

The National Association of Broadcasters

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BROADCAST ADVERTISING IN JANUARY

Improvements in Reports

SEVERAL improvements have been made in the NAB broadcast advertising reports, beginning with the current issue. Ratio charts, showing the *percentage* of increase or decrease in advertising volume have been introduced in order to present a truer picture of the *relative* increase or decrease of advertising volume from month to month.

Two charts are now presented for non-network advertising by type of rendition, one for national and one for local business. The two types of business are so dissimilar as to require different treatment. The general media chart has been eliminated, since the NAB Reports claim to present original data only for broadcasting.

National network figures have been made more comprehensive by the inclusion of data for the Mutual Broadcasting System. This has been included in the aforementioned category in that the territory which it covers meets the requirements of common usage of the term "national" in modern distribution better than it does the term "regional."

Terminology has been simplified by the elimination of the word "spot." Hereafter "national spot" will be known as "national non-network" and "spot announcements" as "announcements." Greater clarity is thus achieved.

Finally, the sample of contributing stations has been added to materially and will be further increased during the current year.

Developments of the Month

Broadcast advertising exhibited the usual seasonal trends during January. Gross time sales totalled \$7,387,825, a gain of 2.9% over the preceding month. National network volume rose 5.8%, slightly more than the usual seasonal up-swing. National non-network volume re-

mained unchanged. Local broadcast advertising declined 12.2% as compared with December, a normal decrease for this period of the year. Regional network advertising decreased 9.2% during the month.

Comparison with January, 1934

Gross time sales during the month were materially ahead of those for the corresponding month of 1934. Total broadcast advertising experienced a gain of 19.8% over the previous January. National network volume was 25.2% greater. National non-network volume gained 14.3%, local broadcast advertising 8.8%, and regional network advertising 8.0%.

Comparison with Other Media

National magazine volume remained comparatively unchanged, and stood 27.5% above the January, 1934, level. Newspaper advertising lineage decreased 22.8% as compared with the previous month, a decline slightly greater than the normal seasonal one. Newspaper volume was 13.0% above the same month of the preceding year. National farm paper advertising was 12.0% less than in December and 3.7% greater than in January, 1934.

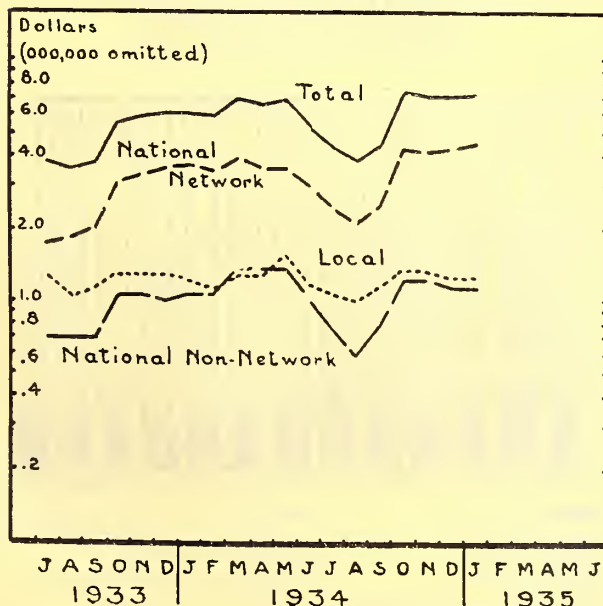
Other Trends

Non-network advertising over stations over 1,000 watts in power declined 5.2% as compared with December, while volume on other power classes rose slightly. Increased network business may be partly responsible for the decline in the high-power group. Gross time sales on stations over a 1,000 watts in power were 9.0% greater than during the previous January. Volume in the 250-1,000-watt class gained 8.3% and among the 100-watt group rose 3.1%.

The New England-Middle Atlantic Area's non-network volume declined 11.3% as compared with December, but was 9.0% ahead of January, 1934. Southern volume de-

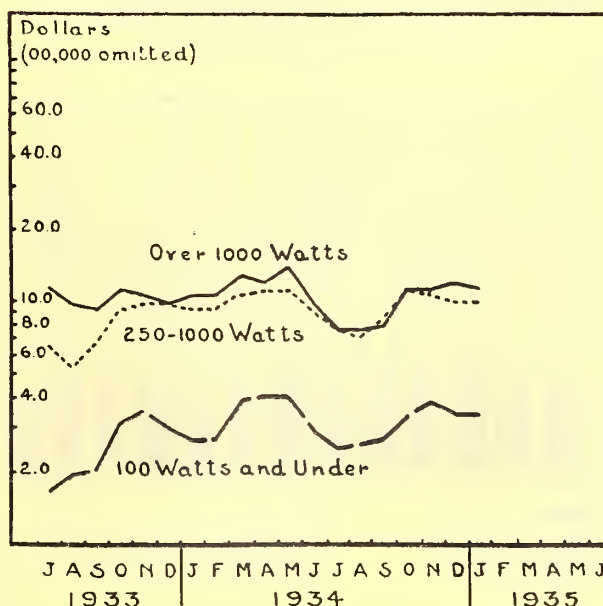
RADIO BROADCAST ADVERTISING VOLUME

July, 1933, to January, 1935

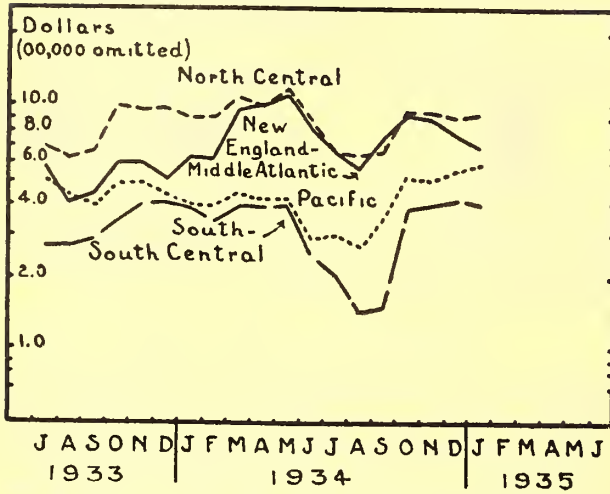


NON-NETWORK ADVERTISING BY STATION POWER

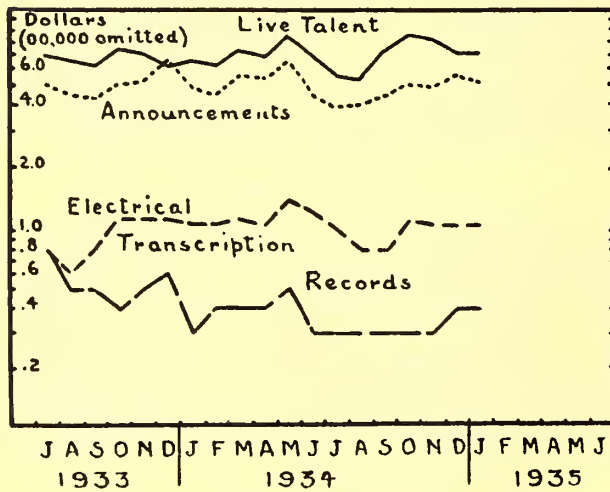
July, 1933, to January, 1935



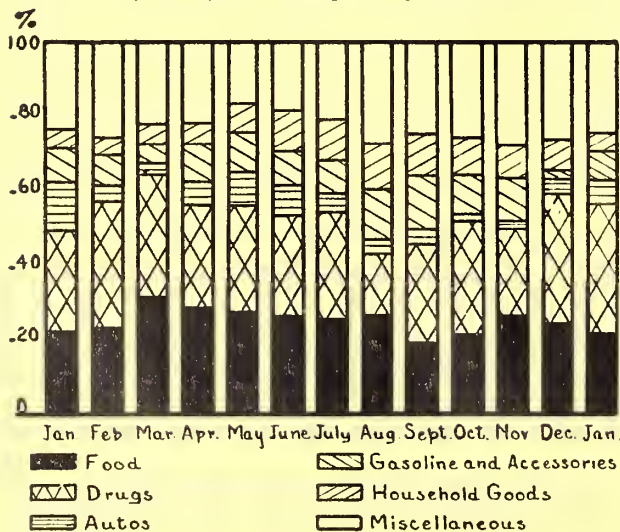
**NON-NETWORK ADVERTISING BY
GEOGRAPHICAL DISTRICTS**
July, 1933, to January, 1935



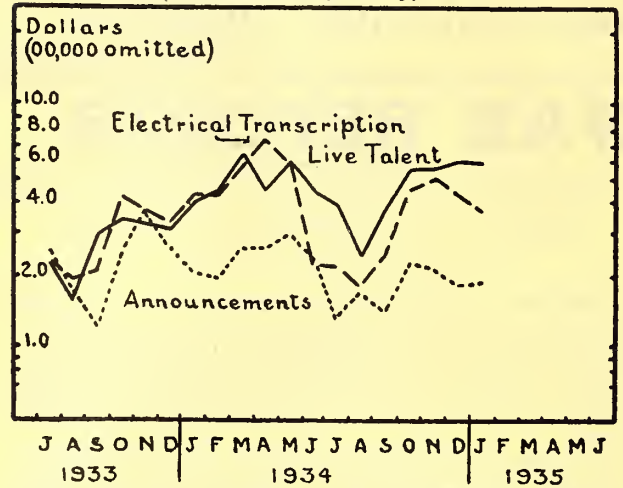
**LOCAL BROADCAST ADVERTISING BY
TYPE OF RENDITION**
July, 1933, to January, 1935



**NATIONAL NON-NETWORK ADVERTISING
BY TYPE OF SPONSORING BUSINESS**
January, 1934, to January, 1935



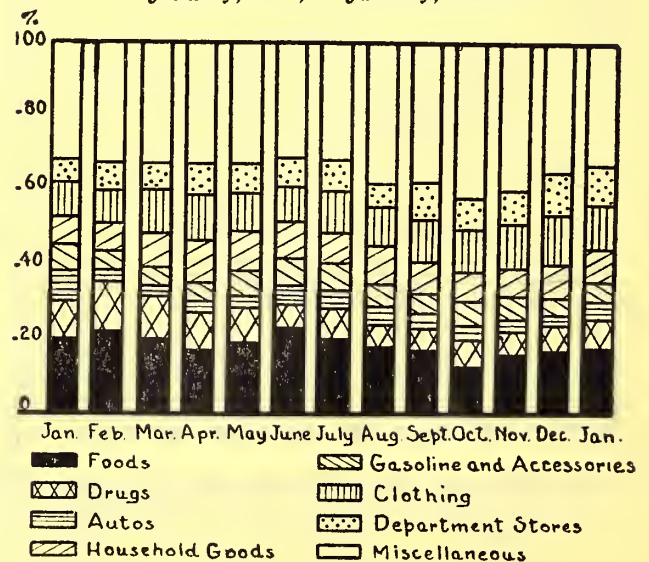
**NON-NETWORK BROADCAST ADVERTISING
BY TYPE OF RENDITION**
July, 1933, to January, 1935



**NATIONAL NETWORK ADVERTISING BY
TYPE OF SPONSORING BUSINESS**
January, 1934, to January, 1935



**LOCAL ADVERTISING BY TYPE OF
SPONSORING BUSINESS**
January, 1934, to January, 1935



clined slightly, while Middle Western and Far Western volume rose slightly. Southern volume was 2.8% above the same month of 1934, Middle Western volume 3.8% ahead, and Far Western volume 45.4% above the preceding January.

National non-network transcription business dropped 11.7% as compared with December, and was 2.1% under the January, 1934, level. Live talent volume declined slightly, but remained 46.5% above the corresponding month of last year. Announcement business rose 25.9% during the month and was 12.7% above last year.

No significant changes occurred during the month in local broadcast advertising. Transcription volume was 5.5% above January, 1934, live talent 10.2% greater, announcement volume 4.1% higher, and records 14.3% over the previous year's level.

Sponsor Trends in January

General seasonal trends prevailed throughout the various fields of sponsorship with few exceptions. Automobile advertising continues its spectacular gains, though a trend toward network from national non-network and local sponsorship is indicated. Less local auto show pressure occurred this year. Radio set advertising remained comparatively unchanged, contrary to seasonal trend.

Retail advertising showed the most interesting developments, declining but 4.0% as compared with the preceding month and standing at a level 34.4% higher than in January, 1934. The December-January decline last year was 13.2%. Local department store advertising was double that of the same month of the preceding year.

Detailed information regarding broadcast advertising by various product and service groups is as follows:

1a. **Amusements.** Increased 10.8% as compared with December, and 27.5% higher than same month last year. National non-network volume double following serious decline for several months. This is reason for increase.

1. **Automotive.** National network volume 11.4% above December, regional network volume materially above, national non-network volume and local advertising both 40.0% greater. National networks 192.8% above January, 1934. Regional volume down 21.0%, national non-network down 50.0%, and local down 30.0%. Network trend and less auto show promotion are the reasons.

2. **Gasoline and accessories.** Usual seasonal decline except for local business. National networks down 2.8% against December, regional networks 16.8%, and national non-network volume 25.0%. Local advertising up 35.8%. National network volume 8.8% below January, 1934, regional advertising one-half as great, local 18.8% under, and national non-network 11.7% over.

3. **Clothing.** Decline less than usual seasonal down-swing. National network down 2.0%, national non-network 11.1%, and local 8.4%. Regional volume up 59.1% compared December. National network advertising 6.0% above January, 1934, regional network tripled, national non-network nearly double, and local 46.6% above.

4. **Drugs and pharmaceuticals.** Usual seasonal up-swing. National networks 7.1% above, regional networks 46.5%, and local 9.0%. National non-network down 7.6%. Compared same month last year, national networks 67.3% above, regional volume double, national non-network business 54.5% greater, and local advertising down 16.8%.

5. **Toilet goods.** National network volume 10.7% above December, regional volume unchanged, local slightly down, and national non-network 80.0% greater. National networks 20.0% above January last year, national non-network business 28.6% above, local volume unchanged, and regional networks materially higher.

6. **Foodstuffs.** Decline national network volume 4.5%, regional 10.0%, national non-network 16.0%, and local 18.8% compared December. National networks 39.0% above last January, regionals 35.3%, and national non-network 22.1%. Local 19.8% under.

7. **Beverages.** Network business 22.4% above preceding month, and local up 40.0%. National non-network down 24.4%. National non-network volume double preceding January, local 24.0% above, and national network 6.1% below.

8. **Confectionery.** National network volume up 17.0% and national non-network up 68.8%. Material declines in local and regional business. National non-network 16.4% above same month of 1934, regional unchanged, national non-network half as great, and local increased materially.

9. **Household appliances.** Slight increase national and regional network volume compared December. National non-network down 13.4%, and local 10.6%. National network volume still materially below 1933-34; 72.8% during January. Regional up, national non-network 17.7% greater, and local up 55.3%.

10. **Soap and kitchen supplies.** National network volume unchanged, national non-network down 20.0%, and local down 40.9%. Network volume 42.9% above last January, national non-network more than double, and local business but one-quarter as great.

11. **Insurance and financial.** Moderate gains all fields. National networks 24.6% over January, 1934, national non-network 39.0%, and local 75.0%.

12. **Radio.** Network volume unchanged from December, national non-network down materially, and local up 25.0%. Network volume 51.5% over last January, local double, and national non-network unchanged.

13. **Department and general stores.** Decline of 10.0% as against December. This compared with 52.1% decline last year. National non-network volume equal January, 1934, and local business double.

14. **Tobacco products.** Slight gain network volume was 23.0% increase national non-network as compared with December. Na-

RADIO BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS (January, 1935)

Type of Sponsoring Business	Gross Time Sales				
	National Networks	Regional Networks	National Non-network	Local	Total
1a. Amusements	—	—	\$10,950	\$39,765	\$50,715
1-2. Automobiles and Accessories:					
(1) Automobiles	\$371,109	\$2,650	71,630	71,510	516,899
(2) Accessories, gas and oils	287,041	9,382	105,240	69,418	471,081
3. Clothing and apparel	28,592	3,477	24,350	174,810	231,229
4-5. Drugs and toilet goods:					
(4) Drugs and pharmaceuticals	706,308	6,311	343,700	89,133	1,145,452
(5) Toilet goods	913,352	1,060	90,045	19,700	1,024,157
6-8. Food products:					
(6) Foodstuffs	1,015,385	23,229	209,900	177,740	1,426,254
(7) Beverages	289,434	—	33,840	62,880	386,154
(8) Confections	194,873	250	27,125	6,775	229,023
9-10. Household goods:					
(9) Household equipment and furnishings	15,362	4,909	45,770	118,236	184,277
(10) Soap and kitchen supplies	254,034	—	31,540	2,650	288,224
11. Insurance and financial	48,561	—	23,368	56,665	128,594
12. Radios	96,703	—	200	16,565	113,468
13. Retail establishments	—	—	7,250	140,955	148,205
14. Tobacco products	322,628	—	15,835	1,420	339,883
15. Miscellaneous	168,147	6,648	188,787	340,628	704,210
Total	\$4,711,529	\$57,916	\$1,229,530	\$1,388,850	\$7,387,825

tional network 35.3% below January last year, and national non-network doubled. Local unchanged.

15. *Miscellaneous.* Slight decrease all around. Network volume 22.8% above last year, national non-network 10.0% below, and local 16.0% under.

Retail Advertising. Retail advertising has shown most encouraging improvement. January decline from the preceding month was 4.0% as compared to 13.2% last year, while volume stood 34.4% above the same month of 1934. Outstanding gains as compared with last January are as follows: Gasoline stations, garages, etc., 150.0%; clothing and apparel stores, 44.6%; beauty parlors, double; beverage retailers, six-fold increase; household equipment, 11.5%; furniture stores, 63.0%; hardware stores, 12.0%; radio retailers, 77.0%, and department stores, approximately doubled. Principal declines were one of 20.0% among food retailers and restaurants and 17.6% on the part of automobile dealers.

TOTAL BROADCAST ADVERTISING

Class of Business	Gross Time Sales	
	December, 1934	January, 1935
National networks	\$4,450,523	\$4,711,529
Regional networks	63,702	57,916
National non-networks	1,231,492	1,229,530
Local	1,430,494	1,388,850
Total	\$7,176,211	\$7,387,825

ADVERTISING VOLUME BY MAJOR MEDIA

Advertising Medium	Gross Time Sales	
	December, 1934	January, 1935
Radio broadcasting	\$7,176,211	\$7,387,825
National magazines ¹	9,115,326	9,025,361
National farm papers	349,108	307,367
Newspapers ²	44,788,000	36,481,279
Total	\$61,428,645	\$53,201,832

¹ National magazine totals for 124 periodicals, prepared by Publishers' Information Bureau, Inc., from which source national farm papers and a portion of national network figures also are taken.

² Estimated.

NON-NETWORK BROADCAST ADVERTISING BY POWER OF STATION

Power of Station ¹	Gross Time Sales	
	December, 1934	January, 1935
Over 1,000 watts	\$1,302,276	\$1,237,090
250-1,000 watts	1,012,300	1,030,840
100 watts	347,410	350,450
Total	\$2,661,986	\$2,618,380

¹ This includes principally high-powered regional and clear channel stations ranging from 5 kilowatts in power upwards.

NON-NETWORK BROADCAST ADVERTISING BY TYPE OF RENDITION

Type of Rendition	National Non-network		Local		Total	
	Dec., 1934	Jan., 1935	Dec., 1934	Jan., 1935	Dec., 1934	Jan., 1935
Electrical transcriptions	\$427,510	\$376,480	\$112,580	\$114,180	\$540,090	\$490,660
Live talent programs	614,952	597,685	731,534	723,735	1,346,486	1,321,420
Records	4,330	3,850	35,660	43,500	39,990	47,350
Announcements	184,700	251,515	550,720	507,435	735,420	758,950
Total	\$1,231,492	\$1,229,530	\$1,430,494	\$1,388,850	\$2,661,986	\$2,618,380

General Business Conditions

Business continues to gain, though at a slightly lesser rate than during December and early January. The *New York Times* index of business activity was 87.1 on February 16, approximately the same level as during the preceding month. Prices moved ahead slightly. The Bureau of Labor Statistics price index was 9.0% ahead of the same period of 1934 on February 16. Principal increases were in farm and food prices, other prices remaining practically unchanged. The farm product index was 79.2 as compared with 61.2 during the same period of last year.

Retail trade was fairly favorable. Variety store volume in January was 4.0% below 1934. Chain grocery store sales were 4.5% greater, and rural retail sales 10.0% above. Retail auto sales were 138.0% greater than in January, 1934. On the other hand, there has been a slight recession in automobile production during recent weeks.

RETAIL ADVERTISING OVER INDIVIDUAL STATIONS

	Gross Time Sales	
	Dec., 1934	Jan., 1935
Automobiles and accessories:		
Automobile agencies and used car dealers	\$54,360	\$84,400
Gasoline stations, garages, etc.	57,946	60,000
Clothing and apparel shops	193,030	177,800
Drugs and toilet goods:		
Drug stores	29,515	20,770
Beauty parlors	6,743	9,110
Food products:		
Grocery stores, meat markets, etc.	38,400	38,638
Restaurants and eating places	22,460	16,020
Beverage retailers	2,060	10,336
Confectionery stores	2,686	1,720
Household goods:		
Household equipment retailers	35,958	29,300
Furniture stores	74,945	72,486
Hardware stores	10,535	9,328
Radio retailers	20,294	15,957
Department and general stores	163,952	148,205
Tobacco shops	210	614
Miscellaneous	95,360	71,345
Total	\$808,724	\$766,029

NON-NETWORK BROADCAST ADVERTISING BY GEOGRAPHICAL DISTRICTS

Geographical District	Gross Time Sales	
	December, 1934	January, 1935
New England-Middle Atlantic Area ..	\$767,349	\$691,300
South Atlantic-South Central Area ..	422,090	401,460
North Central Area	911,233	939,790
Pacific and Mountain Area	561,314	585,830
Total	\$2,661,986	\$2,618,380