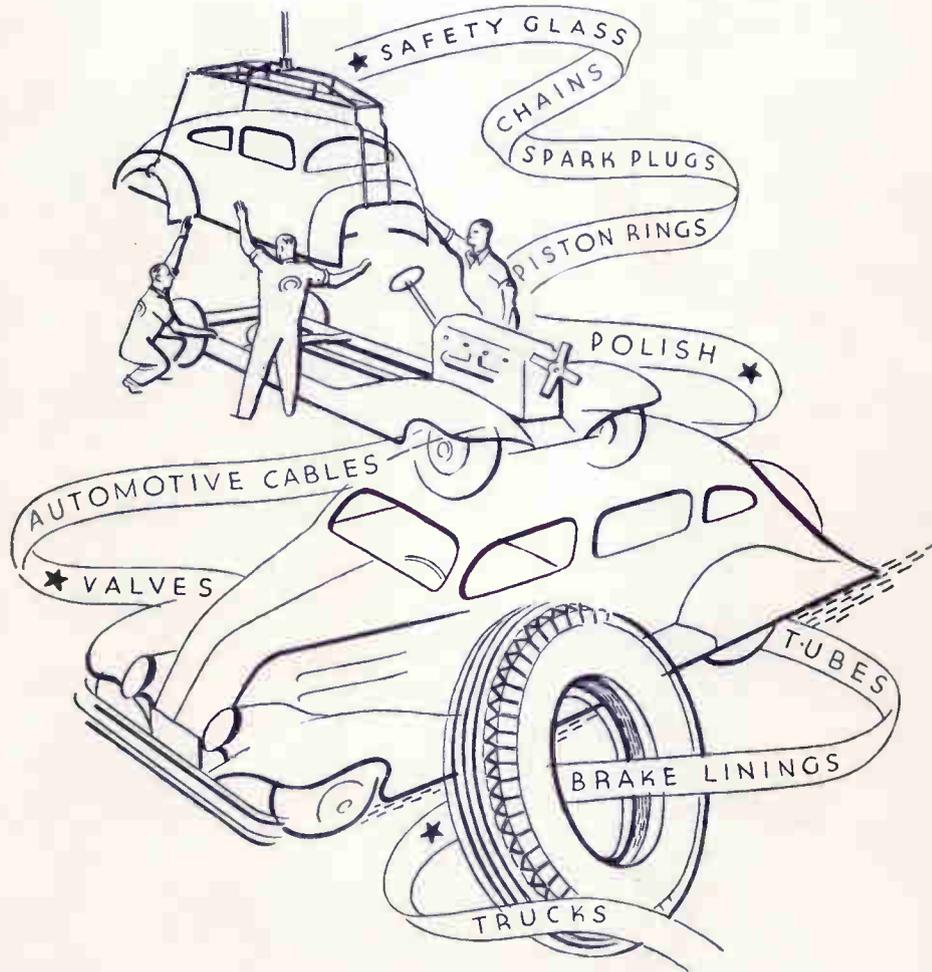


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AUTOMOTIVE INDUSTRY

AND NETWORK BROADCAST ADVERTISING

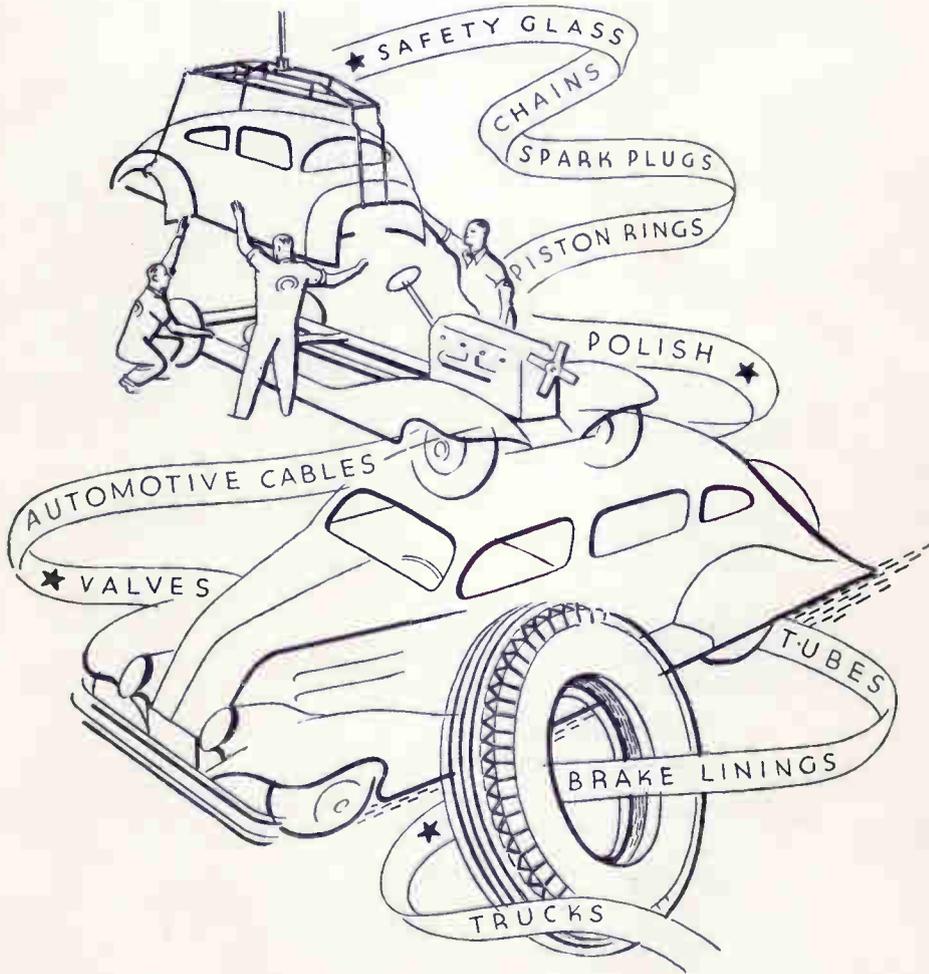


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AND NETWORK BROADCAST ADVERTISING



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THE AUTOMOTIVE INDUSTRY

AND NETWORK BROADCAST ADVERTISING

REVISED TO OCTOBER, 1936

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NATIONAL BROADCASTING CO., INC.

A Radio Corporation of America Service

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; Los Angeles; Philadelphia, KYW; Basle, Switzerland; London, England.*

11-11-36

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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.

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INTRODUCTION

The growing use of Network Radio by the Automotive Industry testifies to this medium's effectiveness as an advertising force for products of high unit cost. Automobile industry expenditures for network facilities increased from \$2,318,000 in 1933 to \$4,227,000 in 1935—or 82.4% in two years. In 1933, Network Radio received 8.3% of the industry's total advertising expenditures in three mediums—Network Radio, Magazines and Newspapers. In 1935, Network Radio's percentage was 9.9.

For the first nine months of 1936, the industry's expenditures for Network Radio were up 25.8% over the corresponding period in 1935.

NETWORK BROADCAST ADVERTISING AND THE AUTOMOTIVE INDUSTRY

From its beginning, 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's record provides an excellent example of the successful use of Network Radio in selling products in the high unit price field.

During the past few years, much publicity

has been given to the increased activities in the Automotive Industry and to the national importance of this industry as a factor in helping the country out of the depression.

Current activities in the automotive industry are equally important to the advertising agency or medium. The 1935 National Advertising expenditures (three mediums—all industries) were 34.5% greater than those for 1933. The increase for the Automotive Industry is much larger—53.1%.

Network Radio's record is even better. The 1935 expenditures for network facilities (all industries) were up 54.8% over 1933. The Automotive Industry's increase for Network Radio was 82.4% during the same period.

GENERAL COMMENTS

SCOPE OF STUDY

The Automotive Industry has three major classifications as follows:

Part one —Automobiles—including passenger cars and trucks.

Part two —After-Market Products—including spark plugs, tire

chains, auto polishes, piston rings, safety glass, etc.

Part three—Tires.

Network Radio activities of Automotive Advertisers are given in detail in the section of this report entitled "Statistics on Individual Advertisers". Advertisers are treated in alphabetical order—see Index.

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.

NATIONAL ADVERTISING

(A) *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 September 1936.

(B) *Magazines*

All figures are for National Magazines only.

(C) *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—both National and Local.
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.

Since these exceptions roughly balance each other, 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

In order that Network Broadcast Advertising by the Automotive Industry may be analyzed in its proper perspective, this section of the report outlines the relationship existing between:

(1) Network Radio and other leading advertising mediums.

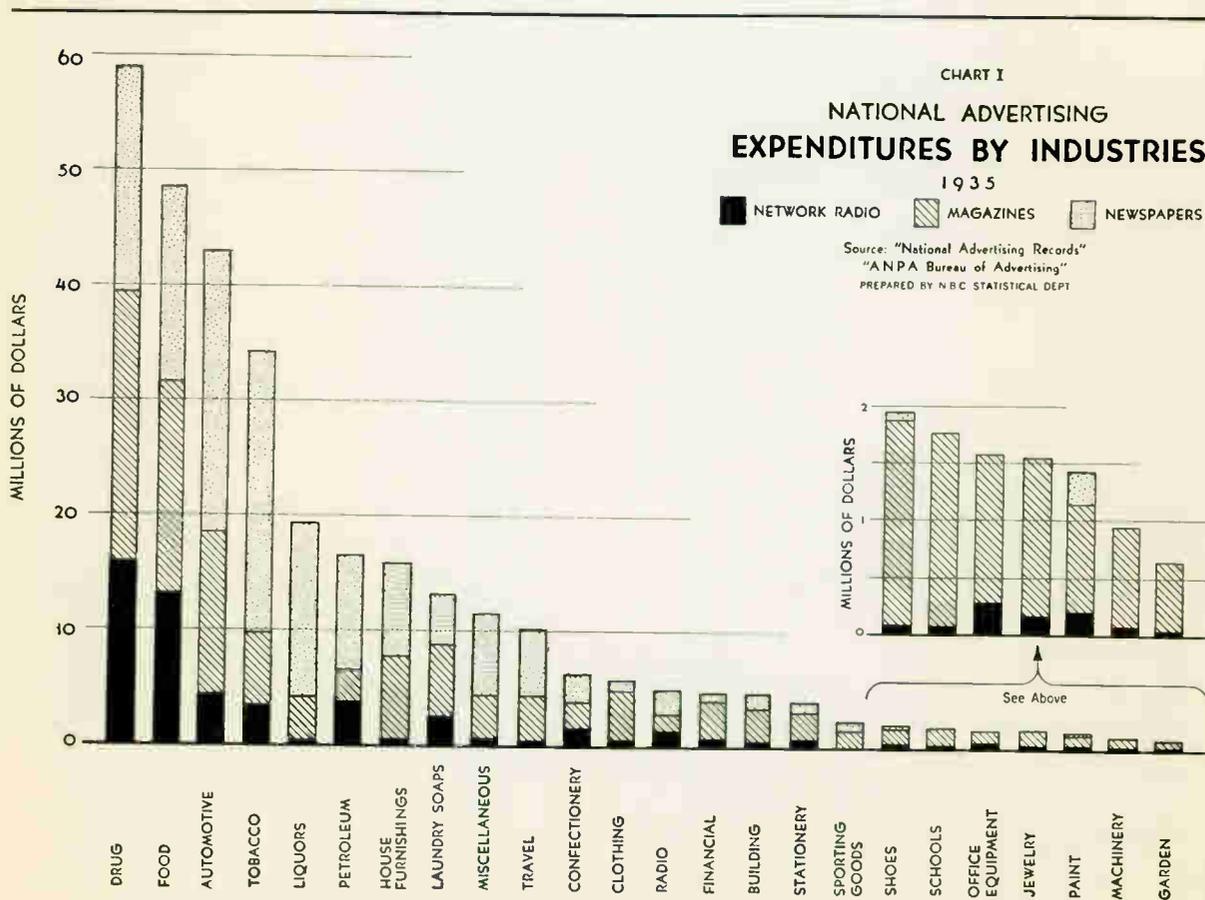
(2) Advertising by the Automotive Industry and advertising by all industries combined.

The statistics cover (for the years 1927-1935 inclusive) National Advertising in the three principal mediums — Network Radio, Magazines and Newspapers.

1935 Expenditures—by Industries

In order to make clear the relative importance of the various industries in the field of National Advertising, the tables of this section indicate, by industries, for the three principal mediums (network radio, magazines and newspapers): the volume, percentage distribution and rank of the expenditures. Chart 1 at the bottom of this page shows this distribution graphically.

The industrial grouping used is that employed by "National Advertising Records" in its reporting of Network Radio and National Magazine expenditures.



1935 Expenditures for National Advertisers Totals—By Industries

Rank	Industry	Expenditures			
		3 Mediums Combined	Network Radio	Magazines	Newspapers
1	Drug	\$ 58,931,746	\$ 15,986,507	\$ 23,495,239	\$ 19,450,000
2	Food	48,282,233	13,031,268	18,585,965	16,665,000
*3	Automotive	42,905,267	4,227,046	14,228,221	24,450,000
4	Tobacco	34,173,298	3,481,938	6,446,360	24,245,000
5	Liquors	19,217,018	257,048	3,894,970	15,065,000
6	Petroleum	16,665,555	3,711,079	2,889,476	10,065,000
7	House Furnishings	15,676,279	506,596	7,254,683	7,915,000
8	Laundry Soaps	13,254,653	2,452,523	6,422,130	4,380,000
9	Miscellaneous	11,409,959	350,671	4,049,288	7,010,000
10	Travel	10,301,199	53,944	4,142,255	6,105,000
11	Confectionery	6,477,205	1,271,183	2,486,022	2,720,000
12	Clothing	5,760,996	343,770	4,497,226	920,000
13	Radio	4,731,476	1,081,460	1,615,016	2,035,000
14	Financial	4,675,069	428,933	3,441,136	805,000
15	Building	4,636,047	279,475	2,896,572	1,460,000
16	Stationery	3,922,056	479,565	2,502,491	940,000
17	Sporting Goods	2,064,730	—	1,659,730	405,000
18	Shoes	1,952,739	73,229	1,814,510	65,000
19	Schools	1,759,392	60,528	1,698,864	—
20	Office Equipment	1,588,948	285,338	1,303,610	—
21	Jewelry	1,540,752	151,131	1,389,621	—
22	Paint	1,421,512	198,599	922,913	300,000
23	Machinery	957,170	53,704	903,466	—
24	Garden	609,049	21,200	587,849	—
Total All Industries		\$312,914,348	\$ 48,786,735	\$ 119,127,613	\$ 145,000,000

1935 Expenditures for National Advertising—Percentage Distribution by Industries

(Total=100% for each Medium)

Industry	Percentage of Medium Total			
	3 Mediums Combined	Network Radio	Magazines	Newspapers
Drug	18.8%	32.8%	19.7%	13.4%
Food	15.4	26.7	15.6	11.5
*Automotive	13.7	8.7	11.9	16.9
Tobacco	10.9	7.1	5.4	16.7
Liquors	6.1	.5	3.3	10.4
Petroleum	5.3	7.6	2.4	6.9
House Furnishings	5.0	1.0	6.1	5.5
Laundry Soaps	4.2	5.0	5.4	3.0
Miscellaneous	3.7	.7	3.4	4.8
Travel	3.3	.1	3.5	4.2
Confectionery	2.1	2.6	2.1	1.9
Clothing	1.8	.7	3.8	.6
Radio	1.5	2.2	1.3	1.4
Financial	1.5	.9	2.9	.6
Building	1.5	.6	2.4	1.0
Stationery	1.3	1.0	2.1	.7
Sporting Goods	.7	—	1.4	.3
Shoes	.6	.2	1.5	—
Schools	.6	.2	1.4	—
Office Equipment	.5	.6	1.1	—
Jewelry	.5	.3	1.2	—
Paint	.5	.4	.8	.2
Machinery	.3	.1	.8	—
Garden	.2	—	.5	—
Totals	100.0%	100.0%	100.0%	100.0%

*This Report.

1935 Expenditures for National Advertising—Percentage Distribution by Mediums

(Total—100% for each Industry)

<i>Industry</i>	<i>Percentage of Industry Total</i>			
	<i>3 Mediums Combined</i>	<i>Network Radio</i>	<i>Magazines</i>	<i>Newspapers</i>
Drug	100.0%	27.1%	39.9%	33.0%
Food	100.0	27.0	38.5	34.5
*Automotive	100.0	9.9	33.1	57.0
Tobacco	100.0	10.2	18.9	70.9
Liquors	100.0	1.3	20.3	78.4
Petroleum	100.0	22.3	17.3	60.4
House Furnishings	100.0	3.2	46.3	50.5
Laundry Soaps	100.0	18.5	48.5	33.0
Miscellaneous	100.0	3.1	35.5	61.4
Travel	100.0	.5	40.2	59.3
Confectionery	100.0	19.6	38.4	42.0
Clothing	100.0	6.0	78.1	15.9
Radio	100.0	22.9	34.1	43.0
Financial	100.0	9.2	73.6	17.2
Building	100.0	6.0	62.5	31.5
Stationery	100.0	12.2	63.8	24.0
Sporting Goods	100.0	—	80.4	19.6
Shoes	100.0	3.8	92.9	3.3
Schools	100.0	3.4	96.6	—
Office Equipment	100.0	18.0	82.0	—
Jewelry	100.0	9.8	90.2	—
Paint	100.0	14.0	64.9	21.1
Machinery	100.0	5.6	94.4	—
Garden	100.0	3.5	96.5	—
All Industries	100.0%	15.6%	38.1%	46.3%

*This Report.

1935 Expenditures for National Advertising—Rank by Industries

<i>Industry</i>	<i>Rank</i>			
	<i>3 Mediums Combined</i>	<i>Network Radio</i>	<i>Magazines</i>	<i>Newspapers</i>
Drug	1	1	1	3
Food	2	2	2	4
*Automotive	3	3	3	1
Tobacco	4	5	5	2
Liquors	5	16	10	5
Petroleum	6	4	13	6
House Furnishings	7	9	4	7
Laundry Soaps	8	6	6	10
Miscellaneous	9	12	9	8
Travel	10	21	8	9
Confectionery	11	7	15	11
Clothing	12	13	7	15
Radio	13	8	19	12
Financial	14	11	11	16
Building	15	15	12	13
Stationery	16	10	14	14
Sporting Goods	17	—	18	17
Shoes	18	19	16	19
Schools	19	20	17	—
Office Equipment	20	14	21	—
Jewelry	21	18	20	—
Paint	22	17	22	18
Machinery	23	22	23	—
Garden	24	23	24	—

*This Report.

Annual Expenditures—All Industries

The table below and Chart II, on page 9 show, by mediums, the annual expenditures for national advertising by all industries.

Total expenditures for the three mediums rose to a high of \$429,000,000 in 1929 and dropped to a low of \$233,000,000 in 1933—a decrease of 46%.

During these same years expenditures for

Network Radio rose from \$19,000,000 to \$32,000,000—an increase of 65%. This is a noteworthy confirmation of radio's appeal as an advertising medium.

Note that the expenditures in all mediums have been increasing steadily from 1933, the low year for both magazines and newspaper advertising.

<u>Year</u>	<u>Network Radio</u>	<u>Magazines</u>	<u>Newspapers</u>	<u>Total</u>
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
1935.....	48,787,000.....	119,127,000.....	145,000,000.....	312,914,000
<i>Average</i>				
9 years.....	\$ 28,936,000.....	\$ 153,960,000.....	\$ 156,507,000.....	\$ 339,402,000

Annual Expenditures—Automotive Industry

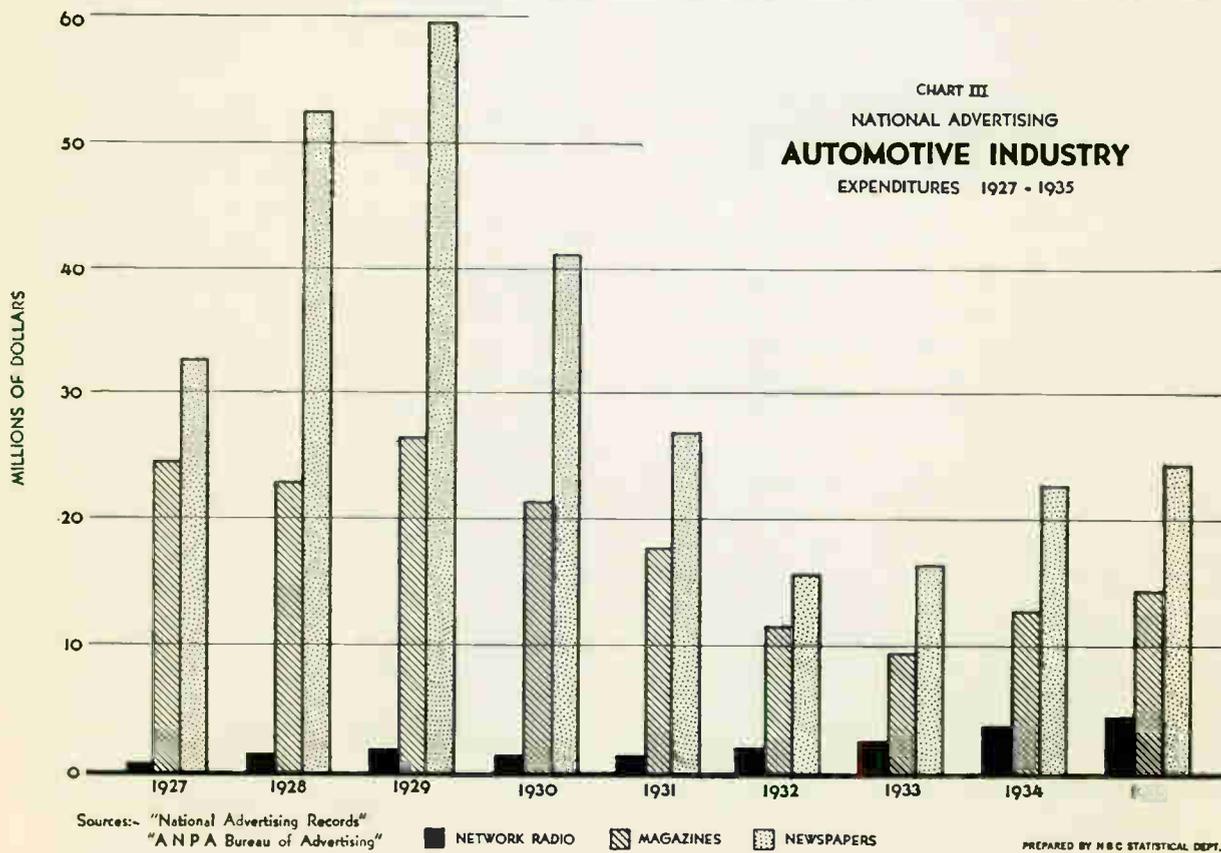
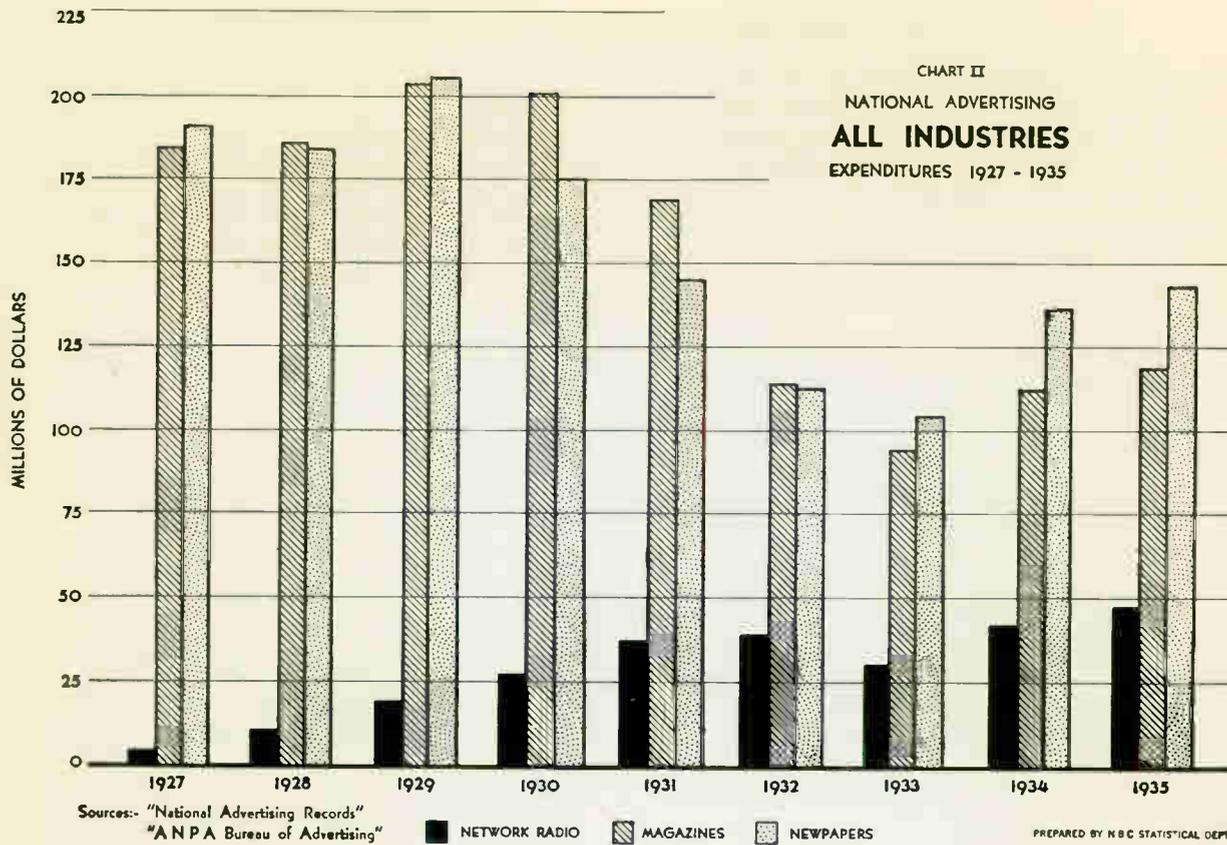
In 1935 the Automotive Industry ranked third in the volume of expenditures for Network Radio and Magazines and first in the volume of Newspaper expenditures. The industry ranked third in the volume of combined expenditures for the three mediums.

The table below and chart III on page 9 show the yearly expenditures for National Advertising by the Automotive Industry.

Total expenditures in the three mediums decreased from a high of \$87,704,000 in 1929 to a low of \$28,019,000 in 1933, or 60.1%. However, the 1935 expenditures of \$42,905,000 were 53.1% above 1933.

It is significant that the volume of network radio advertising has been increasing almost uninterrupted since 1929. In 1935 this volume was 145.6% above the 1929 figure.

<u>Year</u>	<u>Network Radio</u>	<u>Magazines</u>	<u>Newspapers</u>	<u>Total</u>
1927.....	\$ 423,000.....	\$ 24,542,000.....	\$ 32,590,000.....	\$ 57,555,000
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
1935.....	4,227,000.....	14,228,000.....	24,450,000.....	42,905,000
<i>Average</i>				
9 Years.....	\$ 2,035,000.....	\$ 17,886,000.....	\$ 32,472,000.....	\$ 52,393,000



Percentage Distribution of Expenditures—All Industries

The Percentage distribution—by mediums—of the dollar volume of expenditures is shown for each year in the table opposite. Chart IV on page 11 gives a graphic distribution.

Of particular interest is the steadily increasing importance of Network Radio. In 1935 this medium received 15.6% of the total for the three mediums as compared to only 1.0% in 1927.

This rapid growth during a period of severe economic depression tells its own story of the strong position Network Radio has attained — as a National Advertising Medium. The inclusion of National Spot Radio—complete details of which are unavailable—would, of course, make radio's story even

more impressive.

<i>Year</i>	<i>Network Radio</i>	<i>Magazines</i>	<i>Newspapers</i>	<i>Total</i>
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
1935	15.6	38.1	46.3	100.0
<i>Average</i>				
<i>9 years</i>	8.5%	45.4%	46.1%	100.0%

Percentage Distribution of Expenditures—Automotive Industry

Network Broadcast Advertising is assuming increasing importance as a national advertising medium for the Automotive Industry.

In 1935, Network Radio received 9.9% of the total expenditures by the industry—in the three mediums. This compares with Network Radio's .8% in 1927. Note 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.

The percentage distribution of the industry's expenditures—by years—is shown in the table opposite. See also Chart V on page 11.

<i>Year</i>	<i>Network Radio</i>	<i>Magazines</i>	<i>Newspapers</i>	<i>Total</i>
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
1935	9.9	33.1	57.0	100.0
<i>Average</i>				
<i>9 years</i>	3.9%	34.1%	62.0%	100.0%

Seasonal Variation of Expenditures—All Industries

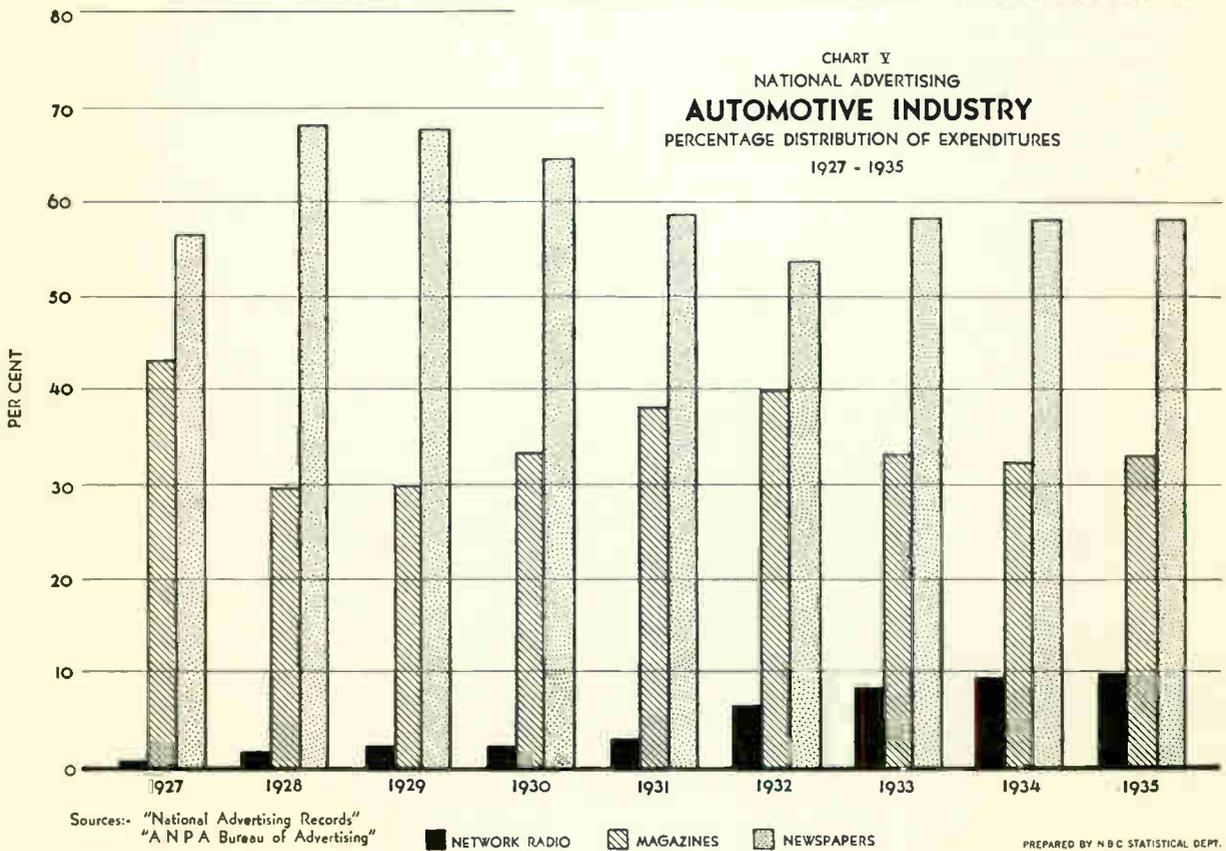
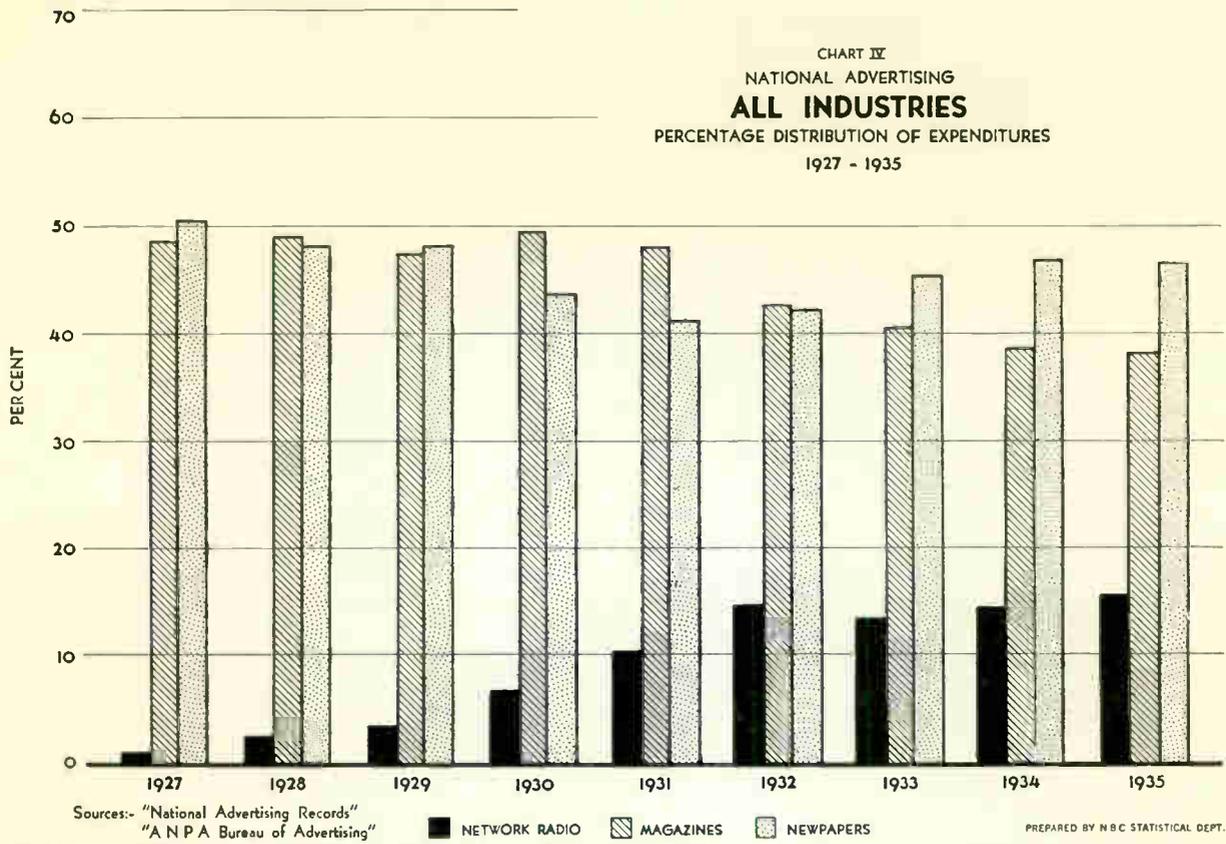
Expenditures for National Advertising are subject to considerable seasonal fluctuations. Although the trend is similar for the three mediums, it will be noted that Newspapers are affected less by this factor than are Magazines and Network Radio.

The fluctuation in the use of Network Radio has been much more marked than conditions warranted. Each year, however, this fluctuation has diminished as more and more facts have been 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 indices of seasonal variation are shown in the table opposite. They are based on moving averages for the years 1927—1934, in-

clusive. Chart VI on page 13 is a graphic presentation of the figures.

<i>Month</i>	<i>Network Radio</i>	<i>Magazines</i>	<i>Newspapers</i>
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
<i>Monthly Average</i>			
	100.0%	100.0%	100.0%



Seasonal Variation of Expenditures—Automotive Industry

The table opposite, compares the seasonal variation—for the Automotive Industry—of expenditures for Network Radio and Magazine advertising with that for the sales of New Passenger Cars (new passenger car registrations).

Note that the trend for 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.

As a matter of fact, many automotive manufacturers have already recognized the inconsistency of the past trend and are making increased use of the network during the summer months. As a result of this recent trend, the variation in expenditures for Network Radio are more closely following that for sales of passenger cars.

See Chart VII on page 13 for a graphic presentation.

<i>Month</i>	<i>Network Radio</i>	<i>Magazines</i>	<i>New Passenger Car Sales</i>
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>Monthly Average</i>	100.0%	100.0%	100.0%

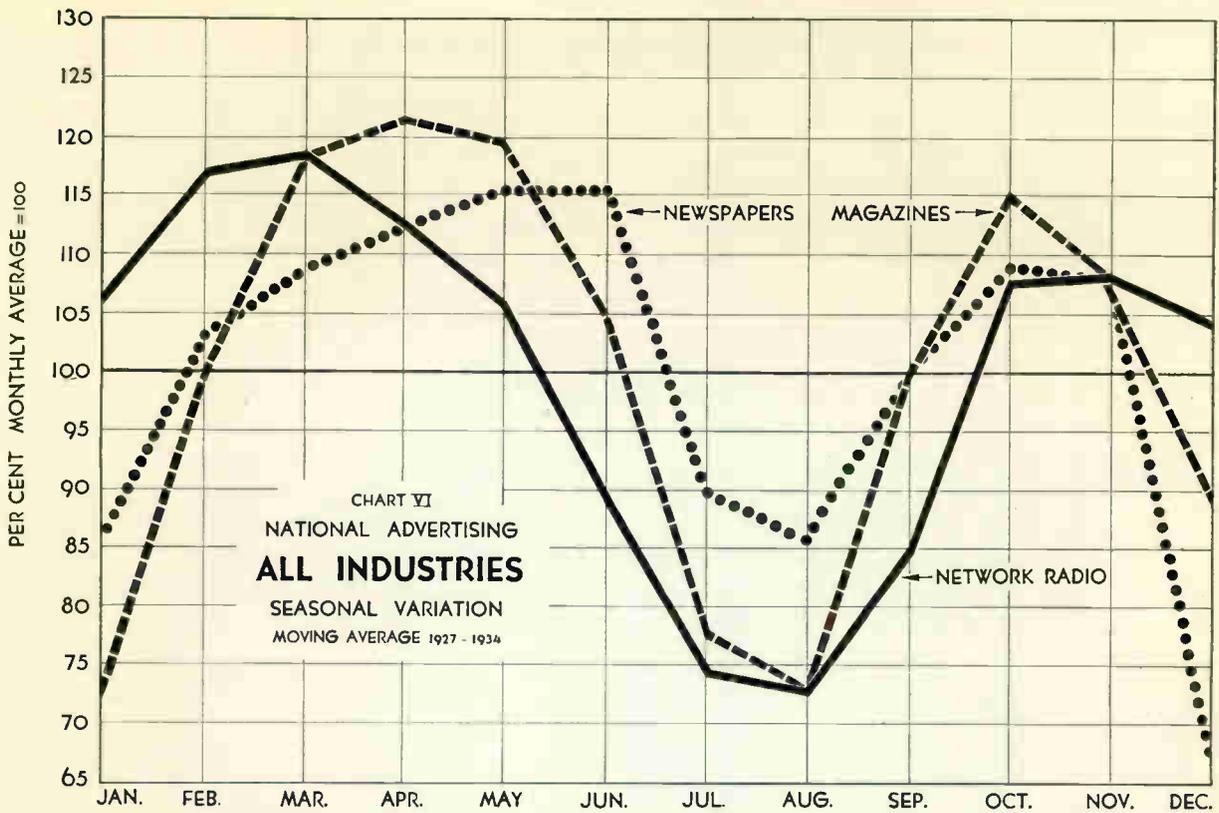
Relative Position of Automotive Industry in Total Advertising Expenditures

During the past nine years the Automotive Industry has contributed an average of 15.4% of the total expenditures for National Advertising by all industries. The percentages by years—by mediums—are given in the table opposite.

Note that the industry contributed during the nine year period 7.0% of the total expenditures for Network Radio. During 1934 and 1935 the Automotive Industry's percentages of Network Radio's total were well above the nine year average. This industry's high percentages of Network Radio's total in 1927 and 1928 were due to the following conditions: During the early years of Network Radio, comparatively few industries made use of the new medium; as Network Radio successfully demonstrated its value as an advertising medium nearly all of the remaining industries began using the networks

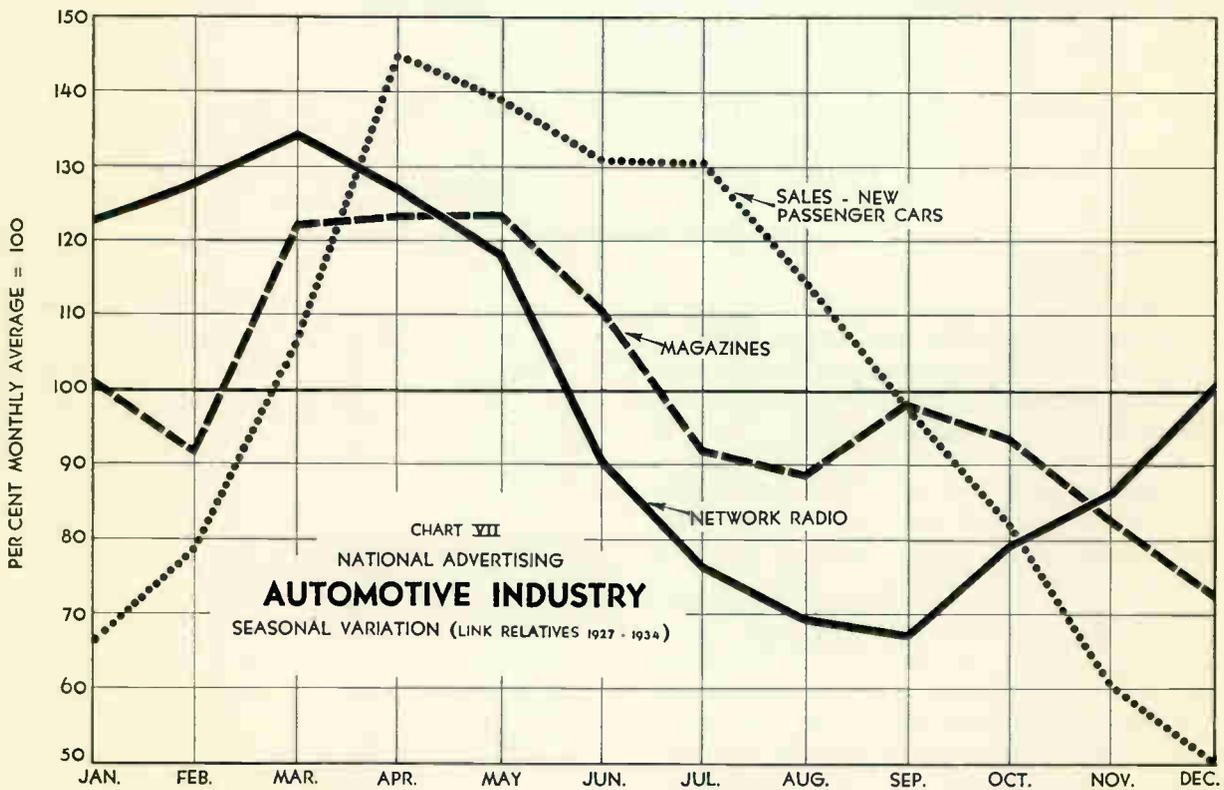
in ever increasing volume; consequently, the increasing millions of dollars spent by the Automotive Industry for network facilities were more than offset by the still larger amounts spent by the other industries joining the march to Network Radio.

<i>Year</i>	<i>Network Radio</i>	<i>Magazines</i>	<i>Newspapers</i>	<i>Total</i>
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
1935	8.7	11.9	16.9	13.7
<i>Average 9 years</i>	7.0%	11.6%	20.7%	15.4%



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

PREPARED BY N B C STATISTICAL DEPT.



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

PREPARED BY N B C STATISTICAL DEPT.

INDUSTRIAL DATA

AUTOMOTIVE INDUSTRY

Industrial activity, of course, is closely connected with advertising activity. An analysis of the statistics shown in this section indicates

that considerable increase in National Advertising is to be expected for the next few years. See comments below.

Volume of Activity

The table following and chart VIII on page 15 show the trend of activity in the industry for the years 1927 to 1935 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 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
1935	22,015,000	2,744,000	44,755,000	42,965,000

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

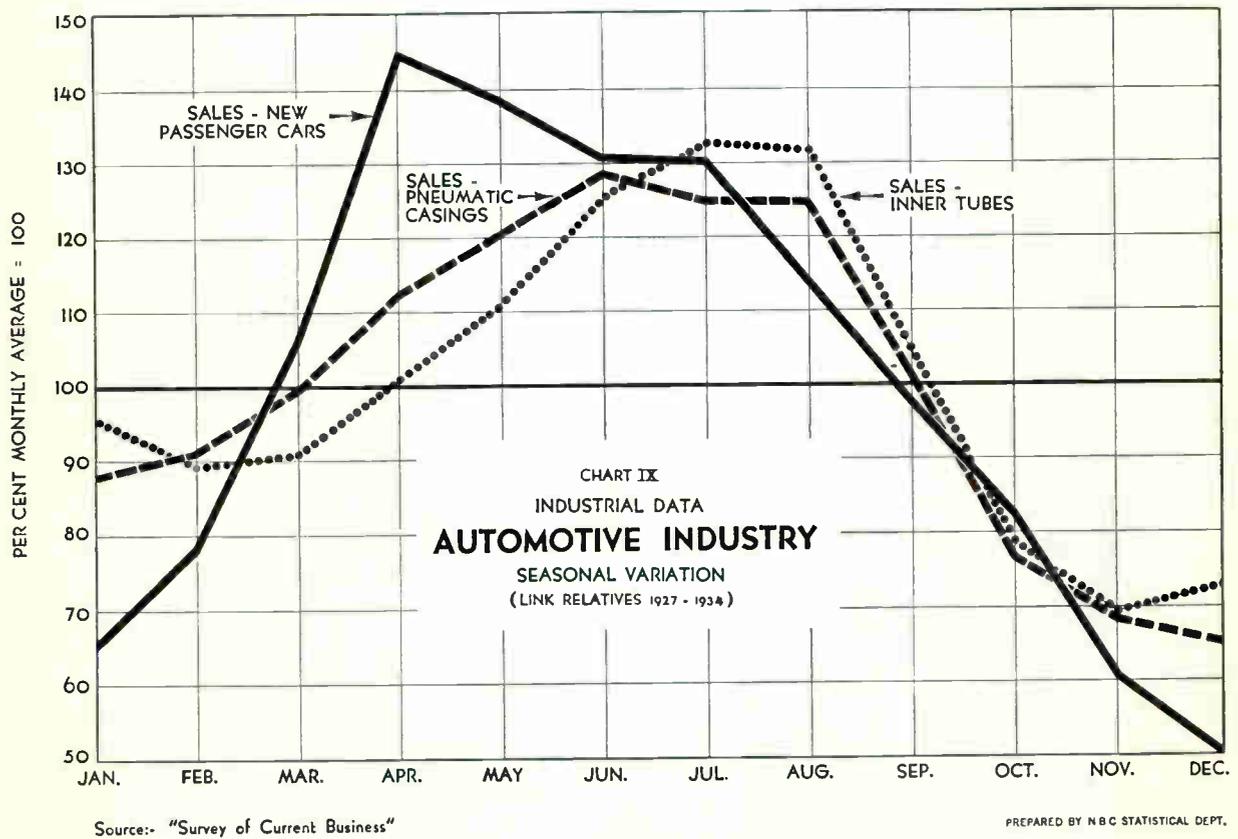
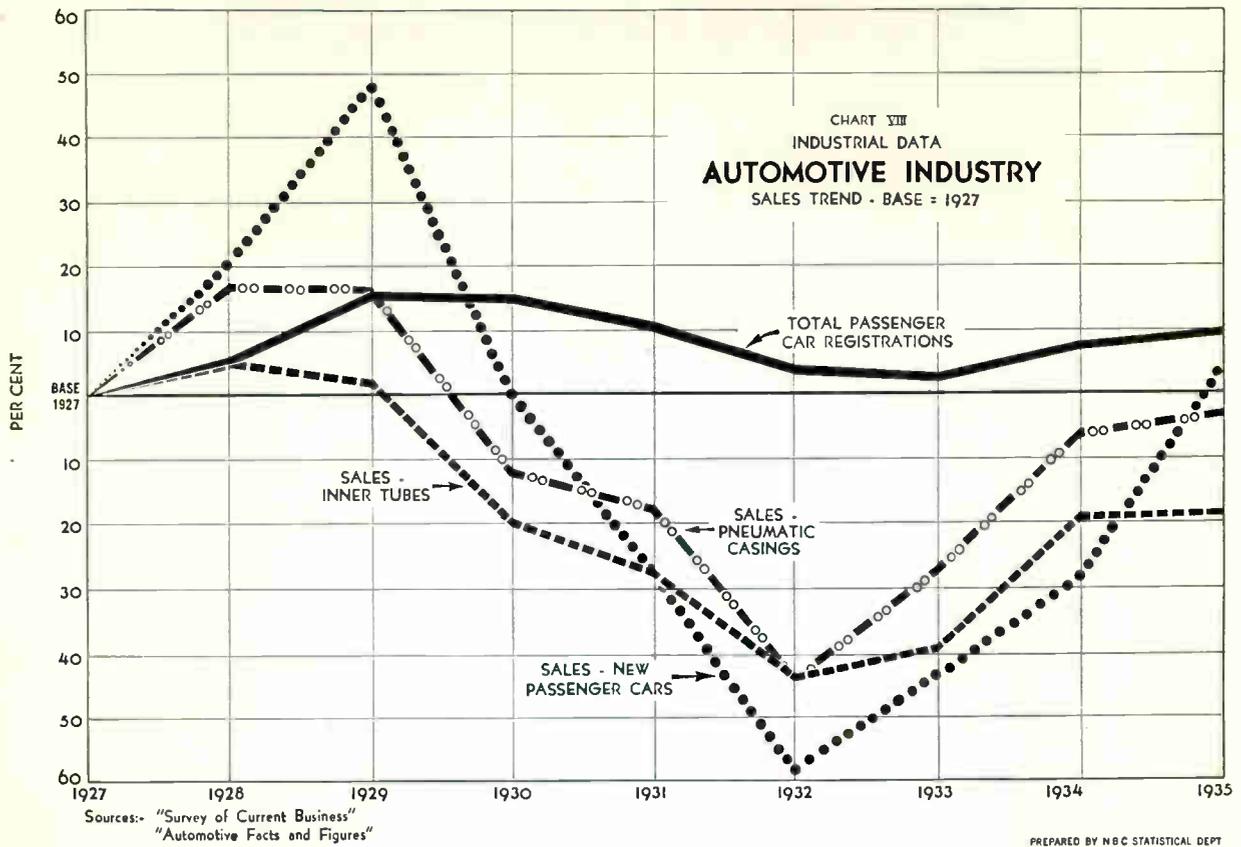
Seasonal Variation of Activity

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 consumers. A table of indices is shown opposite. See chart IX 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 consumers are more evenly distributed throughout the year. Pneumatic casings range from 65.7% in December to 128.6% in June—a difference of 62.9%. Advancing the date of the annual automobile show from January to November will undoubtedly result in increased sales during the fall months.

Month	New Passenger Car Registration—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
Monthly Aver.	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.

expenditures by the industry, together with the percentage change of each year over the preceding year.

1935 Expenditures—by Industries

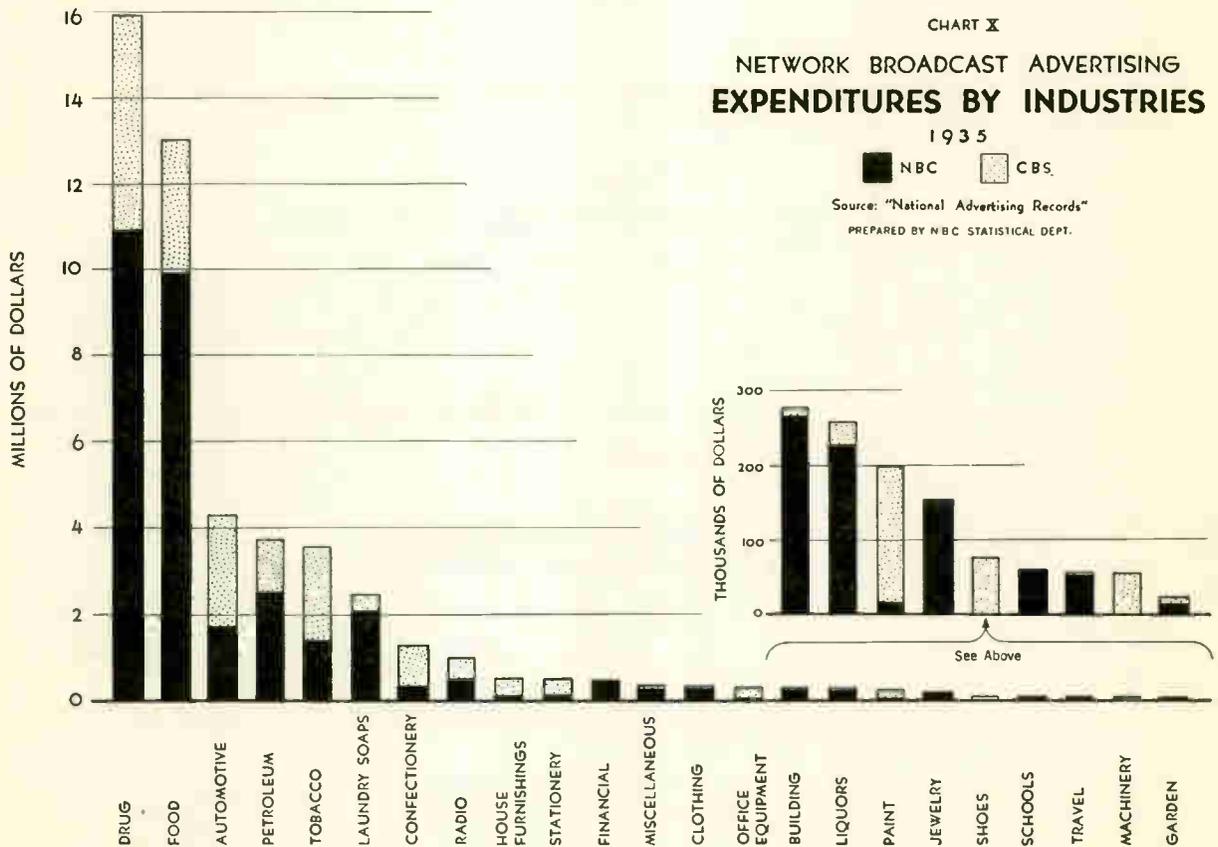
Chart X at the bottom of this page shows for 1935 the relative use of Network Broadcast Advertising by all industries including the Automotive.

Annual Expenditures

The Automotive Industry was the third largest user of network facilities in 1935, and its expenditures for the first nine months of 1936 ran 25.8% ahead of the same period in 1935.

The table opposite shows the total annual

Year	Total Expenditures	% Changes over Preceding Years
1927	\$ 423,063	
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
1935	4,227,046	+ 12
1935 (Jan.-Sept.)	\$2,760,967	
1936 (Jan.-Sept.)	3,472,221	+ 26%



Monthly Record of Advertisers

Chart XI following lists all Automotive Advertisers that have used NBC and CBS network facilities from January 1930 to August 1936. It shows what advertisers have been on the air, when they have been on, when they have gone off, and what networks they have used.

CHART XI
AUTOMOTIVE NETWORK ADVERTISERS

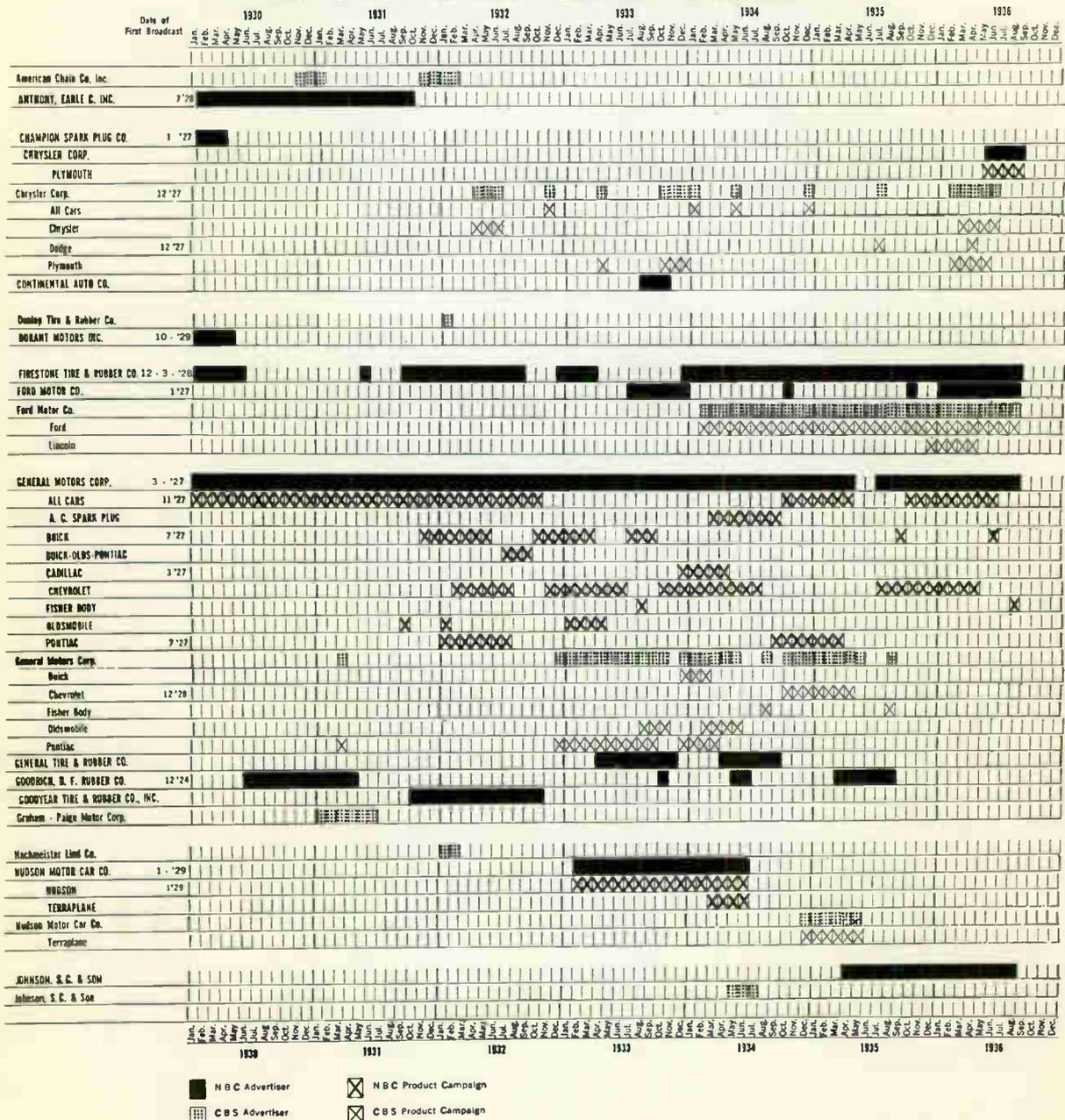
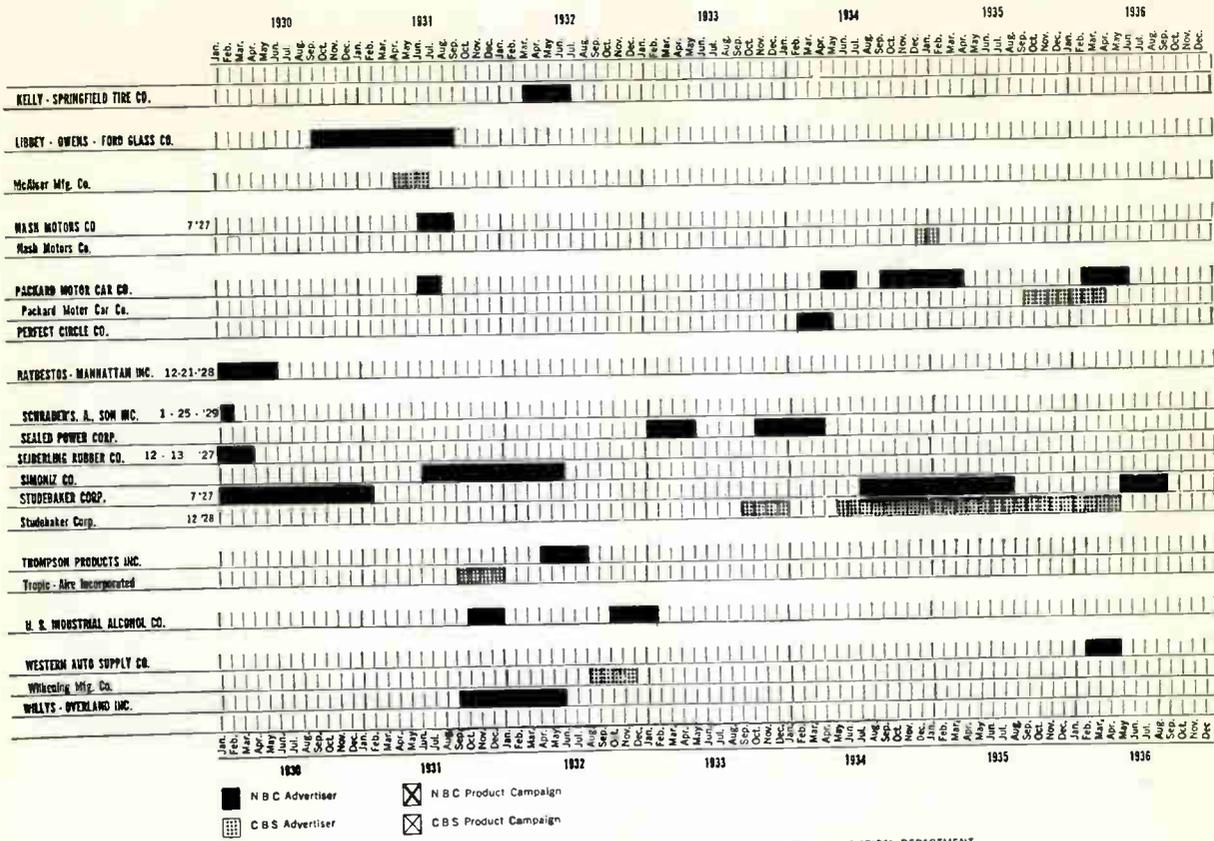


CHART XI

AUTOMOTIVE NETWORK ADVERTISERS

(CONTINUED)



AUTOMOTIVE NETWORK PROGRAMS

ACTIVE OCTOBER, 1936

As of October, 1936, the Automotive Industry is sponsoring an imposing array of network programs. A complete list of the programs is given below. These programs are well up among the leaders on the networks

and are familiar to radio listeners throughout the entire United States. They provide nearly 600 station hours per week of the best in radio entertainment. A few summary statistics will be of general interest.

Summary

<i>Per Week</i>	<i>NBC</i>	<i>CBS</i>	<i>Total</i>
Program Hours	5.25	3.50	8.75
Station Hours	302.25	285.00	587.25
Advertisers	7	4	9*
Programs—Total	8	5	13
Hour	2	2	4
Half Hour	5	3	8
Quarter Hour (3 Times per Week)	1	—	1

*Two advertisers use both NBC and CBS Networks.

LIST OF AUTOMOTIVE NETWORK PROGRAMS

ACTIVE OCTOBER, 1936

<i>Advertiser</i>	<i>Program</i>	<i>Network</i>
Chrysler Sales Corporation	"Major Bowes Amateur Hour"	CBS
Firestone Tire & Rubber Company	"The Voice of Firestone"	NBC Red
Ford Motor Company		
Ford	"Fred Waring & His Pennsylvanians"	NBC Blue
Ford	"Fred Waring & His Pennsylvanians"	CBS
Ford	"Sunday Evening Hour"	CBS
General Motors Corporation		
Institutional	"General Motors Concerts"	NBC Red
Chevrolet	"Rubinoff and His Violin"	CBS
Oldsmobile	"Irvin S. Cobb and His Paducah Plantation"	NBC Red
Goodyear Tire & Rubber Company	"The People's Choice"	NBC Blue
Johnson & Son, S. C.	"Fibber McGee and Molly"	NBC Red
Nash Motor Company	"Floyd Gibbons"	CBS
Packard Motor Car Company	"Fred Astaire"	NBC Red
Studebaker Sales Corporation	"Studebaker Champions"	NBC Red

“WHAT PRICE EXPERIENCE”

In this section are a group of articles on the profitable experience of Automotive Manufacturers with Network Radio. In reading them, bear in mind that many of the large Automotive Companies are missing—not because of any lack of successful experience, but

because for various reasons, these advertisers have made it an ironclad policy not to release information of this nature. These advertisers consider that the fact they are continuing to use network radio testifies to the fine sales-increasing job it is doing for them.

CONTINENTAL AUTOMOBILE COMPANY

“We Added Materially to Our Dealer Organization”

“Perhaps you’d be interested in knowing what we think of the thirteen week NBC program that you did for us. 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 to the 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.

“Response from Farmers”

“The response that we obtained from farmers after we offered the farm record book was very gratifying. When farmers by the hundreds will write in to the factory or go in to distributors’ places of business and ask for copies of the book, it is a great compliment.

“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.

“I believe the public liked it. I know our distributors liked it. Our district managers wrote us about it, and a personal check-up of the executives and department heads here at the home office indicates they were for it. We hope to be with you again sometime.”

(Source: Letter November 7th, 1933 from R. C. Sackett, Advertising Manager, Continental Automobile Company)

FIRESTONE TIRE AND RUBBER COMPANY

“A Good-will Builder—a Producer of Direct Sales”

That radio can and does sell tires is clearly indicated by the action of the Firestone Tire and 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 good-will builder, as well as a producer of direct sales. We receive letters from individuals stating they bought tires as a result of our radio program months after our previous schedule concluded.”

*(Source: Article in “RADIO ART,”
February 1, 1934)*

FORD MOTOR COMPANY

“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."

(Source: "BILLBOARD" Magazine, November 13, 1933)

GENERAL MOTORS CORPORATION (Institutional)

Over Four Million Books in Five Months

"Symphonies apparently find an audience, although there was a day when music of the masters was considered by many as too 'highbrow' for the radio masses. But of recent months, on Sunday nights, two large symphony orchestras at intermissions have featured brief talks, generally on safety, economics, personality sketches or natural resources. Requests for copies of these talks are considered by the broadcasters as 'phenomenal mail response.' . . . The four-millionth copy of the safety talk 'We Drivers' presented during WEAf's Sunday 10 P.M. Concert intermission has been distributed."

(Source: "NEW YORK TIMES"
"Merry Go Round of the Year" March
8, 1936)

Safe Driving Book of General Motors Sought by Millions

"On the General Motors Symphony Concerts, broadcast over an NBC Network during the winter and spring of 1934-35, the sponsor, General Motors Corporation, began to introduce a series of short informal talks on safe driving. These talks were given during the five minute intermissions in the hour programs.

"The interest shown by the radio listeners was such as to prompt the adaptation and publication of these talks in booklet form. 'We Drivers' was the title selected for the 36-page booklet.

"In May 1935, the first edition of 150,000 came off the press and it met with such enthusiastic approval that a second printing of 1,000,000 copies was ordered for July. A third printing in September calling for 500,000 copies with another order to follow early this month for another 1,000,000 was placed in the hands of the printer.

"General Motors has not resorted to forceful promotion to get the booklet into the hands of automobile drivers. All distribution to date has been the result of voluntary requests originating from the Sunday night General Motors Symphony Concert, or from some collateral activity stemming from the radio program. Needless to say that the sponsor has continued this feature throughout the present series of symphony concerts broadcast over 63 NBC-WEAF stations Sunday nights. The talks are similar to those in the 'We Drivers' booklet. Some of the topics are from suggestions sent in by radio listeners."

(Source: Article in "BROADCASTING," December 15, 1935)

"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 show rooms to be sold automobiles."

(Source: M. A. Hollingshead's article
in "AUTOMOTIVE DAILY
NEWS," November 29, 1933)

"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—the requests to renew the series have been irresistible. We are hoping to be privileged to comply."

(Source: Alfred P. Sloan in "BROADCASTING," October 15, 1934)

GENERAL MOTORS CORPORATION (Chevrolet)

125,000 Chevrolet Demonstrations Result of "Car-a-Day" Contest

"The Chevrolet 'Car-a-day' contest was designed to bring the maximum number of demonstrations during April, 1933. As prizes, a Chevrolet was given away each day that month. To enter the contest, the listeners had to call at the nearest Chevrolet dealers' showroom for a demonstration. Then in his own words, he had to write an essay on the subject, 'Why I Like the New Chevrolet Six.'

"Over 125,000 answers were received by the Chevrolet dealers, indicating that this number of people came to Chevrolet dealers for demonstrations during the month of April, as a result of the program.

Radio Exclusively Used to Promote Contest

"No mention of the contest was carried in magazines, newspapers, or outdoor advertising. Radio and surrounding publicity carried the complete story. It is worth noting that an essay on such a subject as 'Why I Like the New Chevrolet Six' requires some analytical effort."

(Source: Letter July 6, 1933 from Radio
Department Executive, Campbell-
Ewald Company, Chevrolet's Advertising
Agency).

GENERAL MOTORS CORPORATION (Cadillac-La Salle)

The Finest Musical Program Ever Broad- cast

"In considering radio as an advertising medium, we became convinced that by the proper selection

of the type of program, the hour of broadcast, and stations, we could build with security a quality audience directly interested in our products, as well as a great general audience which would be a good-will dividend, so to speak. The fundamental principle back of the program was very simple: namely, to present the finest musical program ever broadcast.

Cadillac Concerts Highly Successful

"We can say without question of a doubt that the radio programs were highly successful. 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 car has ever been as enthusiastically received by the public as has the LaSalle.

Radio Builds Prestige

"We know from the thousands of letters received each week, that the name 'Cadillac' had a new meaning for millions of people. Letters from thousands of Cadillac owners have told us that they have a new appreciation of 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 product.

Greatest Dealer Stimulant Ever Used

"In addition, we know that no advertising efforts have 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."

(Source: Digest of letter from John S. Reeder, Cadillac Motor Car Company, May 2nd, 1934)

GOODRICH RUBBER COMPANY, B. F.

Survey Indicates Forty Million Listeners

A coincidental survey by Ross-Federal Service, the night of the Baer-Carnera fight (June 14, 1934), in seven widely scattered cities from coast to coast showed 92% of the people listening to radio were listening to the Baer-Carnera fight—carried only by the Goodrich broadcast.

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.

HUDSON MOTOR CAR COMPANY

Audience Was Waiting

"On Saturday night, February 18, 1933, millions of radio listeners who 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 has been responsible for the tremendous and prolonged popularity of this very Saturday period, was back in his old spot, bigger and better than ever.

"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."

(Source: "BROADCASTING" Magazine, March 1, 1934)

Program Clicks—Puts Over Spirit of "Terraplanes"

". . . The combination of B. A. Rolfe, Saturday night, and Billey Repaid clicked, and Hudson was quickly on the way to achieve the first thing asked of radio: a public understanding of the significance of the spirit of the Terraplane.

"No other medium could have accomplished this particular thing, except with much greater delay and at a much greater cost, for no other medium could reach the young minded group—not just a play-boys group, remember—at a single swoop.

". . . Dealer commendation of the Terraplane Hour and its results has come from every corner of the country and every size and type of city; from Rutland, Vermont, 'Definite beneficial effect.' From Washington, 'The program was excellent and there is no question but that it will result in a very satisfactory stimulation of sales.' From San Francisco, 'We are thoroughly sold on this campaign and will whole-heartedly cooperate in following through on it.' From Dallas, 'Attribute to our radio program the entire credit for the public interest displayed in our line.' From Minneapolis, 'We are very much impressed with the results of our radio and newspaper advertising. Nearly every prospect who comes into the showroom has been prompted to do so by this advertising, according to the information obtained by our sales force.' From Chicago, 'Many listeners coming in.'

"Possibly the most resounding pat on the back

came from the distributor of Illinois City who wrote, 'We have had more comments on this form (radio), than on any other type of advertising. All of our dealers speak about it and you know how dealers are. They are very unresponsive in telling you the things you like to hear.'

(Source: Article by D. F. Steur, Blackman Company (Hudson's Advertising Agency) in "RADIO ART," October 15, 1933)

PACKARD MOTOR CAR COMPANY

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."

(Source: Article by John Hiram McKee, of Packard's advertising agency, Cecil, Warwick & Cecil, in "BROADCASTING" Magazine, May 1, 1934)

STUDEBAKER SALES CORPORATION

Studebaker Includes the Pacific Coast Crowded Network Necessitates Airing on Different Days of Week

"Richard Humber 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."

(Source: "RADIO ART," January 15, 1935)

Studebaker Makes Every Penny Count Auto Manufacturer Carefully Plans Its Radio Program 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, Cunningham, 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 estab-

lish 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, Humber, 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."

*(Source: "BROADCASTING"
Magazine, July 15, 1934)*

STATISTICS ON INDIVIDUAL ADVERTISERS

This section of the report has been compiled to serve as a reference work for details on the Network Broadcasting activities of Automotive Advertisers. Note: statistics are for NBC and CBS networks only. Expenditures for Mutual Network facilities appeared in "National Advertising Records" for the first time in October 1935. Future revisions of this report will include details for Mutual Network advertisers.

AMERICAN CHAIN COMPANY

Product : "Weed" Tire Chains
Last Program : "Weed Tire Chain Program" with Andre Kostelanetz Symphony Orchestra and Mixed Chorus
Network : CBS—27 stations
Time : Wed., 10:15-10:30 P.M.

Campaign: "Weed Tire Chain Program" November 1930-January 1931 and November 1931—February 1932

Expenditures for time:

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

ANTHONY, INC., EARLE C.

Product : "Packard" Motor Car Agency
Last Program : "Packard Program" — Concert orchestra
Network : NBC—Pacific—2 stations
Time : Tues., Wed., Fri., and Sat., 9:30-10:30 P.M. PST
Campaigns: One time special broadcasts in July 1928, November 1928,

March 1929, May 1929, and June 1929.
 "Packard Program" October 1929—September 1931

Expenditures for time:

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

CHAMPION SPARK PLUG COMPANY

Product : "Champion" Spark Plugs
Last Program : "Champion Sparkers"
Network : NBC Blue—12 stations
Time : Thursday, 8:30-9:00 P. M.
Campaigns: The "Champion Sparkers" program was used on all of the company's campaigns, which were as follows: Jan. 1927—March 1927

Oct. 1927—May 1928
 Nov. 1928—March 1929
 May 1929
 Oct. 1929—March 1930

Expenditures for time:

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

CHRYSLER SALES CORPORATION

Product : Institutional—All Cars
Program : "Major Bowes Amateur (9-30-36) Hour"
Network : CBS—89 stations
Time : Thursdays 9:00—10:00 P.M.
Campaigns: "Business Meeting of Chrysler Corp." Nov. 1932
 "New York Goes to the Auto Show with Alexander Woolcott" Jan. 1934
 "Chrysler Industrial Choir"

—a choir of 185 workers from Chrysler plant—May 1934
 "Chrysler Industrial Choir" —Dec. 1934
 "Major Bowes Amateur Hour," Sept. 1936—Still active Oct. 1936

Expenditures for Time (Institutional only):

Time	Network—CBS
1932	\$10,712
1934	18,872
1936 (Jan.-Sept.)	34,104

CHRYSLER SALES CORPORATION

Product : "Chrysler" Cars
Last
Program : "Chrysler Airshow" with Alexander Gray, Charles Hanson Towne and Mark Warnow
Network : CBS—48 stations
Time : Thursdays 8:00-8:30 P.M.
Campaigns : "Amelia Earhart and Her Pilot's Experiences" Chrysler Auto Show, Madison Square Garden, July 11,

1928 (NBC)
 "Ziegfeld Radio Show" with Eddie Dowling, April 1932—June 1932 (CBS)
 "Chrysler Air Show," March 1936-June 1936 (CBS)

Expenditures for Time (Chrysler cars only):

Year	Network		
	NBC	CBS	Total
1928	\$ 8,840	\$ 8,840
1932	\$105,960	105,960
1936 (Jan.-Sept.)	91,978	91,978

CHRYSLER SALES CORPORATION

Product : "Dodge" Cars
Last
Program : "Dodge" presents Bert Lahr, Gertrude Niesen, Ted Husing, and Freddie Rich's Orchestra
Network : CBS—75 stations (one time)
Time : Saturday 2:00-2:30 P.M.
Campaigns : "Dodge Program" with Vaughn De Leath and Andy Sanella's Orchestra — Dec. 1927-June 1928 (NBC)
 "The Victory Hour" with Paul Whiteman, Will Rogers, Al Jolson, Fred and Dorothy Stone, etc.—One time, Jan. 4, 1928 (NBC)

"Dodge Economy Day" — Arnold Johnson's Orchestra; Ted Husing, announcer; Victor Moore. Dealer Get-Together over the Air. One time, July 1935 (CBS)
 "Dodge Presents Bert Lahr, etc." April 1936 (CBS)

Expenditures for Time (Dodge cars only):

Year	Network		
	NBC	CBS	Total
1927	\$ 14,172	\$ —	\$ 14,172
1928	188,437	—	188,437
1935	—	5,038	5,038
1936 (Jan.-Sept.)	—	5,291	5,291

CHRYSLER SALES CORPORATION

Product : "Plymouth" Cars
Last
Program : "Ed Wynn" as Gulliver, The Traveler
Network : NBC Red—62 stations
Time : Tuesday 9:30-10:00 P.M.
Campaigns : "Pace Setters of 1933"—one time, April 1933 (CBS)
 "Elmer Everett Yess"—a serial of happenings in the life of an automobile salesman—

Oct. 1933-Dec. 1933 (CBS)
 "Ed Wynn as Gulliver, The Traveler," Feb. 1936-May 1936 (CBS); May 1936-Aug. 1936 (NBC)

Expenditures for Time (Plymouth cars only)

Year	Network		
	NBC	CBS	Total
1933	\$ —	\$144,499	\$144,499
1936 (Jan.-Sept.)	122,731	130,699	253,430

CONTINENTAL AUTOMOBILE COMPANY

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 : "March of Transportation," August 1933-October 1933

Expenditures for time:

Year	Network—NBC
1933	\$19,592

DUNLOP TIRE AND RUBBER COMPANY

Product : "Dunlop" Tires
Last Program : "Dunlop Program" — Sports talks by "Bill" Tilden and others

Network : CBS—4 stations
Time : Tuesday, 6:00-6:30 P.M.
Campaign: "Dunlop Program," January 5, 1932 only

Expenditures for time:

Year	Network—CBS
1932	\$1,510

DU PONT DE NEMOURS AND CO., INC., E. I.

While the du Pont Company has mentioned its Auto Waxes and Polishes on its institu-

tional programs it has not sponsored specific programs for these products. Details of the Network Radio activities of this company will be found in the NBC Paint and Miscellaneous Industrial Reports.

DURANT MOTORS, INC.

Product : "Durant" motor cars
Last Program : "Heroes of the World" — Dramatization with music
Network : NBC Red—38 stations
Time : Sunday, 7:00-7:30 P.M.

Campaign: "Heroes of the World" October 1929—April 1930

Expenditures for time:

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

FIRESTONE TIRE AND RUBBER CO.

Product : "Firestone" Tires
Last Program : "The Voice of Firestone" with William Daly's Orchestra, Margaret Speaks — soprano, and chorus
9/30/36 :
Network : NBC Red—68 stations
Time : Monday, 8:30-9:00 P. M.
Campaigns : "Voice of Firestone" with Vaughn De Leath, Franklyn Bauer and orchestra Dec. 1928-May 1930
 "Indianapolis Speedway Races" — May 30, 1930 and 1931
 "Voice of Firestone" with William Daly's orchestra, James Melton, Lawrence Tibbett, Richard Crooks, etc. Sept. 1931-Aug. 1932
 "Voice of Firestone" with William Daly's orchestra,

Lawrence Tibbett and Richard Crooks. Dec. 1932-March 1933

"Voice of Firestone" with William Daly's orchestra and guest soloists as above and Gladys Swarthout, Margaret Speaks, etc. Harvey Firestone, Jr. — speaker, Dec. 1933 — still active Oct. 1936

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	496,557
1936 (Jan.-Sept.)	384,610

FISK TIRE COMPANY

Product : "Fisk" Tires
Last Program : "Fisk Time to Re-Tire Boys" — Musical Program with Orchestra
Network : NBC Red—30 stations

Time : Monday, 10:30-11:00 P.M.
Campaign: "Fisk Time to Re-Tire Boys" February 1928-July 1928

Expenditures for time:

Year	Network—NBC
1928	\$124,497

FORD MOTOR COMPANY

Product : "Ford" Cars
Last
***Program** : a. "Fred Waring and His
 9/30/36 : Pennsylvanians" (NBC)
 b. "Fred Waring and His
 Pennsylvanians" (CBS)
 c. "Sunday Evening Hour"
 (CBS)
Network : a. NBC Blue—57 stations
 b. CBS—86 stations
 c. CBS—86 stations
Time : a. Friday, 9:00-9:30 P.M.
 (NBC)
 b. Tuesday, 9:00-9:30 P.M.
 (CBS)
 c. Sunday, 9:00-10:00 P.M.
 (CBS)
Campaigns : "Old Fashioned Barn Dance"
 —Jan. 1927 (NBC)
 "Lum and Abner" — July
 1933-Dec. 1933 (NBC)
 "Ford Century of Progress"
 —Dec. 1933 (NBC)
 "Fred Waring and His Penn-
 sylvanians"—Feb. 1934—still
 active—Oct. 1936 (CBS)
 "Sunday Evening Hour" —

Detroit Symphony Orchestra;
 Oct. 1934-June 1935 (CBS)
 "World Series Baseball
 Games" — Oct. 1934 (NBC
 and CBS)
 "Sunday Evening Hour" —
 Sept. 1935-June 1936 (CBS)
 "World Series Baseball
 Games" — Oct. 1935 (NBC-
 CBS-MBS)
 "Fred Waring and His Penn-
 sylvanians"—Jan. 1936—still
 active—Oct. 1936 (NBC)
 "Sunday Evening Hour" —
 Sept. 1936—still active—Oct.
 1936 (CBS)

Expenditures for Time (Ford cars only):

Year	Networks		Total
	NBC	CBS	
1927	\$ 10,000	\$	\$ 10,000
1933	360,000	360,000
1934	134,622	1,056,955	1,191,577
1935	173,073	1,704,777	1,877,850
1936	334,860	944,890	1,279,750

(Jan.-Sept.)

*Note: The Ford Company will also sponsor the 1936 World Series Baseball Games over NBC and CBS Networks.

FORD MOTOR COMPANY

Product : "Lincoln-Zephyr" Cars
Last
Program : "Jose Manzanares and His
 South Americans"
Network : CBS—41 stations
Time : Sunday, 2:30-3:00 P.M.

Campaign: "Jose Manzanares, etc." —
 Dec. 1935-April 1936

Expenditures for Time (Lincoln-Zephyr cars only):

Year	Network—CBS
1935	\$23,750
1936 (Jan.-Sept.)	72,125

FRANKLIN MOTOR CAR COMPANY

Product : "Franklin" Motor Cars
Last
Program : "Joseph Pasternack and the
 Franklin Salon Orchestra"
Network : NBC Red—38 stations

Time : Monday, 10:00-10:30 P.M.
Campaign: "Joseph Pasternack" — July
 9, 1928 only

Expenditures for time:

Year	Network—NBC
1928	\$5,455

GENERAL MOTORS CORPORATION

Product : "AC" Spark Plugs
Last
Program : "Raymond Knight and his
 Cuckoos"—comedy sketch
Network : NBC Blue—49 stations

Time : Wednesday, 9:00-9:30 P.M.
Campaigns: "Raymond Knight, etc." —
 March 1934-September 1934

Expenditures for time (Spark Plugs only):

Year	Network—NBC
1934	\$150,120

GENERAL MOTORS CORPORATION

Product : Institutional—all cars
Program :
9/30/36 : “General Motors Concerts”
 — Concert orchestra with Erno Rapee, conductor, and guest soloists
Network : NBC Red—64 stations
Time : Sunday, 10:00-11:00 P.M.
Campaigns : “General Motors Family Party” — Don Voorhees orchestra with opera and concert stars such as Grace Moore, Guiseppi De Luca, John Charles Thomas, Gladys Swarthout, etc. — Nov. 7, 1927-Oct. 12, 1931
 “Parade of the States”—Orchestra directed by Erno Rapee and historical sketches written by Bruce Barton — Oct. 19, 1931-Oct. 17, 1932
 “General Motors Concerts”

— Symphony Orchestra with guest conductors and soloists as Leopold Stokowski, Nikolai Sokoloff, Otto Klemperer, Walter Damrosch, Grace Moore, Albert Spalding, etc. —Oct. 7, 1934-April 21, 1935
 “General Motors Concerts” — Symphony orchestra with guest conductors and soloists —Oct. 6, 1935-June 1936 and Sept. 13, 1936 — still active Oct. 1936.

Expenditure for Time (Institutional only):

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	279,734
1936 (Jan.-Sept.)	431,286

GENERAL MOTORS CORPORATION

Product : “Buick” Cars
Last
Program : “Louis-Schmeling Fight”
Network : NBC Red and Blue—85 stations
Time : Friday, 10:00-11:00 P.M.
Campaigns: “Buick Presentation” — Arthur Pryor’s Band—July 1927 (NBC)
 “Buick Revelers” with orchestra directed by Frank Black, the Revelers and Countess Albani; Nov. 8, 1931-May 1, 1932 (NBC)
 “Buick Program” with Paul Whiteman, Virginia Rea and Paul Oliver — Oct. 24, 1932-March 27, 1933 (NBC)
 “Gus Haenschen’s Parade of Melody” with Ohman and Ar-

den, Conrad Thibault and Arlene Jackson; July 31, 1933-Sept. 18, 1933 (NBC)
 “Andre Kostelanetz and Orchestra” — Dec. 1933-Feb. 1934 (CBS)
 “Baer-Louis Fight” — Sept. 24, 1935 (NBC)
 “Louis-Schmeling Fight” — June 19, 1936 (NBC)

Expenditures for Time (Buick cars only):

Year	Network		Total
	NBC	CBS	
1927	\$12,130	\$	\$12,130
1931	46,891	46,891
1932	172,407	172,407
1933	143,341	9,248	152,589
1934	73,984	73,984
1935	18,016	18,016
1936 (Jan.-Sept.)	22,866	22,866

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: “Paul Whiteman’s Orchestra” —July 8, 1932-Sept. 30, 1932

Expenditures for time (Buick-Olds-Pontiac):

Year	Network—NBC
1932	\$62,806

GENERAL MOTORS CORPORATION

Product : "Cadillac" Motor Cars
Last
Program : "Cadillac Symphony Concerts" — Nathaniel Shilkret's Concert Orchestra with guest conductors and soloists.
Network : NBC Blue—16 stations
Time : Sunday, 6:00-7:00 P.M.
Campaigns: "Rosario Bourdon's Orches-

tra"—March 1927-June 1927
 "Cadillac-La Salle Concert Orchestra"—September 1927
 "Cadillac Symphony Concert"—December 1933-April 1934

Expenditures for time: (Cadillac-La Salle)

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

GENERAL MOTORS CORPORATION

Product : "Chevrolet" Cars
Program :
Start : "Rubinoff and His Violin"
10/18/36 : with Virginia Rea and Jan Peerce
Network : CBS—88 stations
Time : Sunday, 6:30-7:00 P.M.
Campaign: Three special announcements—Dec. 1928 (CBS)
 Harry Klinger, Ted Husing, Jack Donahue — one broadcast—Aug. 1929 (CBS)
 "The Big Six of the Air" with Frank Black and the Revelers; Feb. 4, 1932-July 28, 1932 (NBC)
 "The Chevrolet Program" with Al Jolson and Lew Silvers Orchestra; Nov. 18, 1932-June 23, 1933 (NBC)
 "Chevrolet Dealer Program"—Dec. 12, 1932 (NBC)
 "The Chevrolet Program" with Al Jolson, Jack Benny, Frank Black's Orchestra and Victor Young's Orchestra;

Oct. 1933-July 1934 (NBC)
 "Isham Jones"—Isham Jones Orchestra and guest stars; Oct. 1934-April 1935 (CBS)
 "G-Men" — Authentic cases from the Department of Justice Files — dramatized by Phillips Lord; July 1935-Oct. 1935 (NBC)
 "Rubinoff and His Violin" with Virginia Rea and Jan Peerce; Oct. 1935-April 1936 (NBC)
 "Rubinoff and His Violin," etc.—start Oct. 1936 (CBS)

Expenditures for Time (Chevrolet cars only):

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	206,824	137,867	344,691
1936	131,424	131,424

(Jan.-Sept.)

GENERAL MOTORS CORPORATION

Product : "Fisher" Automobile Bodies
Last
Program : "Craftsman's Guild Banquet"—Cleveland Auditorium
Network : NBC Blue—30 stations
Time : Wednesday, 9:45-10:00 P.M.—August 26, 1936 only
Campaigns : "Craftsman's Guild Banquets" — Prize contests for best models of a Fisher Body Coach

—August 1933 (NBC)
 —August 1934 (CBS)
 —August 1935 (CBS)
 —August 1936 (NBC)

Expenditures for Time (Fisher Bodies only):

Year	Network		Total
	NBC	CBS	
1933	\$ 4,972	\$	\$ 4,972
1934	7,162	7,162
1935	3,435	3,435
1936	2,928	2,928

(Jan.-Sept.)

GENERAL MOTORS CORPORATION

Product : "La Salle" Motor Cars
Program :
Start : "La Salle Style Show"
11/5/36 :

Network : NBC Red—45 stations
Time : Thursday, 4:00-4:30 P.M.
Campaigns: This will be the first program sponsored solely in behalf of La Salle cars

GENERAL MOTORS CORPORATION

Product : "Oldsmobile" Cars
Program :
Start : "Irvin S. Cobb and His Paducah Plantation" — (Start 10/17/36)
10/17/36 :
Network : NBC Red—58 stations
Time : Saturday, 10:30-11:00 P.M.
Campaigns : September, 1931 — Pacific Coast—details not available
 "Oldsmobile Goes A-Calling" — Gala New Year's Broadcast with Paul Whiteman, etc. — Jan. 1, 1932 (NBC)
 "Oldsmobile Program" with George Olsen's orchestra, Ethel Shutta and Gus Van— Jan. 7, 1933-April 1, 1933

(NBC)
 "Ted Husing and Leon Belasco"—Aug. 1933-Oct. 1933 (CBS)
 "Johnny Green and His Orchestra" — Feb. 1934-May 1934 (CBS)
 "Irvin S. Cobb, etc."—start Oct. 1936 (NBC)

Expenditures for time (Oldsmobile only):

Year	Network		
	NBC	CBS	Total
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" Cars
Last
Program : "Pontiac Program" with Frank Black's Orchestra and Jane Frohman
Program : NBC Red—58 stations
Time : Sundays, 10:30-11:00 P.M.
Campaigns : "Musical Dramatization of an Indian's Day" — July 1927 (NBC)
 "Special Broadcast"—March 1931 (CBS)
 "Whiteman's Pontiac Chieftains" with Paul Whiteman; Jan. 15, 1932-July 1, 1932 (NBC)
 "Stoopnagle and Budd" and

dance orchestra; Dec. 1932-July 1933 (CBS)
 "Don Ross" — Aug. 1933-Sept. 1933 (CBS)
 "Stoopnagle and Budd" — Dec. 1933 - March 1934 (CBS)
 "Pontiac Program" — Sept. 1934-March 1935 (NBC)

Expenditures for Time (Pontiac cars only):

Year	Network		
	NBC	CBS	Total
1927	\$ 4,659	\$	\$ 4,659
1931	4,401	4,401
1932	175,780	7,081	182,861
1933	220,397	220,397
1934	123,916	111,328	235,244
1935	108,660	108,660

GENERAL TIRE & RUBBER COMPANY

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.

Campaigns : "Lives at Stake"—Dramatic Sketch April, 1933—November, 1933
 "General Tire Program" — April 1934-September 1934

Expenditures for time:

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

GOODRICH COMPANY, B. F.

Product : "Goodrich-Silvertown" Tires
Program : "Circus Night in Silvertown"
 9/30/36 : with Joe Cook, B. A. Rolfe's
 Orchestra, Phil Duey, etc.
Network : NBC Red—61 stations
Time : Friday 10:30-11:00 P.M.
Campaigns : "Silvertown Band and Silver-
 town Masked Tenor" — Dec.
 1924-Aug. 1928
 "Uncle Abe and David" with
 Phillips Lord and Arthur Al-
 len—June 1930-April 1931
 "World Series Baseball Re-
 sumes"—Oct. 1933

"Taxi" with Max Baer
 May 1934—June 1934
 "Baer-Carnera" Fight
 June 14, 1934
 "Circus Night," etc.
 March 1935—August 1935

Expenditures for time:

Year	Network—NBC
1927	\$239,775
1928	187,044
1930	318,350
1931	163,990
1933	9,056
1934	83,929
1935	200,244

GOODYEAR TIRE AND RUBBER COMPANY

Product : "Goodyear" Tires
Program : "The People's Choice"—Lit-
 9/30/36 : erary Digest Nationwide Poll
 Results
Network : NBC Blue—59 stations
Time : Monday, Wednesday and Fri-
 day, 7:15-7:30 P.M.

Campaigns : "Arthur Pryor and Orchestra"
 Oct. 1931—Oct. 1932
 "The People's Choice," Sept.
 1936—still active Oct. 1936

Expenditures for time:

Year	Network—NBC
1931	\$124,850
1932	427,482
1936 (Jan.-Sept.)	69,460

GRAHAM-PAIGE MOTOR CORPORATION

Product : "Graham" Motor Cars
Last
Program : "Detroit Symphony Orches-
 tra" with Edgar Guest
Network : CBS—47 stations

Time : Sunday 9:30—10:00 P.M.
Campaigns : "Detroit Symphony Orches-
 tra" January 4, 1931—June
 28, 1931.

Expenditures for time:

Year	Network—CBS
1931	\$162,155

HACKMEISTER-LIND COMPANY

Product : Auto Lights
Last
Program : "The Shadow" — Mystery
 Drama
Network : CBS—29 stations

Time : Tuesday 10:00—10:30 P.M.
Campaign: "The Shadow" January 1932
 —February 1932

Expenditures for time:

Year	Network—CBS
1932	\$21,620

HUDSON MOTOR CAR COMPANY

Product : "Hudson" Motor Cars
Last
Program : "Hudson Vocalians" — Con-
 rad Thiebault and Harry Sal-
 ter's Orchestra
Network : NBC Blue—17 stations.
Time : Tuesday 8:30—9:00 P.M.
Campaigns : "Hudson Essex Challengers"
 January 1929—May 1929
 "Hudson Saturday Night

Dancing Party" — B. A.
 Rolfe's Orchestra—February
 1933-April 1934
 "Hudson Vocalians" — April
 1934-June 1934

Expenditures for time (Hudson cars only):

Year	Network—NBC
1929	\$109,663
1933	408,906
1934	43,412

HUDSON MOTOR CAR COMPANY

Product : "Terraplane" Cars
Last
Program : "Kate Smith's New Star Re-
 vue" with Jack Miller's or-
 chestra.
Network : CBS—65 stations
Time : Monday 8:30—9:00 P.M.
Campaigns : "Terraplane Cavalcade" with
 Lennie Hayton's orchestra
 and the Saxon Sisters

March 1934—June 1934
 (NBC)
 "Kate Smith" — Dec. 1934-
 May 1935 (CBS)

Expenditures for time (Terraplane only):

Year	Network		
	NBC	CBS	Total
1934	\$208,326	\$16,714	\$225,040
1935	166,460	166,460

*Note: See NBC report on the Automotive Industry (dated August, 1935) for campaigns advertising Hudson cars.

JOHNSON AND SON, S. C.

Product : "Johnson's" Auto Polish
Last
Program : "Fibber McGee and Molly"
 9/30/36 : —comedy team with Ted
 Weems' orchestra
Network : NBC Red—46 stations
Time : Monday 8:00—8:30 P.M.
Campaigns : "Tony Wons, Keenan and
 Phillips"
 May 1934—July 1934
 (CBS)
 "Fibber McGee and Molly"
 —see program description

above. April 1935—still ac-
 tive—Oct. 1936 (NBC)

Expenditures for Time (Auto Polish only):

Year	Network		
	NBC	CBS	Total
1934	\$.....	\$11,150	\$11,150
1935	66,342	66,342
1936	229,086	229,086

(Jan.-Sept.)

Note: The current program also advertises Glo-Coat Floor Wax, but no adequate split of the expenditures can be made. Accordingly, the total expenditures for the program are included here. See NBC Study of the Laundry Soaps and Cleansers Industries for other Johnson campaigns.

KELLY-SPRINGFIELD TIRE COMPANY

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 : "Making the Movies," March
 1932—June 1932

Expenditures for time:

Year	Network—NBC
1932	\$31,326

LIBBY-OWENS-FORD GLASS COMPANY

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

Campaign : "World Adventures with
 Floyd Gibbons" September
 1930—August 1931

Expenditures for time:

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

McALEER MANUFACTURING COMPANY

Product : "McAler" Auto Polishes
Last
Program : "McAler Polishers"
Network : CBS—54 stations
Time : Wed. 10:30—10:45 P.M.

Campaign : "McAler Polishers" April 1,
 1931—June 24, 1931

Expenditures for time:

Year	Network—CBS
1931	\$62,964

MICHELIN TIRE COMPANY

Product : "Michelin" Tires
Last
Program : "Michelin Tire Men"—with Louis Katzman's Orchestra
Network : NBC Blue—11 stations
Time : Thursday, 10:00-10:30 P.M.

Campaign : "Michelin Tire Men," April, 1928—November, 1929

Expenditures for time:

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

NASH MOTOR COMPANY

Product : "Nash" and "Lafayette" cars
Program : "Nash - Lafayette Speed Show"—with Floyd Gibbons,
10/3/36 : Vincent Lopez orchestra and guest stars

June 1931—Aug. 1931 (NBC)
 "Nash Christmas Party" Dec. 25, 1934 (CBS)
 "Nash New Year's Party" Jan. 1, 1935 (CBS)
 "Floyd Gibbons"—start Oct. 1936 (CBS)

Network : CBS—46 stations
Time : Saturday, 9:00-9:30 P.M.
Campaigns : "Harry Reser's Orchestra" with Van and Schenck July, 1927 (NBC)
 "Max Bendix World's Fair Band" with dramatic skit

Expenditures for time:

Year	Network		Total
	NBC	CBS	
1927	\$ 6,045	\$	\$ 6,045
1931	52,756	52,756
1934	16,184	16,184
1935	16,184	16,184

PACKARD ELECTRIC CORPORATION

Product : Automotive Cables
Last
Program : "Camoah Mystery"
Network : NBC Blue—11 stations
Time : Saturday, 9:00—9:30 P.M.
Campaigns : "Automobile Show" — Janu-

ary, 1929
 "Camoah Mystery," March, 1929—May, 1929

Expenditures for time:

Year	Network—NBC
1929	\$34,561

PACKARD MOTOR CAR COMPANY

Product : "Packard" Cars
Program : "Fred Astaire" with Johnny
9/30/36 : Green's orchestra
Network : NBC Red—64 stations
Time : Tuesday, 9:30—10:30 P.M.
Campaigns : "Nathaniel Shilkret's Orchestra and Guest Opera Stars" June, 1931—July, 1931 (NBC)
 "Dr. Damrosch and His Orchestra" with John B. Kennedy April, 1934—June, 1934 (NBC)
 "Packard Presents Lawrence Tibbett" with Wilfred Pelletier, orchestra leader, and John B. Kennedy

Sept., 1934—March, 1935 (NBC)
 "Lawrence Tibbett" with Don Voorhees orchestra Sept., 1935—March, 1936 (CBS)
 "Packard Fiesta with Fred Astaire" Feb. 1936-May 1936 (NBC)
 "Fred Astaire," Sept., 1936—still active, Oct., 1936 (NBC)

Expenditures for time:

Year	Network		Total
	NBC	CBS	
1931	\$26,413	\$	\$ 26,413
1934	94,556	94,556
1935	48,380	146,491	194,871
1936 (Jan.-Sept.)	70,226	111,325	181,551

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
Campaigns : "Rings of Melody" February, 1934—April 1934

Expenditures for time:
 Year Network—NBC
 1934 \$46,345

RAYBESTOS MANHATTAN, INC.

Product : "Raybestos"—Brake Linings
Last
Program : "Raybestos Twins"—comedy team with Charles Kenny's orchestra and Lanny Ross, soloist
Network : NBC Red—28 stations

Time : Friday, 7:30—8:00 P.M.
Campaign : "Raybestos Twins" December, 1928—May, 1930

Expenditures for time:
 Year Network—NBC
 1928 \$1,589
 1929 92,112
 1933 69,839

SCHRADER'S SON, INC., A.

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

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.
Campaign : "Sealed Power Program"

with Joseph Koestner's orchestra, male quartet, etc.
 Jan. 8, 1933—April 2, 1933
 "Sealed Power Side Show"
 Oct. 20, 1933-March 19, 1934

Expenditures for time:
 Year Network—NBC
 1933 \$103,483
 1934 76,780

SEIBERLING RUBBER COMPANY

Product : "Seiberling" Tires
Last
Program : "Seiberling Singers" — with Frank Black's Orchestra and the Revelers
Network : NBC Red—29 stations
Time : Tuesday, 8:30—9:00 P.M.

Campaign : "Seiberling Singers," December, 1927—March, 1930

Expenditures for time:
 Year Network—NBC
 1927 \$10,822
 1928 227,383
 1929 208,609
 1930 71,884

SIMONIZ COMPANY

Product : "Simoniz" Auto Polish
Last
Program : "Harry Kogen's Orchestra"
 with guest stars
Network : NBC Red—22 stations
Time : Monday, 10:45—11:00 P.M.

Campaign : "Harry Kogen's Orchestra"
 —with guest stars
 June, 1931—May, 1932

Expenditures for time:

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

STANLEY COMPANY, JOHN L.

Product : "Mobo" Automobile Soap
Last
Program : "Mobo Entertainers"—musical program
Network : CBS—11 stations
Time : Wednesday 7:30—8:00 P.M.

Campaigns : "Mobo Crusaders," April 11, 1928—May 30, 1928
 "Mobo Entertainers," March 12, 1929—April 7, 1929

Expenditures for time:

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

STUDEBAKER SALES CORPORATION

Product : "Studebaker" cars
Program : "Studebaker Champions"
 9/30/36 : with Richard Himber's orchestra
Network : NBC Red—39 stations
Time : Monday, 9:30—10:00 P.M.
Campaigns: "Studebaker Commanders"
 July, 1927 (NBC)
 Two special broadcasts
 Dec., 1928 (CBS)
 "Jean Goldkette's orchestra"
 Feb., 1929—Jan., 1931
 (NBC)
 "Studebaker Champions"
 Sept., 1933—Dec., 1933
 (CBS)
 "Studebaker Champions"
 May, 1934—April, 1936

(CBS)
 "Studebaker Champions"
 July, 1934—July, 1935
 (NBC)
 "Studebaker Champions"
 May, 1936—still active—
 Oct., 1936 (NBC)

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	284,818
1935	136,752	288,372	425,124
1936	160,568	106,476	267,044

(Jan-Sept.)

THOMPSON PRODUCTS, INC.

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

Campaign : "Tepee Singers"
 April, 1932—July, 1932

Expenditures for time:

Year	Network—NBC
1932	\$5,016

TROPIC-AIRE, INC.**Product** : "Tropic-Aire" Hot Water Auto Heaters**Last****Program** : "Weather Reports"**Network** : CBS—28 stations**Time** : Saturday, 5:45—6:00 P.M.**Campaign** : "Weather Reports"
September 19, 1931—December 12, 1931**Expenditures for time:**

Year	Network—CBS
1931	\$16,804

U. S. CHAIN & FORGING COMPANY**Product** : "McKay" Tire Chains**Last****Program** : "Weather Forecast"**Network** : CBS—24 stations**Time** : Sun., Mon., Wed., Thurs.,**Campaign** : Fri., 10:58—11:00 P.M.
"Weather Forecast"
January, 1929**Expenditures for time:**

Year	Network—CBS
1929	\$10,000

U. S. INDUSTRIAL ALCOHOL COMPANY**Product** : "Pyro"**Last****Program** : "Ohman & Arden"
Piano Duo and orchestra**Network** : NBC Red—20 stations**Time** : Sunday, 10:00—10:15 P.M.**Campaigns:** The "Ohman & Arden" pro-

grams were used in two campaigns as follows:

Oct., 1931—Dec., 1931

Oct., 1932—Jan., 1933

Expenditures for time:

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

WATSON COMPANY, JOHN WARREN**Product** : Auto Stabilizers**Last****Program** : "Indianapolis Speedway Races"**Network** : NBC Red—35 stations**Time** : Wednesday, 4:10—5:10 P.M.**Campaign** : "Indianapolis Speedway Races"—May 30, 1928**Expenditures for time:**

Year	Network—NBC
1928	\$8,525

WESTERN AUTO SUPPLY COMPANY**Product** : Auto Supplies**Last****Program** : "Death Rides the Highway"
—drama**Network** : NBC Pacific—9 stations**Time** : Wednesday, 8:30—9:00 P.M., PST**Campaign** : "Death Rides the Highway"
Feb., 1936—April, 1936
(NBC)**Expenditures for time:**

Year	Network—NBC
1936 (Jan.-Sept.)	\$15,288

WILKENING MANUFACTURING COMPANY**Product** : "Pedric" Piston Rings**Last****Program** : "Unsung Heroes"**Network** : CBS—7 stations**Time** : Monday, 10:30—10:45 P.M.**Campaign** : "Unsung Heroes"
Aug., 1932—Nov., 1932**Expenditures for time:**

Year	Network—CBS
1932	\$10,075

WILLYS-OVERLAND COMPANY

Product : "Willys-Overland" motor cars

Last Program : "Willys-Overland Silver Streaks"

Network : NBC Blue—28 stations

Time : Wed., 8:15—8:30 P.M.
Campaign : "Willys-Overland Silver Streaks"
Sept. 1931-May 1932

Expenditures for time:

Year	Network—NBC
1931	\$31,759
1932	60,334

EXPENDITURES OF AUTOMOTIVE INDUSTRY FOR NETWORK BROADCAST ADVERTISING

(By Groups)

<u>Year</u>	<u>Automobiles</u>	<u>After Market Products</u>	<u>Tires</u>	<u>Total</u>
1927	\$ 123,506	\$ 48,960	\$ 250,597	\$ 423,063
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	1,355,414
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	3,463,813	66,432	696,801	4,227,046
1936 (Jan.-Sept.)	2,773,777	244,374	454,070	3,472,221

INDIVIDUAL EXPENDITURE TABLE

The total annual expenditures of individual advertisers for Network Broadcast Advertising are shown in the table below. Expenditures from 1927 to 1932, inclusive, are grouped into one total; expenditures for 1933, 1934, 1935, and for the first nine months of 1936 are shown by years.

The figures are for NBC and CBS networks only. Expenditures for the Mutual Network appeared in "National Advertising Records" for the first time in October, 1935. Future revisions of this report will include details for Mutual Network advertisers.

<u>Advertiser</u>	<u>1927-1932</u>	<u>1933</u>	<u>1934</u>	<u>1935</u>	<u>Jan.-Sept. 1936</u>
American Chain Co.	\$ 79,259	\$ —	\$ —	\$ —	\$ —
Anthony, Inc., Earle C.	145,780	—	—	—	—
Champion Spark Plug Co. ...	196,404	—	—	—	—
Chrysler Motor Co.	328,121	144,499	18,872	—	384,803
<i>Institutional</i>	10,712	—	18,872	—	34,104
<i>Chrysler</i>	114,800	—	—	—	91,978
<i>Dodge</i>	202,609	—	—	5,038	5,291
<i>Plymouth</i>	—	144,499	—	—	253,430
Continental Auto Co.	—	19,592	—	—	—
Dunlop Tire & Rubber Co. ...	1,510	—	—	—	—
Durant Motors, Inc.	133,269	—	—	—	—
Firestone Tire & Rubber Co..	905,030	137,062	415,163	496,557	384,610
Fisk Tire Co.	124,497	—	—	—	—
Ford Motor Co.	10,000	360,000	1,191,577	1,901,600	1,351,875
<i>Ford</i>	10,000	360,000	1,877,850	1,191,577	1,279,750
<i>Lincoln-Zephyr</i>	—	—	—	23,750	72,125

<i>Advertiser</i>	<i>1927-1932</i>	<i>1933</i>	<i>1934</i>	<i>1935</i>	<i>Jan.-Sept. 1936</i>
Franklin Motor Car Co.	5,455	—	—	—	—
General Motors Corp.	2,320,439	859,222	1,061,346	754,536	588,504
<i>AC Spark Plugs</i>	—	—	150,120	—	—
<i>Institutional</i>	1,550,013	—	67,584	279,734	431,286
<i>Buick</i>	231,428	152,589	73,984	18,016	22,866
<i>Buick-Olds-Pontiac</i>	62,806	—	—	—	—
<i>Cadillac</i>	25,670	16,560	65,000	—	—
<i>Chevrolet</i>	249,879	306,357	342,028	344,691	131,424
<i>Fisher</i>	—	4,972	7,162	3,435	2,928
<i>Oldsmobile</i>	8,722	158,347	120,224	—	—
<i>Pontiac</i>	191,921	220,397	235,244	108,660	—
General Tire & Rubber Co.	—	201,366	203,314	—	—
Goodrich Rubber Co., B. F.	909,159	9,056	83,929	200,244	—
Goodyear Tire & Rubber Co.	552,332	—	—	—	69,460
Graham-Page Motor Corp.	162,155	—	—	—	—
Hachmeister Lind Co.	21,620	—	—	—	—
Hudson Motor Car Co.	109,663	408,906	268,452	166,460	—
<i>Hudson</i>	109,663	408,906	43,412	—	—
<i>Terraplane</i>	—	—	225,040	166,460	—
Johnson & Son, S. C.	—	—	11,150	66,432	229,086
Kelly-Springfield Tire Co.	31,326	—	—	—	—
Libby-Owens-Ford Glass Co.	77,421	—	—	—	—
McAleer Mfg. Co.	62,964	—	—	—	—
Michelin Tire Co.	174,696	—	—	—	—
Nash Motors Co.	58,801	—	16,184	16,184	—
Packard Electric Corp.	34,561	—	—	—	—
Packard Motor Car Co.	26,413	—	94,556	194,871	181,551
Perfect Circle Co.	—	—	46,345	—	—
Raybestos Manhattan, Inc.	163,540	—	—	—	—
Schrader's Son, Inc., A.	136,816	—	—	—	—
Sealed Power Corp.	—	103,483	76,780	—	—
Seiberling Rubber Co.	518,698	—	—	—	—
Simoniz Company	78,571	—	—	—	—
Stanley Co., John L.	27,600	—	—	—	—
Studebaker Sales Corp.	419,484	71,217	284,818	425,124	267,044
Thompson Products, Inc.	5,016	—	—	—	—
Tropic-Aire, Inc.	16,804	—	—	—	—
U. S. Chain & Forging Co.	10,000	—	—	—	—
U. S. Industrial Alcohol Co.	40,200	3,906	—	—	—
Watson Co., John Warren	8,525	—	—	—	—
Western Auto Supply Co.	—	—	—	—	15,288
Wilkening Mfg. Co.	10,075	—	—	—	—
Willys-Overland, Inc.	95,093	—	—	—	—
GRAND TOTAL	\$8,001,297	\$2,318,309	\$3,772,486	\$4,227,046	\$3,472,221

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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
- Confectionery and Brewing
- Drug
- Financial and Insurance
- Food
- House Furnishings
- Jewelry and Silverware
- Laundry Soaps and Cleansers
- Paint and Varnish
- Petroleum
- Radio
- Shoes
- Tobacco
- Travel and Hotel
- Miscellaneous (includes all clients
not logically falling within other
classifications)

1880

Received of the
Hon. Secy of the
War Dept.
the sum of \$1000
for the purchase of
land in the
State of
California

Witness my hand and seal
this 10th day of
October 1880