

THE ADVERTISING OF TIRES

In these columns some time ago we pointed out that the last census showed an increase of 118% in the manufactured output of Akron, Ohio, in the five years 1905-09. Exact government figures for the period since 1909 are not yet available, but it is certain that the increase since then has been even more striking.

This growth has been due almost solely to the growth of the tire and rubber companies of Akron—which today produce about half of all the automobile tires made in the country.

Previous to 1909, the growth was a by-product of advertising. The tire companies themselves had not then advertised extensively, but had gained heavily through the reflected effect of the increased sale of automobiles, in which advertising was a primary factor.

Since 1909 the tire companies have taken up national advertising and the greatly accelerated rate of growth has been directly due to its influence.

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It is noticeable that the tire companies which have selected the national periodical as the medium for their advertising have made the greatest strides.

For example, the table below shows the increase in sales of one of the Akron companies which was the first to adopt the national method of advertising

Year	Number of tires sold by one Akron company	Approximate number of automobiles sold
1910	207,442	186,000
1911	332,458	275,000
1912	883,224	375,000
1913	1,132,864	485,000
1914	1,478,396	515,000

It is true that the natural growth of the auto-

mobile industry itself is the cause for some of this increase.

But compare the increase in these tire sales with the increase in the number of automobiles sold, and note that whereas the number of automobiles sold in 1914 was less than three times as great as in 1910, the number of these nationally advertised tires sold was seven times as great.

This company has obtained a steadily increasing percentage of the market. So with other tire companies which have used national advertising, while those which tried to sell tires without national advertising were left behind in the race.

Another Akron manufacturer whose advertising appropriation is one of the largest in the country, although it is less than 3 per cent. of the gross sales, says:

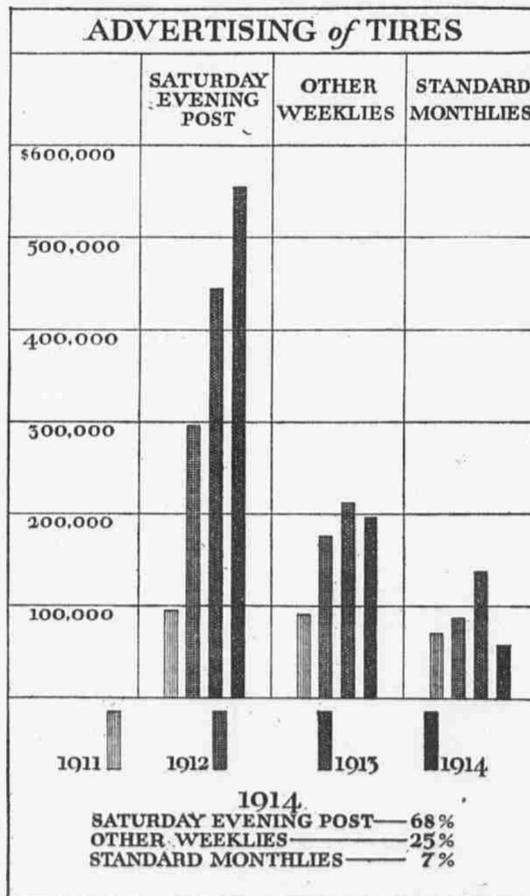
"There is no other force that can possibly accomplish as much and is so far-reaching and permanent in its effect as advertising. We would no more consider the discontinuance of our advertising than we would consider abruptly cutting off our sales force."

The benefit of this advertising to the public may be seen in the fact that in the past three years—as a result of economies and improved processes made possible by the large volume given by advertising—the price of advertised tires has been reduced very heavily—in some cases nearly cut in two.

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The success of automobile tire advertising as a whole may be judged by the fact that in the past four years it has grown as indicated on the chart on this page.

Today tires are advertised in the national periodicals to the extent of more than \$750,000 annually—more than 60 per cent. of this being in The Saturday Evening Post.



THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman