

# The National Association of Broadcasters

NATIONAL PRESS BUILDING \* \* \* \* \* WASHINGTON, D. C.  
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## NAB REPORTS

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### BROADCAST ADVERTISING IN OCTOBER

#### Developments of the Month

**B**RROADCAST advertising volume in October was the most encouraging in recent months. Total time sales amounted to \$7,377,084, a gain of 39.3% above September. Regional networks continued their remarkable growth of business of recent months, while national network volume rose 77.0% as against September. National spot broadcast advertising increased 60.0% during the month, and local volume 27.8%.

#### Comparison with 1933

Broadcast advertising during October of the current year was 28.5% greater than during the same period of 1933. National network advertising was 39.5% greater than during the same period of last year. Regional network advertising was materially higher in volume, while national spot business showed an increase of 17.3% over last October. National network advertising during the current month totaled \$4,527,002, a figure 5.5% greater than March, 1932, the previous peak of network advertising.

Following an unfavorable showing in recent months, local broadcast advertising in October finally exceeded that of the same period of the preceding year, rising to 7.0% above October, 1933.

If present trends are maintained, which seems probable, total broadcast advertising for the year should be approximately 15% greater than 1933, though still somewhat below the 1931 high for the medium.

#### Comparison with Other Media

National magazine advertising in October was 14.7% greater than in the preceding month, and 12.5% higher than in October, 1933. National farm paper advertising

showed a 5.0% increase over September, but remained at approximately last year's level. Newspaper advertising was 13.0% above September volume, and 2.7% higher than last year.

#### Other Trends of the Month

Regional stations showed the greatest increase in business during the month, experiencing a gain of approximately 50% over September. Clear channel and high powered regional non-network volume was 2.0% above October, 1933, regional volume 24.5% higher, and 100-watt station volume 7.6% greater. All sections of the country gained materially in non-network advertising. The New England-Middle Atlantic area volume was 52.6% above October, 1933. Southern advertising was 10.0% greater, Mountain and Pacific advertising 3.6% above the same month of last year, while a slight recession occurred in the Middle West.

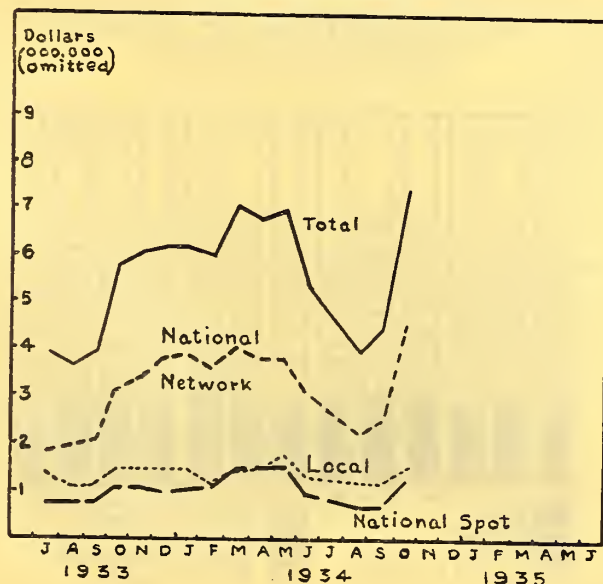
All forms of rendition gained materially over the preceding month. National spot live talent broadcasts were 61.1% greater than last October, and local live talent volume was 33.9% higher than last year. National spot announcement volume showed a decline of 17.2% as against the same period of 1933, while record volume declined materially. Electrical transcription business and local announcements remained at approximately the October 1933 level.

#### Broadcast Advertising Sponsors

Marked increases in broadcast advertising occurred in most industrial groups as compared with the preceding month. In the national network field heaviest increases occurred in the automotive, drug, cosmetic, food, confectionery, radio and tobacco lines. The most important national spot increases took place in drugs, clothing, food, radio and tobacco. Local advertising increased most

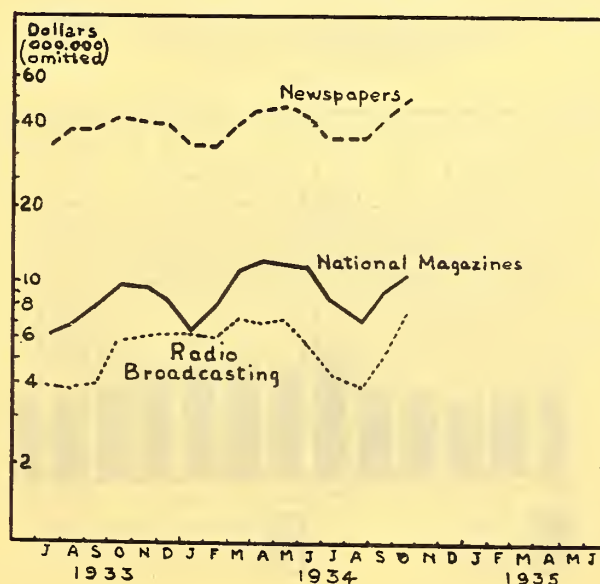
### RADIO BROADCAST ADVERTISING VOLUME

July, 1933, to June, 1935

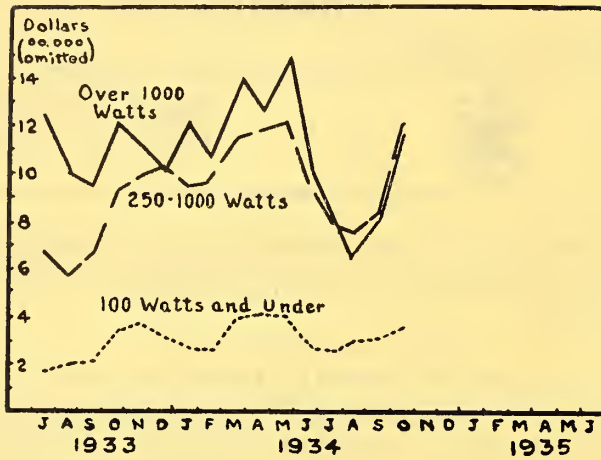


### ADVERTISING VOLUME MAJOR MEDIA

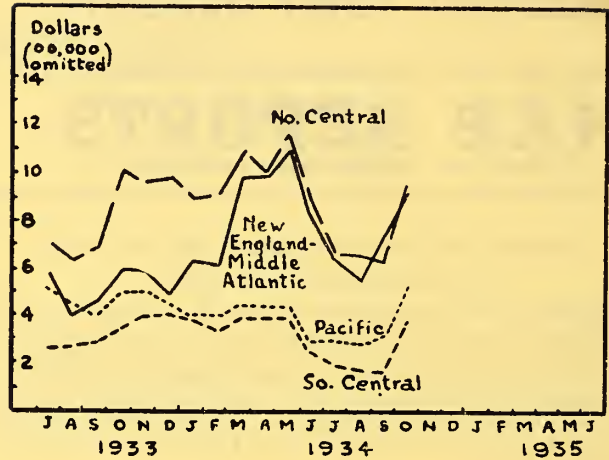
July, 1933, to June, 1935



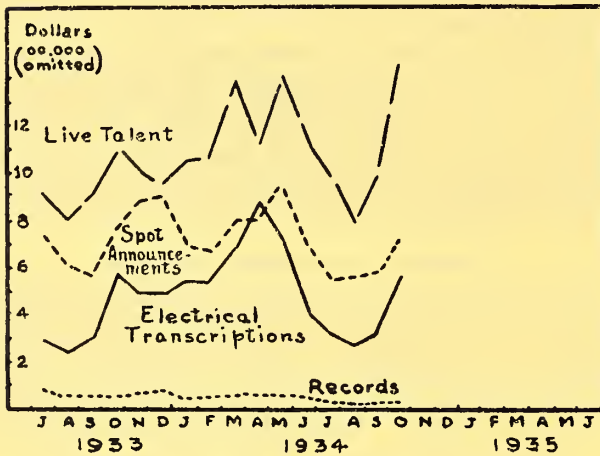
**NON-NETWORK ADVERTISING BY  
STATION POWER**  
July, 1933, to June, 1935



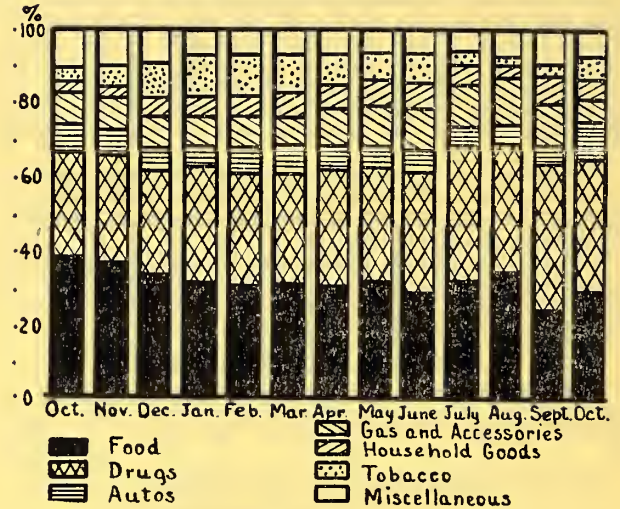
**NON-NETWORK ADVERTISING BY  
GEOGRAPHICAL DISTRICTS**  
July, 1933, to June, 1935



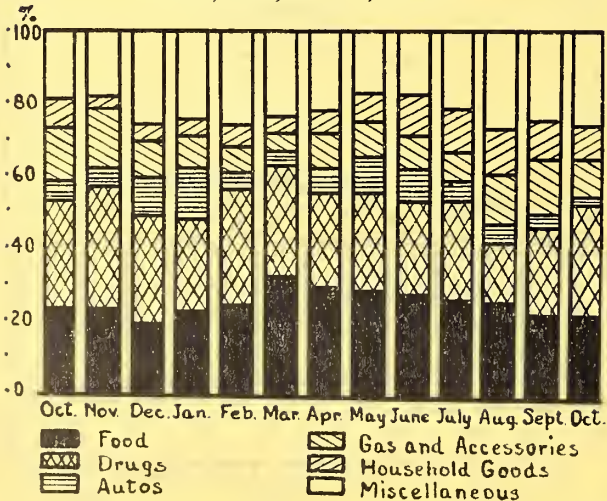
**NON-NETWORK BROADCAST ADVERTISING  
BY TYPE OF RENDITION**  
July, 1933, to June, 1935



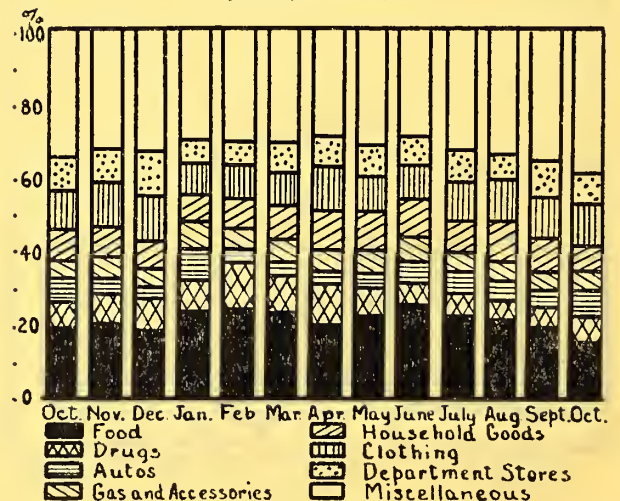
**NATIONAL NETWORK ADVERTISING BY  
TYPE OF SPONSORING BUSINESS**  
Oct., 1933, to Oct., 1934



**NATIONAL SPOT ADVERTISING BY TYPE  
OF SPONSORING BUSINESS**  
Oct., 1933, to Oct., 1934



**LOCAL ADVERTISING BY TYPE OF  
SPONSORING BUSINESS**  
Oct., 1933, to Oct., 1934



markedly in the automotive accessory and gasoline, cosmetics, and radio fields. Network household equipment advertising and national spot automotive and cosmetic volume were among the few fields to experience decreases.

As compared with October, 1933, the following increases are of especial importance in the national network field: Automotive advertising practically doubled, drugs up 60.0%, cosmetics 60.0%, food 23.5%, household equipment nearly double, soap and kitchen supplies 26.0%, and tobacco more than doubled. In the national spot field, the following increases occurred: Drugs 67.5%, food 23.0%, beverages 68.8%, soap and kitchen supplies 26.0%, and tobacco practically quadrupled. Local increases were as follows: Accessories 33.3%, clothing 31.5%, beverages practically doubled, radio the same.

More detailed information regarding various sponsor groups is as follows:

1a. **Amusements.** Decrease 19.0% as against September. Lower than same month last year by 56.0%. Local volume responsible.

1. **Automobiles.** National network volume double September, national spot 10.0% less, and local up 32.0%. National network volume also double 1933, with national spot 45.4% less and local 36.4% under last October.

2. **Accessories, gasoline and oil.** National network 24.4% above September, regional network volume 76.4% higher, national spot up 13.0%, and local volume up 40.0%. Compared with October, 1933, national networks 9.9% more, regional up five-fold, local up 33.3%, and national spot down 12.5%.

3. **Clothing.** Compared with September, national networks even, spot up 90.0%, and local 27.0%. Networks 10.0% under 1933, spot 7.5% lower, and local up 31.5%.

4. **Drugs and pharmaceuticals.** Networks 66.1% above previous month, national spot double, and local volume up 42.0%. Networks 60.0% above same month 1933, regional volume down, local 21.1% under, and national spot 67.5% over.

5. **Cosmetics.** National network 40.9% above September, local up 85.0% due mainly to what seems to be local manufacturer brands, and spot down 21.6%. Compared with October of last year, networks up 60.0%, local double and spot down 65.0%.

6. **Foodstuffs.** National networks double September, spot up 70.0%, and local up 7.1%. Regionals six times October 1933, national networks up 23.5%, national spot up 23.0%, and local down 28.6%.

7. **Beverages.** National networks 30% over preceding month, regional networks four times higher, national spot up 46.6%, and local no change. Networks 34.0% under October 1933, regionals six times better, local double, and national spot up 68.8%.

8. **Confectionery.** October national network increased to \$170,000 from \$9,000 September level. All other forms gained also. National networks 30.0% above same month last year, regionals ten times better, national spot half as much as last year, and local 40.0% as much.

9. **Household equipment and appliances.** As compared with September, national networks down 13.3%, local even, and

national spot up 10.0%. As compared with same period 1933, national networks up by nearly 100.0%, national spot volume 27.0% greater, and local advertising up 11.0%.

10. **Soap and kitchen supplies.** National spot volume 60.0% above previous month, national network down 7.6%, and local even. Compared with 1933, national network doubled, national spot up 26.0%, and local down 50.0%.

11. **Insurance and financial.** Marked increases in all fields over September. National spot triple same period last year, national network 39.0% under, and local 46.0% under.

12. **Radio.** All fields practically double the preceding month. Compared with October last year, national networks up 50.0%, and national spot and local practically tripled.

13. **Department and general stores.** This type of advertising 10.0% above preceding month, and 19.1% greater than same period of 1933.

14. **Tobacco.** Marked increase in network advertising over the month, with some gain in national spot volume. Network volume double same period of preceding year, and national spot volume four times last October level.

15. **Miscellaneous.** Marked increase along all lines, both over preceding month and October 1933. Seems to mark return of wider sponsorship to radio advertising.

**General Retail Advertising.** General retail advertising was 34.0% above September, and 10.0% greater than during October 1933. All forms of retail advertising increased in September with exception of beauty shops, restaurants, and hardware stores. Principal gains over same period last year include the following: gasoline stations and accessory shops 55.0%, clothing and apparel stores 20.0%, drug stores doubled, beauty parlors increased materially, electric appliance stores 44.0%, furniture stores 26.0%, hardware stores 20.0%, and radio dealers practically tripled.

Decreases occurred in retail automotive advertising to the extent of 23.0%, and in restaurant volume to a 75.0% degree.

### Business Conditions

General business continues the gradual improvement noted in the past month. The *New York Times* index of business activity has remained at approximately 76.0% for the past month, while several other indices have shown slight increases. The *Times* index is 4.0% above the same period of last year.

Prices have remained comparatively steady during the period, while industrial production has shown some gains. November iron production, according to *Iron Age*, increased about 4.0%, and though 11.0% lower than in November 1933, was 51.0% greater than in 1932. Cotton cloth production amounted to approximately 125,000,000 yards per week for the past month, the highest level reached since last spring.

Automobile sales were approximately 10.0% higher than during October of the preceding year, while department store sales were 7.0% above the 1933 level for the period. Freight car loadings were about equal to last October, following a slight decline as compared with the preceding month, contrary to the usual seasonal trend. Rural grocery chain sales decreased slightly. Employment and payrolls were about the October 1933 level. On the whole, business seems somewhat steadier than it has been in some time.

## RADIO BROADCAST ADVERTISING BY TYPE OF SPONSORING BUSINESS (October, 1934)

Type of Sponsoring Business	National Networks	Regional Networks	National Spot	Gross Receipts	
				Local	Total
1a. Amusements .....	—	—	\$1,033	\$30,080	\$31,113
1-2. Automobiles and Accessories:					
(1) Automobiles .....	\$515,256	—	27,810	54,000	597,066
(2) Accessories, gas and oils .....	326,153	\$24,805	126,175	84,000	561,133
3. Clothing and apparel .....	41,707	1,064	37,865	164,603	245,239
4-5. Drugs and toilet goods:					
(4) Drugs and pharmaceuticals .....	571,341	1,145	331,080	72,100	975,666
(5) Toilet goods .....	913,924	1,146	46,745	37,230	999,045
6-8. Food products:					
(6) Foodstuffs .....	888,642	25,698	224,050	154,215	1,292,605
(7) Beverages .....	252,783	9,600	46,690	66,444	375,517
(8) Confections .....	170,043	2,880	21,880	2,750	197,553
9-10. Household goods:					
(9) Household equipment and furnishings .....	26,078	2,267	46,900	116,000	191,245
(10) Soap and kitchen supplies .....	196,489	436	64,750	6,913	268,588
11. Insurance and financial .....	57,202	2,675	29,400	38,850	128,127
12. Radios .....	95,426	—	6,783	22,056	124,265
13. Retail establishments .....	—	—	2,783	129,263	132,046
14. Tobacco products .....	315,920	1,712	16,290	750	334,672
15. Miscellaneous .....	156,038	22,536	220,780	523,850	923,204
<b>Total</b> .....	<b>\$4,527,002</b>	<b>\$95,964</b>	<b>\$1,251,014</b>	<b>\$1,503,104</b>	<b>\$7,377,084</b>

## TOTAL BROADCAST ADVERTISING VOLUME

1934  
Gross Receipts

Class of Business	September	October	Cumulative Jan.-Oct.
National networks.....	\$2,560,657	\$4,527,002	\$33,830,105
Regional networks.....	57,948	95,964	546,796
National spot business.....	781,903	1,251,014	11,009,653
Local broadcast advertising...	1,175,715	1,503,104	13,092,452
Total .....	\$4,576,223	\$7,377,084	\$58,479,006

## RETAIL ADVERTISING OVER INDIVIDUAL STATIONS

(October, 1934)

Gross Receipts  
September October

Type of Sponsoring Business	September	October
Automobiles and accessories:		
Automobile agencies and used car dealers...	\$41,906	\$54,435
Gasoline stations, garages, etc.....	34,586	60,307
Clothing and apparel shops.....	134,130	171,900
Drugs and toilet goods:		
Drug stores.....	7,857	22,208
Beauty shops.....	7,208	5,840
Food products:		
Grocery stores, meat markets, etc.....	35,938	40,420
Restaurants and eating places <sup>1</sup> .....	16,035	15,605
Beverage retailers.....	280	915
Confectionery stores, etc.....	670	2,150
Household goods:		
Household equipment retailers <sup>2</sup> .....	26,060	32,180
Furniture stores.....	46,150	53,095
Hardware stores.....	13,065	10,820
Radio retailers.....	6,540	21,750
Department and general stores.....	120,334	132,046
Tobacco shops.....	—	365
Miscellaneous .....	59,050	58,190
Total .....	\$549,809	\$682,226

<sup>1</sup> Exclusive of hotels.

<sup>2</sup> Such as electric refrigerators, oil burners, sweepers, furnaces and the like.

## ADVERTISING VOLUME BY MAJOR MEDIA

1934  
Gross Receipts

Advertising Medium	September	October	Cumulative Jan.-Oct.
Radio broadcasting.....	\$4,576,223	\$7,377,084	\$58,479,006
National magazines <sup>1</sup> .....	9,548,298	10,953,263	97,200,092
National farm papers.....	431,957	453,947	4,385,591
Newspapers <sup>2</sup> .....	39,929,000	45,079,568	397,327,718
Total .....	\$54,485,478	\$63,863,862	\$557,392,407

<sup>1</sup> National magazine totals are for 108 periodicals, prepared by Publishers' Information Bureau, Inc., from which source national farm papers and networks are also taken.

<sup>2</sup> Estimated.

## NON-NETWORK BROADCAST ADVERTISING BY POWER OF STATION

1934  
Gross Receipts

Power of Station <sup>1</sup>	September	October	Cumulative Jan.-Oct.
Over 1,000 watts.....	\$821,938	\$1,232,108	\$10,881,578
250-1,000 watts.....	851,180	1,167,540	9,974,681
100 watts .....	284,500	354,470	3,245,846
Total .....	\$1,957,618	\$2,754,118	\$24,102,105

<sup>1</sup> This includes high-powered regional and clear channel stations ranging from 5 kilowatts upwards in power.

## NON-NETWORK BROADCAST ADVERTISING BY GEOGRAPHICAL DISTRICTS

1934  
Gross Receipts

Geographical District	September	October	Cumulative Jan.-Oct.
New England-Middle Atlantic Area .....	\$758,314	\$916,418	\$8,149,295
South Atlantic-South Central Area .....	172,976	381,490	3,124,309
North Central Area.....	663,661	939,210	8,964,782
Pacific and Mountain Area...	362,667	517,000	3,863,719
Total .....	\$1,957,618	\$2,754,118	\$24,102,105

## NON-NETWORK BROADCAST ADVERTISING BY TYPE OF RENDITION

1934 Gross Receipts

Type of Rendition	National Spot		Local		Total		Cumulative Jan.-Oct.
	September	October	September	October	September	October	
Electrical transcriptions.....	\$253,473	\$456,218	\$78,145	\$117,000	\$331,618	\$573,218	\$5,247,910
Live talent programs.....	376,265	564,776	620,435	861,050	996,700	1,425,826	11,405,263
Records .....	1,070	3,800	33,860	28,850	34,930	32,650	389,947
Spot announcements.....	151,095	226,220	443,275	496,204	594,370	722,424	7,058,985
Total .....	\$781,903	\$1,251,014	\$1,175,715	\$1,503,104	\$1,957,618	\$2,754,118	\$24,102,105