

# JANUARY 19<sup>th</sup> AND FEBRUARY 4<sup>th</sup>, 1934

PRESS ADVERTISING / EXTENT AND PARTICIPATION OF INDIVIDUAL ECONOMIC GROUPS / RESULT OF A SAMPLE TEST

This investigation attempts to give a survey of the part taken by advertising in the press at the present moment. All former investigations were undertaken so long ago that they no longer permit any accurate conclusions to be drawn as to present conditions. The results chronicled here must only be valued as results of a sample test, but they allow us to draw conclusions as to the situation in general. The choice of newspapers and periodicals was purely arbitrary. We undertook this investigation especially in the interests of those actively at work in advertising, since this sample test enables us to discover which branches are most actively at work to-day and to what extent they are accustomed to advertise. We regard this investigation as a beginning which could be used as a comparative standard when considering later developments.

First of all, we recognize that nearly all newspapers and periodicals have decreased circulation figures. Only the National-Socialist papers in Germany have

increased figures on account of the political new order of things. If we add up the circulation figures of to-day, however and compare them with circulation figures of the years 1930 and 1931, we discover that many millions of newspaper readers have simply dropped out.

The aspect of newspapers and magazines in the various countries has not altered during the last few years. The only considerable alteration that we notice is in the advertising pages. Whole-page advertisements and giant ads. have become a rarity. It is a remarkable fact that all representatives of any one particular section of advertising invariably use the same sizes. If some leading firm in any branch puts in an advertisement in a certain size, you may be assured that at least eighty per cent of the other advertisers will use the same size. Most advertisers evidently allow themselves to be influenced by their rival's actions, not only with regard to the extent of their advertising, but also in form and choice of argu-



Das Gesicht der englischen Zeitung



The aspect of English newspapers

THE CONSTANT AIM AT ARCADIA WORKS IS TO DO EVERYTHING A LITTLE BETTER . . . .

**CRAVENA**  
POINTS OF BETTERMENT:

THE MOST TRUSTED AND CAPABLE OF ENGINEERS IS A CHARACTER OF QUALITY

**CRAVENA**  
ONLY THESE CIGARETTES  
have speciality in present and future

THE LANCET  
KNIGHT, FRANK & RUTLEY

KINGSWOOD

**The Manchester Guardian**

**Harrods FOOD NEWS**  
Make your own Cherry Jam!

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MEAT  
Calf's Head  
Guinea Fowl

FISH  
Turbot and Brill

POULTRY  
Guinea Fowl

PROVISIONS  
Guinea Fowl

FRUIT  
Mashed Lemons

VEGETABLES  
Choice for Cooking