

PAM
c.3

A STUDY OF THE
NETWORK BROADCAST
ADVERTISING
OF THE
AUTOMOTIVE INDUSTRY

Jan. • 1933

National Broadcasting Company, Inc.

TL656

.Na

Signal Processing Company, Inc.
General Agency
711 Fifth Avenue, New York, N. Y.

**A STUDY OF THE NETWORK BROADCAST ADVERTISING
OF THE
AUTOMOTIVE INDUSTRY**

**PREPARED BY:
NATIONAL BROADCASTING COMPANY**

Revised JANUARY, 1933

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 inadvertently have been made in this compilation.

Prepared for confidential use.
Expenditures are from National
Advertising Records, copyright
by Denney Publishing Co., Inc.
and used here by permission.

TL 656

.Na

c.3

National Broadcasting Company, Inc.
GENERAL LIBRARY
711 FIFTH AVENUE, New York, N. Y.

TABLE OF CONTENTS

	Page
Introduction	1
Purpose	1
Method	2
Source of Information	2
General Comments	3
NBC Broadcast Advertisers by Industries	4
Industrial Client Chart	
Industrial Expenditure Chart	
Comparison of NBC and Other Networks	5
Table of Expenditures and Number of Advertisers	6
Chart of Expenditures	
Automotive Broadcast Advertisers	7
Chart Showing Periods of Broadcast	
General Discussions	
Yearly Growth	9
Total Expenditures	10
Expenditure Table for Each Part	
PART ONE - Automobiles	11-12
PART TWO - Accessories	13-14
PART THREE - Tires	15
Alphabetical Index to Advertisers	40-41

INTRODUCTION

The National Broadcasting Company presents on the succeeding pages a discussion of the part Network Broadcast Advertising is playing in the promotional activities of the Automotive Industry.

It is significant to note that during the first eleven months of 1932, total expenditures for radio facilities by this group of advertisers increased 58% over the comparable period of 1931. The average expenditure per Automotive Advertiser for the first eleven months in 1932 was \$ 101,175 while in 1931 \$ 60,496 was the average expenditure - an increase in 1932 of 67% over 1931.

Numbered among Automotive Advertisers is one of the ten largest users of Network Broadcast Advertising. This advertiser, General Motors, has been an NBC client since November 1927 and at this writing this Advertiser is sponsoring three of the most important programs on the air, two on NBC networks and one on CBS.

It is of further interest to note the large networks and elaborate talent employed by Automotive Advertisers to increase their sales and promote a kindly public attitude toward their products.

PURPOSE

A series of reports*, similar to this one, dealing with each industrial classification, is in the process of preparation. Innumerable requests from advertisers and advertising agencies have unmistakably indicated the need for this type of information. This demand has molded the form in which the network radio activities of each industry are presented by NBC.

* Copies of other Industrial Studies may be obtained upon application to the NBC Sales Promotion Dept.

METHOD

In this report facts and figures are presented on programs broadcast over both NBC and other networks. Such information as the type of entertainment, day and hour of broadcast, network and number of stations, expenditures, and any tangible results reported by Automotive Advertisers is included.

Following the logical grouping of advertisers coming under this classification, the report is divided as follows:

- PART I - AUTOMOBILES
- PART II - ACCESSORIES
- PART III - TIRES

Tables, showing expenditures in each division for station facilities only, together with a history of each individual advertiser are given.

SOURCE OF INFORMATION

Specific data as to expenditures, duration of contracts, networks, etc., are obtained from National Advertising Records. Such information as type of program, time of broadcast, history, etc., are from NBC files and CBS Press Releases.

GENERAL COMMENTS

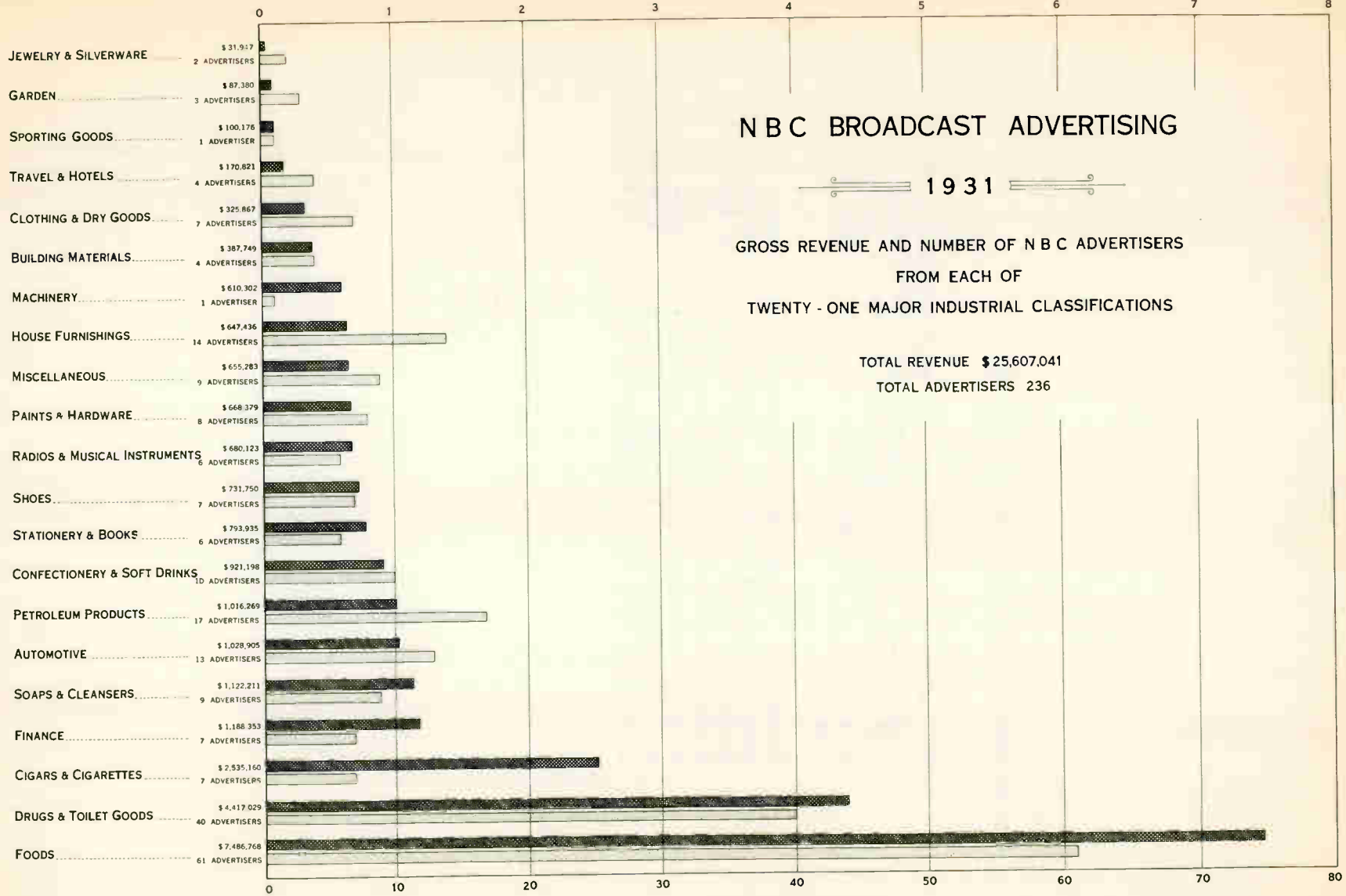
1. ALL EXPENDITURES ARE FOR STATION FACILITIES ONLY. IN NO CASES ARE TALENT COSTS INCLUDED.
2. TIME OF PROGRAM, EXCEPT WHERE OTHERWISE SPECIFICALLY INDICATED, IS "NEW YORK TIME".
3. THE REPORT COVERS THE PERIOD FROM JANUARY 1927 THROUGH NOVEMBER 1932.
4. INFORMATION FOR DECEMBER 1932 IS NOT AVAILABLE AT THIS WRITING.
5. ONLY NETWORK ADVERTISERS (I.E. AS LISTED IN NATIONAL ADVERTISING RECORDS) ARE INCLUDED.

NBC BROADCAST ADVERTISERS BY INDUSTRIES

The number of advertisers in each industrial classification, and the gross expenditures for Network Broadcast Advertising by individual industries, are usually indicative of the activities of each industry in this field.

Therefore, to present the relative importance of each industry in NBC Network Broadcast Advertising, the following chart is included in all NBC Industrial Studies. The chart shows the total number of NBC Advertisers in each industry and the total expenditures for NBC facilities in each industry, classified in accordance with Denney's National Advertising Records.

MILLIONS OF DOLLARS



N B C BROADCAST ADVERTISING

1931

GROSS REVENUE AND NUMBER OF N B C ADVERTISERS
FROM EACH OF
TWENTY - ONE MAJOR INDUSTRIAL CLASSIFICATIONS

TOTAL REVENUE \$25,607,041
TOTAL ADVERTISERS 236

REMOVE SHEET DATED 4/1/52-

NUMBER OF ADVERTISERS

Stat. Draft.

COMPARISON OF NBC AND OTHER NETWORKS

The following table shows the number of Automotive Broadcast Advertisers active each year, together with their total gross expenditures for the station facilities of NBC and other networks.

It is interesting to note NBC's leadership each year. In no case does the NBC share of this industry's expenditures fall below 78%.

The chart presents graphically the amounts spent each year on NBC and other networks.

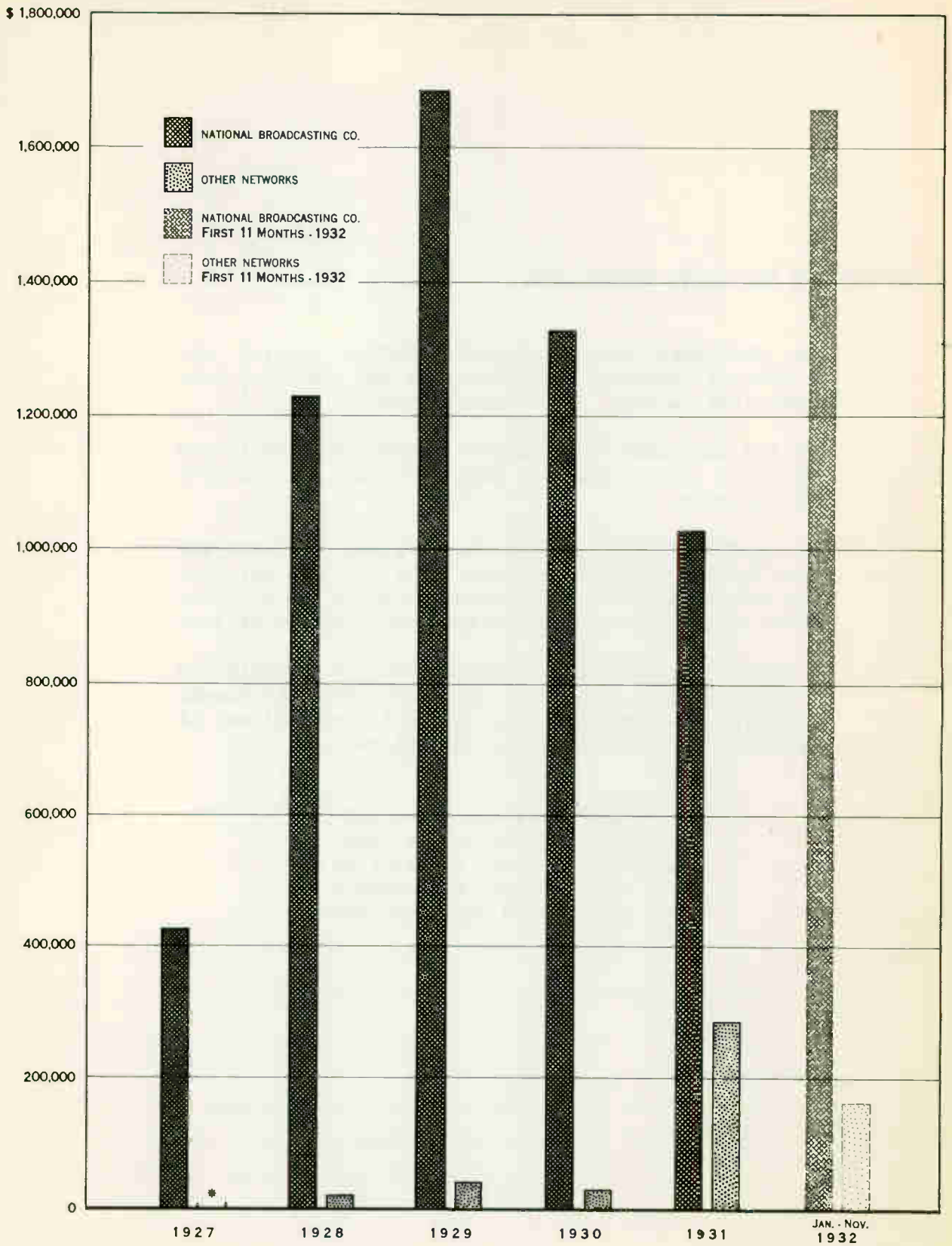
SIX YEAR COMPARISON OF AUTOMOTIVE ADVERTISERS
AND EXPENDITURES

Advertisers	%	Expenditures	%	
<i>Year 1927</i>				
NBC	10	100%	\$ 423,063	100%
OTHER NETWORKS	*	*	*	*
<i>Total</i>	10	100%	\$ 423,063	100%
<i>Year 1928</i>				
NBC	12	80%	\$ 1,230,600	98.5%
OTHER NETWORKS	3	20%	18,400	1.5%
<i>Total</i>	15	100%	\$ 1,249,000	100%
<i>Year 1929</i>				
NBC	12	80%	\$ 1,683,623	97.8%
OTHER NETWORKS	3	20%	37,180	2.2%
<i>Total</i>	15	100%	\$ 1,720,803	100%
<i>Year 1930</i>				
NBC	11	92%	\$ 1,327,874	98.0%
OTHER NETWORKS	1	8%	27,540	2.0%
<i>Total</i>	12	100%	\$ 1,355,414	100%
<i>Year 1931</i>				
NBC	14	74%	\$ 1,028,905	78.3%
OTHER NETWORKS	5	26%	285,018	21.7%
<i>Total</i>	19	100%	\$ 1,313,923	100%
<i>** Year 1932 (Jan - Nov)</i>				
NBC	13	72%	\$ 1,658,244	91%
OTHER NETWORKS	5	28%	162,902	9%
<i>Total</i>	18	100%	\$ 1,821,146	100%

* No Automotive Advertisers listed for other networks in 1927.

** Expenditures for December 1932 are not available at this writing.

GROSS REVENUE FROM AUTOMOTIVE INDUSTRY



* No Automotive Advertisers listed for Other Networks in 1927

Source: National Advertising Records
Prepared by NBC Statistical Dept.

AUTOMOTIVE BROADCAST ADVERTISERS

The following chart is a presentation showing all Automotive Broadcast Advertisers on NBC and other networks from January, 1927 through December 1932. *

All the long-term contracts of Automotive Advertisers extending over a year or more have been carried over NBC networks.

The 33 Advertisers in this Industry who have used NBC Facilities during the past six years averaged one full year of broadcasting per advertiser, while the 14 using other networks have averaged only three months apiece.

In the following chart, all General Motors subsidiaries on all networks have been grouped under the parent company, in order to give a clearcut presentation of General Motors network radio activities.

** Although expenditures are not yet available for the entire year of 1932, it has been possible to obtain the name of advertisers on both networks in December 1932.*

GENERAL
DISCUSSIONS

AUTOMOTIVE INDUSTRY AS A WHOLE AND EXPENDITURE TABLES

The following tables show the Network Broadcast Advertising expenditures of this industry for the years 1927 through 1931, and a comparison of the first eleven months of 1932 with the corresponding period of 1931.

Detailed Network Broadcast Advertising experiences of individual advertisers are presented on the succeeding pages, together with each advertiser's yearly expenditures.

YEARLY GROWTH IN USE OF NETWORK BROADCAST ADVERTISING
BY THE AUTOMOTIVE INDUSTRY

The gross expenditures of Automotive Advertisers for Network Broadcasting have shown a most interesting upward turn in 1932, since the figure for the first eleven months of the current year is 58% above the comparable period of 1931. In addition the figure for the first eleven months of 1932 is 39% greater than the total for the entire twelve months of 1931.

<i>Year</i>	<i>No of Advertisers</i>	<i>Total Expenditures</i>	<i>Per Cent Change over Preceding Year</i>
1927	10	\$ 423,063	
1928	15	1,249,000	+ 195%
1929	15	1,720,803	+ 38%
1930	12	1,355,414	- 21%
1931	19	1,313,923	- 3%
Jan-Nov-1931	19	1,149,427	
Jan-Nov-1932	18	1,821,146	+ 58%

**TOTAL EXPENDITURES OF THE AUTOMOTIVE INDUSTRY FOR
NETWORK BROADCAST ADVERTISING**

	1927	1928	1929	1930	1931	<i>Jan-Nov.</i> 1932
PART I - AUTOMOBILES	\$ 123,506	\$ 527,146	\$ 757,214	\$ 653,994	\$ 679,914	\$ 995,145
PART II - ACCESSORIES	48,960	77,439	344,221	167,941	237,025	85,911
PART III - TIRES	250,597	644,415	619,368	533,479	396,984	740,090
<i>Total</i>	<u>\$ 423,063</u>	<u>\$ 1,249,000</u>	<u>\$ 1,720,803</u>	<u>\$ 1,355,414</u>	<u>\$ 1,313,923</u>	<u>\$ 1,821,146</u>

**EXPENDITURES OF INDIVIDUAL ADVERTISERS FOR
NETWORK BROADCAST ADVERTISING**

	1927	1928	1929	1930	1931	Jan-Nov. 1932
PART I - AUTOMOBILES						
ANTHONY, EARLE C INC (PACKARD MOTOR CARS)	\$ -	\$ 580	\$ 15,075	\$ 72,000	\$ 58,125	\$ -
BUICK MOTOR CAR COMPANY (BUICK MOTOR CARS)	12,130	-	-	-	46,891	123,494
BUICK OLDSMOBILE PONTIAC SALES CO	-	-	-	-	-	83,769
CADILLAC MOTOR CAR COMPANY (CADILLAC MOTOR CARS)	25,670	-	-	-	-	-
CHEVROLET MOTOR COMPANY (CHEVROLET MOTOR CARS)	-	1,000	7,980	-	-	198,176
CHRYSLER MOTOR CARS (CHRYSLER MOTOR CARS)	-	8,840	-	-	-	116,672
DODGE BROS INC (DODGE MOTOR CARS)	14,172	188,437	-	-	-	-
DURANT MOTORS INC (DURANT MOTORS INC)	-	-	59,488	73,781	-	-
FORD MOTOR CO (FORD MOTOR CARS)	10,000	-	-	-	-	-
FRANKLIN MOTOR CAR CO (FRANKLIN MOTOR CARS)	-	5,455	-	-	-	-
GENERAL MOTORS CORP (INSTITUTIONAL)	48,000	313,834	377,125	303,267	281,042	226,745

Jan-Nov.

	1927	1928	1929	1930	1931	1932
PART I - AUTOMOBILES (CONT'D)						
GRAHAM-PAIGE MOTOR CORP (GRAHAM MOTOR CARS)	\$ -	\$ -	\$ -	\$ -	\$ 162,155	\$ -
HUDSON MOTOR CAR CO (HUDSON MOTOR CARS)	-	-	109,663	-	-	-
NASH MOTOR CAR COMPANY (NASH MOTOR CARS)	6,045	-	-	-	52,756	-
OAKLAND MOTOR CAR COMPANY (PONTIAC MOTOR CARS)	4,659	-	-	-	4,401	175,780
OLDSMOBILE MOTOR COMPANY (OLDSMOBILE MOTOR CARS)	-	-	-	-	1,547	7,175
PACKARD MOTOR CAR COMPANY (PACKARD MOTOR CARS)	-	-	-	-	26,413	-
STUDEBAKER CORPORATION (STUDEBAKER MOTOR CARS)	2,830	9,000	187,883	204,946	14,825	-
WILLYS-OVERLAND INC (WILLYS MOTOR CARS)	-	-	-	-	31,759	63,334
<i>Total</i>	<u>\$ 123,506</u>	<u>\$ 527,146</u>	<u>\$ 757,214</u>	<u>\$ 653,994</u>	<u>\$ 679,914</u>	<u>\$ 995,145</u>

-12-

**EXPENDITURES OF INDIVIDUAL ADVERTISERS FOR
NETWORK BROADCAST ADVERTISING**

	1927	1928	1929	1930	1931	Jan-Nov. 1932
PART II - ACCESSORIES						
AMERICAN CHAIN COMPANY (WEED TIRE CHAINS)	\$ -	\$ -	\$ -	\$ 27,540	\$ 38,694	\$ 13,025
CHAMPION SPARK PLUG CO (CHAMPION SPARK PLUGS)	48,960	58,925	60,232	28,287	-	-
HACHMEISTER LIND COMPANY (AUTO LIGHTS)	-	-	-	-	-	21,620
LIBBEY OWENS FORD GLASS CO (AUTO SAFETY GLASS)	-	-	-	33,575	43,846	-
MCALEER MANUFACTURING CO (AUTO POLISHES)	-	-	-	-	62,964	-
PACKARD ELECTRIC COMPANY (AUTOMOTIVE CABLES)	-	-	34,561	-	-	-
RAYBESTOS-MANHATTAN INC (BRAKE LININGS)	-	1,589	92,112	69,839	-	-
SCHRADER'S, A SON INC (AUTO VALVES)	-	-	128,116	8,700	-	-
SIMONIZ COMPANY (AUTO POLISH)	-	-	-	-	54,068	24,503
STANLEY, JOHN L COMPANY (MOBO AUTO SPECIALTIES)	-	8,400	19,200	-	-	-

	1927	1928	1929	1930	1931	Jan-Nov. 1932
PART II - ACCESSORIES (CONT'D)						
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 (ALCOHOL PYRO)	-	-	-	-	20,649	11,672
WATSON, JOHN WARREN (AUTO STABILIZERS)	-	8,525	-	-	-	-
WILKENING MANUFACTURING CO (PEDRIC PISTON RINGS)	-	-	-	-	-	10,075
<i>Total</i>	\$ 48,960	\$ 77,439	\$ 344,221	\$ 167,941	\$ 237,025	\$ 85,911

**EXPENDITURES OF INDIVIDUAL ADVERTISERS FOR
NETWORK BROADCAST ADVERTISING**

	1927	1928	1929	1930	1931	Jan-Nov. 1932
PART III - TIRES						
DUNLOP TIRE & RUBBER CO (DUNLOP TIRES)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,510
FIRESTONE TIRE & RUBBER CO (FIRESTONE TIRES)	-	33,491	308,063	142,245	108,144	279,772
FISK TIRE COMPANY (FISK TIRES)	-	124,497	-	-	-	-
GOODRICH B F RUBBER CO (GOODRICH TIRES)	239,775	187,044	-	318,350	163,990	-
GOODYEAR TIRE & RUBBER CO (GOODRICH TIRES)	-	-	-	-	124,850	427,482
KELLY SPRINGFIELD TIRE CO (KELLY SPRINGFIELD TIRES)	-	-	-	-	-	31,326
MICHELIN TIRE CO (MICHELIN TIRES)	-	72,000	102,696	-	-	-
SEIBERLING RUBBER COMPANY (SEIBERLING TIRES)	10,822	227,383	208,609	71,884	-	-
<i>Total</i>	<u>\$ 250,597</u>	<u>\$ 644,415</u>	<u>\$ 619,368</u>	<u>\$ 533,479</u>	<u>\$ 396,984</u>	<u>\$ 740,090</u>
GRAND TOTAL	\$ 423,063	\$ 1,249,000	\$ 1,720,803	\$ 1,355,414	\$ 1,313,923	\$ 1,821,146

PART ONE - AUTOMOBILES

Earle C Anthony, Inc

Product: Agency for Packard Motor Cars
Program: "Packard Program" - Concert Orchestra
Time : Tuesday, Wednesday, Friday & Saturday 9:30 -
10:00 P. M. PST
Network: NBC Pacific (2 stations)

History: This advertiser made a debut in Network Broadcast Advertising with a one-time program in July and again in November in 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:

1928	1929	1930	1931
\$ 580	\$ 15,075	\$ 72,000	\$ 58,125

Buick Motor Car Company

Product: Buick Motor Cars
Program: "Buick Program" with Paul Whiteman and orchestra, Virginia Rea & Frank Munn, soloists
Time : Monday 9:30 - 10:00 P. M.
Network: NBC Red (50 stations)

History: This advertiser first used NBC facilities for a single broadcast in July 1927. From November 1931 to May 1932, Frank Black's Orchestra was sponsored. In October 1932, a new series began with Paul Whiteman's Orchestra and Virginia Rea and Frank Munn as soloists. In November 1932, another General Motors unit, "Buick-Olds-Pontiac Sales Co." took over the sponsorship of this program to advertise the two cars-Buick and Oldsmobile.

Expenditures for time:

1927	1931	Jan-Oct 1932
\$ 12,130	\$ 46,891	\$ 123,494

Buick-Olds-Pontiac Sales Co

- Product: Buick, Oldsmobile and Pontiac Motor Cars
- a. Program: "The Buick Program" with Paul Whiteman, Virginia Rea and Frank Munn - orchestra & soloists
Time : Monday 9:30 - 10:00 P. M.
Network: NBC Red (50 stations)
- b. Program: "Oldsmobile Program" with George Olsen, Ethel Shutte and Gus Van - songs and patter
Time : Saturday 9:30 - 10:00 P. M.
Network: NBC Red (41 stations)
- c. Program: "Pontiac Program" with Col. Stoopnagle and Budd, comedians
Time : Thursday 9:30 - 10:00 P. M.
Network: CBS - Basic and others.

History: This unit of General Motors sponsored a program with Paul Whiteman's Orchestra over NBC facilities from July to September 1932. Sponsorship rotated every three weeks to advertise the three motor cars, Buick, Oldsmobile and Pontiac. On October 24, 1932, the new Buick program with Paul Whiteman took the time and network of the old General Motors institutional program (Parade of the States) which had been on NBC networks since November 1927.

The NBC program to advertise Oldsmobile motor cars began January 7, 1933 with a special gala hour broadcast.

The CBS program to advertise Pontiac cars began January 5, 1933.

Expenditures for time:

July-Nov

1932

\$ 83,769

NOTE: For information on other General Motor programs consult Index.

Cadillac Motor Car Company

Product: Cadillac Motor Cars
Time : Half-hour evening: once a month
Network: NBC Red (25 stations)

History: Beginning broadcasting in March, 1927, this advertiser continued through June of that year. A single broadcast followed in September of the same year.

Expenditures for time:

1927
\$ 25,670.

Chevrolet Motor Company

Product: Chevrolet Motor Cars
Program: "Chevrolet Program" with Al Jolson quartet, and Orchestra
Time : Friday 10:00 - 10:30 P. M.
Network: NBC Red (56 stations)

History: This advertiser began broadcasting over NBC networks on February 4, 1932. Previously single programs had been broadcast over CBS in December, 1928 and August, 1929. Prior to the NBC series, electrical transcriptions for Chevrolet were used on more than 100 stations.

The present program with Al Jolson began November 18, 1932.

Expenditures for time:
(Electrical transcriptions not included)

December	August	Feb-Nov
1928	1929	1932
\$ 1,000	\$ 7,980	\$ 198,176

NOTE: Consult Index for other General Motor's Programs.

Chrysler Motor Company

Product: Chrysler Motor Cars
Program: Ziegfeld Radio Show with Eddie Dowling as
Master of Ceremonies; Florenz Ziegfeld and
prominent stars
Time : Sundays 10:30 - 11:00 P. M.

History: This advertiser first used Network Broadcast Advertising in July, 1928 over an NBC network for one broadcast. This broadcast was released over an NBC Red network of 36 stations in the evening and an NBC Pacific coast network of five stations in the daytime. The program described above with Florenz Ziegfeld was sponsored from April to June 1932. In November the Business Meeting of the Chrysler Motor Company was broadcast over a CBS network of 33 stations.

Expenditures for time:

July	Apr-Nov
1928	1932
\$ 8,840	\$ 116,672

Dodge Brothers, Inc

Product: Dodge Motor Cars
Program: Dodge Program
Network: NBC Red (34 stations)
Time : Thursday 8:00 - 8:30 P. M.

History: This advertiser sponsored a half-hour program over NBC from December 1927 through June 1928.

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 making the first time such "pick-ups" had been successfully attempted.

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

Dodge Brothers, Inc (Cont'd)

Expenditures for time:

December	Jan-May
1927	1928
\$ 14,172	\$ 188,437

Durant Motors Inc

Product: Durant Motor Cars
Program: Heroes of the World - dramatizations with music
Time : Sundays 7:00 - 7:30 P. M.
Network: NBC Red (38 stations)

History: For a six month period from October 1929 to April, 1930, this advertiser used an NBC Network.

Expenditures for time:

Oct-Dec	Jan-Apr
1929	1930
\$ 59,488	\$ 73,781

Ford Motor Company

Product: Ford Motor Cars
Program: Old-fashioned Dance Program
Time : 10:00 - 11:00 P. M. twice a month
Network: NBC Red (22 stations)

History: This advertiser first broadcast a program from 10:00 - 11:00 P. M. over an old WEAJ Network of 14 stations in January, 1926. After the formation of NBC, it again used a Red Network of 22 stations for two similar periods in January, 1927.

Expenditures for time:

January
1927
\$ 10,000

Franklin Motor Car Company

Product: Franklin Motor Cars
Time : Half-hour: evening: once only
Network: NBC Red (38 stations)

History: This advertiser used NBC facilities for one broadcast only in July, 1928.

Expenditures for time:

July
1928
\$ 5,455

General Motors Corporation

Products: Buick, Cadillac, Chevrolet, Fisher Body, Frigidaire, General Motors Acceptance Corporation, General Motors Truck, La Salle, Oldsmobile, Pontiac, Yellow Cab and Coach.
Program: General Motors Parade of the States
Time : Monday 9:30 - 10:00 P. M.
Network: NBC Red (40 stations)

History: Inaugurating its NBC series on November 7 1927, this advertiser was a continuous Network Broadcaster until October 1932. The time and network, which had been used since the beginning, was then contracted for by Buick-Olds-Pontiac Sales Company.

In addition, various subsidiaries - Buick, Cadillac, Chevrolet, Frigidaire, Oldsmobile, Pontiac and Yellow Cab - have individually broadcast programs over NBC Networks for shorter periods. The expenditures of these subsidiaries are listed elsewhere in this report with the history of each individual account. The expenditures of Frigidaire* and Yellow Cab** are not placed in this classification by National Advertising Records.

Requests for reprints of the "State Tributes" written by Bruce Barton for the General Motors "Parade of the States" program, since the original offer in October 1931, amounted to roughly 800,000 at the time the program went off the air in October 1932.

General Motors Corporation (Cont'd)

Expenditures for time:

1927	1928	1929	1930
\$ 48,000	\$ 313,834	\$ 377,125	\$ 303,267

	1931	Jan-Oct 1932
	\$ 281,042	\$ 226,745

* Under House Furnishings

** Under Transportation

Graham-Paige Motor Corporation

Product: Graham Motor Cars
Time : Half-hour: evening: once a week
Network: CBS (47 stations)

History: During the first six months of 1931, this advertiser sponsored a program over a CBS Network.

Expenditures for time:

Jan-June 1931
\$ 162,155

Hudson Motor Car Company

Product: Hudson and Essex Motor Cars
Time : Half-hour: evening: once a week
Network: NBC Blue (33 stations)

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

Hudson Motor Car Company (Cont'd)

Expenditures for time:

Jan-May
1929
\$ 109,663

Nash Motors Company

Product: Nash Motor Cars
Program: Nash Parade of Progress
Time : Tuesday 9:00 - 9:30 P. M.
Network: NBC Red (51 stations)

History: With a single broadcast over NBC Networks in July, 1927 this advertiser began the use of Broadcast Advertising. Again from June through August, 1931, NBC facilities were used.

Expenditures for time:

July	June-Aug
1927	1931
\$ 6,045	\$ 52,756

Oakland Motor Car Company

Product: Pontiac Cars
Program: "Pontiac Chieftains" - Paul Whiteman's orchestra
Time : Friday 10:00 - 10:30 P. M.
Network: NBC Blue (47 stations)

History: This advertiser made its initial broadcast over an NBC Network for one time only in July, 1927, returning to radio in March, 1931 for a single program.

Oakland Motor Car Company (Cont'd)

History: The program "Pontiac Chieftains" was sponsored from January to August 1932. Paul Whiteman's orchestra was on tour during part of the time. Auditions were held in each of the cities visited under the auspices of the Pontiac dealers. A juvenile amateur radio star was chosen in each city and permitted to perform over the air on this program. Considerable local publicity was given to these auditions. The Buick Oldsmobile Pontiac program succeeded this one in August 1932.

Expenditures for time:

July	March	Jan-Aug
1927	1931	1932
\$ 4,659	\$ 4,401	\$ 175,780

Oldsmobile Motor Company

Product: Oldsmobile Motor Cars
Program: Paul Whiteman's Orchestra, Bebe Daniels, Marion Harris and others
Time : New Year's Day - Friday 3:00 - 4:00 P. M.
Network: NBC Blue (45 stations)

History: This advertiser broadcast once in September, 1931 and on New Year's Day, January 1, 1932 a special event program. Paul Whiteman's Orchestra in Chicago, accompanied the singing of Bebe Daniels from Los Angeles and Marion Harris from New York. Starting in July, 1932, Oldsmobile was advertised with the Paul Whiteman feature along with Buick and Pontiac under the name Buick-Olds-Pontiac Sales Corp.

Expenditures for time:

September	January
1931	1932
\$ 1,547	\$ 7,175

Packard Motor Car Company

Product: Packard Motor Cars
Program: Concert Orchestra and Guest Artists
Time : Monday 10:30 - 11:00 P. M.
Network: NBC Blue (43 stations)

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 in September.

In June and July, 1931, NBC facilities were again employed.

Expenditures for time:

June-July

1931

\$ 26,413

Studebaker Corporation

Product: Studebaker Motor Cars
Program: Studebaker Champions-Orchestra and occasional guest soloists
Time : Sunday 10:15 - 10:45 P. M.
Network: NBC Red (25 stations)

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, followed by another single program on CBS in December 1928. Returning to NBC in February 1929, it continued for two full years.

Expenditures for time:

1927	1928	1929	1930
\$ 2,830	\$ 9,000	\$ 187,883	\$ 204,946

1931

\$ 14,825

Willys-Overland Company

Product: Willys Motor Cars
Program: Orchestra
Time : Sunday 7:00 - 7:15 P. M.
Network: NBC Blue (28 stations)

History: This advertiser began using NBC facilities on September 27, 1931. A contest was featured during the broadcasts.

From the President of this concern we have the following valuable statement of results:

" . . . During this 12-weeks' period, the radio broadcasts through the contest were responsible for Willys-Overland dealers and their salesmen contacting over 100,000 people."

Expenditures for time:

	Jan-May
1931	1932
\$ 31,759	\$ 63,334

PART TWO - ACCESSORIES

American Chain Company

Product: Weed Tire Chains
Program: Andre Kostelanetz' Symphony Orchestra with mixed chorus
Time : Quarter hour: evening: once a week
Network: CBS (27 stations)

History: This advertiser began broadcasting over a CBS Network in November, 1930, continuing for three months. Broadcasting was resumed over the same network in November, 1931, and was continued through February, 1932.

Expenditures for time:

Nov-Dec 1930	Jan-Nov-Dec 1931	Jan-Feb 1932
\$ 27,540	\$ 38,694	\$ 13,025

Champion Spark Plug Company

Product: Champion Spark Plugs
Program: Champion Sparkers
Time : Half-hour: evening: once a week
Network: NBC Blue (12 stations)

History: This advertiser began broadcasting over an NBC Blue Network on January 4, 1927 through March of that year. For the next three years they sponsored a series for six months or longer each winter, completing their last contract in March, 1930.

Expenditures for time:

1927	1928	1929	1930
\$ 48,960	\$ 58,925	\$ 60,232	\$ 28,287

Hachmeister Lind Company

Product: Auto Lights
Time : Half-hour: evening: once a week
Network: CBS (29 stations)

History: This advertiser went on the air for the first time over a CBS Network in January and February of 1932.

Expenditures for time:

Jan-Feb
1932
\$ 21,620

Libbey-Owens-Ford Glass Company

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

History: Beginning in September 1930, Libbey-Owens-Ford sponsored a program over an NBC Network for one year, directing their campaign principally to car-owners and car manufacturers. They attribute the adoption of their product by so many car manufacturers largely to their broadcast advertising campaign.

Expenditures for time:

Sept-Dec	Jan-Aug
1930	1931
\$ 33,575	\$ 43,846

McAleer Manufacturing Company

Product: Auto Polishes
Time : Quarter-hour: evening: once a week

McAleer Manufacturing Company (Cont'd)

Network: CBS (54 stations)

History: This sponsor conducted its first and only Network Broadcast Advertising campaign during April, May and June, 1931 over a CBS Network.

Expenditures for time:

Apr-June

1931

\$ 62,964

Packard Electric Company

Product: Automotive Cable

Time : Half-hour: evening: once a week

Network: NBC Blue (11 stations)

History: As a first appearance in the field of radio, this advertiser sponsored the automobile show for a half-hour in the evening twice during the month of January, 1929 over 26 stations of the NBC Blue Network. A thirteen-week contract, also with NBC began in March of that year.

Expenditures for time:

Jan-Mar-May

1929

\$ 34,561

Raybestos Manhattan Inc

Product: Brake Linings

Program: Raybestos Twins, comedy team, and Lanny Ross, soloist

Time : Friday 7:30 - 8:00 P. M.

Network: NBC Red (28 stations)

Raybestos Manhattan Inc (Cont'd)

History: In December, 1928, this advertiser went on the air, for the first time over an NBC Network continuing through May, 1930. During its last year of broadcasting the talent was changed, the Raybestos Twins being replaced by the Bonnie Laddies.

Expenditures for time:

December		
1928	1929	1930
\$ 1,588	\$ 92,112	\$ 69,839

A Schrader's Son Inc

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

History: In January 1929 this advertiser began a one-year contract with NBC, terminating in January, 1930.

Expenditures for time:

January	
1929	1930
\$ 128,116	\$ 8,700

Sealed Power Corporation

Product: Piston Rings
Program: Josef Koestner, 20 piece orchestra, "Men of Song" and comedians "Smoke and Power"
Time : Sunday 6:00 - 6:30 P. M.
Network: NBC Blue (37 stations)

History: This advertiser began broadcasting January 8, 1933. At the date of this writing, no expenditures or results have been recorded.

Simoniz Company

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

History: This advertiser broadcast a series from June, 1931 through May, 1932 over NBC.

Expenditures for time:

June-Dec	Jan-May
1931	1932
\$ 54,068	\$ 24,503

John L Stanley Company

Product: Mobo Automobile Specialties
Time : Half-hour: evening: once a week
Network: CBS (11 stations)

History: This advertiser broadcast a program, using CBS facilities, in April and May of 1928 and March and April of 1929.

Expenditures for time:

Apr-May	Mar-Apr
1928	1929
\$ 8,400	\$ 19,200

Thompson Products Inc

Product: Auto Accessories
Program: Teepee Singers
Time : Saturday 11:15 - 11:45 P. M.
Network: NBC Red (4 stations)

Thompson Products Inc (Cont'd)

History: For a four month period in 1932, this advertiser sponsored a program using NBC facilities.

Expenditures for time:

Apr-July

1932

\$ 5,016

Tropic-Aire Inc

Product: Hot Water Auto Heater
Time : Quarter-hour: daytime: once a week
Network: CBS (28 stations)

History: From September through December, 1931, this advertiser broadcast a program over CBS.

Expenditures for time:

Sept-Dec

1931

\$ 16,804

U S Chain & Forging Company

Product: McKay Tire Chains
Time : Two minutes: evening: five times a week
Network: CBS (24 stations)

History: In January, 1929 this advertiser sponsored a series of short announcements on a CBS Network.

Expenditures for time:

January

1929

\$ 10,000

U S Industrial Alcohol Company

Product: Alcohol (Pyro)
Program: Ohman and Arden, Piano Duo and orchestra
Time : Sunday 10:00 - 10:15 P. M.
Network: NBC Red (20 stations)

History: From October through December, 1931, this advertiser sponsored a program over an NBC Network. The present program with Ohman and Arden began October 23, 1932.

Expenditures for time:

Oct-Dec	November
1931	1932
\$ 20,649	\$ 11,672

John Warren Watson Company

Product: Auto Stabilizers
Time : Hour: daytime: once only
Network: NBC Red (35 stations)

History: In April, 1928 this advertiser sponsored one broadcast of an hour over NBC.

Expenditures for time:

April
1928
\$ 8,525

Wilkening Manufacturing Co

Product: Pedric Piston Rings
Program: "Unsung Heroes"
Time : Monday 10:30 - 10:45 P. M.
Network: CBS (7 stations)

Wilkening Manufacturing Co (Cont'd)

History: This advertiser sponsored a program over CBS facilities from August to November 1932.

Expenditures for time:

Aug-Nov
1932
\$ 10,075

PART THREE - TIRES

Dunlop Tire & Rubber Company

Product: Dunlop Tires
 Time : Half-hour: evening: once only
 Network: CBS (4 stations)

History: For one half-hour period, only in January, 1932 this advertiser (the first tire manufacturer to use CBS) broadcast a program over Columbia facilities.

Expenditures for time:

January
 1932
 \$ 1,510

Firestone Tire & Rubber Company

Product: Firestone Tires
 Program: "Voice of Firestone" - Lawrence Tibbett alternating each week with Richard Crooks and William Merrigan Daly's Orchestra
 Time : Monday 8:30 - 9:00 P. M; rebroadcast for Pacific Coast.
 Network: NBC Red (58 stations)

History: From December, 1928 to May, 1930 inclusive the facilities of the NBC were employed by this advertiser. Broadcasting with NBC was resumed on September 7, 1931 for one year.

Mr Harvey Firestone Jr. spoke on "The Romance of Rubber" each week on this program, and Lawrence Tibbett was the artist. The new program began December 5, 1932

Expenditures for time:

December				Jan-Sept
1928	1929	1930	1931	1932
\$ 33,491	\$ 308,063	\$ 143,245	\$ 108,144	\$ 279,772

Fisk Tire Company

Product: Tires
Program: Musical - Orchestra
Time : Monday 10:30 - 11:00 P. M.
Network: NBC Red (30 stations)

History: From February through July 1928, this advertiser was a network client of the NBC.

Expenditures for time:

Feb-July
1928
\$ 124,497

Goodrich, B F Rubber Company

Product: Goodrich Tires
Program: Uncle Abe & David - Dramatic Skit
Time : Wednesday, Thursday, Friday & Saturday 6:45-
7:00 P. M.
Network: NBC Red (30 stations)

History: On December 21, 1924, this advertiser made its broadcast debut over the old WEAFF network, returning to the air for the period from January, 1927 to August, 1928, inclusive, with the Silvertown Band and silver masked tenor. The program, "Uncle Abe and David" ran from June, 1930 to April, 1931 with Phillips Lord and Arthur Allen doing the dialogue, the former being subsequently replaced by Parker Fennelly.

Robert H Rankin, manager of the Radio Department of the Wm H Rankin Advertising Agency, reports that an offer of a cross-word puzzle book, made on the Silvertown Band program, the solution of each puzzle being a Goodrich advertisement, pulled 200,000 requests in the first ten days. The Post Office, becoming swamped, requested the discontinuance of the offer. Those wishing the book were advised to go to their Goodrich dealer, and over 3,000,000 people complied.

Mr Rankin further states:

Goodrich, B F Rubber Company (Cont'd)

"Thousands of families wrote and said frankly they had bought Goodrich tires or zippers because of the radio. Hundreds of dealers likewise said they stocked Goodrich products because of the Goodrich Advertising. . ."

The May 1931 issue of "Broadcast Advertising" prints another interesting story on Goodrich mail to the effect that an offer of a rubber likeness of Uncle Abe to all whose letters were postmarked within 30 hours of the broadcast brought in 250,000 requests, all mailed during the stipulated time.

Expenditures for time:

1927	1928	1930	1931
\$ 239,775	\$ 187,044	\$ 318,350	\$ 163,990

Goodyear Tire & Rubber Company

Product: Goodyear Tires
Program: Arthur Pryor and Orchestra
Time : Saturday and Wednesday 9:00 - 9:30 P. M.
Network: NBC Red (54 stations)

History: On October 27, 1931 this advertiser inaugurated this series with NBC; Sousa's Band was used for one program and Arthur Pryor's Orchestra for the other. Due to the sudden death of Sousa, Arthur Pryor played on both programs. Grace Moore and still another orchestra were later featured.

After one month of broadcasting, 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.

This program continued through October, 1932.

Goodyear Tire & Rubber Company

Expenditures for time:

Oct-Dec	Jan-Oct
1931	1932
\$ 124,850	\$ 427,482

Kelly-Springfield Tire Company

Product: Kelly-Springfield Tires
Program: "Making the Movies" with Ray Knight, and orchestra
Time : Sunday 9:45 - 10:00 P. M.
Network: NBC Blue (13 stations)

History: On March 30, 1932 the program described above was inaugurated under the sponsorship of this advertiser and continued through June 1932.

Expenditures for time:

Mar-June
1932
\$ 31,326

Michelin Tire Company

Product: Tires
Program: "Michelin Tiremen" - Louis Katzman's Orchestra
Time : Thursday 10:00 - 10:30 P. M.
Network: NBC Blue (11 stations)

History: From April, 1928 to November, 1929 inclusive, this advertiser sponsored a program on an NBC Network.

Expenditures for time:

Apr-Dec	Jan-Nov
1928	1929
\$ 72,000	\$ 102,966

Seiberling Rubber Company

Product: Tires
Program: "Seiberling Singers" - Frank Black's Orchestra and the Revellers
Time : Tuesday 8:30 - 9:00 P. M.
Network: NBC Red (29 stations)

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 received many new customers who came to them as a direct result of hearing their programs.

Expenditures for time:

1927	1928	1929	1930
\$ 10,822	\$ 227,383	\$ 208,609	\$ 71,884

ALPHABETICAL INDEX TO ADVERTISERS

PART I - AUTOMOBILES

Page

Earle C Anthony, Inc	16
Buick Motor Car Co	16
Buick, Oldsmobile, Pontiac Sales Corp	17
Cadillac Motor Car Co	18
Chevrolet Motor Co	18
Chrysler Motor Co	19
Dodge Brothers, Inc	19
Durant Motors, Inc	20
Ford Motor Co	20
Franklin Motor Car Co	21
General Motors Corp	21
Graham-Paige Motor Corp	22
Hudson Motor Car Co	22
Nash Motors Co	23
Oakland Motor Car Co	23
Oldsmobile Motor Co	24
Packard Motor Car Co	25
Studebaker Corp	25
Willys-Overland Co	26

PART II - ACCESSORIES

American Chain Co	27
Champion Spark Plug Co	27
Hachmeister Lind Co	28
Libbey-Owens-Ford Glass Co	28
McAleer Manufacturing Co	28
Packard Electric Co	29
Raybestos Manhattan, Inc	29
A Schrader's Son, Inc	30
Sealed Power Corp	30
Simoniz Co	31

	Page
PART II - ACCESSORIES (Cont'd)	
John L Stanley Co	31
Thompson Products Inc	31
Tropic-Aire Inc	32
U S Chain & Forging Co	32
U S Industrial Alcohol Co	33
John Warren Watson Co	33
Wilkening Manufacturing Co	33

PART III - TIRES

Dunlop Tire & Rubber Co	35
Firestone Tire & Rubber Co	35
Fisk Tire Co	36
Goodrich, B F Rubber Co	36
Goodyear Tire & Rubber Co	37
Kelly-Springfield Tire Co	38
Michelin Tire Co	38
Seiberling Rubber Co	39