
1934	76,780

SIMONIZ COMPANY

Product : "Simoniz" Auto Polish.
Last
Program : Orchestra with Guest Stars.
Network : NBC Red—22 stations.
Time : Monday—10:45-11:00 P.M.

Campaign

Period : June 1931—May 1932.

Expenditures for Time:

Year	Network-NBC
1931	\$54,068
1932	24,503

JOHN L. STANLEY COMPANY

Product : "Mobo" automobile specialties.
Last
Program : Information not available.
Network : CBS—11 stations.
Time : Half hour: evening: once a week.

Campaign

Periods : April 1928—May 1928.
 March 1929—April 1929.

Expenditures for Time:

Year	Network-CBS
1928	\$ 8,400
1929	19,200

THOMPSON PRODUCTS INC.

Product : Auto Accessories.
Last
Program : "Tepee Singers".
Network : NBC Red—4 stations.
Time : Saturday 11:15-11:45 P.M.

Campaign

Period : April 1932—July 1932.

Expenditures for Time:

Year	Network-NBC
1932	\$ 5,016

TROPIC-AIRE INC.

Product : "Tropic Aire" Hot Water Auto Heater.
Last
Program : Information not available.
Network : CBS—28 stations.
Time : Quarter hour: daytime: once a week.

Campaign

Period : September 1931 — December 1931.

Expenditures for Time:

Year	Network-CBS
1931	\$16,804

U. S. CHAIN & FORGING COMPANY

Product : "McKay" Tire Chains.
Last
Program : Information not available.
Network : CBS—24 stations.
Time : Two minutes: evening: five times a week.

Campaign

Period : January 1929.

Expenditures for Time:

Year	Network-CBS
1929	\$10,000

U. S. INDUSTRIAL ALCOHOL CO.

Product : Alcohol (Pyro).

Last

Program : Ohman and Arden, piano duo
and orchestra.

Network : NBC Red—20 stations.

Time : Sunday—10:00-10:15 P.M.

Campaign

Periods : October 1931—December 1931.
October 1932—January 1933.

Expenditures for Time:

Year	Network-NBC
1931	\$20,649
1932	19,551
1933	3,906

JOHN WARREN WATSON COMPANY

Product : Auto Stabilizers.

Last

Program : Information not available.

Network : NBC Red—35 stations.

Time : Hour : daytime : once only.

Campaign

Period : April 1928.

Expenditures for Time:

Year	Network-NBC
1928	\$ 8,525

WILKENING MANUFACTURING CO.

Product : "Pedric" Piston Rings.

Last

Program : "Unsung Heroes".

Network : CBS—7 stations.

Time : Monday—10:30-10:45 P.M.

Campaign

Period : August 1932—November 1932.

Expenditures for Time:

Year	Network-CBS
1932	\$10,075

PART THREE—TIRES

DUNLOP TIRE AND RUBBER CO.

Product : "Dunlop" Tires.
Last
Program : Information not available.
Network : CBS—4 stations.
Time : Half hour: evening: once only.

Campaign

Period : January 1932.

Expenditures for Time:

Year	Network-CBS
1932	\$ 1,510

FIRESTONE TIRE & RUBBER CO.

Product : "Firestone" Tires.
Program :
 (7/31/35) "The Voice of Firestone"—William Daly's symphonic string orchestra, and Margaret Speaks, soloist.
Network : NBC Red—63 stations.
Time : Monday—8:30-9:00 P.M.
Campaign
Periods : December 1928—May 1930.
 May 1931.
 September 1931—August 1932.
 December 1932—March 1933.
 December 1933 — still active
 August 1935.

History : This advertiser has used NBC facilities exclusively since first using network broadcasting in December, 1928. The first series of programs ended in May, 1930. Broadcasting was resumed over NBC on September 7, 1931, and continued for one year.

From December 5, 1932, to March 27, 1933, Mr. Harvey Firestone, Jr., spoke on "The Romance of Rubber" each week, and Lawrence Tibbett was the artist.

Since December 5, 1933 the present series has been sponsored. Mr. Firestone spoke on the program until November, 1934. Gladys

Swarthout joined the program June 4, 1934.

Over 41,000 copies of the short talks delivered by Mr. Firestone, Jr., were mailed out to listeners requesting them. Enclosed, as a bookmark, was a card reading "Compliments of Firestone Rubber Company and your Firestone Service Dealer". A letter was sent with each book specifically naming the Firestone dealer through whose courtesy the book was sent.

The excerpt below is from "Radio Art" of February 1, 1934:

**"A GOODWILL BUILDER... A PRODUCER
OF DIRECT SALES"**

"That radio can and does sell tires is clearly indicated by the action of the Firestone Tire & Rubber Company in returning to the WEAf network for the fifth winter. Mr. Frank K. Starbird, advertising manager of the company, says, 'We consider radio an excellent medium as a goodwill builder, as well as a producer of direct sales. We received letters from individuals stating they bought tires as a result of our radio program, months after our previous schedule concluded.'"

Expenditures for Time:

Year	Network-NBC
1928	\$ 33,491
1929	308,063
1930	143,245
1931	108,144
1932	312,087
1933	137,062
1934	415,163
1935 (Jan.-July)	287,227

FISK TIRE COMPANY

Product : "Fisk" Tires.
Last
Program : Musical—Orchestra.
Network : NBC Red—30 stations.
Time : Monday—10:30-11:00 P.M.

Campaign

Period : February 1928—July 1928.

Expenditures for Time:

Year	Network-NBC
1928	\$124,497

GENERAL TIRE AND RUBBER CO.

Product : "General" Tires.

Last

Program : "General Tire Program"—with Jack Benny, Mary Livingston and Don Bestor's orchestra.

Network : NBC Red—54 stations.

Time : Friday—10:30-11:00 P.M.

Campaign April 1933—November 1933.

Periods : April 1934—September 1934.

History : This advertiser sponsored, with outstanding success, a dramatic sketch called, "Lives at Stake" from April to November, 1933. The program with Jack Benny, on the air from April to September, 1934, was a still greater success as the following quotation from "Broadcasting" of September 1, 1934, indicates.

"GENERAL TIRE POINTS PROUDLY

To Jack Benny and Results of National Radio Drive as Artist is 'Farmed Out' to Jell-O

"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 1935, 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 Tire, February 26th, by mutual agreement between the companies. Hays MacFarland & Co., Chicago agency, handles the General Tire account, while Young & Rubicam is handling the Jello account.

"Following is the story of the General Tire Company on the success of the Benny program and how it has sold tires:

"While Benny and his associates, Mary Livingston (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 the 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'."

Expenditures for Time:

Year	Network-NBC
1933	\$201,366
1934	203,314

B. F. GOODRICH RUBBER CO.

Product : "Goodrich-Silvertown" Tires.

Program :
(7/31/35) "Circus Night in Silvertown" with Joe Cook, comedian; B. A. Rolfe, orchestra; Phil Duey, etc.

Network : NBC Red—61 stations.

Time : Friday—10:30-11:00 P.M.

Campaign

Periods : December 1924—August 1928.
June 1930—April 1931.
October 1933.
May 1934—June 1934.
March 1935—August 1935.

History : On December 21, 1934, this advertiser made its broadcast debut over the old WEAF network, sponsoring the Silvertown Band and Silver-Masked Tenor which continued until August, 1928. A program, "Uncle Abe and David" ran from June, 1930, to April, 1931, with Phillips Lord and Arthur

Allen doing the dialogue. A program, "Taxi", with Max Baer was sponsored from May 4, 1934, to June 13, 1934, culminating in the championship Baer-Carnera bout, June 14, 1934, when Max Baer won the Heavyweight Championship.

In addition, Goodrich sponsored, on a "spot" basis, baseball games throughout the country during the Summer and Fall of 1934 spending over \$65,000 on these programs.

The following is a quotation from "Printers' Ink" of June 21, 1934:

"BROADCASTER BAER

How Talkative Conqueror of Carnera Was Prepared For His Big Moment Under Goodrich Sponsorship

"Oh, boy! What a fight!

"And Graham McNamee 'miking' it from the Madison Square Garden Bowl in Long Island City, might have added, 'and what a broadcast!' A survey made for the Goodrich Rubber Company, which sponsored the broadcasting of the fight, showed that in seven major cities 82 per cent of sets in operation were tuned in on the blow-by-blow description from the ring.

"A rough estimate, calculated on this survey, leads

the company to believe that it had an audience of about 40,000,000 people. Even if this were to be discounted, there is no doubt that a record was hung up for prospects who got some part of the six commercial credits which were announced before, after and during the intervals between rounds.

"The entire series, through the way it was handled, was a build-up to the big event, the broadcasting of the fight, which it was announced would be under the sponsorship of Goodrich dealers. 'Silvertown News', Goodrich house magazine, played up the importance to dealers of tying-in with the campaign. Dealer help material was prepared and distributed to 25,000 dealers in less than four days. Small space on the sporting pages of newspapers announced the broadcast and references were made to it in Goodrich's nightly baseball resume broadcast over local stations in major league cities."

Below are the interesting results of a Survey by Ross-Federal Service:

"SURVEY INDICATES 40,000,000 LISTENERS"

"A coincidental survey by Ross-Federal Service the night of the Baer-Carnera fight, in seven widely scattered cities from coast to coast showed 92% of people listening to the radio were listening to the Baer-Carnera fight—carried only by the Goodrich broadcast. The summary of this survey follows:

	Number	Per Cent
Total Calls Completed	877	100.0%
Non-Radio owners	<u>22</u>	<u>2.5</u>
Number of people owning radios	855	97.5%
Number of people owning radios	855	100.0%
Radios turned off	<u>152</u>	<u>17.8</u>
Radios turned on	702	82.2%
Radios turned on	702	100.0%
Listening to Baer-Carnera Fight	646	92.0
Listening to Other Programs	16	2.3
Number unable to identify program	40	5.7

"When the percentage of listeners is projected against the total number of radio families and the average number of listeners per set, this 92% indicates an audience of 40,000,000."

Expenditures for Time (Network only):

Year	Network-NBC
1927	\$239,775
1928	187,044
1930	318,350
1931	163,990
1933	9,056
1934	83,929
1935 (Jan.-July)	191,700

GOODYEAR TIRE AND RUBBER CO.

Product : "Goodyear" Tires.

Last

Program : Arthur Pryor and Orchestra.

Network : NBC Red—54 stations.

Time : Saturday and Wednesday—9:00-9:30 P.M.

Campaign

Period : October 1931—October 1932.

History : On October 27, 1931, over NBC facilities, this advertiser inaugurated a twice weekly series of musical programs with Sousa's Band and Arthur Pryor's Orchestra featured on alternate programs. Because of Sousa's sudden death, Arthur Pryor played on both programs. Grace Moore and an orchestra were later featured.

After one month of broadcasting, a contest was run and a check of 231 Goodyear dealers revealed that 2,524 people came in for radio contest blanks, of whom 29% made some kind of a purchase.

The following quotation is an extract from a Batten, Barton, Durstine & Osborn advertisement in the March 17, 1932, issue of "Printers' Ink" weekly.

"During the program a contest was conducted. A first prize of \$100 and a number of smaller prizes were offered to those persons sending in the largest number of words found in the name "Goodyear Supertwist". Total letters received reached 101,496."

In addition to this network campaign, Goodyear has used radio on a local station to keep in touch with its employees. The following is a quotation from the August, 1934, issue of "Factory Management and Maintenance".

"During the past year..." declares Mr. Slussor, "we have employed a method of communicating with our employees which to the best of our knowledge has never before been used. We have had a weekly broadcast, over a local radio station (in Akron, Ohio) during which the president has told his listeners the inside facts about Goodyear..."

"These radio talks rambled over a wide field. They touched in one period on the jungle sources and East Indian plantation sources of crude rubber. They covered pensions, the company's attitude toward unemployment insurance, and the spread-the-work policy, the Industrial Assembly, dealer organizations, everything of sufficient broad interest to appeal to most of the employees.

"The radio programs were inexpensive, and we have reason to believe that they reached practically every Goodyear employee within hearing distance of this station. To be sure, they reached a great many other people, too; hundreds to our knowledge listened to them who are employed in other rubber companies from high places to low. The effect of these talks on the non-Goodyear listeners certainly did us no harm. And the result inside the organization was almost measurable. They did a world of good both among the people who have Goodyear jobs and among those Goodyear people for whom jobs have not yet opened up."

Expenditures for Time (Network only):

Year	Network-NBC
1931	\$124,850
1932	427,482

KELLY-SPRINGFIELD TIRE CO.

Product : "Kelly-Springfield" Tires.

Last

Program : "Making the Movies" with Ray Knight, and orchestra.

Network : NBC Blue-13 stations.

Time : Sunday-9:45-10:00 P.M.

Campaign

Period : March 1932-June 1932.

Expenditures for Time:

Year	Network-NBC
1932	\$31,326

MICHELIN TIRE COMPANY

Product : "Michelin" Tires.

Last

Program : "Michelin Tiremen"-Louis Katzman's Orchestra.

Network : NBC Blue-11 stations.

Time : Thursday-10:00-10:30 P.M.

Campaign

Period : April 1928-November 1929.

Expenditures for Time:

Year	Network-NBC
1928	\$ 72,000
1929	102,696

SEIBERLING RUBBER COMPANY

Product : "Seiberling" Tires.

Program : "Seiberling Singers" - Frank Black's Orchestra and the Revelers.

Network : NBC Red-29 stations.

Time : Tuesday-8:30-9:00 P.M.

Campaign

Period : December 1927-March 1930.

History : This advertiser sponsored a period over an NBC network from December, 1927, to March, 1930, inclusive. Immediately after the contract was signed intensive merchandising of the proposed broadcasting

campaign was started on dealers. 500 new dealers were added before Seiberling went on the air. After a month of broadcasting, this number had increased to 800 and later to 1900. The company further reported that dealers obtained many new customers who came to them as a direct result of the program.

Expenditures for Time:

Year	Network-NBC
1927	\$ 10,822
1928	227,383
1929	208,609
1930	71,884

**GROSS EXPENDITURES OF AUTOMOTIVE INDUSTRY FOR NETWORK
BROADCAST ADVERTISING**

(By Groups)

<i>Year</i>	<i>Automobiles</i>	<i>After Market Products</i>	<i>Tires</i>	<i>Total</i>
1927	\$ 133,506	\$ 48,960	\$250,597	\$ 433,063
1928	527,146	77,439	644,415	1,249,000
1929	757,214	344,221	619,368	1,720,803
1930	653,994	167,941	533,479	1,354,414
1931	679,914	237,025	396,984	1,313,923
1932	1,072,899	93,790	772,405	1,939,094
1933	1,863,436	107,389	347,484	2,318,309
1934	2,785,685	284,395	702,406	3,772,486
1935 (Jan.-July)	1,826,726	52,248	478,927	2,357,901

NETWORK BROADCAST ADVERTISING

Individual Expenditure Table

The total annual expenditures of individual advertisers for network broadcast advertising are shown in the table on this and following pages. Expenditures from 1927 to 1931, inclusive, are grouped into one total; expenditures for 1932, 1933, 1934 and for the first seven months of 1935 are shown by individual years.

<i>Client</i>	1927-1931	1932	1933	1934	<i>Jan.-July 1935</i>
American Chain Company Weed Tire Chains	\$ 66,234	\$ 13,025	\$ —	\$ —	\$ —
Anthony, Earle C., Inc. Packard Motor Cars	145,780	—	—	—	—
Champion Spark Plug Co. Champion Spark Plugs	196,404	—	—	—	—
Chrysler Motor Car Co. Chrysler Motor Cars	8,840	116,672	—	18,872	5,038
Dodge Motor Cars	212,609	—	—	—	—
Plymouth Motor Cars	—	—	144,499	—	—
Continental Automobile Co. Motor Cars	—	—	19,592	—	—
Dunlop Tire & Rubber Co. Dunlop Tires	—	1,510	—	—	—
Durant Motors, Inc. Durant Motor Cars	133,269	—	—	—	—
Firestone Tire & Rubber Co. Firestone Tires	592,943	312,087	137,062	415,163	287,227
Fisk Tire Co. Fisk Tires	124,497	—	—	—	—
Ford Motor Co. Ford Motor Cars	10,000	—	360,000	1,191,577	935,775
Franklin Motor Car Co. Franklin Motor Cars	5,455	—	—	—	—

<i>Client</i>	1927-1931	1932	1933	1934	<i>Jan.-July</i> 1935
General Motors Corp.					
A C Spark Plugs	—	—	—	150,120	—
Institutional	1,323,268	226,745	—	67,584	90,906
Buick Motor Cars	59,021	123,494	152,589	73,984	—
Buick-Olds-Pontiac Sales	—	118,800	—	—	—
Cadillac Motor Cars	25,670	—	16,560	65,000	—
Chevrolet Motor Cars	8,980	240,899	306,357	342,028	155,643
Fisher Body Corp.	—	—	4,972	7,162	—
Oldsmobile Motor Cars	1,547	7,175	158,347	120,224	—
Pontiac Motor Cars	9,060	175,780	220,397	235,244	108,660
General Tire & Rubber Co.					
Tires and Tubes	—	—	201,366	203,314	—
Goodrich, B. F. Rubber Co.					
Goodrich Tires	909,159	—	9,056	83,929	191,700
Goodyear Tire & Rubber Co.					
Goodyear Tires	124,850	427,482	—	—	—
Graham-Paige Motor Corp.					
Graham Motor Cars	162,155	—	—	—	—
Hachmeister Lind Co.					
Auto Lights	—	21,620	—	—	—
Hudson Motor Car Co.					
Hudson & Terraplane Motor Cars	109,663	—	408,906	268,452	166,460
Johnson, S. C. & Son					
Auto Polish	—	—	—	11,150	52,248
Kelly-Springfield Tire Co.					
Kelly-Springfield Tires	—	31,326	—	—	—
Libby-Owens-Ford Glass Co.					
Auto Safety Glass	77,421	—	—	—	—
McAler Manufacturing Co.					
Auto Polishes	62,964	—	—	—	—
Michelin Tire Co.					
Michelin Tires	174,696	—	—	—	—
Nash Motor Car Co.					
Nash Motor Cars	58,801	—	—	16,184	16,184

<i>Client</i>	1927-1931	1932	1933	1934	<i>Jan.-July</i> 1935
Packard Electric Company					
Automotive Cables	34,561	—	—	—	—
Packard Motor Car Co.					
Packard Motor Cars	26,413	—	—	94,556	48,380
Perfect Circle Company					
Piston Rings	—	—	—	46,345	—
Raybestos-Manhattan, Inc.					
Brake Linings	163,540	—	—	—	—
Schrader's, A. Son, Inc.					
Auto Valves	136,816	—	—	—	—
Sealed Power Corp.					
Piston Rings	—	—	103,483	76,780	—
Seiberling Rubber Co.					
Seiberling Tires	518,698	—	—	—	—
Simoniz Company					
Auto Polish	54,068	24,503	—	—	—
Stanley, John L. Co.					
Mobo Auto Specialties	27,600	—	—	—	—
Studebaker Corp.					
Studebaker Motor Cars	419,484	—	71,217	284,218	299,680
Thompson Products, Inc.					
Auto Accessories	—	5,016	—	—	—
Tropic-Aire, Inc.					
Hot Water Auto Heater	16,804	—	—	—	—
U. S. Chain & Forging Co					
McKay Tire Chains	10,000	—	—	—	—
U. S. Industrial Alcohol					
Pyro Alcohol	20,649	19,551	3,906	—	—
Watson, John Warren					
Auto Stabilizers	8,525	—	—	—	—
Wilkening Manufacturing Co.					
Pedric Piston Rings	—	10,075	—	—	—
Willys-Overland, Inc.					
Willys Motor Cars	31,759	63,334	—	—	—
GRAND TOTAL	<u>\$6,072,203</u>	<u>\$1,939,094</u>	<u>\$2,318,309</u>	<u>\$3,772,486</u>	<u>\$2,357,901</u>

ADDITIONAL NBC INDUSTRIAL STUDIES

In addition to this report on the Automotive Industry there are available, upon application to the NBC Sales Promotion Department, similar studies covering the following industries. Each of these reports is revised periodically.

- Building
- Clothing and Dry Goods
- Confectionery and Beverages
- Drugs, Cosmetics and Toilet Goods
- Financial and Insurance
- Food and Food Beverages
- Furniture and House Furnishings
- Garden Products
- Jewelry and Silverware
- Lubricants and Petroleum Products
- Miscellaneous (includes all clients not
logically falling within other classifications)
- Paint and Varnish
- Radio and Musical Instruments
- Shoes and Allied Products
- Soaps and Housekeepers' Supplies
- Tobacco Products
- Travel and Hotels

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