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ADVERTISING: *'My How You've Grown' Describes Radio Baby*

Last month "that upstart, radio" sprang a surprise. Both national networks announced a boost in rates: National Broadcasting Co., 20 and 28 per cent respectively on its basic WJZ and WEAf chains; Columbia Broadcasting System, 25 per cent on its basic network. As a sop to advertisers, both companies gave discounts for smaller stations outside densely populated areas.

Network officials had their reasons. In Washington, D. C., the National Association of Broadcasters published its annual report, showing that national radio advertising last year reached the all-time peak of \$42,647,081 gross time sales—a 35 per cent increase over 1933. Total for all classes of radio advertising last year was \$72,887,169—27 per cent better than the previous year.

Publishers swallowed hard as they compared radio's record with their own. National advertising in newspapers rose only 10 per cent. A life-saving upturn in business, and over \$3,000,000 in new liquor accounts enabled magazines to overcome sharp cuts by air-minded advertisers and stage a 21 per cent comeback—still 6 points below the broadcasting companies.

Publishers' Information Bureau, Inc., showed that General Motors, biggest of all magazine clients, had boosted its radio account from \$953,907 to \$1,172,450. Procter & Gamble, next largest client, cut its magazine bill from \$3,254,289 in 1933 to \$2,947,294 last year. In the process it added \$876,307 to its radio budget.

The 50 leading magazine advertisers stepped up 1934 magazine appropriations 9 per cent. But to their radio expenditures they added 29 per cent.

Radio now gets 44 per cent of the big 50's advertising.

These figures show what publishers mean when they speak of "that upstart, radio:"

NATIONAL ADVERTISING IN MILLIONS OF DOLLARS

	Newspaper	Magazine	National Networks
1927	225	186	4
1928	235	189	10
1929	260	204	19
1930	230	200	27
1931	205	166	36
1932	160	117	39
1933	145	102	32
1934	163	122	43

Note: Newspaper figures are from the American Publishers' Association. Magazine figures are from a survey by Publishers' Information Bureau, Inc., based on an average of 71 leading magazines per year.