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A STUDY OF THE
NETWORK BROADCAST
ADVERTISING
OF THE
BUILDING INDUSTRY
Jan. 1933
National Broadcasting Company, Inc.

TL656
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**A STUDY OF THE NETWORK BROADCAST ADVERTISING
OF THE
BUILDING INDUSTRY**

PREPARED BY:

NATIONAL BROADCASTING COMPANY

(Statistical Department)

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.

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FOREWORD

The National Broadcasting Company presents herein, a comprehensive study of the experiences manufacturers of Builders' Supplies have had with Network Broadcast Advertising.

Though its experimentation with Network Broadcast Advertising has not been extensive, relatively speaking, this industry showed a phenomenal rise in its use of network facilities from 1927 through 1930. Because of conditions prevalent in the country, the Building Industry was one of the first to register the effects of a decrease in economic activity. Consequently, this industry's use of radio can hardly be considered as a fair gauge of the potential efficacy of Broadcast Advertising.

NBC BROADCAST ADVERTISERS BY INDUSTRIES

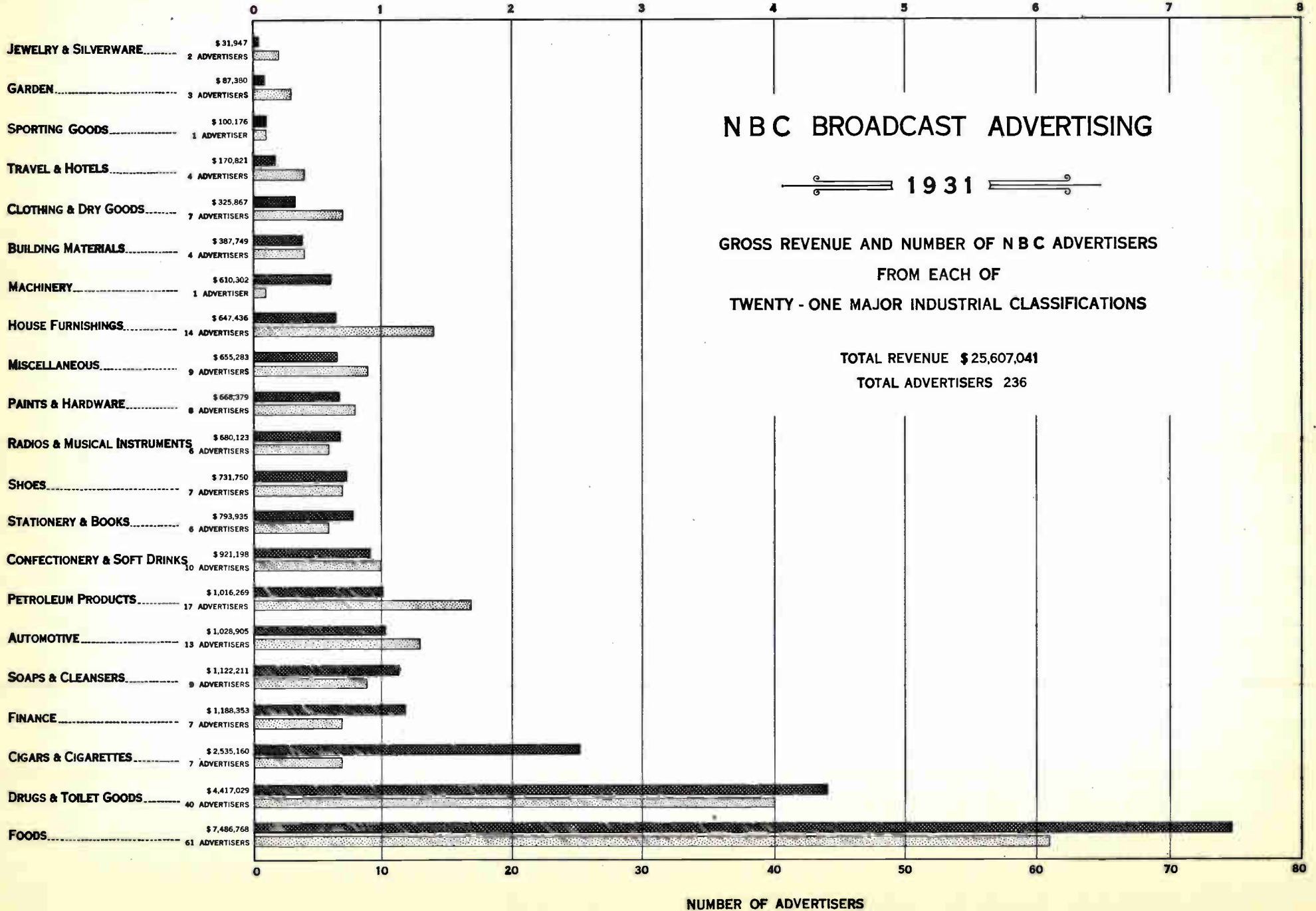
The number of advertisers in each industrial classification, and the gross expenditures for Network Broadcast Advertising by individual industries, are usually indicative of the activities of each industry in this field.

Therefore, to present the relative importance of each industry in 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.

**EXPENDITURES OF BUILDING MATERIAL
BROADCAST ADVERTISERS**

	1927	1928	1929	1930	1931	<i>Jan-Oct</i> 1932
ACETOL PRODUCTS	\$ -	\$ -	\$ -	\$ 7,562	\$ 5,073	\$ -
AMERICAN RADIATOR & STANDARD SANITARY CORP	-	-	19,546	407,051	314,066	12,600
AMERICAN WIRE FABRICS CO (WICKWIRE SPENCER)	-	42,144	78,449	64,120	-	-
DOMESTIC STOKER CO	-	-	2,822	3,776	-	-
JOHNS-MANVILLE CO	-	-	11,797	-	-	-
KEYSTONE STEEL & WIRE CO	-	-	-	26,948	-	-
MINNEAPOLIS-HONEYWELL REG CO	-	-	4,357	40,190	16,051	-
RUUD MANUFACTURING CO	30,000	-	-	42,276	19,663	5,696
SILENT AUTOMATIC	-	-	-	-	-	-
WILLIAMS OIL-O-MATIC	-	-	30,216	-	-	-
	-	-	86,517	91,142	32,896	-
Totals	\$ 30,000	\$ 42,144	\$ 233,704	\$ 683,065	\$ 387,749	\$ 18,296

MILLIONS OF DOLLARS



The following table shows the expenditures of the building material broadcast advertisers as divided between NBC and CBS, for the years 1927 through October, 1932.

	1927	1928	1929	1930	1931	<i>Jan-Oct</i> 1932
NBC	\$30,000	\$42,144	\$221,907	\$545,945	\$387,749	\$12,600
CBS	-	-	11,797	137,120	-	5,696
<i>Total</i>	\$30,000	\$42,144	\$233,704	\$683,065	\$387,749	\$18,296

GENERAL DISCUSSIONS

Acetol Products Company (Cel-O-Glass)

From September, 1930 through March, 1931, this advertiser used the now extinct NBC Farm Network of 11 stations in the middle west for a quarter hour period in the daytime. Expenditures for Network Broadcast Advertising were as follows: \$ 7,562 from September through December, 1930, and \$ 5,073 for January through March, 1931.

American Radiator & Standard Sanitary Corp (Heating Equipment)

This advertiser made its initial radio appearance on November 6, 1929 over the NBC Red network of 47 stations. From an introductory presentation of "Madame Butterfly", one of a series of 6 Puccini operas was given each month on a Saturday night from 7:00 P. M. to 8:00 P. M.

On January 20, 1930, this program of operas was supplemented by the "American Home Banquet", a program presented daily except Sunday from 6:30 P. M. to 7:00 P. M. over the same network.

The program of operas was concluded on April 19, 1930 with a presentation of "La Boheme".

The "American Home Banquet" program continued through April 18, 1930 when the name was changed to the "Arco Birthday Party" which was presented from 9:00 P. M. to 9:30 P. M. on Thursdays instead of from 6:30 P. M. to 7:00 P. M. daily except Sunday.

Both the "American Home Banquet" and the "Arco Birthday Party" programs took the form of an imaginary banquet with Cheerio as master of ceremonies. Famous personages of history were reincarnated and asked to address the audience on their birthdays.

American Radiator & Standard Sanitary Corp (cont'd)

Listeners were asked to send in their names to be placed on Arco's Social Register, and congratulations were to be extended on the proper occasion to all sending in their birth dates.

On July 2, 1931, the following excerpt from a letter from American Radiator is a real testimonial to the effectiveness of NBC Broadcast Advertising:

"It gives us real pleasure to have this opportunity to tell you how very well pleased we are with the results of our broadcasting activities over the NBC Red Network.

"Our Arco Birthday Program has been in effect slightly over a year, and reports from the field show that the program has very greatly helped us in obtaining entrance into the older homes of America, gaining the goodwill of the owners, and helping us to sell modern heating equipment."

When they went off the air in January, 1932, they announced in the course of the program their satisfaction with the series, their regret in temporarily signing off, and their hope of an early return to NBC facilities.

In November and December, 1929, \$ 19,546 was expended by this advertiser for radio; in 1930, \$ 407,051; in 1931, \$ 314,066; and in January, 1932, \$ 12,600.

American Wire Fabrics Company

This advertiser made its radio debut over an NBC Blue Network of 12 stations and an NBC Pacific Network of 8 stations in January, 1928, continuing for four months.

American Wire Fabrics Company (cont'd)

The program, broadcast on Sundays from 1:00 P. M. to 2:00 P. M., was the "Gold Strand Group", composed of Gus Henshaw's Orchestra with Gladys Rice and Frank Munn.

At the expiration of two weeks, Marjorie Horton was substituted for Gladys Rice.

In 1929, they returned to the air sponsoring a 13 week program. The facilities were changed from NBC Blue Network to the NBC Red Network and the time from 1:00 P. M. to 2:00 P. M. on Sunday to 10:00 P. M. to 10:30 P. M. on Wednesday. A similar campaign was carried on over a Columbia Network in the Spring of 1930.

Wickwire Spencer Steel Company, a subsidiary of American Wire Fabrics Company, contracted for a comparatively small program over the NBC Blue Network in 1929 and for a similar program over the Columbia Network in the Spring of 1930.

The American Wire Fabrics Company spent \$ 42,144 in 1928 and \$ 78,449 in 1929 for the NBC facilities. In 1930 expenditures for CBS facilities amounted to \$ 64,120.

The Wickwire Spencer Steel Company spent \$ 2,822 for the NBC facilities in 1929 and \$ 3,776 for the CBS facilities in 1930.

Domestic Stoker Company (Automatic Furnace Stoker)

In September, October and November, 1929, this advertiser sponsored a half-hour period in the evening once each week over a CBS network of 9 stations, spending \$ 11,797.

Johns-Manville Company

For thirteen weeks in the fall of 1930 this advertiser employed CBS facilities, broadcasting a quarter-hour

Johns-Manville Company (cont'd)

program one evening a week over 34 stations associated with Columbia. Their total expenditures for the period September through November, 1930 amounted to \$ 26,948.

Keystone Steel & Wire Company (Woven Wire Fences)

Making its radio debut in December, 1929, this advertiser remained an NBC Client through April, 1931. "The Keystone Chronicle" was presented over nine stations of the NBC Red Network on Saturdays from 1:30 to 1:45 P. M; it was a dramatic sketch based on incidents in the office of a small town newspaper.

In December, 1929, \$ 4,357 was spent for Network Broadcasting; in the year 1930, \$ 40,190; and from January to April, 1931 inclusive, \$ 16,051.

Minneapolis-Honeywell Regulator Company (Automatic Heat Regulators)

In the last four months of 1931, one half-hour period each week over a CBS network of 22 stations was sponsored by this advertiser at a total cost of \$ 42,276 in 1930.

From September to December 1931 inclusive an NBC Red Network of 20 stations was employed to broadcast the Wonder Program on Sunday afternoons from 4:30 - 5:00. The 1931 expenditures amounted to \$ 19,663.

Returning to the air in March and April, 1932, a program was broadcast over a CBS network of 17 stations for one half-hour daytime period each week at a total expenditure of \$ 5,696.

Ruud Manufacturing Company (Water Heaters)

For a half-hour period one evening a week during the first five months of 1927, this advertiser broadcast a program over an NBC Blue Network of three stations, expending \$ 30,000 for time only during the series.

Silent Automatic Company (Oil Heaters)

Making its initial broadcast over an NBC Blue Network of ten stations on August 28, 1929, this advertiser continued sponsoring "Twilight Melodies" on Wednesdays from 7:00 to 7:30 P. M. through November 13, of that year. Expenditures for time for the three months period amounted to \$ 30,216.

Williams Oil-O-Matic Heating Corp (Oil Heaters)

Beginning in February, 1929 and continuing through May, 1931, this advertiser sponsored the Williams Oil-O-Matics from 10:00 to 10:30 on Tuesday evenings over twelve stations of the NBC Blue Network. For the last three months on the air the time was changed to Sundays 4:00 to 4:30 P. M. Dealer influence of the Oil-O-Matic campaign is demonstrated in the following quotations taken from our experience story files.

"Through their broadcasting, Williams-Oil-O-Matic have opened up a connection with a two-million dollar concern operating sixteen stores in Detroit territory."

"Still another firm in Rochester as well as an additional firm in an unnamed Eastern city, has contacted Williams - as a direct result of Broadcast Advertising."

Mr. Williams is said to have stated his entire satisfaction with the dealer cooperation stimulated by the NBC Broadcast Advertising campaign.

Expenditures for time were: \$ 86,517 in 1929; \$ 91,142 in 1932; and \$ 32,896 for the first five months of 1931.