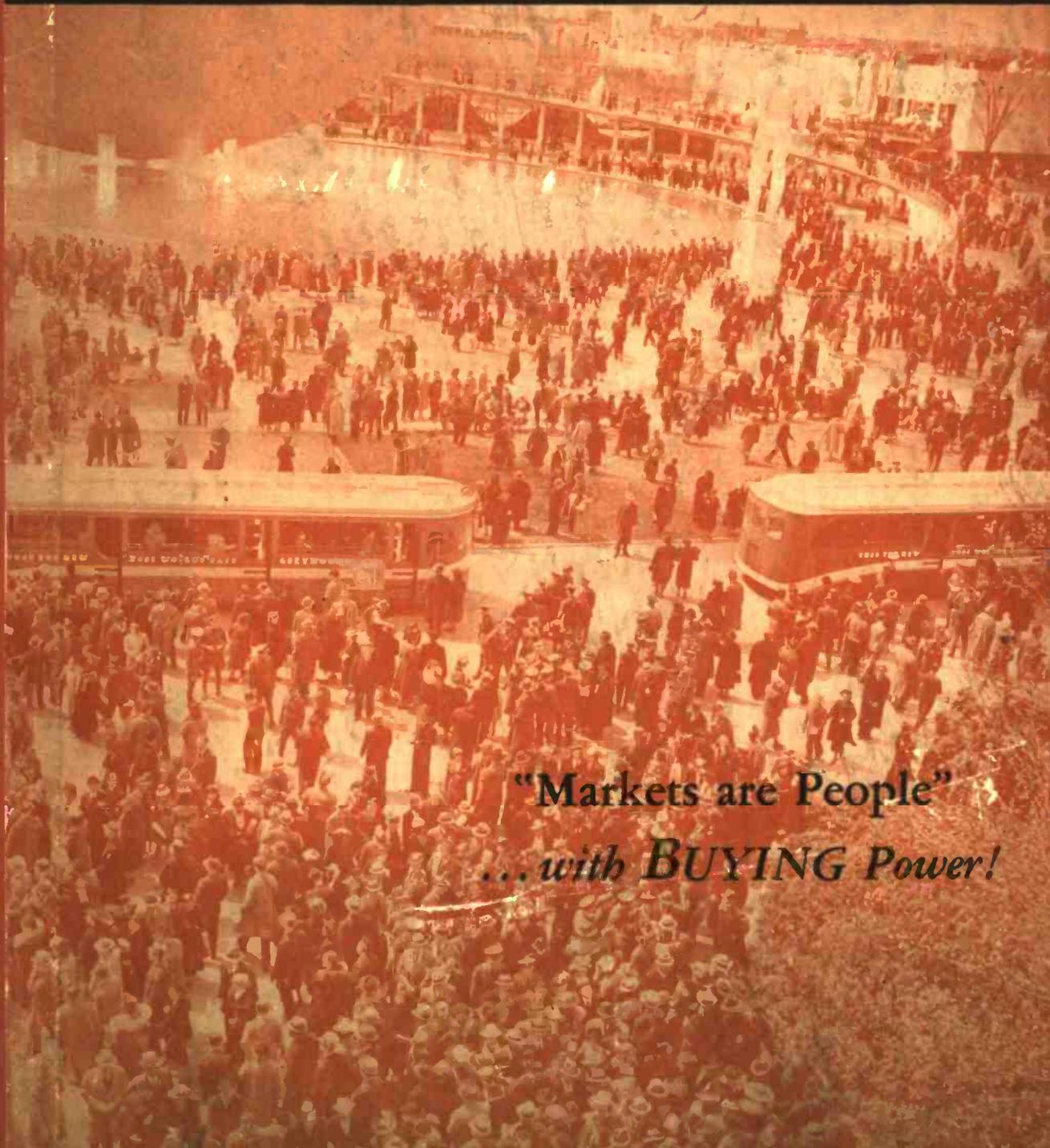


MARKETS of AMERICA . . .

The ADVERTISER'S *Sketch Book*

Edited by MANUEL ROSENBERG

Vol. 3



*"Markets are People"
...with BUYING Power!*

AKRON
ATLANTA
BALTIMORE
BOSTON
BUFFALO
CHICAGO
CINCINNATI
CLEVELAND
COLUMBUS
DALLAS
DETROIT
FORT WORTH
HARTFORD
INDIANAPOLIS
KANSAS CITY
LOS ANGELES
MEMPHIS
MIAMI
MILWAUKEE
NASHVILLE
NEW ENGLAND
NEW YORK CITY
OKLAHOMA CITY
OMAHA
PITTSBURGH
SAN ANTONIO
SAN FRANCISCO
ST. LOUIS
SAVANNAH
SEATTLE
SHREVEPORT
TEXAS EMPIRE
TOLEDO
TULSA
WASHINGTON



They're all one family . . .

Before radio, no one voice, no single advertising medium, could reach simultaneously so many *different* millions of people; could stamp an impression, at one time, on so many *different* minds. Nor today can any message register so swiftly and so economically as the message from the microphone marked CBS.

To CBS, cliff-dweller and corn-husker *are* one family; listening, day and night, under one vast roof. For CBS goes where they are, *wherever* they are. Over 26,000,000 American families—farm *and* village families by the million; town *and* city families in still more millions—live and listen to CBS, in its *primary* listening areas alone.



to us!

CBS dominance in the *urban* segment of this audience has been acknowledged for years. And now, a new study measures the dominant CBS position in *rural* America as well. The study, conducted by impartial investigators, reports that 87% of all rural families interviewed listen *regularly* in the evening to CBS: 72% in the daytime — an audience, day and night, greater than that of any other network. And the farmer listens to the “city” programs: 80.9% of *all* rural families interviewed heard Major Bowes: 71.8% heard Eddie Cantor • Write to 485 Madison Avenue, New York, for your copy of this latest basic radio study: COLUMBIA’S ‘RFD’ AUDIENCE.

Columbia Broadcasting System
THE WORLD'S LARGEST RADIO NETWORK

The Advertising Director's Page . . .

By R. MAXWELL JASON

Adv. Dir., The ADVERTISER Publications, Cincinnati, New York, Chicago

NATIONAL advertisers will appreciate the unbiased nature of the editorial presentation of *MARKETS OF AMERICA*. Media covering these markets will likewise appreciate this fair and adequate treatment of their markets' values, quite as an advertising agency executive would present them to his client.

We take this occasion to thank our legion of alert advertisers who have wisely tied in with their immediate market surveys, and elsewhere in this informative issue.

In each instance they have aided

the advertiser, seeking to reach that market best, with pointed information of value to the buyer. Serving the customer always pays, is ever to mutual advantage. A one-sided sale gains no repeat business. Media and services, today, are out for long time business relationships, achieved on the basis of value received—service to the client! We can vouch for this value as one of the ingredients offered to our readers by our advertisers. It is an important element in the advertiser's quest for market position in any given area, throughout the Nation.

Advertising pays best, and automatically reduces its cost, when it reaches definite *Buying Power* readers. In this respect, we can heartily commend our publications—the subsequent volumes of *MARKETS OF AMERICA*—and the regular monthly issues of *The ADVERTISER*. We have combed and will continue to comb the fields we cover, to assure our advertisers of reaching their active prospects—and those on the way up! We appreciate the opportunity to prove our value . . . and have succeeded on ALL occasions. The important and able buyers of advertising, advertising services, publication space, radio time, outdoor postings, lithography, typography, printing, graphic arts production, et al., "They ALL read *The ADVERTISER*" . . . and *MARKETS OF AMERICA* . . . (*The ADVERTISER's Sketch Book*.)

Advertisers' Index

PUBLICATIONS

Akron Beacon Journal, Akron, O.	25
The American Home Magazine, N. Y.	15
Chicago Tribune, Chicago	41
<i>The ADVERTISER</i> , Cincinnati, New York, Chicago	5-75
The Cincinnati Post, Cincinnati	53
The Cleveland Press, Cleveland	63
Fawcett Women's Group, New York	123
Fortune, New York	134
The Indianapolis News, Indianapolis	93
National Register Pub. Co., Inc., N. Y., Chicago	131
Scripps-Howard, Inc., New York	124
St. Louis Star-Times, St. Louis, Mo.	162
Street & Smith Publications, Inc., New York	127
The Washington Post, Washington, D. C.	181

BROADCASTING

Columbia Broadcasting System, New York	2nd cover & 1
International News Service, Inc., New York	7
International Radio Sales, Inc., New York	17
KMBC, Kansas City, Mo.	95
KSD, St. Louis, Mo.	166
KSFO, San Francisco	161
KTSA, San Antonio	155
KVOO, Tulsa	177
KWK, St. Louis, Mo.	164
KWKH, Shreveport	171
National Broadcasting Co., New York (Red Network)	8-9
National Broadcasting Co., New York (M. and O. Group)	11
RCA Manufacturing Co., Camden	49
Texas State Network, Inc., Ft. Worth	173
WAVE, Louisville	19
WCKY, Cincinnati	58-59
WFBR, Baltimore	31
WHAS, Louisville	46
WHK-WCLE, Cleveland	65
WHKC, Columbus, O.	73
WJW, Akron	27
WLAC, Nashville	115
WLW, Cincinnati	218 and 3rd Cover
WMC, Memphis	103
WOW, Omaha	147
WSAI, Cincinnati	51

WSM, Nashville	113
WSPD, Toledo	175
WTAM, Cleveland	71
WTIC, Hartford	89
WTOG, Savannah	153
The Yankee Network, Boston	118-119

Central Outdoor Adv. Co., Cleveland	67	OUTDOOR ADVERTISING
Columbus Outdoor Adv. Co., Columbus, O.	74	
Fisher Display Service, Inc., Chicago	45	
Packer-Central Outdoor Adv. Corp., Cleveland	138-139	
United Advertising Corp. of Texas, Dallas	77	

Fawn Art Studios, Inc., Cleveland	66	ART STUDIOS
La Driere Studios, Inc., Detroit	81	
Sales Art Studios, Cincinnati	57	

Continental Lithograph Corp., Cleveland	67	LITHOGRAPHERS & PRINTERS
Forbes Lithograph Co., Boston	Insert 197-198	
Oberly & Newell Lithograph Corp., N. Y.	141	
Reynolds & Reynolds, Dayton, O.	100	

Advertising Agencies' Service Co., Inc., New York	133	GRAPHIC ARTS SUPPLIERS
Advertising Typographers of America, N. Y.	191	
J. W. Ford & Co., Typographers, Cincinnati	54	
The Cincinnati Process Engraving Co., Cincinnati	55	
The Champion Paper & Fibre Co., Hamilton, O.	60	
The Fuchs & Lang Mfg. Co., New York	212	
Harris-Seybold-Potter Co., Cleveland	Back Cover	
Ideal Roller Mfg. Co., Chicago	208	
Ludlow Typograph Co., Chicago	195	
Rutherford Machinery Co., New York	213	
Reilly Electrotype Co., New York	205	
Rogers Engraving Co., Chicago	42-43	
Sinclair & Valentine Co., New York	200	
Typographic Service Co., New York	204	

Calvert Distillers Corp., New York	85	GENERAL
Gotham Hotel New York	132	
Seagram Distillers Corp., New York	129	
The Schenley Liquor Corp., N. Y.	136	
The Town House, Los Angeles	101	
White Motor Co., Cleveland	217	

232
1/5

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or acquire it *second hand!*

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MARKETS OF AMERICA

—The ADVERTISER'S Sketch Book—Vol. III

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Extra copies, for your staff, ordered on
your letterhead, are **\$3.** per copy.

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MARKETS OF AMERICA, The ADVERTISER Publishing Co.

Genl. Office: 3557 Bogart Ave., Cincinnati

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Address _____

City _____ State _____

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SPECIAL OFFER: With this order add \$1 and receive The ADVERTISER Magazine
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Note: Don't tear out this coupon, *spoiling the page*—use your letterhead!

K

KABC	San Antonio	KGVO	Missoula, Mont.	KTHS	Hot Springs, Ark.	WCAL	Northfield, Minn.	WHDF	Calumet, Mich.	WNAX	Yankton, S. D.
KABR	Aberdeen, S. D.	KGW	Portland, Ore.	KTCK	Visalia, Cal.	WCAM	Camden	WHDH	Boston	WNBC	New Britain, Conn.
KADA	Ada, Okla.	KHB	Olympia, Wash.	KTMS	Santa Barbara, Calif.	WCAO	Baltimore	WHDL	Olean, N. Y.	WNBF	Binghamton, N. Y.
KALB	Alexandria, La.	KHBC	Hilo, Hawaii	KTOH	Lihue, Hawaii	WCAP	Asbury Park, N. J.	WHBB	Portsmouth, N. H.	WNBH	New Bedford, Mass.
KALE	Portland, Ore.	KHBB	Okmulgee, Okla.	KTOK	Oklahoma City	WCAT	Rapid City, S. D.	WHBC	Rochester	WNBX	Springfield, Vt.
KAND	Corsicana, Tex.	KHJ	Los Angeles	KTRB	Modesto, Calif.	WCAU	Philadelphia	WHCC	Cicero, Ill.	WNBZ	Saranac Lake, N. Y.
KANS	Wichita, Kan.	KHQ	Spokane	KTRH	Houston	WCAX	Burlington, Vt.	WHIC	Dayton, O.	WNEB	San Juan, P. R.
KARK	Little Rock, Ark.	KHSL	Chico, Calif.	KTRI	Sioux City, Ia.	WCAY	Carthage, Ill.	WHID	Hammond, Ind.	WNEW	New York
KARM	Fresno, Cal.	KHUB	Watsonville, Calif.	KTSA	San Antonio	WCBA	Allentown, Pa.	WHIS	Bluefield, W. Va.	WNLC	New London, Conn.
KASA	Elk City, Okla.	KICA	Clovis, N. M.	KTSM	El Paso	WCBD	Chicago	WHJB	Greensburg, Pa.	WNOX	Knoxville
KAST	Astoria, Ore.	KID	Idaho Falls, Idaho	KTSW	Emporia, Kans.	WCBM	Baltimore	WHJK	Cleveland	WNYC	New York
KATE	Albert Lea, Minn.	KIDW	Boise, Idaho	KTUL	Tulsa, Okla.	WCBS	Springfield, Ill.	WHKC	Columbus, O.	WOAI	San Antonio
KAWM	Gallup, N. M.	KIEM	Lamar, Colo.	KTW	Seattle	WCCO	Minneapolis	WHLB	Virginia, Minn.	WOC	Davenport, Ia.
KBIX	Muskogee, Okla.	KIEV	Eureka, Calif.	KUJ	Walla Walla, Wash.	WCFL	Chicago	WHLS	Port Huron, Mich.	WOCB	Osterville, Mass.
KBRK	Baker, Ore.	KINY	Glendale, Calif.	KUMA	Yuma, Ariz.	WCHS	Charleston, W. Va.	WHMA	Armistead, Ala.	WOL	Ames, Ia.
KBND	Bend, Ore.	KIRO	Juneau, Alaska	KUOA	Siloam Springs, Ark.	WCHV	Charlottesville, Va.	WHN	New York	WOKO	Albany, N. Y.
KBPS	Portland, Ore.	KIT	Seattle	KUSD	Vermilion, S. D.	WCKY	Covington, Ky.	WHO	Des Moines	WOL	Washington, D. C.
KBST	Big Spring, Tex.	KITE	Yakima, Wash.	KUTA	Salt Lake City	WCLE	Cleveland	WHOM	Jersey City	WOLS	Florence, S. C.
KBTM	Jonesboro, Ark.	KIUL	Kansas City, Mo.	KVAK	Atchison, Kans.	WCLO	Janesville, Wis.	WHP	Harrisburg, Pa.	WOMI	Creensboro, Ky.
KCKN	Kansas City, Kan.	KIUN	Garden City, Kan.	KVAN	Vancouver, Wash.	WCLS	Joliet, Ill.	WIBA	Madison, Wis.	WOMT	Manitowac, Wis.
KCLN	Blytheville, Ark.	KIUP	Pecos, Tex.	KVCV	Redding, Calif.	WCMI	Ashland, Ky.	WIBC	Indianapolis, Ind.	WOOD	Grand Rapids, Mich.
KCMC	Texarkana, Tex.-Ark.	KIUB	Durango, Colo.	KVEE	San Luis Obispo, Cal.	WCNW	Brooklyn	WIBG	Glenside, Pa.	WOPF	Bristol, Tenn.
KCMO	Kansas City	KIUBS	San Francisco	KVGB	Great Bend, Kan.	WCOA	Pensacola, Fla.	WIBM	Jackson, Mich.	WOR	Newark, N. J.
KCRC	Enid, Okla.	KJRA	Seattle	KVI	Tacoma, Wash.	WCOC	Meridian, Miss.	WIBU	Poyette, Wis.	WORC	Worcester, Mass.
KCRJ	Jerome, Ariz.	KLAH	Carlsbad, N. M.	KVNU	Logan, Utah	WCOL	Columbus, O.	WIBW	Topeka, Kan.	WORK	York, Pa.
KDAL	Duworth	KLMB	LaGrande, Ore.	KVOA	Tucson, Ariz.	WCOP	Boston	WIBX	Utica, N. Y.	WORL	Boston
KDB	Santa Barbara, Calif.	KLIN	Blytheville, Ark.	KVOD	Denver	WCOS	Columbia, S. C.	WICA	Ashabula, O.	WOSU	Columbus, O.
KDFN	Casper, Wyo.	KLO	Ogden, Utah	KVOE	Santa Ana, Calif.	WCOV	Leiston, Me.	WICC	Bridgeport, Conn.	WOV	New York
KDKA	Pittsburgh	KLPM	Minot, N. D.	KVOL	Lafayette, La.	WCPO	Montgomery, Ala.	WILL	St. Louis	WOW	Omaha
KDLR	Devils Lake, N. D.	KLRA	Little Rock, Ark.	KVOO	Tulsa, Okla.	WCPO	Cincinnati	WILL	Urbana, Ill.	WOWO	Ft. Wayne, Ind.
KDNT	Denton, Tex.	KLS	Oakland, Calif.	KVOR	Colorado Springs	WCRCW	Chicago, Ill.	WILM	Wilmington, Del.	WPAD	Paducah, Ky.
KDON	Monterey, Calif.	KLUF	Galveston	KVOS	Bellingham, Wash.	WCSC	Charleston, S. C.	WIND	Gary, Ind.	WPAP	Parkersburg, W. Va.
KDHI	(C.P.) Dubuque, Iowa	KLX	Oakland, Calif.	KVOX	Moorhead, Minn.	WCSE	Portland, Me.	WINS	New York	WPAX	Thomasville, Ga.
KDYL	Salt Lake City	KMZ	Denver	KVRS	Rock Springs, Wyo.	WCDAE	Tampa, Fla.	WIOD	Miami	WPAY	Portsmouth, O.
KECA	Los Angeles	KMA	Shenandoah, Ia.	KVSO	Armore, Okla.	WCDAE	Kansas City, Mo.	WIPI	Philadelphia	WPEN	Philadelphia
KEEN	Seattle	KMAC	San Antonio	KVWC	Vernon, Tex.	WDAN	El Paso, Tex.	WIRE	Indianapolis	WPIC	Atlantic City
KEHE	Los Angeles	KMB	Kansas City	KWAL	Wallace, Idaho	WDAN	Danville, Ill.	WIS	Columbia, S. C.	WPIC	Sharon, Pa.
KELA	Centralia, Wash.	KMBD	Medford, Ore.	KWBG	Hutchinson, Kan.	WDAS	Philadelphia	WISN	Milwaukee	WPIC	Petersburg, Va.
KELD	El Dorado, Ark.	KMC	Fresno, Calif.	KWEE	Hobbs, N. M.	WDAY	Fargo, N. D.	WJAC	Johnstown, Pa.	WPIC	Mayaguez, P. R.
KELN	Sioux Falls, S. D.	KMLB	Monroe, La.	KWFT	Wichita Falls, Tex.	WDBJ	Roanoke, Va.	WJAG	Norfolk, Nebr.	WPIC	Providence
KERN	Bakersfield, Calif.	KMMJ	Clay Center, Nebr.	KWGB	Stockton, Calif.	WDBO	Orlando, Fla.	WJAR	Providence	WPIC	Ponce, P. R.
KEUB	Price, Utah	KMO	Tacoma, Wash.	KWIB	Globe, Ariz.	WDEL	Wilmington, Del.	WJAS	Pittsburgh	WPIC	Raleigh, N. C.
KEX	Portland, Ore.	KMOC	St. Louis	KWJJ	Portland, Ore.	WDEW	Waterbury, Vt.	WJAX	Jacksonville, Fla.	WQAM	Miami
KFAB	Lincoln, Nebr.	KMPC	Beverly Hills, Calif.	KWKL	Shreveport, La.	WDGY	Minneapolis	WJBC	Bloomington, Ill.	WQAN	Scranton, Pa.
KFAC	Los Angeles	KMTR	Los Angeles	KWLC	Decorah, Ia.	WDNC	Durham, N. C.	WJBL	Decatur, Ill.	WQBC	Vicksburg, Miss.
KFAM	St. Cloud, Minn.	KNET	Brady, Tex.	KWLK	Longview, Wash.	WDOD	Hartford	WJBO	Baton Rouge, La.	WQDR	New York
KFAR	Fairbanks, Alaska	KNO	Palestine, Tex.	KWNO	Winona, Minn.	WDSD	(C.P.) Superior, Wis.	WJBY	New Orleans	WRAK	Williamsport, Pa.
KFBB	Great Falls, Mont.	KNOV	Austin, Tex.	KWOC	Poplar Bluff, Mo.	WDSU	Champaign, Ill.	WJBY	Gadsden, Ala.	WRAL	Raleigh, N. C.
KFBI	Abilene, Kan.	KOA	Los Angeles	KWOS	Jefferson City, Mo.	WDZ	Tuscola, Ill.	WJDX	Jackson, Miss.	WRAY	Reading, Pa.
KFBK	Sacramento	KOAC	Corvallis, Ore.	KWST	Pullman, Wash.	WEAF	New York	WJEF	Hagerstown, Md.	WRBL	Columbus, Ga.
KFDA	Amarillo, Tex.	KOAM	Pittsburg, Kan.	KWTN	Watertown, S. D.	WEAN	Springfield, Mo.	WJEL	Johnson City, Tenn.	WRD	Washington, D. C.
KFDM	Beaumont, Tex.	KOB	Albuquerque, N. M.	KWTO	Springfield, Mo.	WEAU	Providence	WJHP	Jacksonville, Fla.	WRDO	Augusta, Me.
KFDY	Brookings, S. D.	KOBH	Rapid City, S. Dak.	KWYO	Sheridan, Wyo.	WEBC	Eau Claire, Wis.	WJIM	Lansing, Mich.	WRDW	Augusta, Ga.
KFEL	Denver	KOCA	Kilgore, Tex.	KXA	Seattle, Wash.	WEBC	Duluth	WJLD	Chicago	WRFC	Memphis
KFEQ	St. Joseph, Mo.	KOCY	Oklahoma City	KXL	Portland, Ore.	WEBC	Harrisburg, Ill.	WJLS	Beckley, W. Va.	WRFC	Lawrence, Kan.
KFGQ	Boone, Ia.	KOH	Reno, Nev.	KXO	El Centro, Calif.	WEBC	Harrisburg, Ill.	WJLS	Rice Lake, Wis.	WRGA	Rome, Ga.
KFH	Wichita, Kan.	KOIL	Omaha	KXOK	St. Louis	WEBC	Buffalo	WJMS	Ironwood, Mich.	WRJN	Racine, Wis.
KFI	Los Angeles	KOIN	Portland, Ore.	KXRO	Aberdeen, Wash.	WEBC	Rocky Mount, N. C.	WJNO	Palm Beach, Fla.	WRKL	Rock Hall, S. C.
KFIO	Spokane	KOKO	La Junta, Colo.	KXZY	Houston	WEBC	Boston	WJNR	Detroit	WRNL	Richmond, Va.
KFIZ	Fond du Lac, Wis.	KOLA	Oklahoma City	KYA	San Francisco	WEBC	Reading, Pa.	WJRD	Tuscaloosa, Ala.	WRNL	Rockford, Ill.
KFJB	Marshalltown, Ia.	KOMA	Tulsa, Okla.	KYCA	Prescott, Ariz.	WEBC	New Haven, Conn.	WJRW	Washington, D. C.	WRNL	Knoxville, Tenn.
KFJM	Klamath Falls, Ore.	KOMO	Seattle, Wash.	KYOS	Merced, Cal.	WEBC	Battle Creek, Mich.	WJTN	Jamestown, N. Y.	WRNL	Dallas, Tex.
KFJJ	Grand Forks, N. D.	KONO	San Antonio	KYSM	Mankato, Minn.	WEBC	Milwaukee	WJW	Akron, O.	WRNL	Richmond, Va.
KFJZ	Ft. Worth	KOOS	Marshallfield, Ore.	KYW	Philadelphia	WEBC	Chicago	WJZ	New York	WRNL	Gainesville, Fla.
KFKK	Greeley, Colo.	KORF	Eugene, Ore.			WEBC	Chicago	WKAQ	San Juan, P. R.	WRNL	Richmond, Va.
KFKU	Lawrence, Kan.	KOTN	Pine Bluff, Ark.			WEBC	Chicago	WKAR	E. Lansing, Mich.	WRNL	Cincinnati
KKFN	Shenandoah, Ia.	KOVC	Valley City, N. Dak.			WEBC	Chicago	WKAT	Miami Beach, Fla.	WRNL	Grove City, Pa.
KFOR	Lincoln, Neb.	KOY	Phoenix, Ariz.			WEBC	Chicago	WKBB	Dubuque, Ia.	WRNL	Salisbury, Md.
KFOX	Long Beach, Calif.	KPAB	Laredo, Tex.			WEBC	Chicago	WKBB	La Crosse, Wis.	WRNL	Allentown, Pa.
KFPL	Dublin, Tex.	KPAC	Port Arthur, Tex.			WEBC	Chicago	WKBB	Youngstown, O.	WRNL	Fall River, Mass.
KFPW	Ft. Smith, Ark.	KPDN	Pampa, Tex.			WEBC	Chicago	WKBB	Harrisburg, Pa.	WRNL	Wausau, Wis.
KFPY	Spokane	KPFA	Helena, Mont.			WEBC	Chicago	WKBB	Richmond, Ind.	WRNL	Savannah, Ga.
KFQD	Anchorage, Alaska	KPLC	Lake Charles, La.			WEBC	Chicago	WKBB	Buffalo	WRNL	Rochester
KFR	San Francisco	KPLT	Paris, Tex.			WEBC	Chicago	WKBB	Muskegon, Mich.	WRNL	Huntington, W. Va.
KFRD	Longview, Tex.	KPMC	Bakersfield, Cal.			WEBC	Chicago	WKBB	Griffin, Ga.	WRNL	Atlanta
KFRU	Columbia, Mo.	KPNC	San Francisco			WEBC	Chicago	WKBB	Sunbury, Pa.	WRNL	Chicago
KFS	San Diego, Calif.	KPOF	Denver			WEBC	Chicago	WKBB	Cincinnati	WRNL	South Bend, Ind.
KFSG	Los Angeles	KPPC	Pasadena, Calif.			WEBC	Chicago	WKBB	New Castle, Pa.	WRNL	Montgomery, Ala.
KFUO	St. Louis	KPOT	Wenatchee, Wash.			WEBC	Chicago	WKBB	Oklahoma City	WRNL	Birmingham
KFV	Cape Girardeau, Mo.	KPRC	Houston			WEBC	Chicago	WKBB	Kalamazoo	WRNL	Nashville
KFWB	Hollywood, Calif.	KQV	Pittsburgh			WEBC	Chicago	WKBB	Nashville	WRNL	Winston-Salem, N. C.
KFXD	Nampa, Idaho	KQW	San Jose, Calif.			WEBC	Chicago	WKBB	Lakeland, Fla.	WRNL	Jackson, Miss.
KFXJ	Grand Junction, Colo.	KRBA	Lutkin, Tex.			WEBC	Chicago	WKBB	Lexington, Ky.	WRNL	Nashville
KFXM	San Bernardino, Cal.	KRBC	Abilene, Tex.			WEBC	Chicago	WKBB	Lawrence, Mass.	WRNL	New Orleans
KFY	Lubbock, Tex.	KRRM	Bozeman, Mont.			WEBC	Chicago	WKBB	Muncie, Ind.	WRNL	Dayton, O.
KFYR	Bismarck, N. D.	KRRV	Berkeley, Calif.			WEBC	Chicago	WKBB	Stevens Point, Wis.	WRNL	Bridgeton, N. J.
KGAR	Spokane, Wash.	KRGV	Weslaco, Tex.			WEBC	Chicago	WKBB	Bangor, Me.	WRNL	Charlottesville, N. C.
KGB	Tucson, Ariz.	KRIS	Corpus Christi, Tex.			WEBC	Chicago	WKBB	Erie, Pa.	WRNL	Spartanburg, S. C.
KGBU	San Diego, Calif.	KRKD	Los Angeles			WEBC	Chicago	WKBB	Lowell, Mass.	WRNL	Toledo
KGBX	Ketchikan, Alaska	KRKO	Everett, Wash.			WEBC	Chicago	WKBB	Laconia, N. H.	WRNL	Springfield, Mass.
KGC	Springfield, Mo.	KRLC	Lewiston, Idaho			WEBC	Chicago	WKBB	Lima, Ohio	WRNL	Salisbury, N. C.
KGCA	Decorah, Ia.	KRLD	Dallas			WEBC	Chicago	WKBB	Chicago	WRNL	Iowa City, Iowa
KGCU	Mandan, N. D.	KRLH	Midland, Tex.			WEBC	Chicago	WKBB	New York	WRNL	St. Petersburg, Fla.
KGCX	Wolf Point, Minn.	KRMD	Jamestown, N. Dak.			WEBC	Chicago	WKBB	Lynchburg, Va.	WRNL	Harrisburg, Pa.
KGDE	Fergus Falls, Minn.	KRNR	Shreveport, La.			WEBC	Chicago	WKBB	Cincinnati	WRNL	Buffalo
KGDM	Stockton, Calif.	KRNT	Rosburg, Ore.			WEBC	Chicago	WKBB	Washington, D. C.	WRNL	Rutland, Vt.
KGEE	Sterling, Colo.	KRST	Des Moines			WEBC	Chicago	WKBB	Chicago	WRNL	Quincy, Ill.
KGER	Long Beach, Calif.	KROT	Rochester, Minn.			WEBC	Chicago	WKBB	Springfield, Mass.	WRNL	Worcester, Mass.
KGEZ	Kalispell, Mont.	KROD	(C.P.) El Paso			WEBC	Chicago	WKBB	Macon, Ga.	WRNL	Tallahassee, Fla.
KGFF	Shawnee, Okla.	KROW	Oakland, Calif.			WEBC	Chicago	WKBB	Detroit	WRNL	Cleveland
KGFI	Brownsville, Tex.	KROY	Sacramento			WEBC	Chicago	WKBB	Peoria, Ill.	WRNL	Green Bay, Wis.
KGFL	Roswell, N. M.	KROA	Santa Fe, N. M.			WEBC	Chicago	WKBB	Richmond, Va.	WRNL	Norfolk, Va.
KGFW	Kearney, Nebr.	KRRV	Sherman, Tex.			WEBC	Chicago	WKBB	Joplin, Mo.	WRNL	College Station, Tex.
KGFX	Pierre, S. D.	KRSC	Seattle			WEBC	Chicago	WKBB	Chicago	WRNL	Springfield, Ill.
KGGF	Coffeyville, Kan.	KRSK	Manhattan, Kan.			WEBC	Chicago	WKBB	Auburn, N. Y.	WRNL	Cumberland, Md.
KGGM	Albuquerque, N. M.	KRSAL	Salina, Kan.			WEBC	Chicago	WKBB	Jacksonville, Fla.	WRNL	Minneapolis
KGHI	Pueblo, Colo.	KRSAM	Huntsville, Tex.			WEBC	Chicago	WKBB	Uniontown, Pa.	WRNL	Philadelphia
KGHL	Little Rock, Ark.	KRSAN	San Francisco			WEBC	Chicago	WKBB	Memphis	WRNL	Hartford
KGHI	Billings, Mont.	KRSCT	Sioux City, Ia.			WEBC	Chicago	WKBB	New York	WRNL	Hartford
KGIR	Butte, Mont.	KRSD	St. Louis			WEBC	Chicago	WKBB	Boston	WRNL	Jackson, Tenn.
KGIW	Alamosa, Colo.	KRSE	Pocatello, Idaho			WEBC	Chicago	WKBB	Wilmington, N. C.	WRNL	Charleston, S. C.
KGKB	Tyler, Tex.	KRSFO	San Francisco			WEBC	Chicago	WKBB	Plattsburg, N. Y.	WRNL	Milwaukee
KGKL	San Angelo, Tex.	KRSI	Salt Lake City			WEBC	Chicago	WKBB	Hibbing, Minn.	WRNL	East St. Louis, Ill.
KGKO	Ft. Worth, Tex.	KRSJ	Sioux Falls, S. D.			WEBC	Chicago	WKBB	Daytona Beach, Fla.	WRNL	Trenton
KGKY	Scottsbluff, Nebr.	KRSK	Des Moines, Ia.			WEBC	Chicago	WKBB	Decatur, Ala.	WRNL	Savannah
KGLO	Mason City, Ia.	KRSO	Sioux Falls, S. D.			WEBC	Chicago	WKBB	High Point, N. C.	WRNL	Toledo
KGLU	Safford, Ariz.	KRST	Santa Rosa, Calif.			WEBC	Chicago	WKBB	St. Paul	WRNL	Elkhart, Ind.
KGMB	Honolulu, Hawaii	KRSTP	Minneapolis-St. Paul			WEBC	Chicago	WKBB	Fairmont, W. Va.	WRNL	Troy, N. Y.
KGNC	Amarillo, Tex.	KRSUB	Cedar City, Utah			WEBC	Chicago	WKBB	Mobile, Ala.	WRNL	Brooklyn

There is More to News Broadcasting Than Just Broadcasting News

Two major elements are involved in the success of radio news programs, both of which are most effectively supplied by International News Service. They are:

- 1. The proper kind of service for the program.**
- 2. The proper promotion and merchandising.**

There are generally speaking, only two types of news programs—the terse, reportorial presentation, and the dramatization or commentary.

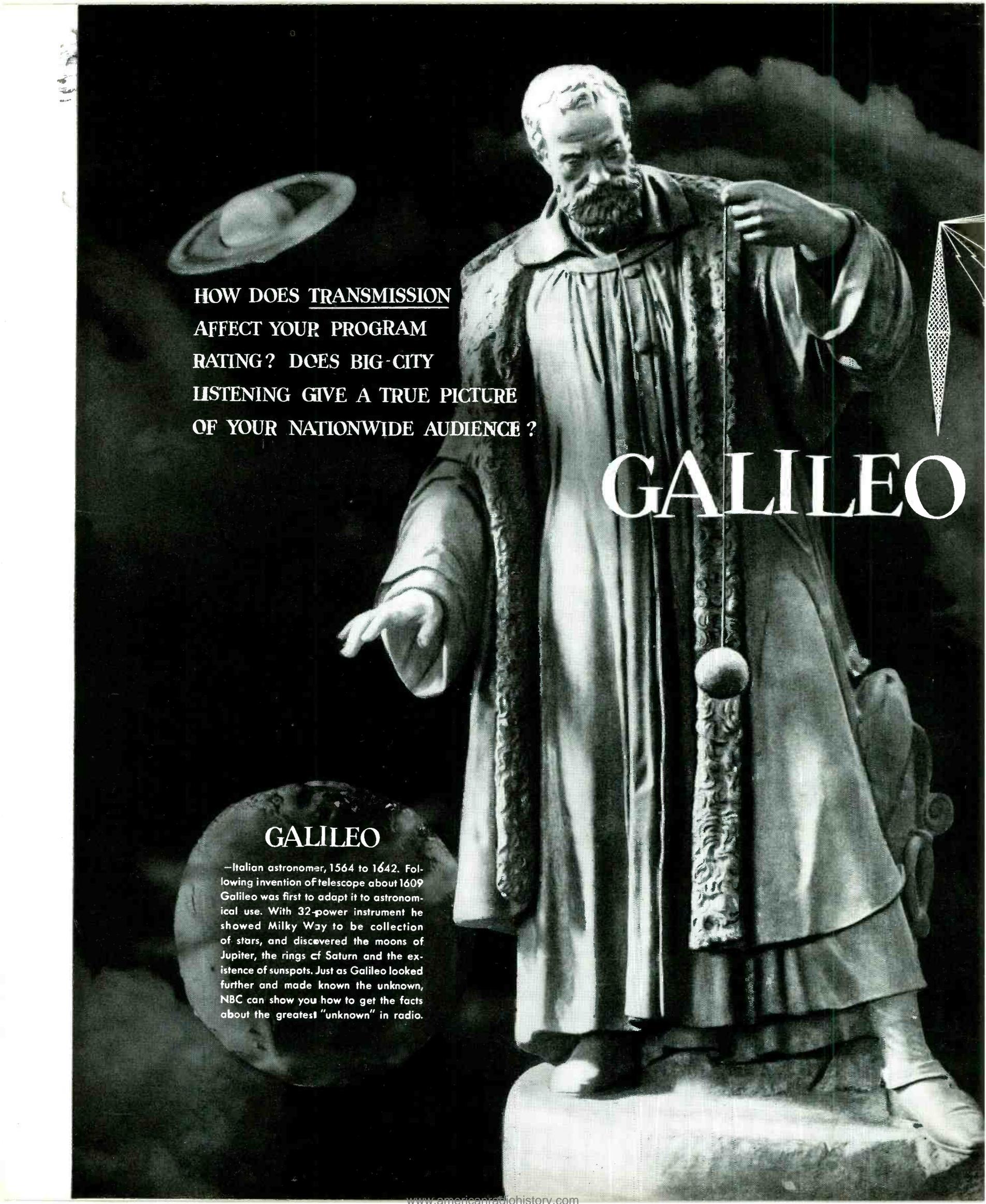
In the first, the most important factor is presenting the news, “FIRST and RIGHT.” That is the slogan and achievement of International News Service which supplies its radio clients with the highest-speed facilities—60-words-a-minute teletype equipment.

For dramatization or commentary, complete facts and details are essential. International News Service furnishes all-inclusive coverage—ALL the news reported by expert journalists *from the scene of the news*.

Equally important is the cooperation International News Service gives in the promotion and merchandising of news programs. This cooperation, furnished upon request, includes a systematized campaign of timely, personalized letters and mailing pieces to prospective sponsors, and also descriptive brochures for the station’s commercial department.

This type of service explains why 98% of the original clients of International News Service have renewed on long-term contracts.

INTERNATIONAL NEWS SERVICE

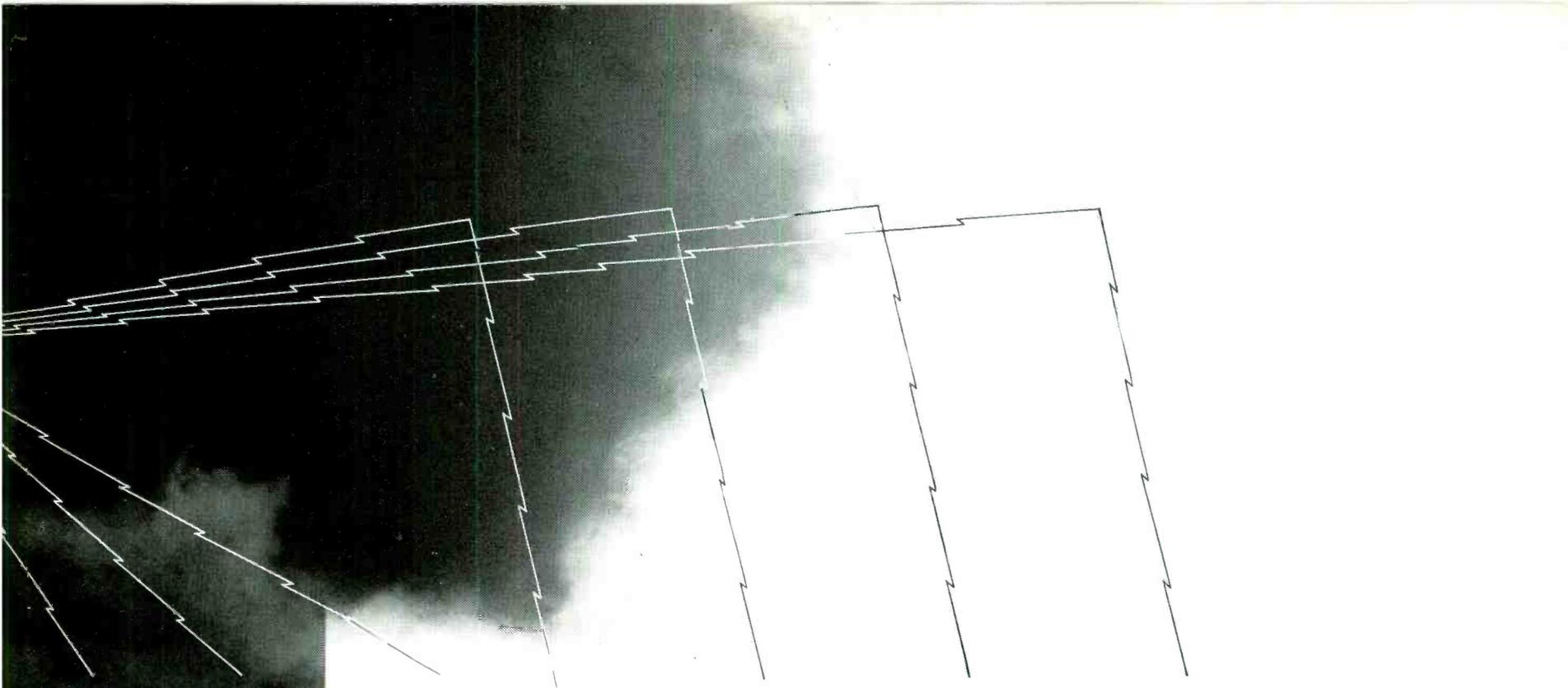


HOW DOES TRANSMISSION
AFFECT YOUR PROGRAM
RATING? DOES BIG-CITY
LISTENING GIVE A TRUE PICTURE
OF YOUR NATIONWIDE AUDIENCE ?

GALILEO

GALILEO

—Italian astronomer, 1564 to 1642. Following invention of telescope about 1609 Galileo was first to adapt it to astronomical use. With 32-power instrument he showed Milky Way to be collection of stars, and discovered the moons of Jupiter, the rings of Saturn and the existence of sunspots. Just as Galileo looked further and made known the unknown, NBC can show you how to get the facts about the greatest "unknown" in radio.



LOOKED FARTHER

....AND SO CAN YOU

When you get right down to it, the big unknown that faces any advertiser, in radio as in every other medium, is

How Many Families

Does My Sales Message Reach?

The major networks offer approximately equal access to listeners in some 60 cities served locally by their affiliated stations. The regular "program ratings" give a good indication of your audience in these cities—but these 60 cities contain less than half the radio families in the United States!

The other half of the radio audience is outside of these cities, where a factor heretofore ignored—the *transmission* factor—comes into play. This transmission factor either helps your program or hurts it—depending on the network used. It may double your audience outside the cities or cut it in two. It is not so much a question of whether the area is "rural" or "urban," as whether it receives "remote" or "local" network service.

NBC has studied this factor. Now for the

first time, you can analyze your program audience on a truly nationwide basis—you can see WHY and HOW the NBC Red Network offers you the most intensive national circulation there is . . . We shall be glad to present these facts to you, applied to your own particular problems and interests. Call any NBC Network Representative.

DO YOU KNOW—

That 50% of all U. S. radio families rely on "remote service" from major network stations?

That the station and network preferences of these 13-odd million families are not reflected in regular program ratings?

That NBC's new survey is the first to show how the competing networks serve this *other half* of the radio audience?

That the Red Network reaches more of these families than any other network? Ask us why!

NBC RED NETWORK

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

Say You Saw
It In
The ADVERTISER'S
Sketch Book
MARKETS of
AMERICA . . .
Vol. III

Page 8-9

The PUBLISHER'S Page...

IN this edition of *The ADVERTISER'S Sketch Book*, Vol. 3, subtitled "MARKETS of AMERICA," we begin a most important treatment in the presentation of America's markets. Subsequent volumes will cover other American cities which are excellent sales ports for our manufactured and advertised goods.

The United States is the world's richest market. Within our borders lie the most profitable areas any manufacturer could ever hope to win for the sale of his wares. They can all be covered by media within those cities and areas, and by national media. Newspapers, magazines, radio, outdoor advertising, displays, direct mail, etc., are at the manufacturers' command to sow a field that will bring him a rich harvest. To judge those markets by statistics alone is an error as Don Belding, Vice Pres. Lord & Thomas, Los Angeles, points out in his able article on the vast Los Angeles Market (page 98). Belding observes: "The Marketing Analyst reviews the facts as he finds them, and in so doing misses the greatest story of all—the contributing factors . . ."

To avoid such errors we toured the United States, personally calling on advertising agency heads to write the stories of their cities, as markets. Most of these agencies operate nationwide, and many do an international job. However, in each instance we readily appreciated that the operator would know his own home-town market—its values and the best approach to win it as a market place for our host of national advertisers. We readily appreciated that the agency executive would not write a biased "Chamber of Commerce" type of story, nor would he favor one media over another. Rather, he would tell the local market story as he would serve it to his own client, in explaining to him, or the corporation's board of directors, what the elements in that market were that led him to place a campaign therein as against another city of the same general statistical valuation.

Brooke, Smith & French's Pres., Willard French, observes that markets are like the weather, and things often happen that change overnight

the value of simple statistics, no matter how accurate. Thus, too, certain facts like the finding of oil in Louisiana, the Mexican Oil Appropriation Act, which advanced the economic position of Texas oil production, automatically making it a richer market, must be watched to judge best a market's values.

In this volume of "MARKETS of AMERICA," and in subsequent volumes, we will present a picture that unquestionably will prove a greater guide to the nation's manufacturers, sales and advertising heads and agency media buyers than has ever before been attempted. And we take this opportunity to thank those alert agency executives who willingly aided *The ADVERTISER* in producing the valued, informative, practical stories on their specific "home-town" market.

We also thank those executives who have prepared stories on other important markets, which incidentally are already in type form and will appear in "MARKETS of AMERICA," Volume 4, now in process of production, for appearance late in 1939.

In illustrating this series of articles we preferred to show the market from an airview, inasmuch as it gives the seeker for sales a better "bird's eye view" of his prospects than perhaps a sketch or a "skyline" view could offer. In this connection we wish to thank the various sources that have aided us in carrying out this illustrative theme.

In order to give this edition full

opportunity to spread the extraordinary information it contains, we have enlarged the book and made it available to all who seek and need market data. Thus while previous editions of *The ADVERTISER'S Sketch Book* have been primarily published for distribution to subscribers to *The ADVERTISER*, alone, this edition, entitled "MARKETS of AMERICA" is made available to all other firms, advertisers' staffs, their sales managers, sales staffs, media men, media sales staffs, chamber of commerce officials et al., at the nominal price of \$5 per copy. Extra copies, ordered on company letterhead will be retailed at \$3 per copy. To subscribers to *The ADVERTISER* the edition is again presented with the publisher's compliments.

We look forward to this edition doing a great job for advertisers and agencies, for as one agency chief observed, "it is increasingly hard for media men and others to study markets, due to other demands on their time." This work will not only save much time but assures a much better knowledge of what makes certain cities good markets for national advertisers.

The ADVERTISER'S staff is happy to have been able to make this important contribution to advertising, and passes credit along to those executives who wrote of their markets. To them the fullest credit is due.

MANUEL ROSENBERG,
Editor and Publisher.

• "MARKETS of AMERICA" . . . Vol. III of
The ADVERTISER'S Sketch Book, is Published by

The ADVERTISER

Patent, U. S. Patent Office

MONTHLY IN THE INTEREST OF GOOD ADVERTISING

Formerly: The ARTIST & ADVERTISER

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ANYONE who finances a Spot Broadcasting expedition has a good chance to bag something. But he must go to the right spots . . . where the game is biggest and most plentiful.

NBC can guide you directly to the Big Game spots. Through 15 NBC Programmed Stations, Spot Broadcasters are reaching 10 of the richest markets in America.

BOSTON - SPRINGFIELD

WBZ & WBZA 50,000-1,000 Watts (990 KC)

CHICAGO

WENR 50,000 Watts (870 KC)
WMAQ 50,000 Watts (670 KC)

CLEVELAND

WTAM 50,000 Watts (1,070 KC)

DENVER

KOA 50,000 Watts (830 KC)

NEW YORK

WEAF 50,000 Watts (660 KC)
WJZ 50,000 Watts (760 KC)

PHILADELPHIA

KYW 10,000 Watts (1,020 KC)

PITTSBURGH

KDKA 50,000 Watts (980 KC)

SAN FRANCISCO

KGO 7,500 Watts (790 KC)
KPO 50,000 Watts (680 KC)

SCHENECTADY

WGY 50,000 Watts (790 KC)

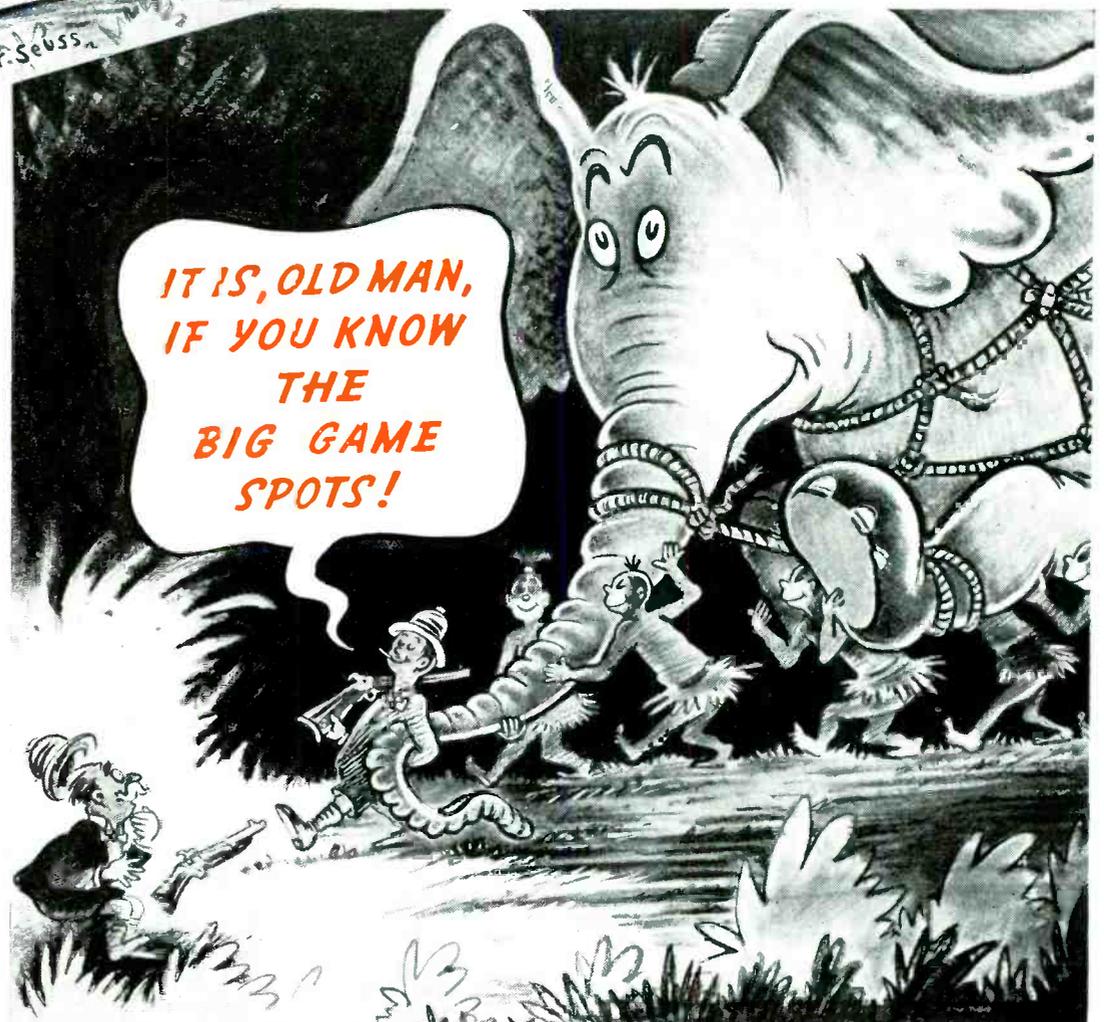
WASHINGTON, D. C.

WMAL 500-250 Watts (630 KC)
WRC 5,000-1,000 Watts (950 KC)

**NATIONAL BROADCASTING
COMPANY**

A RADIO CORPORATION OF AMERICA SERVICE

WORLD'S GREATEST BROADCASTING SYSTEM





**ALLAN T.
PREYER**

*Vick Chemical's Vice
Pres.; ANA's
Chairman,
voices
market-
media infor-
mation de-
mands of
National
Advertisers.*

MARKETS of AMERICA . . .

The ADVERTISER'S Sketch Book-Vol. III-1939-Edited By MANUEL ROSENBERG

WHAT Does A NATIONAL ADVERTISER Want To Know *About A Market? . . .*

Data Requirements Are Individual Problem Declares ANA Board Chairman . . . Enumerates Basic Factors, Pleads For "Intelligent Information"

By **ALLAN T. PREYER**, *Vice President, Vick Chemical Co., N. Y.*
Chairman, Association of National Advertisers, N. Y.

YOU have asked me the question "What does a national advertiser want to know about a market?" There are exactly as many answers to that as there are national advertisers. There is no set formula. It depends on the product, the method of selling, the individual manufacturer's distributing organization and many other factors.

Of course, the first problem is to define the trading area. I know of no system whereby a trading area can be delineated which would fit all companies or all products. The manufacturer, if he sells through wholesalers, must take into account the territories of those wholesalers. There have been many methods advanced for the delineation of trad-

ing areas and I am not unaware of the value of the work along that line. One of the soundest methods would seem to be the use of traffic flow, but here again it is necessary to consider the individual company.

Certain characteristics of a market are, of course, basic; for example, the population, under which would come nationality, color, income groups, families and the like. Then there is the question of homes, including home ownership, with the average value and average rents paid.

Another important factor is the number of wholesale and retail outlets for the market. Figures are available, for example, on the number of food stores, drug stores, etc., together with their sales in thou-

sands of dollars. However, these figures are given by the United States Census Bureau by counties. The advertiser should have them broken down in a much smaller form than that, since political boundaries usually bear very little if any relationship to the trading areas of the manufacturer. In addition, to the retail and wholesale outlets, some manufacturers would want to know what warehousing facilities were available, while this same information would be of little use to others.

Then, too, we have our old friend, the buying power index. A survey among A.N.A. members some two years ago as to the factors used in making up buying power indices revealed that there is

GENERAL FOODS'
Vice Pres.
RALPH STARR BUTLER,
New York
Spending \$14,000,000 Annually in
All Phases of Advertising.

GENERAL ELECTRIC'S
Dir. of Advertising
CHESTER T. LANG,
Schenectady
Ex-Chr. Adv. Fed. of Amer.

PEPPERELL MFG. CO.'S
Vice Pres.
ALLYN B. McINTIRE,
Boston
Ex-Chr. Assn. Nat'l Advertisers



"GIVE US *DEFINITE MARKET FACTS!*" . . .

demand National Advertisers.

The ADVERTISER answers their plea in the following pages...
and plans to complete this information in subsequent volumes.

little uniformity. From 2 to 25 factors were used by reporting companies, with 5 the median number. These factors included such items as number of income tax returns, passenger car registrations, total retail sales in dollars, number of domestic lighting customers, number of telephone subscribers, bank deposits, new passenger car sales, radio sets owned, percentage of U. S. population, household refrigeration sales, electric power output, number of adult wage earners, total wages in dollars, etc. Perhaps the most important factor was the company's previous sales and records of customers and prospects. All of these figures are available from one source or another. Various publishing companies, such as Curtis, The International Magazine Company, Sales Management, McGraw Hill Publishing Company and R. L. Polk & Co., give much valuable data. To this should be added the Government material put out by the department of Commerce, under which is, of course, the Census Bureau.

Another thing which is essential to an advertiser in connection with a market is the advertising media available and the rates therefor. Circulation, be it for newspapers, magazines, radio or outdoor, should be broken down so that the advertiser can readily visualize his cov-

erage not of the state or of a number of counties, but of the individual market itself. Maps showing newspaper distribution, for example, are of very real assistance to the great majority of advertisers. This distribution should, of course, be related to the number of families in the market.

There are certain studies made in certain markets which are of value, but I regret to say that there are many others whose sole excuse for being is that they are designed as promotional material and tell the advertiser nothing. Consumer preference studies are good if they are sound; if they are unsound, they are worse than useless. I should like to make a plea for sounder methods of obtaining and interpreting so-called market data. Great progress has been made along this line, but there is always room for improvement.

Depending upon the product, there is, of course, much other information which may be of use to individual advertisers. For example, in selling certain products the weather is a most potent factor and figures giving the average temperatures are invaluable. Certain other products require knowledge as to the hardness or softness of the water, while others depend on such seemingly remote factors as the number of hunting and fishing

licenses. As I have said, this depends upon the individual product and the way it is sold.

Of course, the individual manufacturer is primarily interested in sales of other products of his type. Sometimes this is available and sometimes it is not.

I should like to mention another factor and that is for companies using window display, it is extremely valuable to have the number of windows available, together with the traffic flow past those windows. There has been an immense amount of money wasted in the placing of displays, and any method of cutting down that waste will be welcomed.

It goes without saying that sound, worthwhile information on buying habits, customs and trade tendencies is always welcomed by the national advertiser. So, too, is information concerning local ordinances, and state laws having to do with the distribution and marketing of his type of product.

In conclusion, I think the answer to your question as to what the national advertiser wants to know about a market can be summed up in the two words "intelligent information." Let us have less empty promotional effort and more facts.

The Richest Markets of America

The 96 U. S. Metropolitan Districts of 100,000 Population . . . the most Profitable Areas for Sales and Advertising Investment

WITH the advent of selective selling, progressive managements have turned to selective advertising as the key to volume sales at a profit. Of course, to state bluntly that all products could benefit equally from the purchase of circulation on the basis of selective market factors only would be to disregard some products of mass or rural appeal.

However, it is safe to say more products would do better—at lower selling and advertising costs—if efforts were focused to a larger degree on America's richest markets—those 96 Metropolitan Districts over 100,000 population.

While these districts comprise only 1.2% of the total U. S. Land Area, they include:

- 44.6%—U. S. Population
- 40.3%—Native White Families
- 61.1%—U. S. Retail Sales
- 51.2%—Retail Outlets

Today, most aggressive selling organizations recognize the importance of these markets when allocating man power and merchandising.

Where waste so often occurs is in the proper selection of consumer media to back up selling.

Among all the major women's and home-service magazines, *The American Home*, with 59.2% of its circulation going into the 96 Metropolitan Districts, has the highest concentration in these richest markets—where, to an exceptional extent, *The American Home* families live in single-family homes in above-average residential areas of the central city and suburbs.

The special U. S. Census, "Metropolitan Districts," throws a new light on these families. It points out that in proportion to population there are more homes, more children, more native white Americans, more family life in suburbs than in Central Cities. The Census found suburban population had increased 39% in ten years—at twice the rate of Central Cities . . . four times as fast as the rest of the United States.

An exclusive home-service editorial program without fiction or unrelated features has attracted to *The American Home* a selected

audience of 1½ million families whose primary interest is buying for home and family.

In the current Starch Magazine Report, it is revealed that *The American Home*, in addition to its exceptional strength in major markets, has:

- Among all magazines:
 - . . . the highest concentration among families with incomes over \$2,000 a year.
 - And among major women's and home-service magazines:
 - . . . the largest number of men and women readers per copy
 - . . . the highest coverage of housewives and mothers
- At
 - . . . a correspondingly low cost.

The American Home . . . current circulation over 1,550,000 copies. 444 Madison Avenue, New York . . . Chicago, Boston, St. Louis, Seattle, Los Angeles, San Francisco.

THE RICHEST MARKETS OF AMERICA. Population, Families and Circulation by Metropolitan Districts

Metropolitan District	Population	Native White Families	American Home Circulation*	Metropolitan District	Population	Native White Families	American Home Circulation*	
								
AKRON DISTRICT	346,681 100.0	65,210 100.0	5,399 100.0	NASHVILLE DISTRICT	209,422 100.0	37,395 100.0	3,559 100.0	
In Central City	255,040 73.6	46,767 71.7	3,608 66.8	In Central City	153,866 73.5	26,397 71.2	3,456 97.1	
Outside Central City	91,641 26.4	18,443 28.3	1,791 33.2	Outside Central City	55,556 26.5	10,698 28.8	103 2.9	
ATLANTA DISTRICT	370,920 100.0	60,684 100.0	7,197 100.0	NEW YORK—NORTHEASTERN NEW				
In Central City	270,366 72.9	42,236 69.6	6,131 85.2	JERSEY DISTRICT	10,901,424 100.0	1,252,286 100.0	148,694 100.0	
Outside Central City	100,554 27.1	18,448 30.4	1,066 14.8	In Central City	7,942,600 72.9	829,109 66.2	72,930 49.0	
BALTIMORE DISTRICT	949,247 100.0	153,020 100.0	9,183 100.0	Outside Central City	2,958,824 27.1	423,177 33.8	75,764 51.0	
In Central City	804,874 84.8	127,757 83.5	8,147 88.7	OKLAHOMA CITY				
Outside Central City	144,373 15.2	25,263 16.5	1,036 11.3	DISTRICT	202,163 100.0	45,514 100.0	3,142 100.0	
BOSTON DISTRICT	2,307,897 100.0	308,471 100.0	39,748 100.0	In Central City	185,389 91.7	41,909 92.1	3,077 97.9	
In Central City	781,188 33.8	84,155 27.3	11,175 28.1	Outside Central City	16,774 8.3	3,605 7.9	65 2.1	
Outside Central City	1,526,709 66.2	224,316 72.7	28,573 71.9	PIITTSBURGH DISTRICT	1,953,668 100.0	294,539 100.0	15,089 100.0	
BUFFALO-NIAGARA				In Central City	669,817 34.3	94,238 32.0	6,483 43.0	
FALLS DISTRICT	820,573 100.0	122,834 100.0	12,310 100.0	Outside Central City	1,283,851 65.7	200,301 68.0	8,606 57.0	
In Central City	648,536 79.0	94,784 77.2	8,881 72.1	ST. LOUIS DISTRICT	1,293,516 100.0	248,707 100.0	14,149 100.0	
Outside Central City	172,037 21.0	28,050 22.8	3,429 27.9	In Central City	899,126 69.5	154,587 62.2	9,046 63.9	
CHICAGO DISTRICT	4,364,755 100.0	574,319 100.0	59,388 100.0	Outside Central City	394,390 30.5	94,120 37.8	5,103 36.1	
In Central City	3,382,071 77.5	424,702 73.9	38,130 64.2	SAN ANTONIO				
Outside Central City	982,684 22.5	149,617 26.1	21,258 35.8	DISTRICT	279,271 100.0	38,023 100.0	3,155 100.0	
CINCINNATI DISTRICT	759,464 100.0	163,877 100.0	9,255 100.0	In Central City	235,416 84.3	31,313 82.4	3,113 98.7	
In Central City	451,160 59.4	94,128 57.4	6,443 69.6	Outside Central City	43,855 15.7	6,710 17.6	42 1.3	
Outside Central City	308,304 40.6	69,749 42.6	2,812 30.4	SAN FRANCISCO				
CLEVELAND DISTRICT	1,194,989 100.0	160,412 100.0	15,411 100.0	OAKLAND DISTRICT	1,290,094 100.0	237,956 100.0	26,676 100.0	
In Central City	900,429 75.4	103,332 64.4	9,540 61.9	In Central City	927,790 71.9	168,167 70.6	15,926 59.7	
Outside Central City	294,560 24.6	57,080 35.6	5,871 38.1	Outside Central City	362,304 28.1	69,789 29.4	10,750 40.3	
COUNCIL BLUFFS-				SAVANNAH DISTRICT	105,431 100.0	11,833 100.0	956 100.0	
OMAHA DISTRICT	273,851 100.0	50,679 100.0	3,585 100.0	In Central City	85,024 80.6	9,761 82.5	933 97.6	
In Central City	256,054 93.5	47,234 93.2	3,576 99.7	Outside Central City	20,407 19.4	2,072 17.5	23 2.4	
Outside Central City	17,797 6.5	3,445 6.8	9 3.3	SEATTLE DISTRICT	420,663 100.0	78,933 100.0	9,832 100.0	
COLUMBUS DISTRICT	340,400 100.0	72,196 100.0	6,702 100.0	In Central City	365,583 86.9	69,255 87.7	9,257 94.2	
In Central City	307,377 90.3	65,362 90.5	6,319 94.3	Outside Central City	55,080 13.1	9,678 12.3	575 5.8	
Outside Central City	33,023 9.7	6,834 9.5	383 5.7	TOLEDO DISTRICT	346,530 100.0	67,597 100.0	5,693 100.0	
DALLAS DISTRICT	309,658 100.0	61,744 100.0	6,269 100.0	In Central City	290,718 83.9	56,139 83.0	5,316 93.4	
In Central City	273,097 88.2	55,239 89.5	6,162 98.3	Outside Central City	55,812 16.1	11,458 17.0	377 6.6	
Outside Central City	36,561 11.8	6,505 10.5	107 1.7	TULSA DISTRICT	183,207 100.0	40,322 100.0	2,991 100.0	
DETROIT DISTRICT	2,104,764 100.0	273,830 100.0	28,570 100.0	In Central City	141,258 77.1	31,662 78.5	2,839 94.9	
In Central City	1,583,369 75.2	198,008 71.4	19,921 69.7	Outside Central City	41,949 22.9	8,660 21.5	152 5.1	
Outside Central City	521,395 24.8	75,822 28.6	8,649 30.3	WASHINGTON, D. C.,				
FORT WORTH				DISTRICT	621,059 100.0	108,428 100.0	14,619 100.0	
DISTRICT	174,575 100.0	36,825 100.0	3,603 100.0	In Central City	493,284 79.4	85,106 78.5	11,103 75.9	
In Central City	163,447 93.6	34,687 94.2	3,585 99.5	Outside Central City	127,775 20.6	23,322 21.5	3,516 24.1	
Outside Central City	11,128 6.4	2,138 5.8	18 5.5	TOTAL U. S. 96 METROPOLITAN DISTRICTS				
HARTFORD DISTRICT	471,185 100.0	70,917 100.0	8,964 100.0	Total United States	122,775,046	100.0%	20,968,803	100.0%
In Central City	164,072 34.8	20,806 29.3	2,892 32.3	96 Metropolitan Districts	54,753,645	44.6	8,153,889	40.3
Outside Central City	307,113 65.2	50,111 70.7	6,072 67.7	Central Cities	37,814,610	69.1	5,652,010	66.9
INDIANAPOLIS				Suburbs	16,939,035	30.9	2,801,879	33.1
DISTRICT	417,685 100.0	91,867 100.0	8,886 100.0	Small Cities, Towns & Rural	68,021,401	55.4	12,511,914	59.7
In Central City	364,161 87.2	80,406 87.5	8,792 98.9	* The American Home circulation based on October, 1938, issue—12% less than current circulation 1,550,000.				
Outside Central City	53,524 12.8	11,461 12.5	94 1.1					
KANSAS CITY-								
KANS., MO. DISTRICT	608,186 100.0	126,058 100.0	9,741 100.0					
In Central City	522,311 85.9	107,585 85.3	8,842 90.8					
Outside Central City	85,875 14.1	18,473 14.7	899 9.2					
LOS ANGELES								
DISTRICT	2,318,526 100.0	489,772 100.0	53,962 100.0					
In Central City	1,286,940 55.5	257,254 52.5	28,122 52.1					
Outside Central City	1,031,586 44.5	232,518 47.5	25,840 47.9					
MEMPHIS DISTRICT	276,126 100.0	38,780 100.0	2,942 100.0					
In Central City	253,143 91.7	36,341 93.7	2,916 99.1					
Outside Central City	22,983 8.3	2,439 6.3	26 9.9					
MIAMI DISTRICT	132,189 100.0	25,765 100.0	2,326 100.0					
In Central City	110,637 83.7	20,968 81.4	2,002 86.1					
Outside Central City	21,552 16.3	4,797 18.6	324 13.9					
MILWAUKEE DISTRICT	743,414 100.0	122,893 100.0	10,574 100.0					
In Central City	601,258 80.9	98,230 79.9	8,709 82.4					
Outside Central City	142,156 19.1	24,663 20.1	1,865 17.6					



The figures above are digested from *The American Home Report, "96 Richest Markets"*—a complete analysis of population and circulation within the 96 Metropolitan Markets—Central Cities and Suburbs. This 160-page study with maps is available, without cost, for sales research and local merchandising of nationally advertised products. Ask *The American Home* for your copy.



... how to reach the largest number of PRIMARY prospects.

The AGENCY APPROACH To MARKETS and MEDIA . . .

A.A.A.A. Chairman Outlines Simplified Plan For National Advertisers To Gain Greatest Results From Ad-Dollars Placed In Local Markets . . . Advises Selecting Major Markets, Extending To Secondary Fields As Sales Volume Permits

By GILBERT KINNEY

Vice Pres., J. Walter Thompson Co., N. Y., and Chairman of the Board, The American Association of Advertising Agencies, N. Y., 1938-39.

THE United States with its 30,000,000 families, 3,074 counties and nearly 1,000 individual markets of 10,000 population or more, naturally presents a complex analytical problem.

The advertiser's objective in relation to this market is very simply stated. He wants to reach at the lowest cost the largest number of primary prospects. Obviously, this implies that close correlation between sales opportunity and advertising expenditure is highly desirable.

Accurate correlation is possible only through a minute, detailed study by markets of the present sales, the potential, and media investments. One of the most serious problems arises in the analysis of the manufacturer's own sales. It is highly important to know where the actual consumption of the product takes place and this is not readily obtainable from the information ordinarily available from jobber sales figures.

Without an accurate picture of consumer sales, it is impossible to measure the correlation, or lack of it, with money spent. The manufacturer with his own complete distribution system, is indeed fortunate in at least one respect—he knows enough about his sales to enable him to get the most out of his advertising dollar through the elimination of waste.

Where accurate consumer sales figures are not available—advertising agencies have worked out vari-

ous methods of distributing jobber sales, by markets. With careful work this can be done with a high degree of accuracy—and by confining the synthetic breakdown to known areas—cumulative errors are avoided.

Obviously, the breakdown of the media dollar must be carried out just as completely as the advertiser's sales—in order to develop the true picture of correlation—and while this is a tedious and difficult job physically—it can be done accurately through exhaustive use of the A. B. C. reports, and the wealth of data on the distribution and use of radio sets by counties.

Let's sum up—the information we have—by counties:

1. The manufacturer's consumer sales
2. Basic data such as
 - Population
 - Income
 - Total Retail Sales
 - Drug Sales
 - Grocery Sales
 - Other data available in Census of Distribution by U.S. Government
3. A potential index—based on some combination of No. 2.

This allocation of sales is usually into county units—not because they form the real outlines of this country's markets, either singly or in clusters, but because the county unit is one on which practically all data required for market and media

analysis are available. In fact, the breakdown of jobber sales previously referred to is usually predicated on a formula which would not be possible on any but a county basis.

The breakdown of consumer sales by counties, now constitutes the basis of the entire market-media study. It is possible, though by no means simple, to trace the distribution of money spent in various media to these same county units. This is true, whether the advertising dollar is invested in radio, magazines, newspapers or outdoor or car cards, or any possible combination of these.

4. The total media investment—regardless of its origin.

Add to this a knowledge of sales trends, based on records of previous years and you are pretty well equipped to select in order the markets that are most important to you.

The tendency to reach for coverage of all markets may result in many instances in a lack of concentration and adequate coverage really required to get the most out of the key markets.

Evidence of this is seen in an analysis of the schedules placed in magazines and newspapers. Nearly 90% of the schedules that run in newspapers, for example, on nationally advertised products consist of 5,000 lines or less. This amounts to less than 1c per reader per year in some of the papers, in the larger markets and no more than 2½c in

(Concluded on page 39)

• Allen Billingsley, Pres., Fuller, Smith & Ross, Cleveland, succeeded Kinney as A.A.A. Chairman, May, 1939.



WINS *New York*

WACO *Waco*

WBAL *Baltimore*

KNOW *Austin*

WCAE *Pittsburgh*

KTSA *San Antonio*

WSAI *Cincinnati*

KEHE *Los Angeles*

WISN *Milwaukee*

KYA *San Francisco*

KOMA *Oklahoma City*

Exclusive Representatives

INTERNATIONAL RADIO SALES

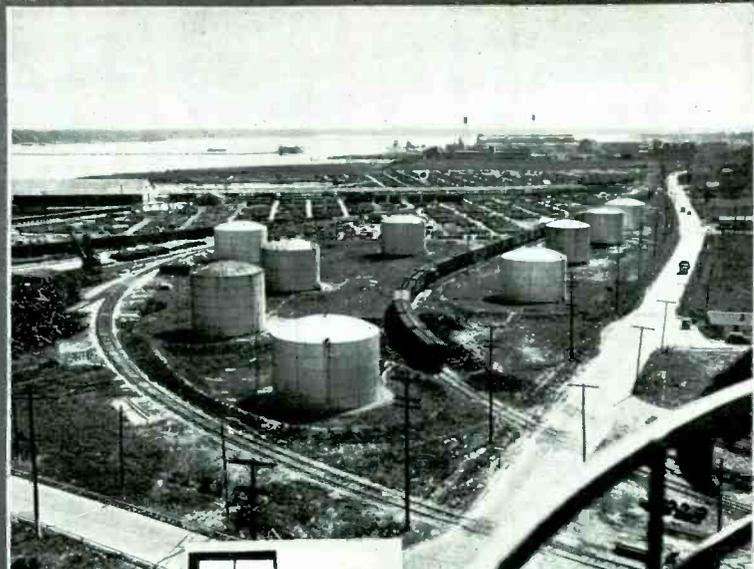
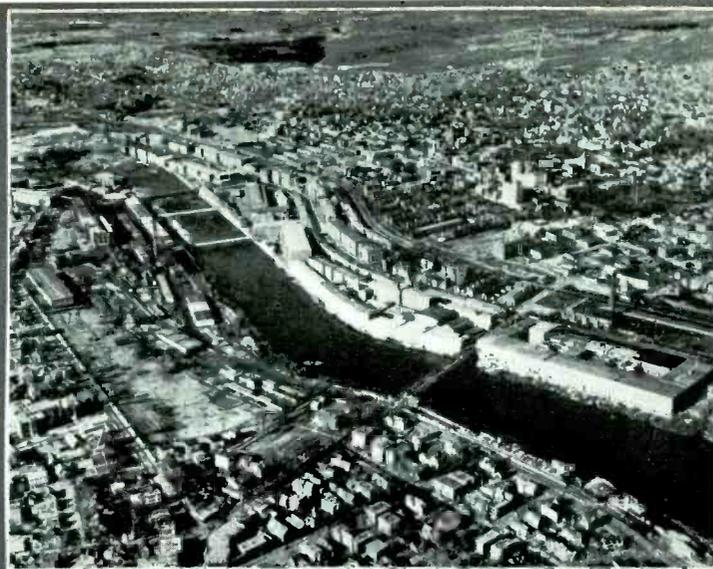
20 East 57th STREET • NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO

(Top) Depression proof Manchester, Billy B. Van's town, and oil-blessed Houston are opportune market places at all times.

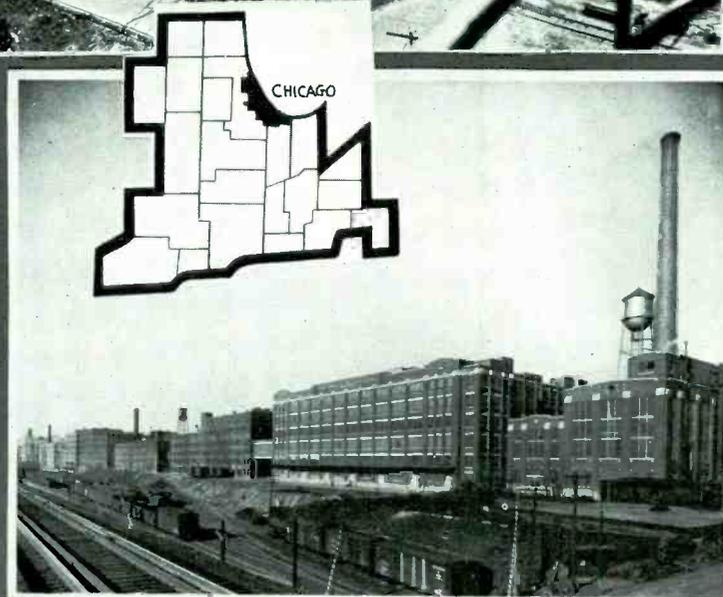


(Bottom) Football games draw free spending thousands to the small, college and paper mill town of Green Bay, Wis.

The vast American Tobacco Co. plant at Richmond, Va., evidenced prosperity in the past years (widely advertising "Lucky Strikes").



Map insert indicates Chicago's trading territory, which the Chicago Tribune so effectively covers.



lems that had been puzzling business men for years.

It is not hard to understand why the South, from a sales standpoint, is unlike the North. There is as much difference between Texas and Minnesota as there is between a boll of cotton and a grain of wheat. A difference in commodities produced—in labor conditions—in climate—in buying power. It is differences like these that make the differences between markets.

As cotton goes—as oil and a few other commodities go—so goes Texas. As wheat, flour, dairy products, etc., go—so goes Minnesota.

But we quickly found that you can't divide the United States into geographical or agricultural sections and let it go at that. These differences in conditions are not merely a matter of geography. Business may be booming in one city, and bumping along the bottom in another city only a few miles away.

There's the classic example of the twin cities on the Mississippi—Minneapolis and St. Paul. A bridge

spans the distance between them—but you cross a business gulf when you travel from one to the other.

Business in Minneapolis is largely dependent on flour; its ups and downs are those of the wheat and flour markets. St. Paul draws its trade from far more diversified business, and has the support of the state government resident there.

Under a given set of circumstances, either of these cities may forge ahead, and the other fall behind. Right now there is a difference of 8 points out of a possible 100 in their local business indices.

To make the point clearer, look at two other, smaller towns in another section of the country. Casper and Cheyenne, Wyo., are distribution pins on the maps of most sales executives. They are of about the same size—something over 17,000. They are only 150 miles apart. Both rely chiefly on agriculture and livestock.

For years, the business curves of Cheyenne and Casper followed a practically identical course. Then, suddenly, Cheyenne began to forge

ahead. In March, 1936, its index stood at normal—with Casper 20% below.

When this difference began to show up in our "Where's Business?" figures, we wondered why. It later transpired that aviation had moved into Cheyenne. The city became an important point on the western airlines—and the impetus given by this seemingly small factor produced a business boomlet in Cheyenne.

Of what use was the *national* business index in March, 1936, to the sales executive who wanted to fix accurate sales quotas for Casper and Cheyenne territories, and govern his advertising expense and selling effort by the potential business in each area?

The truth is that there are certain factors which make business good or bad in every territory. They are not the same factors in every area. They do not all operate at the same time, or in the same way. And this fact makes it necessary for modern management to look at each

main trading area as an *individual market*—and operate accordingly.

The state of Kansas gets a respectable amount of rain—something over 20 inches per year, according to Department of Agriculture figures. That's rain enough to grow a lot of wheat—but please don't mention that fact to a farmer in the dust bowl section of the state. He could grow an average crop if he got the Kansas average of rainfall—but he doesn't.

What difference does this make in business conditions in Kansas? Topeka, in the northeastern section of Kansas, has a current business index only 4% below normal. Wichita—the chief marketing center for Kansas wheat—now stands about 24% below normal. Yet these are two trading areas in the same state, and not much over 100 miles apart.

So it goes—straight across the nation. Each individual marketing area has certain basic crops and industries—products of sea, soil or factory—that govern the ups and downs of its business total. *National* conditions don't determine the *local* conditions of these markets. It's the other way around—the national index is the sum total—the average—of local conditions.

These *local* factors determine not only the output of any trading area, but its buying power. An area that isn't *selling* what it produces can't *buy* what other sections produce. Unless there's a market for its own goods, it can't consume the goods of others.

This is the philosophy—and the foundation of facts—on which we have created the service we call "Where's Business?" It takes the form of a monthly report, giving an individual index figure for each of the 147 main trading areas in the United States, *with relation to its own normal*.

Why, you may ask, is the number exactly 147? Simply because the entire country naturally divides itself into that number of ideal marketing areas—determined by certain basic factors that define any marketing area.

These factors include such items as transportation facilities (highways, railroads, etc.); topography (mountains, rivers, valleys, etc., which mark natural physical boundaries); the natural flow of wholesale and retail trade; density of

population; newspaper and magazine circulation; total potential business.

For each of these areas, we keep a perpetual record of the business rise and fall—and the reasons for it. And every month, we publish, for each of the 147 territories, an index percentage that shows how business stands currently with relation to 100%.

That 100% is the "normal" for the territory in question. How is it arrived at? The formula is too complex to detail here. It is the result of a technique so difficult that two years of constant work were required to develop, test and perfect it.

The biggest hurdle was the establishment of the factors that determine local business conditions in any trading area. They must be basic enough to reflect real changes, and not superficial symptoms. They must be accurate enough to record even small movements of business—up or down—in terms of index figures. They must be sensitive enough to register these changes immediately.

Given a formula that accurately and promptly reflects changes in business conditions—given a normal to relate it to—and the rest is simple. So, we are able to publish each month an individual index figure for every one of these U. S. markets which accurately reflects *current* business conditions in that market.

Time is an important element. There's no use telling a sales manager in June, what happened in Boston or Los Angeles in January. He needs that information early enough for use in current sales and advertising plans.

A quick reference to the monthly index figures in our "Where's Business?" report then shows what percentage of these normal quotas a given market can be expected to produce at the time the report is issued. For example, a market in which business is 20% below normal cannot be expected to go on a quota-busting spree. But there's something wrong if a market that's 10% above normal fails to go over the quota mark.

Thus, each month, executives using the "Where's Business?" reports have a guide which enables them to set quotas more soundly—to judge sales performance more accurately

—to concentrate sales and advertising effort and expense where it is most likely to produce business.

Sales managers used to be baffled by the consistently good performance of a man in one town and the consistently poor performance of another in some other territory. A man in Sacramento might be selling lots of goods—a man in Brooklyn, practically none.

They tried switching the Sacramento man to Brooklyn—but found he fell down just as brilliantly as his predecessor; while the Brooklyn man, switched over to Sacramento, turned into a star overnight. Nowadays, such things are taken into consideration. It saves sales managers a lot of worry—saves a lot of useless shifting of men—puts praise or blame more nearly where it belongs.

Today's executives look at the United States as many markets, instead of one. They fine-comb the country for sales—and each trading area is as much a market by itself as though it were in another country. The *one* market you're studying is the United States, for the moment.

How accurate a measuring stick of local business conditions are these "Where's Business?" reports? One example gives a pretty good idea.

The hurricane mentioned earlier in this article hit the East on September 21, 1938. Of course, it was not taken into account in figuring business indices for our October report. These index figures are determined by *basic* factors only. In fact, the hurricane was not even thought of.

But when the figures for the next issue of "Where's Business?" were compiled, *every trading area in the path of the hurricane showed a sharp dip in percentage*. In other words, our October 1st report accurately reflected declines caused by something that happened in highly localized areas little over a week before.

The reason, in this case, was apparent. More often, the reasons for sharp ups and downs are hidden. Investigation quickly reveals the *cause*—but not until the "Where's Business?" barometer has already recorded the *result*.

And, after all, it is *results* in which business executives today are interested.

Home Inventory Study Guide To Sales Acceleration . . .

SCRIPPS-HOWARD Newspapers' Nation-wide 16-city Home Inventory won the medal award in Annual Advertising Awards as the research project which contributed most in 1938 to advertising knowledge. To cover in one article the detailed application and use of the more than 17 million answers that came from 53,124 homes to 534 questions is impossible—but a brief account of a few should point the way to valuable study and use by every individual or firm interested in any of the subjects covered.

Outstanding among the findings was the fact that of all complaints registered by the home "purchasing agents" against retail establishments, 72 per cent of them were on discounting, inefficient personnel or store policies reflected in the attitude and contact of personnel with the customer. Retailers, facing definite changes in consumer acceptance of their means and methods of service, are now in several cities moving to improve their public relations as a result of the study.

Manufacturers, too, have learned much about consumer wants in size and price, and have noted with surprise some of the marked differences in brand preference and product acceptance between markets. For instance, the fact that in more than 27 per cent of the homes there were bottled carbonated beverages on hand in the months of November and December (when the study was made), gave encouragement to bottlers to carry their promotion programs into winter months as well as summer.

A flour miller discovers that local and regional acceptance has been secured by several millers who were not in the national advertiser class, and moves to do likewise in his own marketing area. A shortening manufacturer discovers he is being out-sold in a major market and moves



Findings Indicate Manufacturers' Outstanding Need Is Improved Public Relations At Points-of-Sale . . . Research Project Wins Annual Advertising Awards Medal

By H. W. HAILEY,

*Director, Business Promotion and Research,
Scripps-Howard Newspapers, New York.*

wide difference in product acceptance was typical of the scores of similar ones that prove once and for all the United States is a mosaic of many markets—no two alike.

A refrigerator manufacturer had cross-checks made to relate the owners of his product to occupations, types of homes lived in, types of cars owned, persons in the families and other factors in order to more intelligently plan and direct his sales and advertising program for 1939. Similarly a large refrigerator dealer confirmed his belief that the long-term credit policies he had developed in the race for sales, were unsound, and immediately moved to change his whole sales plan and have his advertising copy revamped to fit the particular conditions in his market. Now he is doing a selective-selling job with advertising copy aimed at a target instead of firing a broadside.

Today in thousands of offices, valuable sales data is being found in every one of the more than 800 pages of 16-city comparative charts which appear in MARKET RECORDS, General (two volumes) and the Automotive Section and Retail Supplement, and in the pages of the more than 7000 copies of individual city books which were made available to agencies, dealers, retailers, distributors and manufacturers.

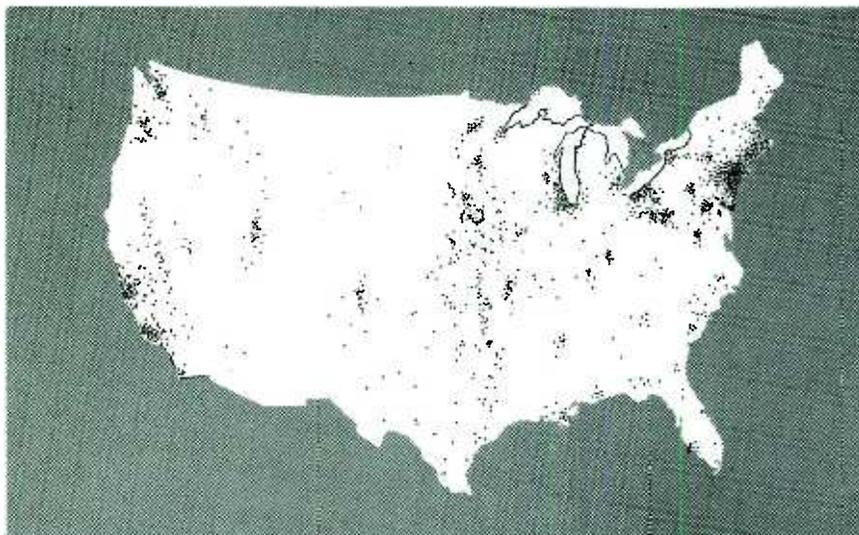
The general subjects covered in the study were food, apparel, home furnishings, radios, refrigerators, automobiles, tires, gas, oil, cosmetics, having accessories and dental aids. Adequate cross-section samples of three income groups (based on shelter cost) were secured in the following cities: Buffalo, Pittsburgh, Washington, Akron, Cleveland, Columbus, Toledo, Cincinnati, Indianapolis, Evansville, Knoxville, Birmingham, Ft. Worth, San Diego, and San Francisco.

to correct the situation with specialized copy directed straight at his objective. A food broker in one city discovers his market is weak in the acceptance of several products and that the seeming reason has been little or no representation or local advertising effort in that market for leading brands of that product. He immediately sets out to interest manufacturers in a more intensive development of the latent sales possibilities.

Manufacturers of various appliances found that whereas most of their dealer-cooperative copy was placed with one or two outlets in many markets, these outlets actually represented a smaller portion of their sales in these markets than they had realized.

Outstanding proof of the value of intensive advertising to educate new users to a product was shown in one city where in three years the per cent of homes reporting a certain food product on hand increased from 28 per cent to 69 per cent. The newcomer brand in the market secured its share of the business while at the same time the total sales of the leader also increased. Notable also in the study was the comparatively large number of homes reporting such products as pineapple juice, tomato juice, grapefruit juice and others that were little known or used 10 to 20 years ago.

They like their liquor straight in Texas, but prefer it in highballs in the nation's capital judging from the fact that only 7.6% of the homes in Fort Worth reported gingerale on hand, whereas 58.6% of Washington homes had it. This



YOU'RE LOOKING AT THE MAP OF A KITCHEN

GENERAL FOODS has four large, modern experimental kitchens in New York—in which products are tested and new recipes are usually developed.

But we believe that most important kitchens are the one represented on the map above by those numerous little dots.

These dots represent towns and cities in which 20,000 average American kitchens, serving 20,000 average American families, are playing a vital role in the operation of our company. Just one thing special about these particular kitchens has put them on the map.

It is that each of the women feeding their families from these kitchens has been designed a Consumer Test by General Foods.

This means that the home makers of this group try out proposed new products and changes and improvements in old products in the way they're used. And what happens in the kitchens and homes of these women then tells us—with complete finality—whether such changes or improvements are desirable and practical for the average consumer.

We feel that this great "Consumer Kitchen" of ours—20,000 kitchens in one—is an invaluable asset to the public service. We know that for many years it has been one of the most important of the many research activities that have helped us in being the public more attractive, more nutritious, more delicious, cost-effective foods—at more reasonable prices.

GENERAL FOODS

DAIRY & BREADS
BREADS & BAKERY
BREADS & BAKERY

GRAIN & FEEDS
GRAIN & FEEDS

LA FRANGE
LA FRANGE

SINCE 1907
SINCE 1907

• Advertisement which appeared in the *New York Times* and other newspapers early in 1939 as part of General Foods' Public Relations effort. Research background is explained in this article, written for *The ADVERTISER* by G. F.'s president, dynamic Clarence Francis.

GENERAL FOODS Advertises 20,000 Test Kitchens...

Industry Spends \$25,000,000 Annually On Food Research . . . Within Decade Sales Volume Enabled G. F. To Improve Quality, Lower Prices

By CLARENCE FRANCIS, President, General Foods Corporation, New York

VIEWING the future work that must be undertaken by the food industry, the obvious and necessary trend is toward more intensive research.

Enough has been accomplished in recent years to demonstrate that the food industry is no laggard in scientific enterprise, being one of the few industries to accelerate research during the depression years. Yet the field is so broad and so much remains unsolved to challenge the research worker that the task may be considered merely at its inception.

Food research is a fascinating new phase of this oldest of industries. Several of the universities took fuller cognizance of the field during the past year

by establishing or enlarging courses leading to degrees in food technology. Great forward strides in matters of individual and public health, longevity, the physical fitness of the nation and the general appearance of the people are within the purview of this interesting and essential work.

As it is, the United States is unquestionably the best fed and most properly nourished country in the world, with a greater variety of food products on the average dinner table than may be found elsewhere. But modern science is not content with that assurance. Medicine, education, chemistry, and pharmaceutical and food manufacturers are equally concerned with a fuller understanding of nutrition and dietetics. All have

made and undoubtedly all will continue to make notable contributions.

Quite apart from the more highly specialized work of physicians and chemists in the investigation and use of vitamins for specific illnesses, a study in which extraordinary progress has been made recently, the food processing and manufacturing industry is expending approximately \$25,000,000 annually on research in the nutritive properties of foods, in methods of retaining for the consumer the required qualities of freshness, and in various other phases of food research. Birds Eye foods, quick frozen by General Foods; vacuum pack coffee; and the protective containers that have made possible the popularization of coconut and cashew nuts, are examples of the results of this type of experimentation.

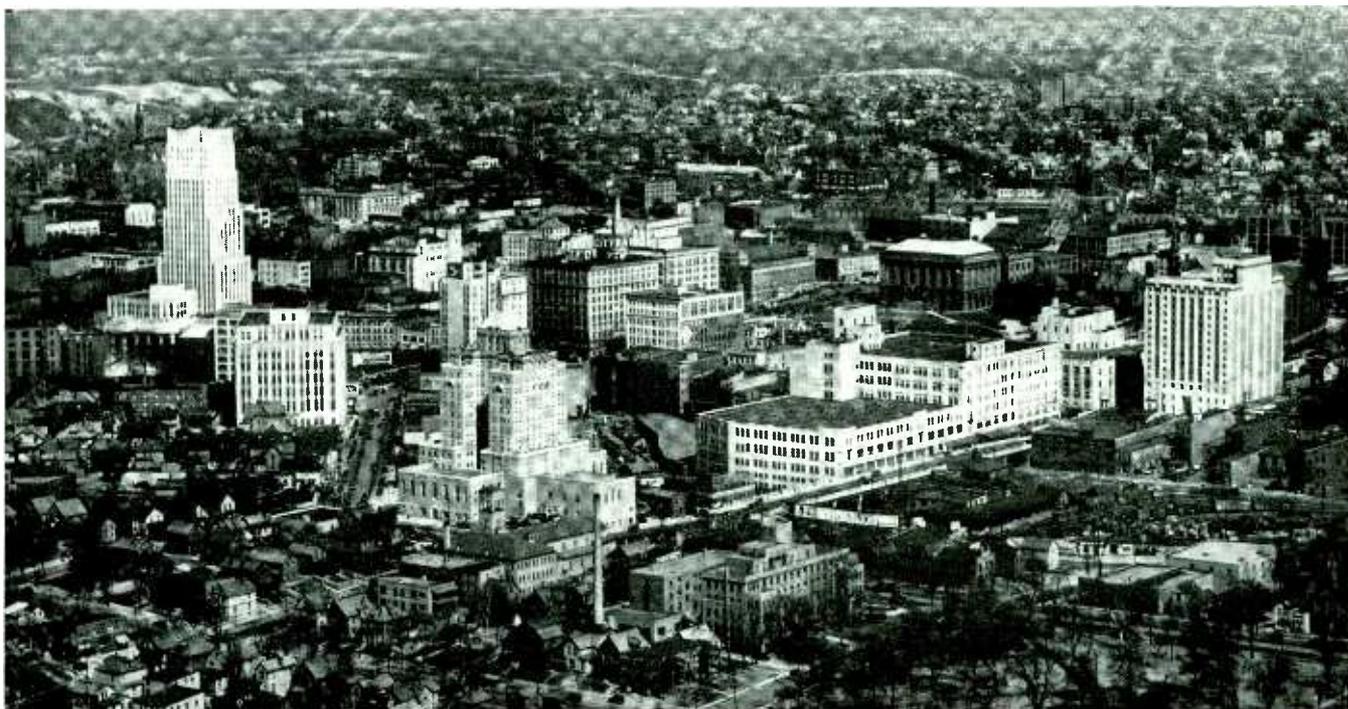
General Foods is now building, as a part of the company's large construction project at Hoboken, N. J., a well-equipped, new food research laboratory. This project will be completed during the current year. It will permit the concentration of a large part of the research staff now maintained in the company's different divisions and plants, so that more co-operative studies may be conducted in chemistry, nutrition, and food processing methods. The laboratory will occupy more than an acre of floor space and will be divided into fourteen departments.

In addition to the different chemistry and nutrition divisions, a technical kitchen will be maintained where theoretical chemistry may be applied to food recipes under the direction of women scientists who are also trained in domestic science. Similarly, an institutional kitchen will be operated for the study of recipes and cooking methods for restaurant and institutional use,

where food is prepared on larger scale. Apart from its own research kitchens, General Foods is now assisted by its consumers' research "staff" consisting of 20,000 women located in different parts of the country, a valuable activity that will be continued.

General Foods now maintains 28 laboratories for the constant study of its products and methods. Many of these will be kept in service at the different plants after the central laboratory is established, but the latter is expected to give a decided impetus to the company's already extensive food research.

How research has been used in public relations advertising is shown in the illustration on this page.



- Scintillating in the sunlight, this business section skyline does not depict Akron's internationally important skyline of smoke stacks topping the world's largest rubber tire plants—Goodyear, Goodrich, Firestone, General, et al.

Akron . . . POPULATION: 354,578 RETAIL SALES: \$122,146,000

Healthy Developments Again Place Rubber Capital to Fore . . .

Outlook Bright for Industrial Town That's
Been "Thru the Mill"... World's Rubber Mecca
Seat of New Industries, Rapid Growth

By JOSEPH GRIFFITH, *Griffith Advertising Co., Akron*

AKRON has run the gamut of boom, depression and recession, and with the resiliency of the product for which it is best known, this rubber capital of the world seems to be bouncing toward new heights.

It is doubtful that Akron ever again will experience those boom years of 1914 through 1920, when rubber manufacture mushroomed to such proportions that serious labor shortage developed. Wages skyrocketed. Rubber manufacturers sent labor scouts into the South to recruit workmen and transport them here by special trains. (There were even instances when, some-

how, these trains were hijacked and their passengers taken to other plants.)

Housing couldn't keep up with the newcomers. Many families pitched tents. Sleeping rooms were rented in eight-hour shifts. Quality of merchandise was judged by the price asked. Silk shirts and expensive clothes often were worn to work. Long lines waited at the barber shops.

A national magazine in 1918 described Akron as the town of "Standing Room Only."

Population trebled from 1910 to 1920, leaping from 69,000 to 206,000, and in that period Akron was

the fastest growing city in the nation.

After such a boom, any degree of mere prosperity seemed by comparison dull and depressive.

There is a general feeling elsewhere that Akron has seen its day, that labor turmoil drove industry to other localities, and that this city now consists of idle factories, picket lines, and an occasional WPA project. Such is not the case.

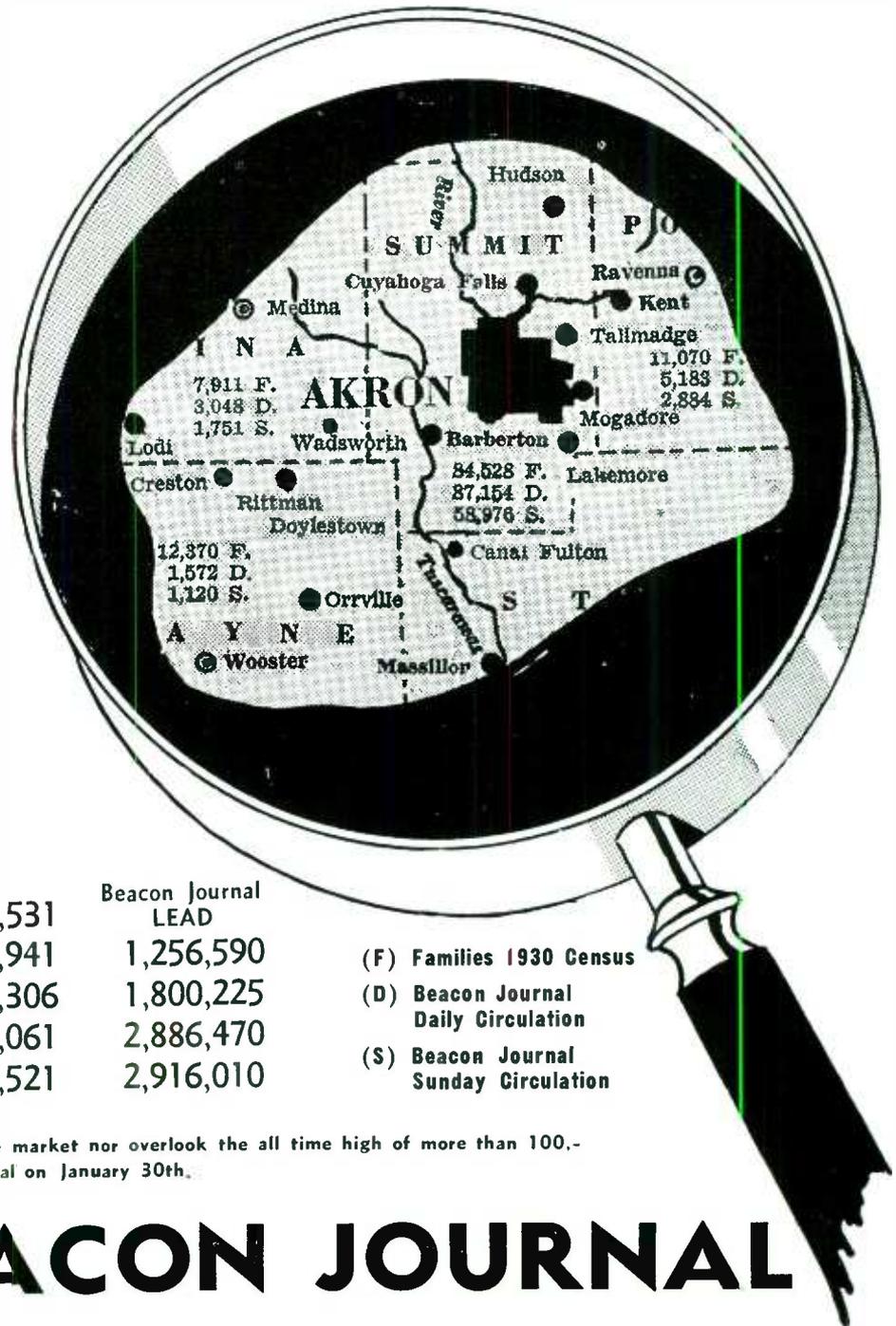
It was only natural that rubber manufacture should expand to equal and surpass demand. Competition for a great market took care of that. It was equally natural that plants should be built in

MAGNIFY THE POWER OF YOUR ADVERTISING DOLLAR IN THE ALERT FREE-SPENDING AKRON MARKET

● Here is a compact market quick to respond to newspaper advertising and economical to sell through the blanket Coverage of The Beacon Journal.

● There is no better proof of the part this newspaper plays in forming the buying habits of its many readers, than the fact that the Beacon Journal maintains its leadership among Ohio Newspapers in total advertising.

● Here are the total figures, from Media Records, of Ohio's first five newspapers from September 1938 (when the Beacon Journal published its first Sunday Edition) to May 1st, 1939.



AKRON BEACON JOURNAL ..	10,397,531	Beacon Journal LEAD	
COLUMBUS DISPATCH	9,140,941		1,256,590
CLEVELAND PLAIN DEALER .	8,597,306		1,800,225
CLEVELAND PRESS	7,511,061		2,886,470
DAYTON NEWS	7,481,521		2,916,010

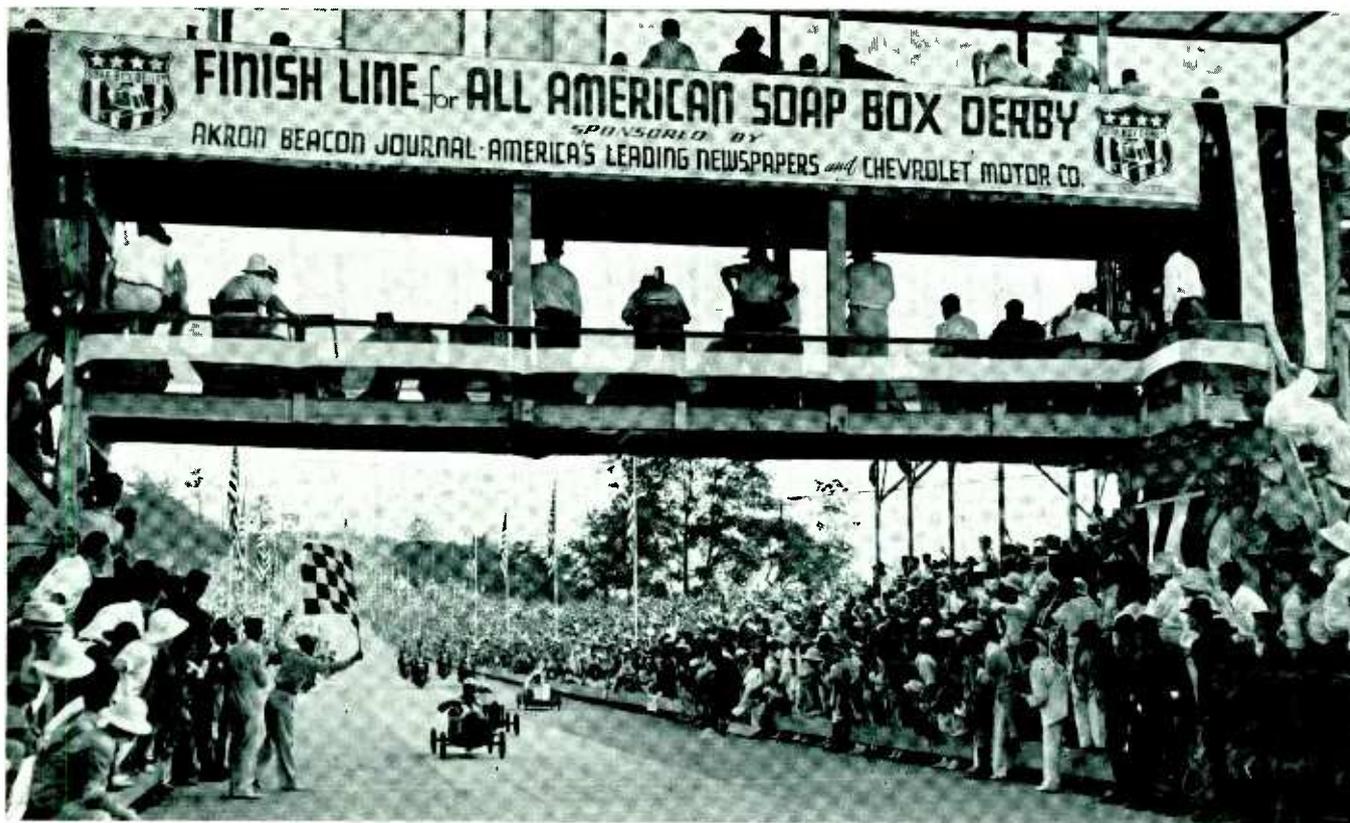
(F) Families 1930 Census
 (D) Beacon Journal Daily Circulation
 (S) Beacon Journal Sunday Circulation

You cannot afford to neglect this rich, responsive market nor overlook the all time high of more than 100,000 daily circulation reached by the Beacon Journal on January 30th.

AKRON BEACON JOURNAL

NOW MORE THAN 100,000 DAILY CIRCULATION
 IN OUR HUNDRETH YEAR

Represented by STORY, BROOKS & FINLEY



★ ★ ★ ★

Greatest appeal of all national youth events is this annual American Soap Box Derby. Sponsored by Chevrolet Motor Co. and 116 U.S. and foreign newspapers; juvenile contestants arrive from as far as Johannesburg, South Africa. This fascinating contest runs on a speedway built by an Akron city \$150,000 bond issue, draws 100,000 enthusiastic spectators.

various far-flung markets outside of this locality.

And it was just as natural that Akron should experience some hang-over from its unprecedented boom. Akron had this hang-over in a period of readjustment, and era of labor pains, and has taken stock of itself and is administering doses of proper civic tonic.

In the lush years of the boom, there was little need for civic cooperation or understanding. Quick profit rewarded almost any business endeavor.

Rubber before had resisted labor organization. Came the NRA eagle, and, under the protecting shadows of its wings, the organizers. Applications were filled out almost as fast as they were printed and, where before open-shop creeds had prevailed, there blossomed unionism.

Strike has been made virtually synonymous with union, unfortunately. Many workers joined with the intention of getting even for past real or imagined wrongs. There were sitdown and walkout strikes, often called (or encouraged even if unauthorized by union heads) to demonstrate organization.

Rubber strikes were a novelty to Akron, and the uninvolved citizenry looked upon them almost with amusement.

This period made good news copy. This city was described as a sitdown capital.

Akron had the misfortune to be

one of the first battle grounds of unionism-vs.-open shop, and later A. F. of L.-vs.-C. I. O. The town became a veritable guinea pig, a testing ground for sound and half-cracked creeds.

Sitdowns and walkouts lost their polish and began to be figured in terms of lost man-hours. Gradually, as the C. I. O. leadership became bolder, public sentiment turned against violence of any sort and demanded arbitration.

Four men primarily are responsible for the birth of present Akron civic interest. They are:

Ex-Mayor C. Nelson Sparks, for his "ghost town" article in Liberty magazine;

John S. Knight, editor of the Akron Beacon Journal, for pursuing a straight middle-of-the-course news road and for his courage in swinging a sharp editorial ax when necessary;

H. C. Atkinson, aggressive state Bureau of Unemployment Compensation Administrator, former Exec. Dir., Akron Chamber of Commerce—for giving business a shrewd news direction and correlating civic activities; and

L. G. Tighe, until recently chamber president, for backing him up.

Sparks' "ghost town" story touched the fuse to the simmering pot of civic awakening. Akron took quick stock of past and present, realized her position as a competitive (though still supreme) center of rubber manufacture.

Pressure from community groups upon city officials was intensified for protection of industry. There hasn't been a serious disturbance in months (not since last summer's Goodyear strike, which began with a sitdown, was crushed by city po-

Akron is confident that its burial is indefinitely postponed. As a matter of fact, this city's business is about on a par with that of the nation, and in recent months has been leading comparable Ohio cities on the road to complete recovery.

Today, Akron has a surplus housing of only 2.36% as compared with the nationally accepted average of 5%; the largest number of telephones and electric meters in its history; the second highest per capita automobile ownership in the world . . . and still is the rubber capital, annually consuming nearly 35% of the world's crude.

Akron is the fifth city in Ohio in population (255,000)*, second in value of products manufactured. And there is considerable diversification of industry. This district contains the largest automobile rim plant, largest fishing tackle factory, and one of the largest cereal mills. Other industries include machinery, clay products, salt, sulphur and matches.

Latest reports concern vast new programs of rubber plant modernization for Akron.

The rubber industry has grown

*City limit's population.

THE OHIO BELL TELEPHONE COMPANY

50 WEST BOWERY
TELEPHONE—BLACKSTONE 9921

AKRON
May 2, 1939

FILE NO. _____

Edythe Fern Melrose, General Manager
Radio Station W J W
Akron, Ohio

Dear Mrs. Melrose:

This will confirm our conversation of this morning in which I reviewed with you the situation that has arisen as a result of your Saturday night request programs.

For the past several Saturdays so many people have tried to telephone you during this program that in addition to the flood of calls you have handled and the many who have dialed and found the lines busy, our operators have handled hundreds of requests from people who, after dialing your number several times and finding it busy, have asked us if the line was actually busy and if there was any other number over which you could be reached. Needless to say, the line was busy and we could only tell them to dial you again.

You can appreciate that in addition to placing an unexpected load on our operators, this is actually closing your front door on people who are anxious to reach you and I hope you will see your way clear to increase your telephone lines to a point where these busy reports will be materially reduced.

Very truly yours,

J. H. Brackenridge
District Manager

WJW

Why it penetrates the Akron Market ...



Here is Mr. J. H. Brackenridge, District Manager, Ohio Bell Telephone Co., Akron, Ohio. He was probably phoning a follow-up to his letter.

WJW listeners have money!

During a drive to raise funds for a new Akron Stadium, listeners were asked to phone their contributions so cruising Fund cars could pick up the money immediately. Thus the address of each contributor was secured. **BETTER THAN 67% OF THE DONATIONS MADE THRU WJW WERE FROM THE BEST RESIDENTIAL DISTRICTS.**

Here is evidence that WJW's listeners include the people with money and that they will respond to appeals from their favorite station.

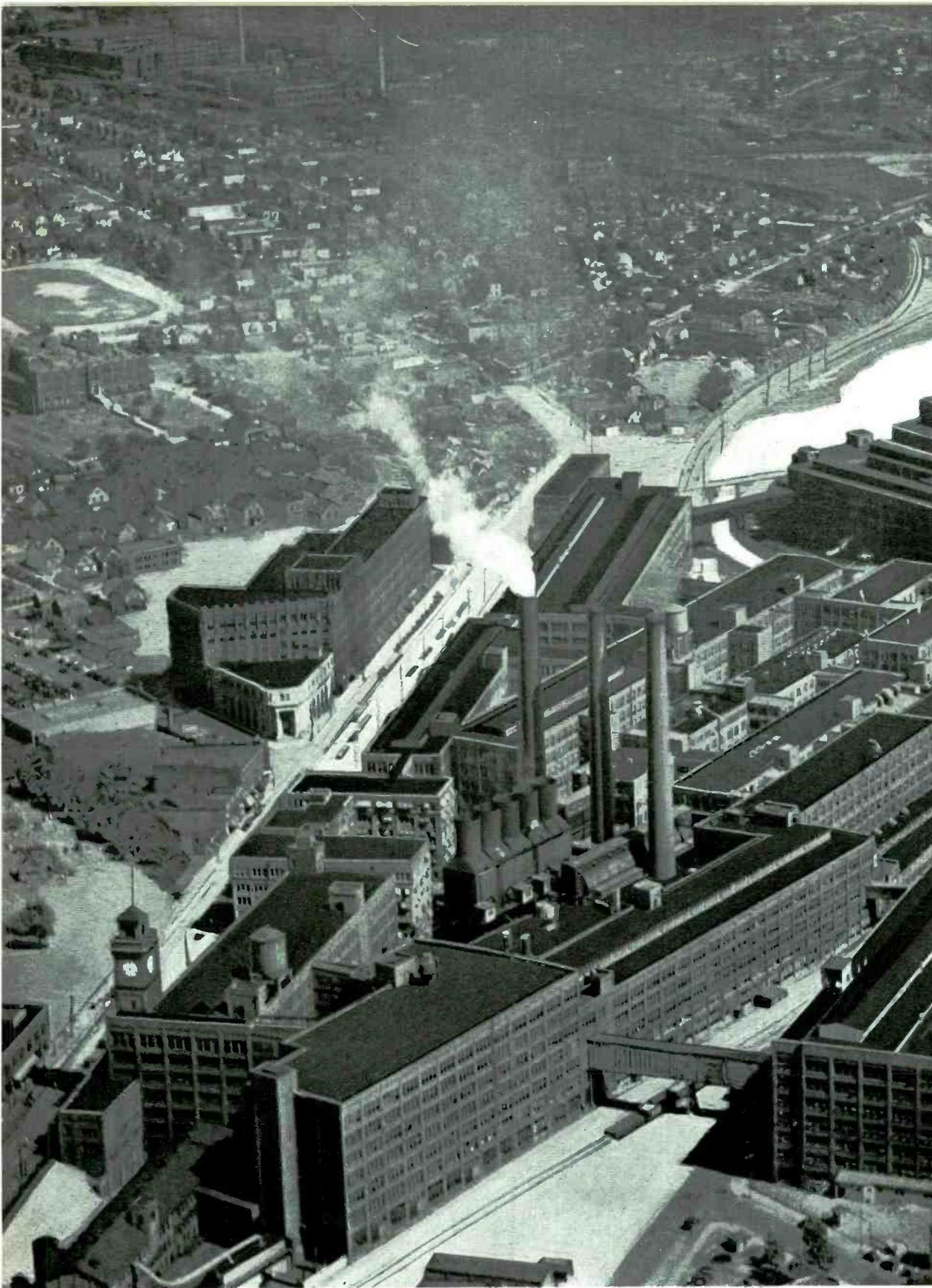
WJW has the Listeners

This letter from the phone company is just one additional piece of evidence that the listening habit of the people of Akron is WJW. Further proof in a recent telephone survey by "Telephone Sales Service" it was found that 60% of the sets were tuned to 1210—WJW. Here is the table of results:

Station	Sets tuned in
WJW	60%
Out of town stations	24%
Other Akron Stations	13%
Unknown Stations	2%

Complete details of this and other evidence that WJW delivers the Akron Market for you will be sent on request. Address Edythe Fern Melrose, General Manager, WJW, Akron, Ohio.





•
Goodyear's No. 1 plant—the world's largest rubber factory. Plants 2 and 3 sprawl across the valley to the giant "Zep" hangar. Goodyear employs 12,000 in Akron, 48,000 throughout the world. Public Relations Dir. Gene Judd informed The ADVERTISER'S editor.

•
*A.T.A. AKRON Member . . .
 The Akron Typesetting Co.*

•
 a modern automobile than the weight of the tires on the wheels.

Akron business took a decided turn for the better in the summer of 1938, and led Ohio cities of 100,000 and over in October. State average increase in retail sales for that month was 1%, but Akron rolled up an increase of 14.6%.

In November, the rubber capital again paced the state with a jump of 9.9% over the corresponding month of 1937. Only one other city of comparable size showed improvement. Akron department store sales were up 3.9% over November, 1937, and 4.7% over October, 1938.

With an 8% increase in December retail sales over November, Akron was one of 44 trading centers improved over 5%, according to a survey by Brooke, Smith and French, Inc.

December gains over November included 64.8% in department store sales, 13.1% in railroad car loadings, 12.6% in industrial power consumption . . . and over December, 1937, 3.8% in department store sales, and 373.6% in the valuation of building permits.

Business in Akron improved 4% as a whole during 1938, climbing from 23% below normal to 19% below . . . only 2% under the national average.

Economist Roger W. Babson, looking forward into 1939, said: "Akron is one of the brightest spots on the 1939 business horizon . . . Akron business is now well above the levels of a year ago and it has climbed nearly 25% since the low points last February and March."

more rapidly in number of new products in the last five years with the single exception of chemicals, with which rubber is closely allied. Important new products include a material for filling bus and train seats and all types of upholstered furniture which rapidly is opening a great new market; home flooring and sidewall material; Goodyear's Pliofilm, similar in appearance to

Cellophane, already adapted to hundreds of uses; Goodrich, Koroseal, a synthetic rubber for treating fabrics, and Firestone's rubber auto springs, of bellows-like appearance.

In fact, one Akron company catalogues over 35,000 separate rubber products. And, incidentally, more pounds of rubber (for wind-proofing, rain-proofing, sound-proofing, etc.) go into the construction of

MARKETS of
 AMERICA . . .
 The ADVERTISER'S
 Sketch Book
 Vol. III



Atlanta . . .

POPULATION: 425,000

RETAIL SALES: \$154,683,000

The Southeast's Distribution Center . . .

A Rich, Easy-to-Sell Market In Which More and More National Advertisers Are Enjoying Increased Sales and Greater Profits... Headquarters For Many Major Firms

- At least one of America's multi-million dollar advertisers—Coca-Cola—headquarters in this Southeastern commercial metropolis. Atlanta is 1100 feet above sea-level, has an all year round climatic charm.

By CHARLTON KEEN, *Sec.-Treas., Groves-Keen, Inc., Atlanta, Ga.*

POPULATION of Metropolitan Atlanta 425,000 estimated.

Distribution Center. There are 15 main lines of 8 railroad systems handling freight and passengers in and out of Atlanta . . . a complete network of paved trunk line highways terminate in Atlanta, making it the natural headquarters for motor freight carriers. Six major air lines use Atlanta as a base. There are 2,500 branch offices of national concerns here, more than half of which are district headquarters for the Southeast.

Communications Center. Atlanta is third largest telegraph center in the world. Largest long distance center in the South. Atlanta ranks as the third center in air mail volume in the United States.

Governmental Center. Most every department and agency of the Federal Government is represented in Atlanta. There are 112 establishments serving the Southeast, the state and the city. Atlanta is the capital of Georgia.

Educational Center. There are 34 colleges and institutions of higher learning which draw students from every state and many foreign countries. These universities bring many extra millions of dollars into the Atlanta market annually.

High Spot Review of Sales. Atlanta ranks 9th in the United States in per capita retail sales. Atlanta leads the entire South in apparel store sales, women's ready-to-wear, drug and general merchandise sales. Atlanta ranks fifth in the United States in shoe sales per capita and sixth in the United States in millinery. Authority of above figures, U. S. Dept. of Commerce.

Industry. The value of manufactured products produced in Atlanta exceeds that of any other city in the entire South. The industries are so diversified until not more than 10% are in any one class. This enhances Atlanta's industrial stability. Over 1,500 different commodities are produced, some of the more important being textile,

chemicals and fertilizers, furniture, paper and paper products, candy and confectionery, soft drink syrups, printing and publishing.

Atlanta — Essentially a White Collar City. Atlanta has more office space per capita than any other city in the United States. There are far more workers in white collars than in overalls. White collar workers are on a year round salary basis. They never have wage troubles or have their offices shut down several months out of the year with a resulting lower income.

Population Characteristics. 66.7% are white. 33.3% are negro. 1.7% are foreign born white. Atlanta's negro population has a per capita income far above the average negro population. This is greatly influenced by the seven nationally known negro universities located here, where training is given which helps to raise the negro income level. Practically all of Atlanta's negro population are substantial citizens, many owning their own homes and businesses.



•
Bromo Seltzer's famed blue bottle, in tower form, atop its headquarters appears on Baltimore's skyline (left-center). The Nation's second seaport is the world outlet for millions in exports from our factories and farms.

Baltimore . . .

POPULATION: 961,209

RETAIL SALES: \$326,692,000

If You're *Buying* Watermelons . . .

Marketwise, Baltimore Is Fine For "Plugging!"
 . . . National Advertisers Given Character
 Sketch of Great, Many-industried Seaport

By JOSEPH KATZ, *President, The Joseph Katz Co., Advertising, Baltimore*

IN summertime the watermelon man is a local institution in Baltimore. And "I'll plug 'em for you" is his cry. We don't buy a melon without cutting a small test plug. Plug your melon and you know if you're getting a good one. Buy it unplugged, and gamble!

Placing national advertising is a lot like buying watermelons. It's wise to "cut a plug" before your entire campaign is launched.

Not so long ago, LIFE gave a pictorial presentation of how youth lived and thought in America. It was a big job to tackle . . . one which might well have demanded months of work and miles of travel. But LIFE knew a short cut. They sent their cameramen and writers to Baltimore and found a representative cross-section of America in a compact, easily reached area. LIFE knew where to cut its "plug" in the American melon.

Baltimore is an old town combining the flavor of a Colonial past with all that makes up modern America. In 1608, twelve years before Plymouth Rock became an Ellis Island for the Pilgrim Fathers, Captain John Smith sailed

up the Chesapeake and pointed out the present site of Baltimore as a potentially great harbor. Today, that harbor exists as something more than the vision of an early pioneer.

Beginning from the time Baltimore Town was laid out in 1730, and continuing through the eighteenth and nineteenth centuries, Baltimore's growth has been intimately tied to its growth as a port. In the first half of the last century all the ports of the world saw the sails of Baltimore's clipper ships. And as steam gradually supplanted sails, Baltimore kept step. Ship-building turned from oaken bottoms to steel hulls, channels were deepened, wharves lengthened to meet new conditions. Today, Baltimore ranks with the great ports of the world. Her volume of foreign trade is the second largest in the country, her imports rank second, and the city leads America in inter-coastal tonnage to the West. Forty miles of deep-water harbor frontage is interlaced with a network of channels dredged to accommodate modern shipping. Three major trunk lines (including B. & O. and

Pennsylvania) supply and support miles of piers designed for rapid and low cost transshipment from rail to water. Thirty-eight states and Canadian Provinces route their imports through Baltimore, and thirty-three enjoy Baltimore's export advantages.

The steady growth of Baltimore's harbor lies in its fortunate location geographically. It is the closest port to the center of our population. 63,000,000 people lie within overnight train ride of the city. Baltimore is closest of all Eastern ports to the great farming belts, and to the manufacturing centers of the Middle West. Hence Baltimore enjoys a natural advantage in freight rates over other cities on the Atlantic Seaboard. Eight to eleven million bushels of wheat can be stored easily in Baltimore's modern grain elevators. Baltimore has the greatest coal pier in the world, which can handle 12,000,000 tons a year. Fifty-three regular steamship lines serve the city, distributing goods to the world's major markets. And every shipment which passes through Baltimore contributes something to the buying power of

IN BALTIMORE 1939 is WFBR'S YEAR

THE NEW, MORE POWERFUL WFBR

NEW STUDIOS

NEW, INCREASED POWER

(MAXIMUM 5000 WATTS)

**NEW LOCATION FOR
TRANSMITTER AND**

ANTENNA --for greater efficiency



**DEDICATED TO BETTER
SERVICE AND BIGGER
COVERAGE FOR OUR
ADVERTISERS**

**IN BALTIMORE
THEY LISTEN TO -**

National
Representatives:
EDWARD PETRY & CO.
NEW YORK • CHICAGO
SAN FRANCISCO
DETROIT

WFBR

**THEY WANT'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK**



• "Placing national advertising is a lot like buying watermelons. It's wise to 'cut a plug' before your entire campaign is launched" . . . opines JOSEPH KATZ, whose sense of humor is as keen as is his knowledge and application of advertising's force in marketing everything, from Ex-Lax to Amoco. Sketched in his Baltimore studio-office, by Manuel Rosenberg, Editor of *The ADVERTISER'S SKETCH BOOK*.

**A. T. A. Baltimore Member—
The Maran Printing Co.**

its population.

Baltimore, though, is somewhat more than a porter and stevedore to America. The same advantages which make it a logical shipping point for manufactured goods give it advantages as a manufacturing center in its own right. Convenient and economical transportation of raw materials, and low power costs, are inducements for factories to locate here. Maryland mines no copper, but Baltimore boasts the world's largest copper refinery. One-fifth of the world's copper comes to its finished state in this city. There is no iron mined in Maryland, yet the largest steel mill on tidewater is located in Baltimore. Economy of shipment has likewise attracted to this city such contrasting industries as the world's largest sulphuric acid plant, and the world's largest spice and extract factory. Shipbuilding, clothing, meat packing, fertilizer, and tinwear, are a few other major industries which find Baltimore an advantageous spot in which to locate. And of course, all of them contribute heavily to the buying power of Mr. and Mrs. Average Baltimorean.

But beside the larger industrial plants in Baltimore, there's another big point worth noting. The city's economic life isn't completely tied up in a few major industries.

Three thousand other plants of appreciable size produce over 2,000 commodities, and require the services of 100,000 workers. As a result, the buying power of Baltimore's working population is spread out in many fields, and isn't seriously damaged by slumps in any two or three industries. Incomes have a tendency to be steady, compare favorably in size with any in the country, and are well distributed amongst Baltimore's workmen. \$650,000,000 per annum is the average value of goods produced in Baltimore, and that average is a steady figure, rarely fluctuating, but increasing with the growth of the city itself.

In addition to Baltimore's activities as a port and as a manufacturing center, it is important to note that the wholesale and jobbing trades add another \$600,000,000 to the city's yearly income. Banking, credit companies, and a growing life insurance business, assume an increasingly more prominent place in commercial life; and 15,000 retail houses employ thousands of other Baltimoreans. Total employment in the city approaches close to 400,000 or almost one-half the population. A compact, steady, almost unshakeable buying power gives some idea of Baltimore's value as a test market. It makes

a picture that approaches as close to the "mean" of American life as can be discovered in any one community of like size.

And that's the big point: Baltimore is a great test town. It averages national public opinion so well. Theatre people have found that out for generations. Manufacturers have learned the truth of that, too.

At this writing George Abbott is testing another play in Baltimore. He's been trying out his plays here for a long time. Baltimore went wild over "Brother Rat." So did the nation. Baltimore threw hats in the hair at "Room Service." So did the rest of the country. Baltimore put thumbs down on another of his plays. So did New York!

Baltimore is a home town. Its miles and miles of white steps are famous. Sixty-two percent of all Baltimoreans own their homes. And a "homebody" is the best of all prospects for the advertiser.

Baltimore is a city of widespread interests that comes close to being a perfect cross-section of standards of American living.

Baltimore's verdict is accurate and universal.

Try it out on Baltimore! "As Baltimore goes, so goes the nation."

●



- *The Hub of New England, viewed from the air—where strait-laced buying habits of Bostonians maintain a truly sound economy, of significance to national advertisers.*

Boston . . . POPULATION: 2,367,785 RETAIL SALES: \$889,862,000

America's Richest, Toughest, Most *Misunderstood* Market . . .

Products Once Sold Are Always Sold To People
Of New England's Hub . . . Capture Of Market
Requires Shrewd Advertising Judgment

By LOUIS GLASER, *President, Louis Glaser, Inc. Boston; President, Boston Advertising Club.*

THINK of blue-laws, Puritan father atmosphere, brown bread and beans for breakfast; think of erudition and culture pervading the social scene in a city of approximately 800,000 hide-bound New Englanders who carry their small change in padlocked pocketbooks—and you'll have an excellent picture of what Boston is NOT!

Misconceptions about Boston are more current than about most other

American cities because Boston was an old and tradition crusted metropolis when many other American cities were waste land, swamp, Indian trading posts or minor villages. You'll start with misconception number one if you take the census figures of Boston as representing its size. For Boston is located very much like the "city" in London, a comparatively small, highly industrialized community densely surrounded by miles upon

miles of homes (and manufacturing plants) all belonging, politically, to more than a hundred cities and towns but all belonging economically and socially to Boston. Nor is this picture to be compared to various American cities which have "increased" their populations by taking in enormous partially developed territories. Metropolitan Boston does not consist of a lot of great open spaces sprinkled with cities and towns. The communities which



•
Author
Agency-
Head
LOUIS
GLASER

paints a straightforward picture of his home town market.

Boston's Mayor, MAURICE J. TOBIN Says:—

"I know of no other community in America blessed with more of genuine community spirit than Boston and its neighbors and no other that can lay claim to more in the nature of modern progress and high ideals. Boston people are a homeloving people, people of culture and of high standards of living.

"I doubt if one could point to another metropolitan city in the United States, where, within a radius of fifteen miles from the heart of the city, there can be found forty-two suburban cities and towns whose interests are so inextricably bound up with the business, banking, transportation and port facilities of their centre.

"No national advertiser can ignore the fact that Boston, the key city of New England, wields a vast influence in one of the richest manufacturing, industrial and commercial centers in the world.

"It has given me much pleasure, in extolling New England's peculiar claims for distinction, to remind the public that so diversified are her industries, that she was the last to feel the effects of the depression. It should be kept in mind that in no other section of the country are wages higher or more stable and labor troubles so strikingly absent."

make up the city are pretty completely integrated. Cambridge, Brookline, Malden, Somerville, Newton, Chelsea, Milton and numerous other parts of the Boston market are as completely identified with Boston, physically, socially and economically, as downtown Boston itself. And within a fifty mile radius of Boston's City Hall there is a population greater than that of most of the States.

The Audit Bureau of Circulation defines the Boston Market as comprised of 152 communities situated within 30 miles of Boston's City Hall and gives the population of this area as 2,834,939.

This makes it the fourth largest community in the United States in population, exceeded only by New York, Philadelphia and Chicago.

But Boston is *first* in per capita wealth, *first* in individual buying

power, second in ratio of income taxpayers, third in financial importance and third in commercial importance. It is the largest wool center in the world, has the largest dry dock in the United States, the largest fish freezing and cold storage plant in the world and is the center of the country's paper trade. It has, in the New England Coke Company, the largest domestic coke plant in the world. And produces an annual volume of more than \$150,000,000 in boots, shoes, leather tanning and allied businesses.

Its annual grocery bill is \$270,000,000 at wholesale; dry goods \$61,400,000; oil products \$114,000,000; tobacco over \$40,000,000 and so on.

So much for misconception number one. Boston is big and important and rich—out of all proportion to figures which gives the pop-



•
The Universal center for Christian Science is located in this imposing Boston structure, which also houses a unique world map room. The great Christian Science Monitor is published in this building.

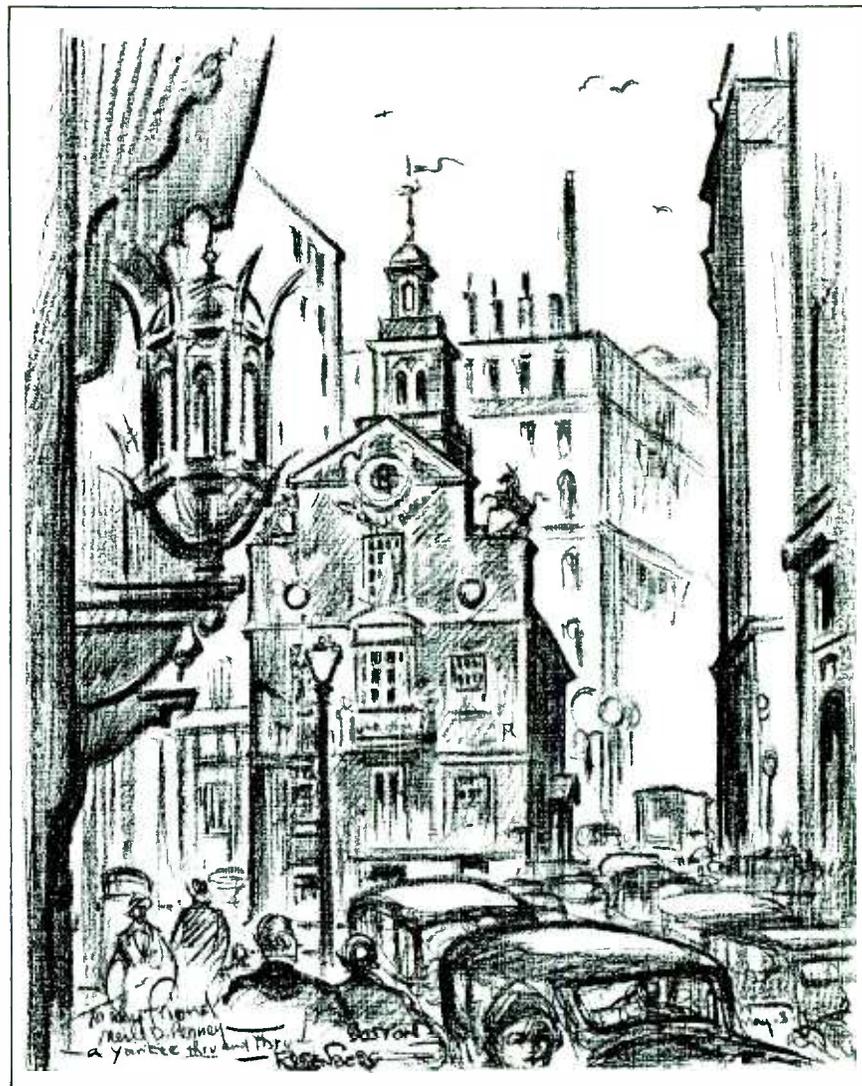
A.T.A. BOSTON Members . . .
The Berkeley Press
The Wood Clarke Press

ulation of that small area which politically is the "city."

Misconception number two is apt to concern itself with Boston Brahmanism. It is perfectly true that certain Bostonians religiously attend the Friday afternoon symphony concerts, live on Beacon Hill, talk with what they think is an English accent and are conservative with their money.

It is equally true that Benny Goodman can outdraw the Symphony ten to one, that a large part of Beacon Hill is virtually a tenement district inhabited by foreign-born, that Italian and Polish dialects are to be heard as frequently as the Broad A and while all New Englanders are careful with their money, when they have anything to spend it for, they spend with great abandon. The average Bostonian, in fact, spends more money in retail stores than anybody else in America—three times as much as the average for the United States. As example of the importance of the Hub's retail trade note that 160,000 people are employed in Boston's 35,000 retail establishments which last year did a business of more than \$1,000,000,000.

Which leads to misconception number three which is that because Boston is literate and educated, it is also high brow. "Nuts!" as we Bostonians so elegantly say. Bring on your ham and egg copy. Bring on your corn fed sales appeals. Boston can read and write, has one of the highest standards of literacy in the country, but Boston—in spite of the fact that it is one of the world's great education centers—is composed on the whole, of people who stopped just short of finishing high school and it goes for all the popular rackets. Boston is one of the greatest baseball towns in America, has a champion hockey team and supports it nobly. Boston is a sucker for wrestling, boxing and horse-racing. Sure, you've read about the International Tennis Matches at the Longwood Club, but an ice carnival at the Garden or public fireworks on Boston Common will bring out the real crowds of real Bostonians. Bostonians read the Atlantic Monthly, but they also read the pulp magazines—and to a much larger extent. Bostonians attend the lectures of solemn professors—but hocus pocus like Dale Carnegie knocks 'em for a loop and Boston



•
OLD
STATE
HOUSE

Some of what makes historic, narrow-streeted, Boston Boston, is captured here by the observing pencil of The Sketch Book's Editor, Manuel Rosenberg.

still supports one of the best attended burlesque theatres in America. And all the managers of high brow attractions tear out their hair when they think of how Shirley Temple and Charlie McCarthy wow the crowd. No, Boston isn't exactly highbrow!

Some of the peculiarities you hear about Boston are true. Bostonians do live well, eat well, send their children to school and save their money for things they really want. They have more money (per capita) to spend than the people of any other big city in America but they are not apt to "go overboard" as spontaneously as members of other groups. Many a salesman, many a copy writer has been appalled at the apparent difficulty of getting into the Boston market or into the consciousness of Boston people, has described them as nar-

row and hard and cool and indifferent to normal appeal. They're right, too—up to a certain point. But they should add that with the Bostonian's coolness and deliberate action is an appreciation of value and an unwillingness to take on obligations he cannot fulfill. He isn't apt to be a faker or a welscher. He may take time to decide what he's going to do, but having decided he will probably see it through in spite of Hell and high water. And if you get Boston sold on your product it is certainly SOLD!

Against Boston, as a market, therefore, is the fact (ask any sales manager) that Bostonians are slow to act, that they are not apt to be rash or impulsive buyers of anything. It takes quite a considerable amount of effort (and logic) to swing Boston over to any product or action. It is sometimes almost

heart-breaking to run headlong into the attitude of Boston buyers who know their Boston public. This coolness toward business is almost an affectation.

But—and mark this down in red ink—neither is Boston a fickle market. It may be hard to sell but it stays sold a long time. And it has the money with which to buy whatever it wants. Don't let the figures escape you — Metropolitan Boston is **FOURTH** in population, but **FIRST** in per capita wealth and savings and **FIRST** in individual buying power.

And what Boston buys is apt to be substantial because Bostonians live substantially. Boston is one of only three marketing territories in America whose outside population is larger numerically than its central city. Nearly half of the families in the Boston trading area reside in one-family houses, nearly 75% in one family or two family houses. And the people who live in these homes live well, their tastes in home equipment, in apparel, in automobiles, in food, all are high, very much higher than the American average.

Boston is a year round market.

Unlike most American cities it gains in population throughout the summer. And because Boston is the "Hub" of New England, merchandising effect of marketing in Boston radiates throughout the New England States.

Advertising in Boston is a complex business—but a necessary operation in any merchandising plan.

Best of all for the advertiser, the Boston public is very apt to be responsive to advertising because it understands advertising. For years the Advertising Club of Boston has been carrying on a campaign of public education to combat the phony economists who seize upon the tiny percentage of unwholesome advertising to create a phobia of destructiveness, a creed that advertising is anti-social and uneconomic. The Advertising Club of Boston has sent speakers to schools, colleges, women's clubs, Rotary and Kiwanis Clubs, business men's associations of various kinds to prove the case for advertising as a useful and economic function in distribution and therefore of importance to every home. Currently eight newspapers in and around Boston have contributed more than 20,000

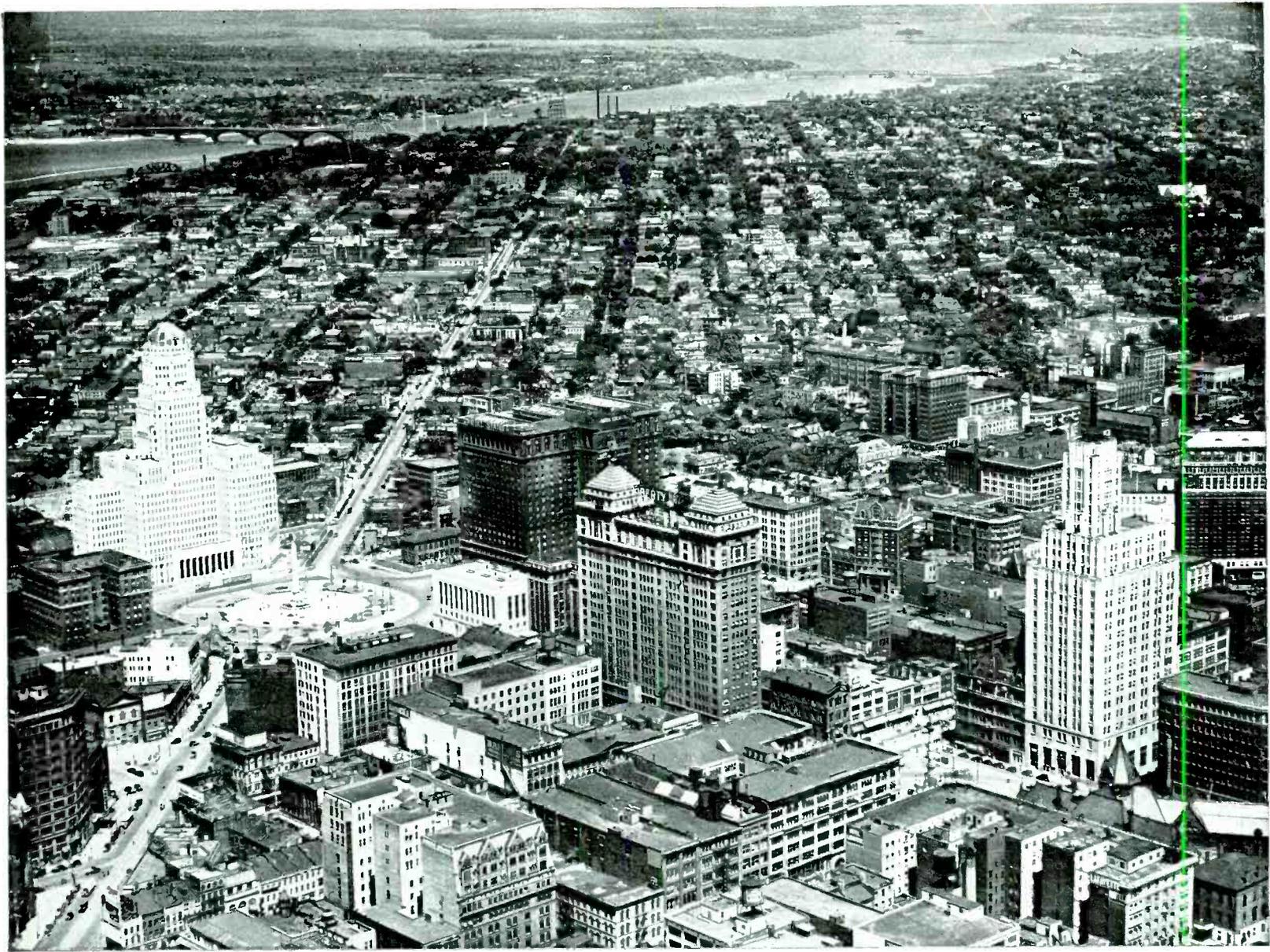
lines of space for advertisements on the same subject addressed to the hundreds of thousands of Boston newspaper readers over the slogan "Advertising Pays YOU". The Boston Better Business Bureau has distributed thousands of copies of its booklet, "Facts You Should Know About Advertising" which gives facts and figures to make advertising believable and trusted in the Boston home and which exposes the fakery and marked card technic of its antagonists.

Here, then, in proportion to its size, is the richest market of any of the great American cities. The wealthiest, the most literate and the spendingest. And educated to believe in the gospel that if a good product is well advertised it is therefore safer and better to buy. Not a market to be taken with an over-night campaign, not a fickle market which will fall in with your ideas with delightful spontaneity. But a densely populated, rich market of self-respecting, home-loving people who live well and are willing to be your best customers IF you sell them on your product. And THAT is up to you.



The World's Largest Lithograph Plant . . .

Air view of the vast Forbes Lithograph plant, at Chelsea (Boston). Forbes produces superb lithography (and printing), from a poster stamp to a huge 24-sheet poster—for America's foremost advertisers.



• Buffalo's massive City Hall (left) and the river that leads to nearby Niagara Falls. It is the key to the Great Lakes, making Buffalo America's greatest inland port.

Buffalo . . . POPULATION: 820,573 RETAIL SALES: \$243,457,000

Greatest Inland Port *A Steady Customer*

Industrial Stability Of First Inland Port Is Economic Shock-Absorber . . . Market Viewed From Various Angles Reveals Superb Qualities For Advertisers

By ALEX F. OSBORN

Vice-Pres., Batten, Barton, Dursine and Osborn, Inc., Buffalo and New York City

IF you could but come with me to the sixteenth floor of the Rand Building, I would show you Buffalo. From there, you would see probably the greatest harbor of the Great Lakes. We would smoke and talk and look out over Main Street, past lesser buildings to the waterfront. We would see great-lake

ships, large enough for ocean travel. There would be busy little tugs nursing these giants of the lakes through the harbor to the grain elevators, the flat cars, the steel plants . . . like workmen ants dragging blades of wheat to their storeroom.

And all along that expansive harbor we would see a labyrinth of sid-

ings dense with waiting freight cars and locomotives puffing back and forth among the great plants and mills. We would see these tributaries pour their stream of cars into 12 great railroad trunk lines paralleling the harbor.

But if you are a seller of goods, you would probably be most inter-

ested in Stan Irvin's office, on the other side of our 16th floor. Stan could point out of his window and say, "There is *your* Buffalo . . . the roof-tops of a great residential city with over 83,000 homes, 62% owned by their dwellers."

And what a sight that is, a hundred main streets leading to a hundred "middle-towns", each with its own spired church, its schools, its clinics, its shopping neighborhoods.

In judging this metropolitan market from a national advertiser's point of view, let us ask three basic questions:

1. *Can it buy my goods . . .* does it have the people, the spending-power, the normal reasons for buying? Is it a permanent, consistent market?

2. *Can I deliver my goods to this market easily and quickly?* Does it have adequate wholesale and retail facilities?

3. *Granted distribution are there adequate media to reach the peoples of this market . . .* broad enough to cover most of the prospects for my product . . . powerful enough to enthruse my dealers . . . thought of highly enough to help create confidence in my product?

Buffalo is a city of 573,076 people (of 139,860 families). Its metropolitan area contains 820,573 people. It is within 500 miles of 80,000,000 people. During 1938, for example, the Buffalo births increased 7% while the country as a whole decreased.

79% of Buffalo's population is native-born. 2% is negro, 4% Polish-born, 3% Italian-born, 3% Canadian-born. The stock of its people is predominantly English, Irish, Scotch, German and Polish.

Editor's Note—Your Editor has recently inspected a chart prepared by the International Institute of Buffalo, New York (an organization dedicated to the Americanization of racial groups in the City of Buffalo), which shows the racial breakdown of the population in the City of Buffalo as of January, 1930. This chart shows that American old stock is 17%, or approximately 95,000—Italians 15%, or about 85,000, Germans 18.5%, or about 102,000, and Polish 37%, or about 200,000. And the balance are miscellaneous, such as Scotch, Hungarians, Irish, Negroes, etc. This breakdown of course, refers to the country of family birth.

These people form a great middle-class city. Not many of Buffalo's people are millionaires. There are a handful of its residents who might be considered wealthy. But, similarly, there are not many paupers. Buffalo's people are mainly a mod-

est-living, independent folk, of comfortable, secure, spendable income far beyond the average of the country.

For every dollar spent by the average United States resident, the average Buffalo resident spent \$1.48.

For every dollar earned by the average United States resident, the average Buffalo resident earned \$1.52.

The average Buffalonian (man, woman or child) spends \$604 annually as compared with \$407.50 for the average United States resident.

There are 20% more cars owned per capita in Buffalo than in the United States.

And, as I said before . . . 37% of Buffalo's families own their own homes.

In food purchases, radio ownership, telephone usership, bank deposits, income tax payments . . . Buffalo people are proven again and again far above the average in earnings and spending power. Why? Because Buffalo has more than its share of industry.

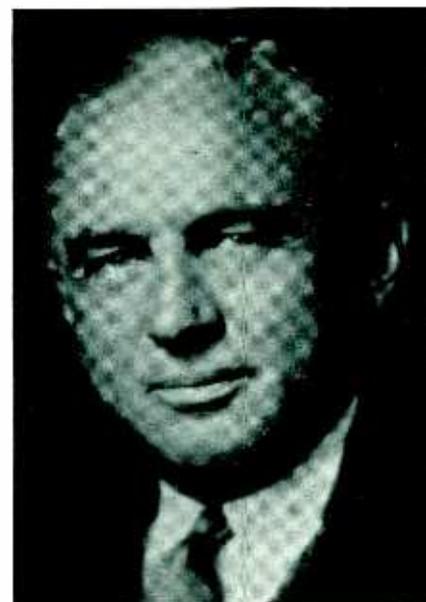
Buffalo is 13th largest city of America in population . . . but it is eighth in total industry. Buffalo industries consume over half-a-billion dollars annually in raw materials and supplies.

Industry means work and work means prosperity for those dependent on industry. In Buffalo, there are 239,233 persons gainfully employed . . . 41.7% of the total population . . . almost two people per family. And they work in such a diversified list of industries that Buffalo employment is virtually depression-proof.

Some work in Buffalo's great steel plants . . . the Bethlehem Steel Company, with 30 open-hearth furnaces; the Republic Steel Company with 9; the Wickwire-Spencer Steel Corporation with 1; the Gould Coupler Company with 4.

Some are employed by Buffalo's 20 foundries or 37 machine shops, or 17 sheet-metal shops.

Perhaps they are employed by Buffalo's automotive industry of over 50 millions of dollars annually, or the 39 million dollar automobile accessory business. This 89 million dollar volume is piled up by such Buffalo manufacturers as Chevrolet (Axle Plant), Chevrolet Assembly Plant, Ford Assembly Plant, Fisher Body, Dunlop Tire and Rubber Cor-



ALEX F.
OSBORN

A major partner in the famed organization of Batten, Barton, Durstine & Osborn. He prefers Buffalo to Manhattan and summarizes in interesting detail his city's major assets and their values to national advertisers.

poration, Trico Products Corporation, and the many manufacturers of gears, springs, castings, radiators, fenders, body stampings, heaters, radios.

Engines and turbines (including the world's largest diesel engines), represent a 10 million dollar Buffalo industry.

And in the manufacture of aircraft, Buffalo leads the world! Four local plants employing about 5,000 workers, produce \$10,000,000 worth of aircraft in normal times. New contracts with France and the United States for war planes have more than doubled this Buffalo industry.

Buffalo's position as the world's greatest inland harbor . . . the key-
port of all Great Lakes water trade, has given it an obvious advantage in the milling industry. Approximately sixty million bushels of wheat are milled in Buffalo annually. The Washburn-Crosby mill of Buffalo is the largest in the world, producing 20,000 barrels of flour a day. Others are Pillsbury Flour Mill (10,000 daily), International Milling Company (6,500), Buffalo Flour Mills, Hecker-Jones-Jewell Milling Company, Russell-Miller Milling.

In addition, Buffalo has 29 grain elevators, with a capacity for 51,000,000 bushels of grain. Buffalo is unquestionably the leading milling center of the world.

The by-products of the flour milling industry create many more sources of employment for Buffalo people. Processing of cereals, bak-

ery supplies, feeds, pet foods . . . all are prominent Buffalo industries.

Buffalo leads, too, in meat-packing. It is the largest meat-packing center east of Chicago.

The chemical industry employs large numbers of Buffalo people. Buffalo (including Niagara Falls) is the world's leading chemical, electro-chemical, and electro-metallurgical center. Buffalo does a \$95,000,000 chemical business with the world.

Here are located the National Aniline Company, the General Chemical Company, the Carborundum Company, National Carbon Company, Mathieson Alkali Company.

The duPont Rayon Division has a plant in Buffalo (which doubled its size and employees after two years' operation.) Adjoining is the duPont Cellophane Division.

Buffalo manufactures one-third of all the linseed oil produced in America. It is the home of the General Plastics Company, largest manufacturers of phenolic molding compounds.

With industry as diversified as it is, Buffalo is relatively depression-proof. Of course, Buffalo feels depressions, but unlike one-industry cities, Buffalo can carry on when they come. As proof of that point, no Buffalo bank blew up during the past decade.

* * * *

Yes, Buffalo people can buy your merchandise. But how easily can you reach them with your goods? The richest people in the world are worthless as prospects if merchandising your goods to them is too difficult.

From a transportation point of view, Buffalo is a dream city to any traffic agent. Buffalo's strategic po-

sition at the business end of the Great Lakes makes inexpensive water transportation attractive . . . as the second-largest railroad center of the country, Buffalo is ideally situated for simplified rail commerce. Moreover, Buffalo is within 500 miles of 80 million people . . . one-half of the United States. Within 500 miles of Buffalo are such cities as New York, Pittsburgh, Cleveland, Chicago and Boston.

Let's analyze Buffalo's water transportation facilities. Great Lakes freight rates are acknowledged the cheapest in the world. To Great Lakes traffic, Buffalo owes much of its industrial growth. Today, Buffalo is the world's greatest inland port. It rates as one of the ten largest ports of the world. Buffalo docks handle over 600 million dollars worth of freight annually, with a yearly tonnage of over 20 million.

Through Buffalo passes half the grain coming East, most of the anthracite coal going West.

Buffalo handles over 25% of Canada's trade with the United States, both by boat and rail.

As a railroad center, Buffalo ranks second in the nation. 12 trunk lines operate through Buffalo. Over 20 million tons of rail freight pass through Buffalo annually.

Regardless of your manufacturing location, Buffalo is easily, quickly, economically reached with your goods.

Once it gets here, it is received by a widespread, well-organized wholesale and retail distributing organizations.

If your product is food, there are available 16 independent wholesalers employing 94 salesmen and sponsoring 4 voluntary chains. Add to that 5 chain groups operating 414

stores, plus 3011 independent stores, and you can appreciate the opportunity for favorable distribution of your product.

And so on down the line of all retail outlets . . . department store, furniture store, jeweler, garage, hardware . . . you name it and in Buffalo you will find a healthy distributing set-up available for your merchandising plan.

The national advertiser's third important requirement for an ideal market is its media. And here Buffalo is well-heeled. For in Buffalo there are three daily newspapers of superior quality, plus a variety of foreign language and religious papers. And in Buffalo are 5 radio stations, carrying all the major network programs.

Buffalo is a particularly good city for radio advertisers, in that it is excelled by only New York and Washington in radio-set ownership. In the city of Buffalo there are 138,740 radio homes, 182,850 in Erie County, and 331,408 in Buffalo's radio trading territory.

When thinking of Buffalo as a market for your goods, keep in mind these key facts. Although Buffalo is thirteenth in population, it is

48% above average in spending power

52% above average in earning power

First of all inland ports

First in milling industry

First in the electro chemical industry

Second in railroading

Third in radio-set ownership

Eighth in industrial production.

•
A.T.A. BUFFALO Member . . .

Axel Edward Sahlin Typographic Service

The Agency Approach to Markets and Media...

By GILBERT KINNEY

Concluded from page 16

the average paper in a market of 50,000 population.

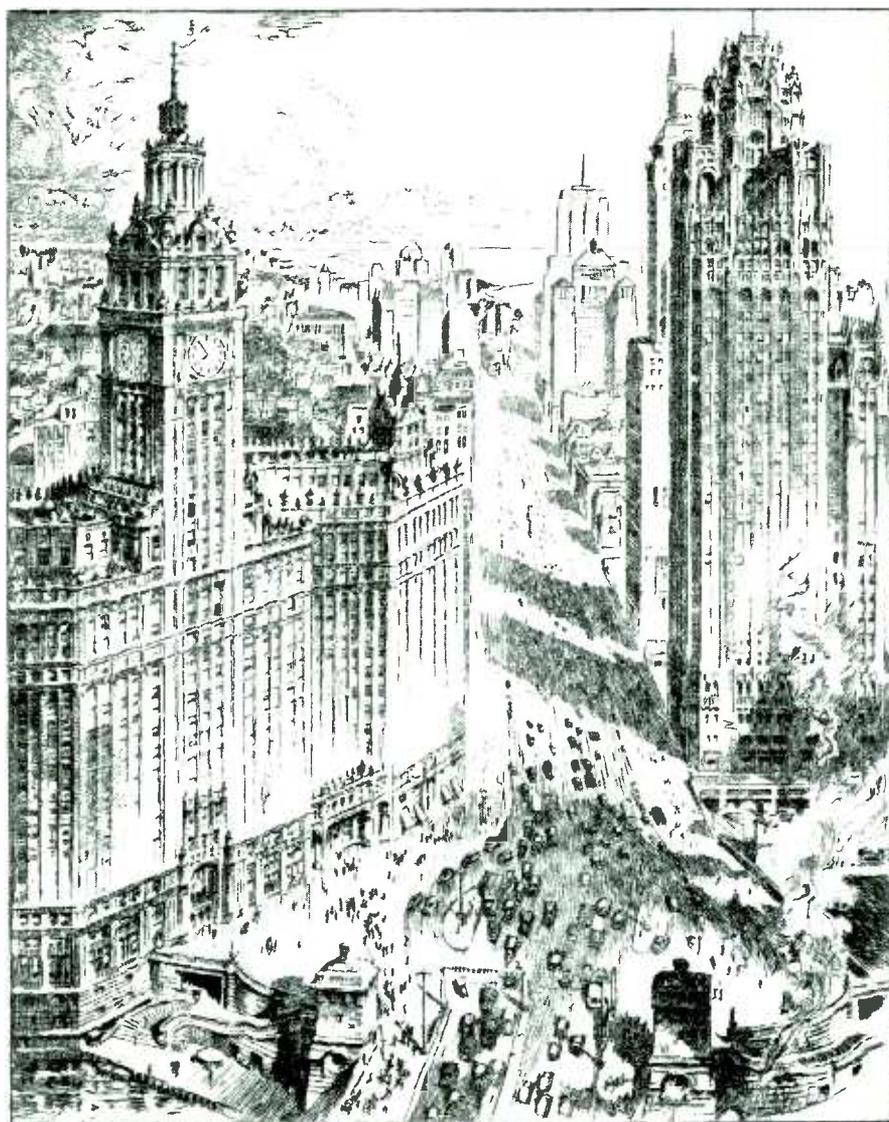
It would seem that there are many instances where an adherence to the following steps would result in more efficient and more profitable advertising.

1. Through careful and complete analysis—the selection of primary markets.
2. Adequate advertising in these markets before attempting

markets of secondary importance.

Of course, this selection of markets may be horizontal and national, such as is delivered by magazines and radio, or vertical and regional as in the case of newspapers and outdoor. Or it may be a combination of both.

In any event, the object should be to segregate a primary market of a size that can be consistently and effectively covered within the limits of the appropriation available.



American architectural gems—Wrigley Bldg. (left) and Chicago Tribune Tower (right), head this excellent etching portraying Chicago's Michigan Blvd., looking North from Wacker Dr. Towering Palmolive Bldg., distant center, houses famed Lord & Thomas agency and other leaders in the field of advertising.

Chicago...

POPULATION: 4,396,685

RETAIL SALES: \$1,481,749,000

Broadshouldered, Chicago Speaks For Itself...

Nation's Second City Is World's Foremost Railroad Terminus, Meat and Grain Center...Premier Market For Many Products, Offers Bountiful Opportunities For All Advertisers

By W. B. GEISSINGER, Executive, Lord & Thomas, Advertising, Chicago

THE poet, Carl Sandburg, addresses these lines to Chicago:

*"Hog-Butcher for the World
Tool-maker, Stacker of Wheat,
Player with Railroads and the
Nation's Freight-handler;
Stormy, husky, brawling,
City of the Big Shoulders."*

That's Chicago . . . City of the Big Shoulders. The city that was razed by fire in 1871 and re-built itself into the fourth city of the world.

Chicago seems never to have lost the lust for growth which she acquired after the fire. She has shaped the contour of the lake to suit her highways; turned the river current around; built magnificent roads and residential sites on reclaimed lake areas; filled in swamp lands for her most valuable business properties

. . . and is still feverishly building, improving, modernizing. Only a few months ago Chicago started on her long-discussed subway.

In a little more than 100 years, Chicago has become the fourth largest city in the world, and second in the United States. She claims 3% of the country's population; while she produces one-eighth of the nation's manufacturing volume.

The Size of the Chicago Market

In 1938, the population of Chicago was estimated at 3,643,700.* This is more men, women, and children than are contained in each of 38 states of the United States. The surrounding trading area of the city proper greatly augments this urban population, and in the metropolitan district there is a total of no less than 5,100,000 persons.

The Value of the Chicago Market

In trading volume, Chicago—compiled from actual records—is estimated as a seven billion dollar market. According to the latest Census figures, \$1,215,706,000* passed over the counters of Chicago's 44,382 retail stores; while during the same period, the wholesale volume amounted to \$3,269,729,000 and the manufacturing industries contributed another \$2,395,024,000.

Chicago—An Industrial Center

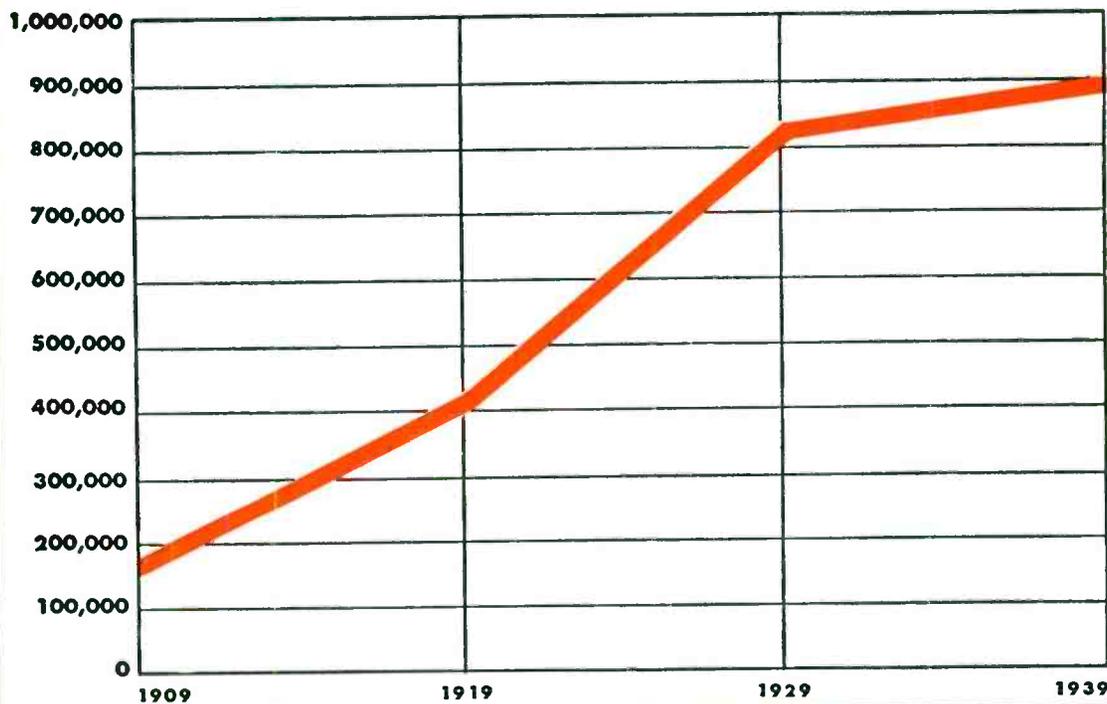
Diversification is the keynote of Chicago's manufacturing industry. Chicago leads all other cities in the United States in the variety of its products. 350 distinct classes of products are manufactured in Chicago and its industrial area. Chicago ranks second in the value of manufactured products in the

*Within Chicago corporate limits.

STILL GOING UP

STEADY GAINS FOR THREE DECADES!

Chicago Tribune average net paid total daily circulation for six-month periods ended March 31—1909-1919-1929-1939



During the six month period ended March 31, 1939 Chicago Tribune circulation gained over 45,000 over the same period last year. Here is a bonus circulation greater than the number of families in cities the size of Youngstown, Grand Rapids or Hartford

AVERAGING more than 900,000 net paid, Chicago Tribune total daily circulation during the six-month period ended March 31, 1939, *broke all records for any six-month period in history.*

The gain during the six months ended March 31, 1939, was more than 45,000 over the similar period last year—over 81,000 over the similar period two years ago—and over 136,000 over the similar period in 1933.

During each six-month period ended March 31 for six consecutive years Tribune total daily circulation has registered a gain over the similar period in the preceding year—adding new thousands of families who look to the Tribune for news, entertainment and *buying ideas.*

The Tribune is Chicago's own. It is the

medium read, quoted and *bought from* to a far greater degree than any other available to advertisers. No other gives such full-market coverage . . . practically as many metropolitan Chicago families, for instance, as are reached by any two other Chicago newspapers combined.

When you advertise in the Tribune you make the most efficient use of your budget *today* . . . and you buy in a medium which is steadily advancing its position. Examine the record for the past 10, 20, or 30 years, and you find the line of Tribune circulation mounting higher and higher.

To get more business now . . . and to build solidly for the future . . . build your Chicago advertising program around the Tribune. Tribune rates per 100,000 circulation are among the lowest in America.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

AVERAGE NET PAID TOTAL CIRCULATION NOW OVER 900,000 DAILY—OVER 1,100,000 SUNDAY



Increasing circulation means decreasing milline costs



ROGERS ENGRAVING COMPANY • ADOLPH F. BUCHELE, *President* • MASTER CRAI

Page 42

THERE ARE FIGURES AND FIGURES

Some figures are not deceiving, but others are pretty well covered---up. The blithely spoken, "40 off" or "30 and 20 off" present some rather attractive curves and angles to that one of the buying eyes which is on the appropriation. But as Nat Goodwin (?) said, "Don't be fooled by pretty figures. Reputation lasts longer." When the exacting mechanical requirements of paper and ink meet the etched surfaces of copper and zinc, the interesting curves too often disappear and the "angles" begin to show up. Some lovely circulation figures, too, take on the physique of an Ichabod Crane when forced into the light of the A.B.C. . . . A "grade A" job requires a "grade A" investment whether it's coverage or the photo-engravings used to help make space pay dividends. You'll never hear the expression "off scale" from the Rogers Engraving Company, but a glance into almost every S.E.P., Esquire or other leading publication will catch the advertising of the country's hardest headed buyers. And the engravings are by Rogers.

ROGERS ENGRAVING COMPANY • 2001 Calumet Ave. • Phone CALumet 4137 • **CHICAGO, ILLINOIS**

Saw You Saw It In The ADVERTISER'S Sketch Book—Vol. III . . . Please

Page 43

United States, and it leads the world in the production of food products, furniture, telephone equipment, agricultural implements, millinery, jewelry, railroad supplies, foundry products, men's clothing, women's wearing apparel, electric and gas appliances, musical instruments, machinery, radio, and automotive accessories.

Chicago—The Crossroads of the World

Chicago is the world's foremost railroad terminus, the center of the great rail and water transportation systems of the country. 1,294 trains carry an average of 216,500 persons who arrive at or depart from Chicago stations daily. 190,500 are suburban passengers and 26,000 through passengers. In addition to the passenger service, Chicago ships 7,450 carloads of freight and receives 7,370 carloads daily.

Chicago covers an area of 212.8 square miles. It is situated on Lake Michigan, with inland water connections to the principal cities of the Middle West, and therefore has unusual advantages in waterway transportation. Since the completion of the Illinois waterway, Chicago has become the leading inland waterway center of the nation. Thirteen steamship lines serve Chicago, affording passenger and freight transportation. The Illinois



W. B. "Doc" GEISSINGER

- *He knows Chicago from the mass-sales seeker's viewpoint . . . previously spent millions successfully here, in all media, for California's "Sunkist" products.*

waterway gives Chicago through barge service to the Gulf via the Illinois and Mississippi rivers.

Twenty-four airports and eight principal airlines service the Chicago district. In one year, the airlines using Chicago airports carried in scheduled service to and from this city 263,612 passengers.

Chicago—The Convention City

Because of excellent transportation and its facilities for handling large numbers of people in its hotels and convention halls, Chicago leads all other cities in the number and size of conventions. More than a million convention visitors come to Chicago annually. In Chicago are held the great furniture markets at the Furniture Mart, the largest building in the world in which one line of merchandise is displayed and sold. Here, too, is the Merchandise Mart, attracting trade shows and expositions.

Chicago High Lights The Stockyards

Meat packing is Chicago's leading industry. The value of packing house products produced annually totals a half billion dollars. The stockyards cover 500 acres and have all facilities for handling an enormous daily business in the receiving, caring for, and reshipping of live animals, as well as for slaughtering and processing.

The Grain Market

Chicago is the center of the world grain trade. The famous Board of Trade in Chicago is the world center for grain trading.

Chicago—An Educational Center

Students from all over the world



- *The nation's foremost printing and graphic arts production center, Chicago works nights to catch nationwide advertising schedules. The city presents fascinating night scenes . . . brilliant Michigan Blvd. and the downtown area, looking Southward from a plane above Chicago Ave. (Tribune Tower silhouetted—top center).*

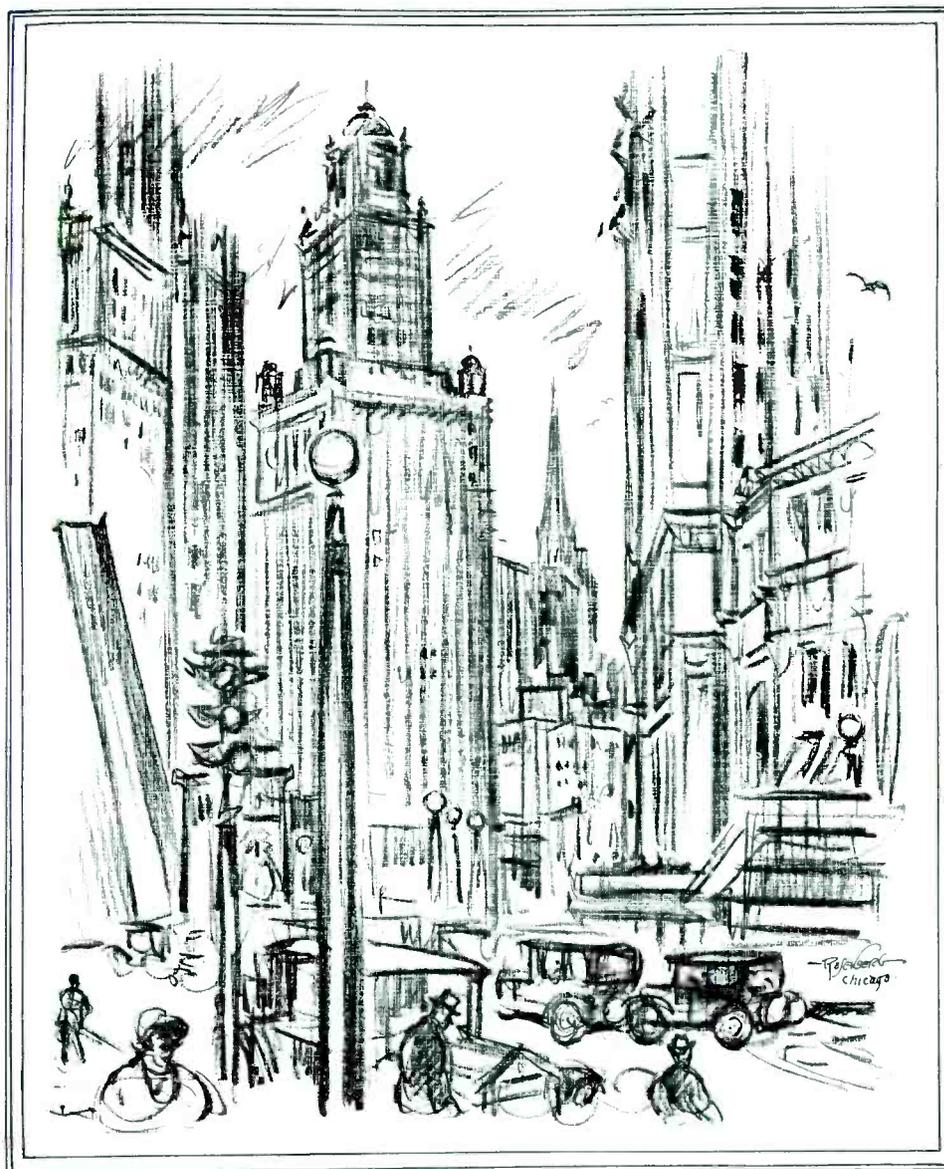
come to Chicago to attend its great universities—the University of Chicago, Northwestern University, Armour Institute of Technology, DePaul University, and Loyola University. Other outstanding institutions are the Newberry Library, John Crerar Library, Chicago Historical Society, Art Institute, Field Museum of Natural History, Rosenwald Museum of Science and Industry, the Adler Planetarium, and the Shedd Aquarium.

Chicago—A Summer and Winter Resort

Visitors crowd to Chicago in the summer to enjoy its 208 parks, its many bathing beaches, golf courses, Brookfield Zoo, Forest Preserves, and its famous outdoor summer opera at Ravinia Park.

In winter, too, the theaters, Chicago City Opera, Chicago Symphony Orchestra, etc., attract both Chicagoans and out-of-town visitors.

*A.T.A. CHICAGO Members . . .
 Advertising Typographers, Inc.
 Arkin Typographers, Inc.
 Bertsch & Cooper
 J. M. Bundscho, Inc.
 The Faithorn Corp.
 Hayes-Lochner, Inc.
 Runkle-Thompson-Kovats, Inc.*



• *Bridge Up . . . vista from Tribune Tower entrance as Michigan Blvd's Chicago River bridge stalls the erstwhile fast-moving motor traffic heading for the Loop, the Windy City's crowded business center. (Pure Oil Bldg., center, Wrigley Bldg., right).*

Stop Window Display Waste in Metropolitan Chicago

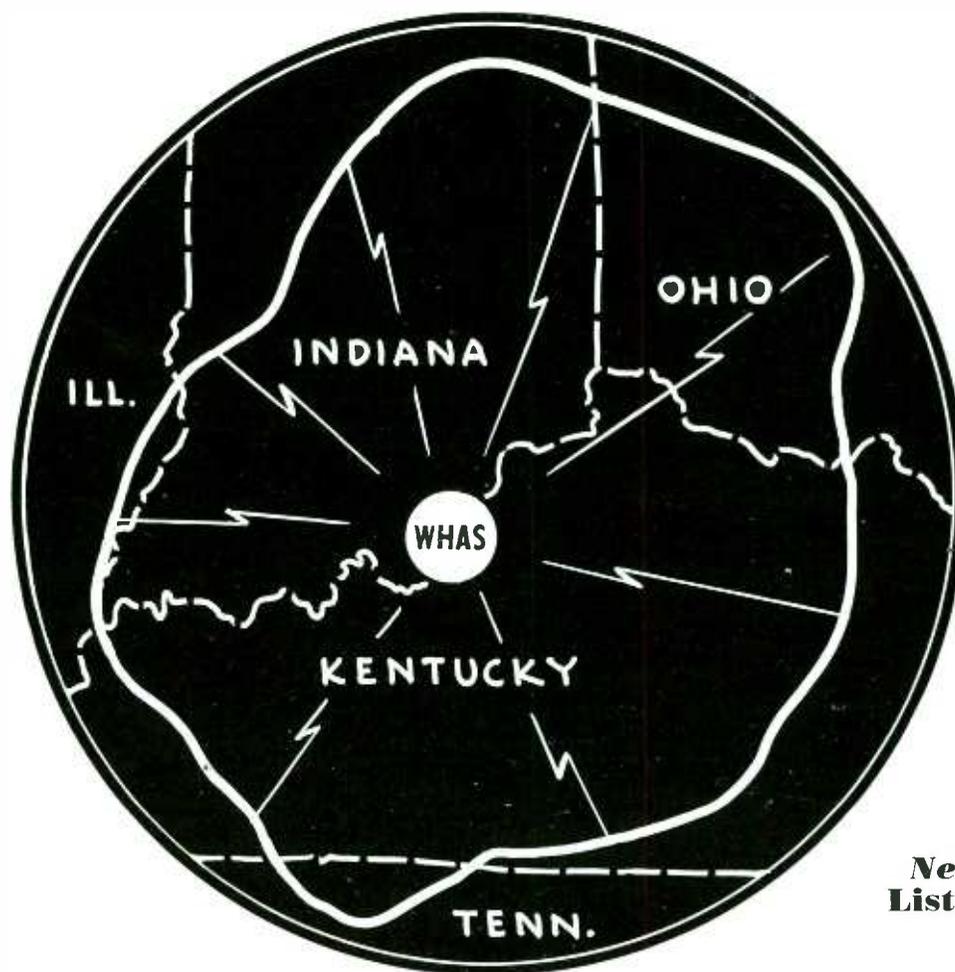
WE have enough testimonials from satisfied clients to fill a good-sized book. The only thing that we can add to the gratifying remarks expressed by our clientele of over one hundred advertisers is this—

After twenty years of window display installation experience, we believe that we are demonstrating every day that it is possible, through our methods, to render a truly superior installation service.

Send for Detailed Information

Fisher Display Service, Inc.

560 W. Lake St.
 Chicago, Illinois



**Here's Our
New Primary
Listening Area**

MORE SALES FOR YOUR MONEY



50,000 Watts . . . 820 KC
CBS Basic Station



Covering Southwestern
Ohio, Southern Indiana,
Southeastern Illinois, Ken-
tucky and Northern Ten-
nessee



EDWARD PETRY & CO.
National Representatives



A recent CBS survey shows 1,191,152 radio homes in our *New Proved Primary Area*—a 32% increase. And according to *Sales Management* the per capita income of the major part of this area is 103% of 1929 while the national average is only 84%.

When we speak of coverage in this prosperous area we do so in terms of finest technical equipment and generous sales co-operation—without premium rates.

Steady advertisers find that WHAS produces, year after year, results that count.

Join them now and reap more sales for your money.

WHAS
LOUISVILLE

Tuning In On RADIO...

Broadcasters Face Copyright—
500,000 Watt Station Issues
... To Be Answered In 1940

By CRESS LITTLE

NINETEEN-FORTY may well be known as "copyright year" in the annals of the broadcast industry. For on December 31, 1940, existing contracts between broadcasters and the American Society of Composers, Authors and Publishers (ASCAP to radio folk in this alphabetical age) expire. And well before that doomsday date networks, transcription makers and individual station owners must decide what to do about that old debbil, Copyright.

Copyright, for the benefit of those who came in late, has been the bugaboo of broadcasters for lo these many years. For the copyright laws provide that the men and women who write and publish those popular tunes that are the life-blood of radio entertainment have certain rights to certain revenues from their use by other folks for commercial purposes.

It was back in 1914—about the time a young Serbian killed an archduke in Sarajevo and set in motion the world's most terrible sequence of events—that a little group of song writers and publishers formed ASCAP. Their aim was to secure their rights to published tunes. Radio was unthought of. True, there was such a thing as "wireless," used of late in saving lives at sea—a wonderful invention that sent dots and dashes through the ether, but incapable of putting "By the Beautiful Sea" or "When You Wore a Tulip" into 27,000,000 American homes.

Today ASCAP has a strangle-hold on the radio industry. It's "pay or don't play," for without the tunes controlled by ASCAP radio would be limited to music held "within the public domain" and these would soon run out, what with the industry's tremendous demand for some four and a half million hours' material yearly for broadcast purposes.

Every important music publisher, with few exceptions, belongs to ASCAP and no network or station may broadcast ASCAP numbers without paying a license fee to the organization, which in turn apportions its receipts among its members. Most broadcasters think the ASCAP fees, based on stations' gross receipts, are too high. But ASCAP points out that it is, in its opinion, performing a service to radio by maintaining a central bureau which can assure stations immediately whether they are in the clear in broadcasting any

certain composition. Of course, there are certain "restricted" numbers, for ASCAP members reserve the right to limit the public performances of works when they see fit.

If every station and each network were forced to maintain its own bureau to "clear" musical numbers for thousands of broadcast hours yearly it would amount to a substantial sum in each case, and in addition the broadcaster would have to pay copyright fees.

Be that as it may, broadcasters want to pay less to ASCAP, and ASCAP may be expected to want broadcasters to pay more, or at least maintain the present fee schedule, when the contracts run out next year. Split from stem to stern over the copyright issue several years ago, the National Association of Broadcasters has been trying in recent months to decide upon a formula for meeting the issue in 1940. Regional meetings of NAB members are considering the problem and trying to decide what to do. Some broadcasters favor supporting organizations which are building up "tax free" libraries of sheet music and recordings. NAB, in 1936, started building a public domain and transcription library for this purpose, but when the association underwent reorganization late in 1937 the library went overboard. (Sold to Langlois & Wentworth in 1939.)

This year the United States Supreme Court, by a majority decision, decided a case in which Florida broadcasters sought to escape the meshes of ASCAP regulations—decided it in favor of the composers and publishers organization. However, Justice Hugo L. Black wrote a strong dissenting opinion, which was Balm in Gilead for the radio men, even though it had no practical value so far as station expenses were concerned.

State rights entered the picture in the Florida case, when Justice Black declared that he believed a reversal should be granted of a decree enjoining and suspending the Florida law prohibiting monopolistic price fixing. The justice asserted that "this combination (referring to ASCAP) apparently included practically all American and foreign copyright owners controlling rendition of copyrighted music for profit in the United States. . . . a combination which 'not only fixes prices through a self-perpetuating board of 24 directors, but its power over the business of musical rendition is so great

that it can refuse to sell rights to single compositions, and can and does require purchasers to take, at a monopolistically fixed annual fee, the entire repertory of all numbers controlled by the combination."

Justice Black went on to say that "these fees are not the same for like purchasers even in the same locality. Evidence shows that competing radio stations in the same city, operating on the same power and serving the same audience, are charged widely variant fees for identical performance rights, not because of competition, but by the exercise of monopoly power. . . . Radio stations . . . are faced with price-fixing practices that could destroy them, because the Society has a monopoly of practically all, if not completely all, available music."

The justice asserted that "such a monopolistic combination's power to fix prices is the power to destroy. Should a court of equity grant this combination the privilege of violating a state anti-monopoly law? Does a state law prohibiting such a combination present 'grave constitutional questions'?"

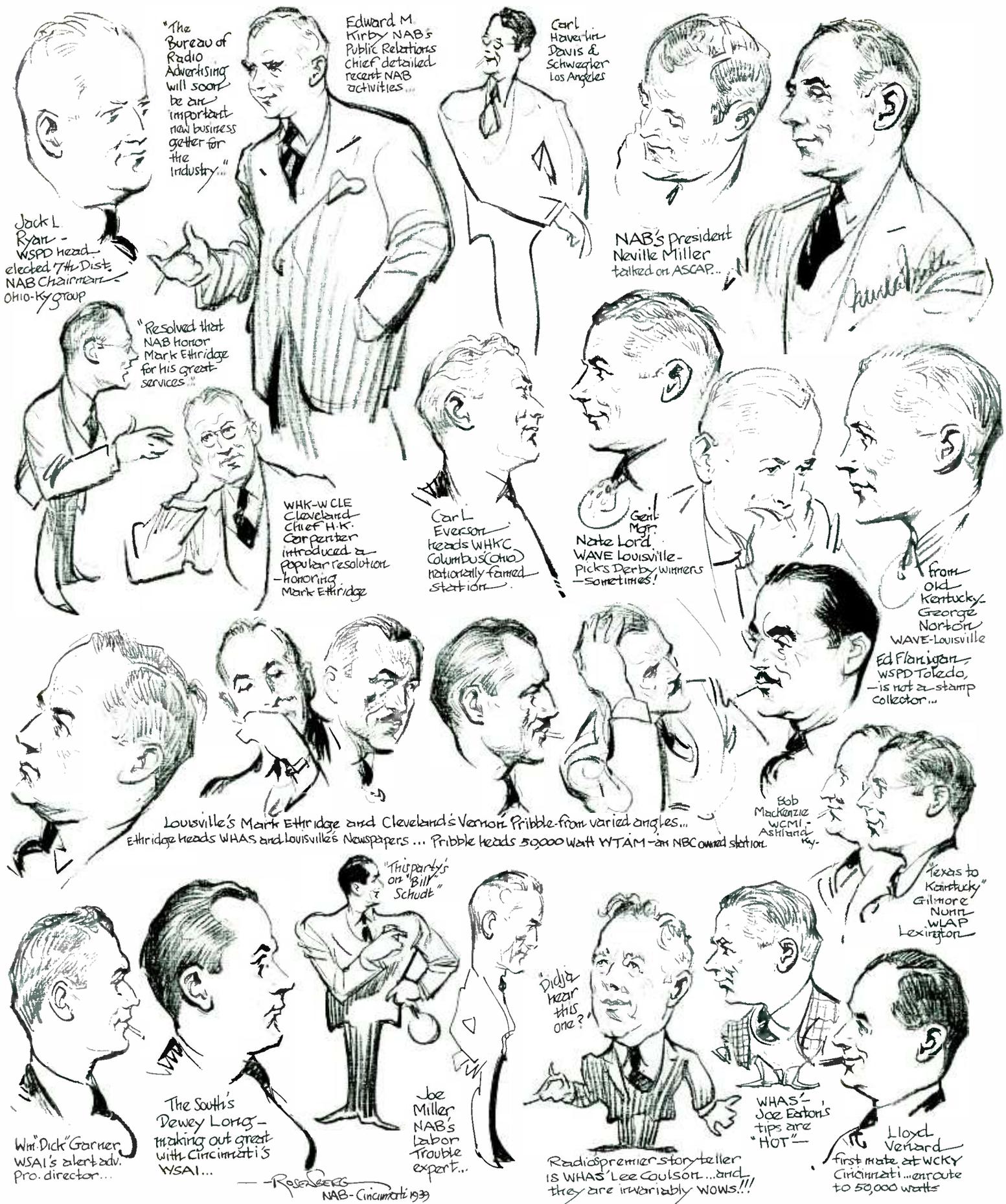
The majority opinion of the Supreme Court, however, avoided touching on the monopoly issue.

What about super-power? With the government—by Senate resolution and FCC order—definitely set against any higher wattage for commercial use than 50 kw., what are the prospects for WLW returning to 500 kw. for commercial broadcasts and for the several other stations which had applied for that power of getting it eventually?

There are now 38 stations operating on 50,000 watts, or having approval of increasing power to that wattage. Argument is made that a dozen superpower stations spotted across the country could destroy the necessity for networks and would certainly make it difficult for small stations to get business. However, it is this observer's guess that super-power will return and that there will be not one but a number of the high-powered outlets.

Super-power does cut through static and does reach isolated sections which ordinarily do not receive broadcast programs. It has been proved to be practical and its use eventually will be widespread if some method is worked out whereby existing radio properties are not damaged. Of course, "radio properties" is not a proper phrase, for no broadcaster owns a frequency. It is merely granted him for use in the "public interest, convenience and necessity" for a limited period, and the license must be renewed from time to time. When a station is sold the frequency does not go with it. That's what makes radio such an interesting business. A broadcaster is permitted to invest his money in an enterprise which can be annihilated at any time.

But it IS an interesting business, as educational to the broadcaster as to his listeners. And as an advertising medium it does sell merchandise. Otherwise why would hard-boiled business men spend \$150,000,000 a year for time and talent on the American air lanes?



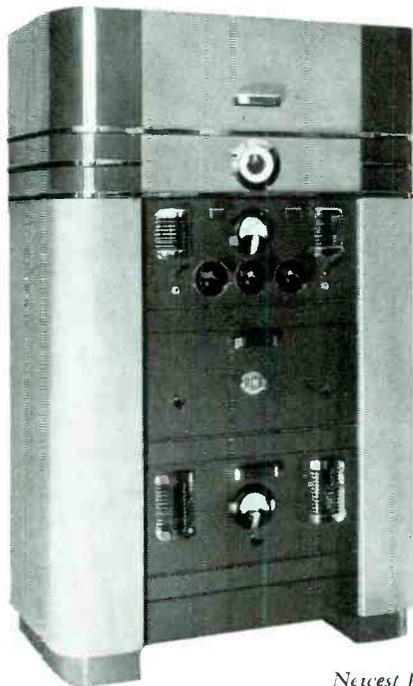
N A B -1939-OHIO-KENTUCKY (7th District) Conference at Cincinnati...

ASCAP, Labor issues, and, almost as important, the issue of "who will win the famed Kentucky Derby," interested the host of broadcasters who attended the 7th Division (Ohio-Kentucky) pre-convention meeting of the National Association of Broadcasters. The meeting, headed up by the retiring Division Chairman, popular Mark Ethridge, was addressed by NAB Pres. Neville Miller, alert Ed. M. Kirby, NAB's Public Relations Director, Wentworth of Langlois & Wentworth and others. The group unanimously elected live-wire Jack L. Ryan, Pres. Fort Industries, (WSPD, etc.) Toledo, to succeed Ethridge. They met at Cincinnati in May. Above, sketches drawn by The ADVERTISER's editor during erstwhile "closed meetings."

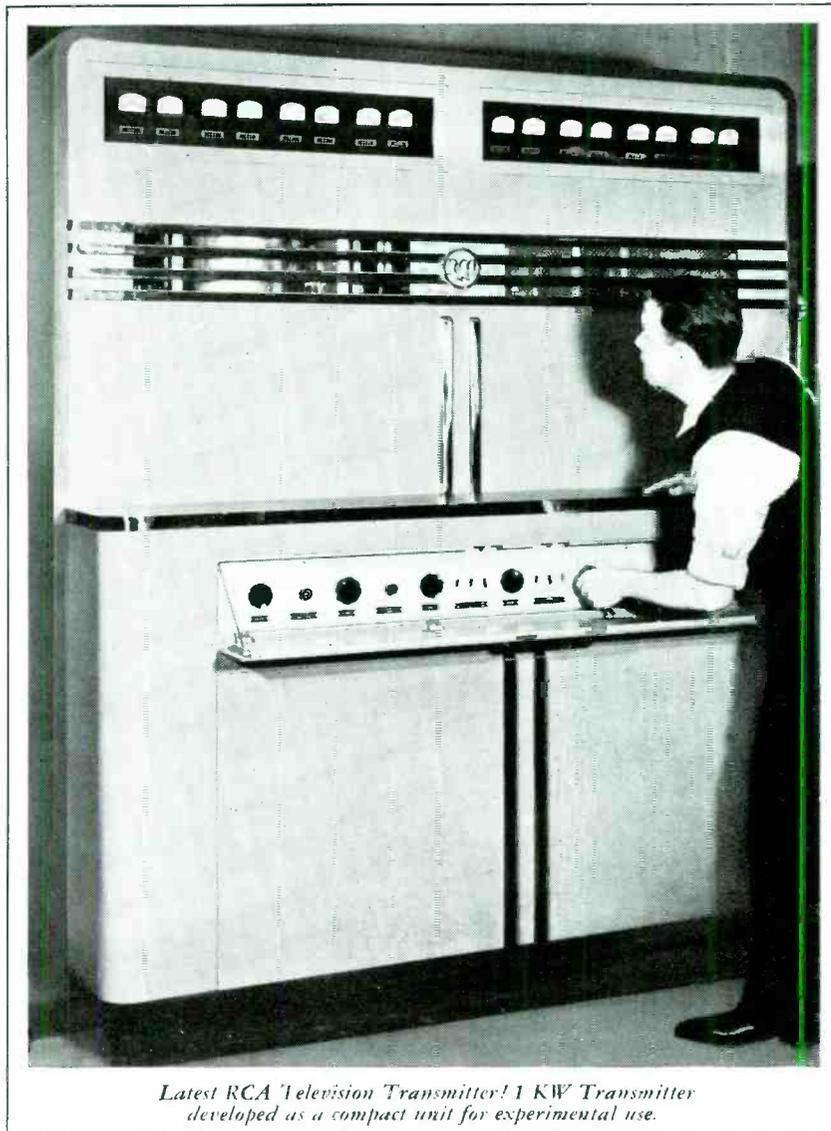
RCA Builds Equipment Today for Tomorrow's Television and Facsimile

TODAY RCA offers experimental Television and Facsimile Transmission Systems to forward-looking broadcasters who are making plans for service in these new fields.

Designed and built to fulfill the exacting requirements of these new arts, this RCA equipment makes available the brilliant research triumphs of RCA Laboratories. In building advanced equipment such as this RCA is helping pioneer a greater radio service for tomorrow. And, in this way, RCA makes available to all the benefits of the experience of the only organization that makes and does everything in radio and sound.



Newest RCA Facsimile Equipment! Scanning unit offers a real service, for experimental stations in this field.



Latest RCA Television Transmitter! 1 KW Transmitter developed as a compact unit for experimental use.



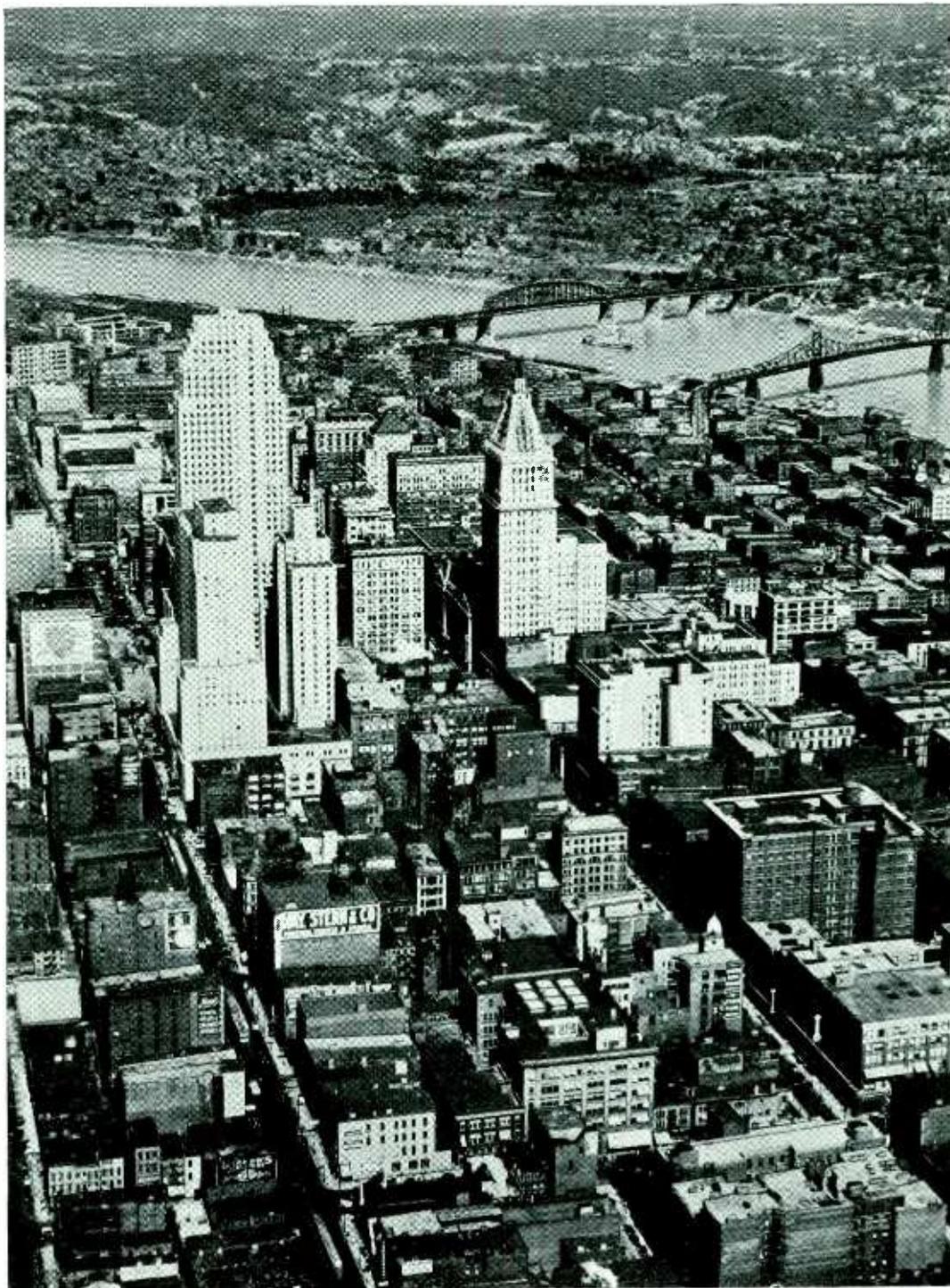
Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America

NEW YORK, 1270 Sixth Avenue
DALLAS, Santa Fe Building

CHICAGO, 589 E. Illinois Street
SAN FRANCISCO, 170 Ninth Street

ATLANTA, 530 Citizens & Southern Bank Building
HOLLYWOOD, 1016 N. Sycamore Avenue



• Skyscrapers and 7 hills crown Cincinnati and in the distance—across the Ohio River—additional markets that trade in Cincinnati, are assured to Nat'l Advertisers who seek this conservative city's business.

• Cincinnati is Headquarters city for The ADVERTISER.

Cincinnati . . . POPULATION: 759,464 RETAIL SALES: \$266,955,000

THE CITY THAT SITS ON ITS HANDS . . .

Cincinnati's Consumers May Be Regarded as Mature But Progressive . . . Headquarters City of Procter & Gamble, World's Largest Advertiser

By RALPH HEATON, *Vice-President, Allen, Heaton & McDonald, Inc., Cincinnati*

IN the show business Cincinnati is referred to as a tough try-out town. In view of the high percentage of flops on Broadway, it would seem that more openings

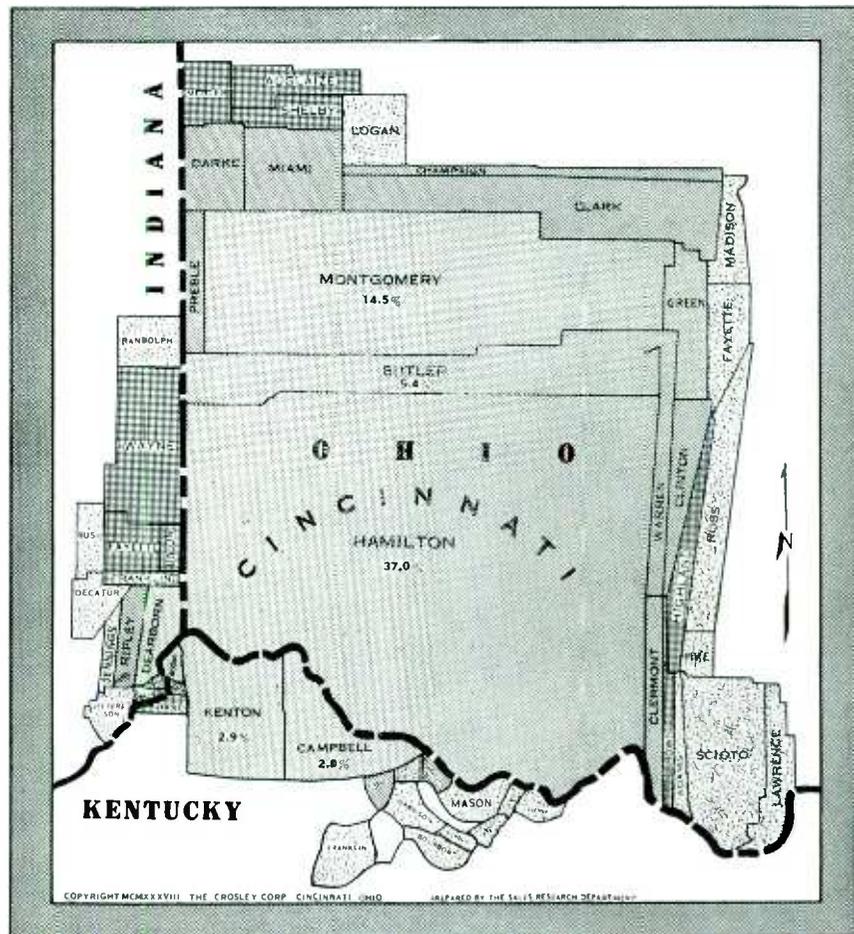
in Cincinnati would be smart business. But wishful thinking is found in theatrical producing just the same as in commercial enterprises. We all want the way to be easy for

our children to get the cheers.

Cincinnati's conservatism is not altogether racial. Cincinnati is affected climatically and geographically. Its preponderant German

WE CONCENTRATE ON CONCENTRATION!

Our Institutional Promotion covers the tidy Cincinnati market completely. And this market of WSAI's really is concentrated. 70% of the retail sales are jammed into the seven counties surrounding Cincinnati. Sales-managers beam at the ease and economy of distribution it offers. Look at the map and you'll see what we mean.



THE WSAI CONCENTRATED MARKET

500,000 PEOPLE DAILY READ WHAT'S TO BE HEARD!

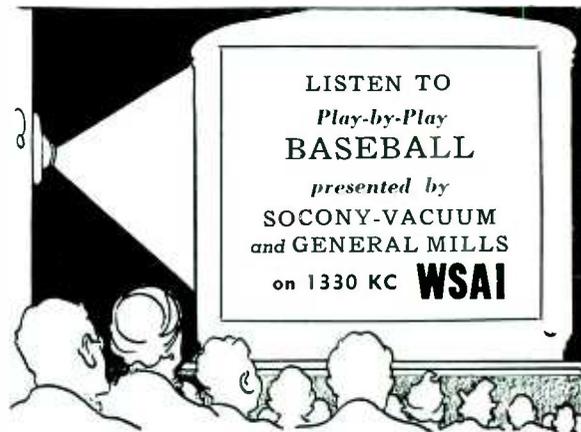
CAR CARDS—About 400,000 people a day see our double size cards in street cars and busses. YOUR program might as well be on these cards.

MOVIE TRAILERS—In a score of Greater Cincinnati movie theatres, WSAI advertisers' programs are flashed before 50,000 fans daily. (See below).

POSTERS—Advantageously placed in Metropolitan Cincinnati where they'll do the most for us and the most for you.

So you see people in Cincinnati know about WSAI programs and we don't let them forget it. We'll tell them about your program, too. This sound promotion in a sound market makes for a merchandising set-up which shouldn't be overlooked.

**REACH ALL WHO BUY
WITH
WSAI
CINCINNATI'S OWN STATION**



MOVIE OF THE MONTH—This is how movie-goers are being reminded of WSAI's commercial programs. Add this to car cards, posters—you really have promotion!

strain should not be singled out as the cause for slow reactions. "Show me" is pretty much of a native strain that extends West from Cincinnati along the Mason & Dixon line.

Cincinnati is not hurried. There is no pressure of events or nature . . . no economic upheavals. Climatically Cincinnati is mild. There will be at least 15 days of temperature below freezing in the winter. Seldom more than 30. The "bottoms" do get hot in summer, but her hills are as comfortable as any spot in the country when a hot wave sweeps America.

Cincinnati is grown up. She is no longer the only gateway to the South and West, though she will remain an important one. Her economic position is pretty well established. Today there is no need for hurry. This maturity is reflected in her inhabitants and expressed in their thoughts and their actions.

Consequently, the terrific economic jolts that rock the country are not as severe along the Ohio. Witness the bank debacles in every city back in 1933. Yet every major financial institution weathered that storm in the Queen City.

Naturally, this stability has its origin in the character of its citizens. In Cincinnati there are more people buying homes through building and loan associations than among any similar population group in the country. Less people are buying things they can not afford than in any other part of the country. Cincinnati is the poorest city of its size for small loan business.

This expression of thrift is of course reflected in sales figures. Cities of lesser populations and



with less populations to draw from greatly surpass Cincinnati in per capita retail sales. Cincinnatians think of getting along without things far too much for most sales managers. They are as alert to new ideas as any population group in the country. They are inclined to say it's nice—but "no thank you—not today!" This deliberation before they buy should be intensely interesting to manufacturers with new schemes and products.

This is not stodginess. Nor is it an indication of ignorance. A study of Scripps-Howard 16 city inven-



Here is the world's most modern railway station.

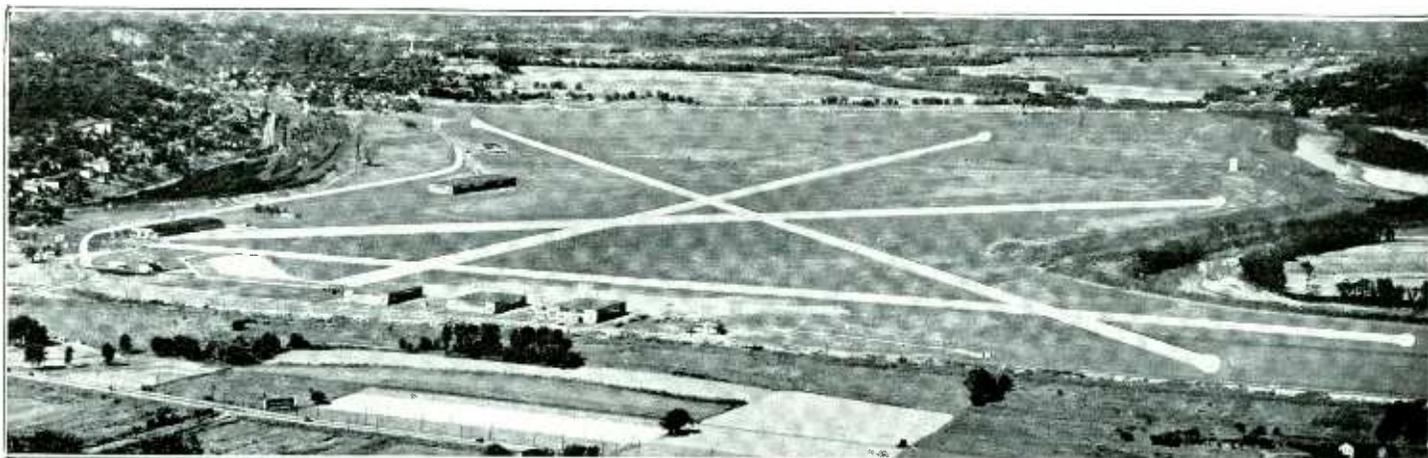
"Cincinnati should have been what Detroit is today—the Motor Capital," Henry Ford remarked to your editor during an interview at Cincinnati. "It has every means of transportation and an ideal central location," he observed.

From Old Germany came this famed fountain that gives Cincinnati its center square name—Fountain Sq. In the rear is the Carew Tower, tallest building west of New York City, quartering advertising agencies, national advertisers, et al.

tory shows as clear a picture of Cincinnati minds in the buying mood as can be found.

Electric razors are new. In the total homes of the 16-city Scripps-Howard cities, only 9 in one hundred contained an electric razor. In Cincinnati there are 8.4 to every 100. When we count electric refrigerators in these cities, the average number of homes that owned one prior to 1929 was 8.8. In Cincinnati it was 8.5.

Surely brand preferences are an index of brand consciousness. No food product is beset with greater



Lunken Airport—10 minutes from Government Sq.—clears airliners east and westbound. . . Cincinnati is but a few hours by air from either Coast.

**ONE OF THE FIRST PAPERS FOR
EVERY ADVERTISER'S LIST . . .**



The Cincinnati Post

1. High Total Circulation 148,700

(Publishers' Latest ABC Statement)

2. Low Milline Rate . . . \$1.92 3. High Market Coverage 62.57%

55 of 76* daily newspapers have higher milline rates. The Post's new rate is 29c per line; two cents less than formerly.

67 of 76* daily newspapers give less coverage of City Zone markets.

*These 76 dailies are in the 25 largest cities in the U.S. (Forced combinations excluded)

4. Exclusive Daily Circulation 5. Exclusive Evening Circulation

40,796 families in the City Zone** alone, read only the Post each day.

54,479 families in the City Zone** alone, read only the Post each evening.

**Cincinnati City Zone 180,512 families

Each evening . . . Half the town prefers to read

THE POST

Reading time is your selling time

THE PARADE OF

TYPOGRAPHIC SERVICE

is led by The J. W. Ford Company in Cincinnati because we supply the demands for...

- ★ **Complete Typographic Service**
- ★ **Layout and Design**
- ★ **Machine and Handset Composition**
- ★ **Intertypes, Monotypes (5 to 84 pt.)**
- ★ **Imported and Domestic Types**
- ★ **Newspaper Mats and Stereotypes**

We will welcome the opportunity to discuss our services with buyers of advertising of all kinds.

THE J. W. FORD COMPANY

108 WEST CENTRAL PARKWAY • CHerry 6410

**The Most Complete Typographic and Mat Service in Cincinnati
Day and Night — Monday through Saturday**



PHOTO - ENGRAVINGS . . .

Superior in quality, and in any technic or combination you may require.

Color Plates by any method best adapted to your special needs.

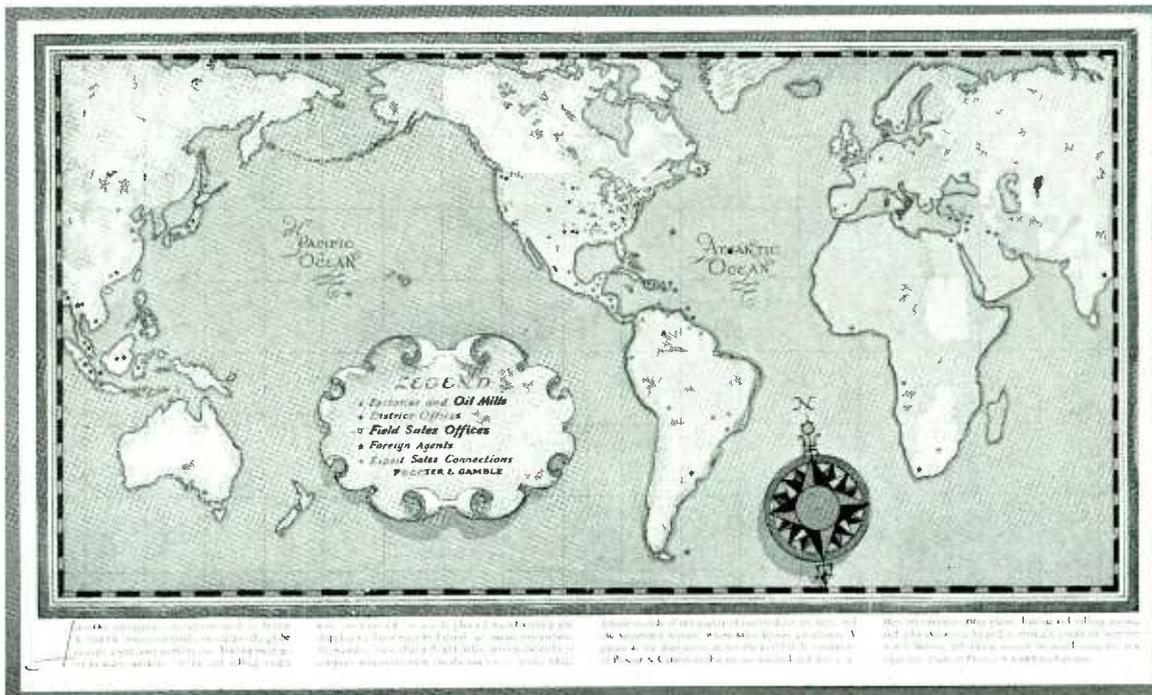
You can buy the best PHOTO-ENGRAVINGS close at home.

Write or phone for one of our trained representatives.

*Say You Saw
It In
The ADVERTISER'S
Sketch Book
MARKETS of
AMERICA . . .
Vol. III*

THE CINCINNATI PROCESS ENGRAVING CO.
1006 Sycamore St. **CINCINNATI, OHIO**

Page 55



The world's foremost employer of advertising media, notably radio, Procter & Gamble (with headquarters in Cincinnati) employs 12,000 workers 50 weeks annually. Factories and branch offices, as this dividend circular indicates, dot the entire world. P&G's sales reach nearly a quarter billion dollars annually . . . current annual advertising expenditure passes \$18,000,000.

competition of private brands than coffee. In the 16 Scripps-Howard cities the two leading brands, Chase & Sanborn and Maxwell House receive an average of 23% of coffee preference. Private label brands get most of the rest. Yet in Cincinnati they are favored with 27%.

In only one other city of the 16 do housewives report a higher resistance to substitution. The average is 37. In Cincinnati 43.6 of them will not be intimidated or talked into something just as good. Therefore, attempts by retailers to substitute in Cincinnati are considerably less than other cities. Cincinnatians have made up their minds. This high percentage of deliberateness is a fine resistance on which to test theories, pet ideas and the "wife's choice."

Cincinnati is a tough spot for night clubs. Whoopee is preferred at home. The youngsters will flock to the dance maestros, but the heavy sugar daddies are not sufficient to make the public entertainment business sweet. Cincinnati lacks the restlessness on which such enterprises feed. This soberness of spirit is a fine state of mind in which to turn a brain child loose. What it encounters may hurt but it will probably be the truth!

It has always been axiomatic that reformers come as waves—their ardor soon spent. Politicians know this—smugly sigh, sit back and

soon quietly take things over again. 12 years ago a long suffering population threw the old line politicians out and have kept them out ever since. They found that a practical business form of government was a good way to run their city, and when Cincinnatians find a thing good they stick to it, from politicians to potatoes.

As godfathers, advertising men must not acquire the parents' bias. Any one who fails to accept our little darlings as any less than prodigies must not be classed an old fogey.

Slowness to cheer in Cincinnati is neither intolerance nor lack of perception. It springs from the quiet interest of age no longer exuberant over first bursts of enthusiasm.

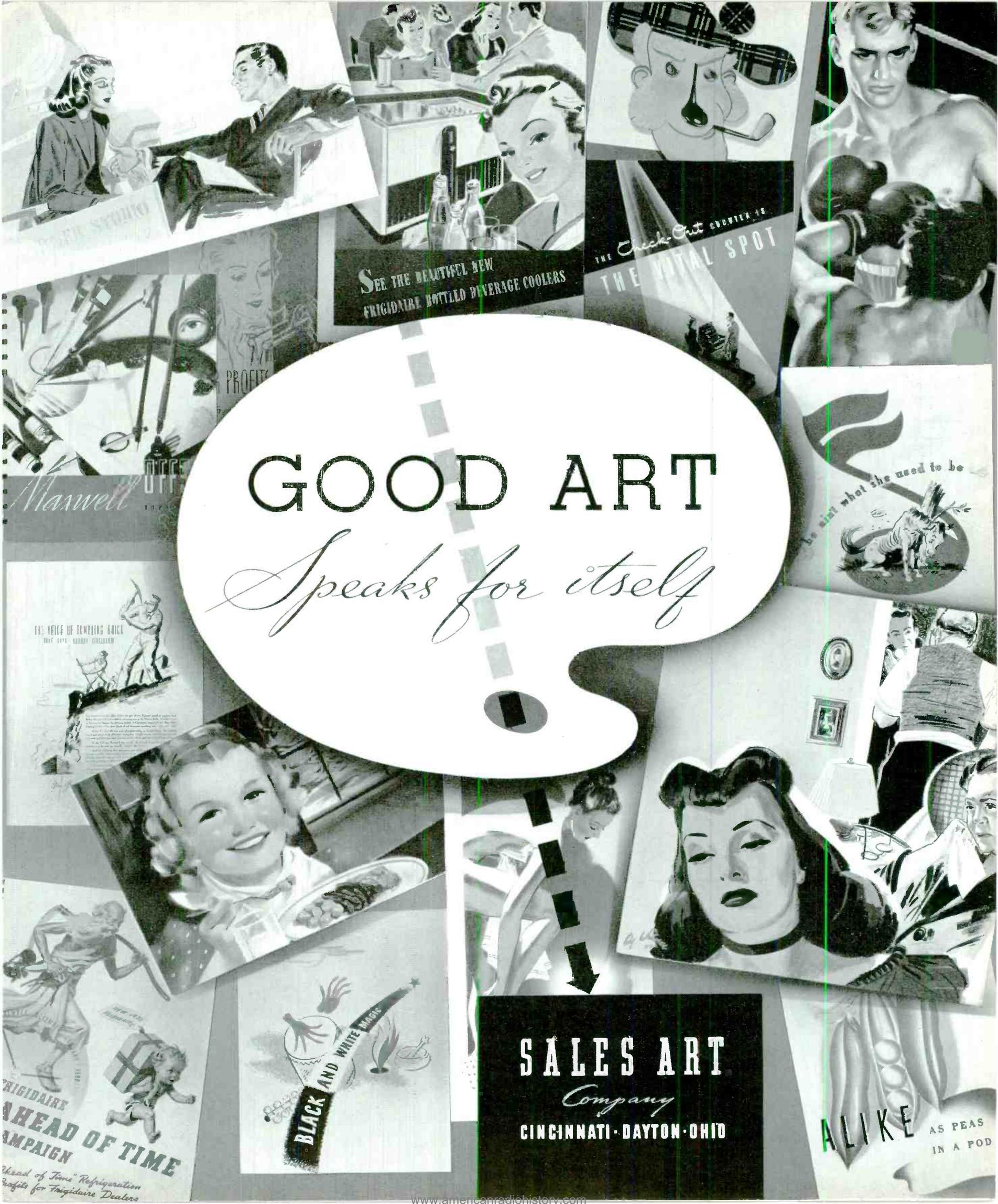
Crosley Corporation's major plant and studios of W'LLI, "The Nation's Station." Radios, Shelvadors, and newest of low-priced motor cars and cameras are produced by Crosley.



RALPH HEATON

In the manner of a drama critic, he reviews the economic life of Cincinnati—tells you how to reach this 760,000 audience.





GOOD ART

Speaks for itself

SEE THE BEAUTIFUL NEW
FRIGIDAIRE BOTTLED BEVERAGE COOLERS

THE Check-Out COUPEE IS
THE IDEAL SPOT

Maxwell OFFICE

THE VOICE OF TUMBLING GIGGLES
THAT HAPPY LADDY CIRCULAR

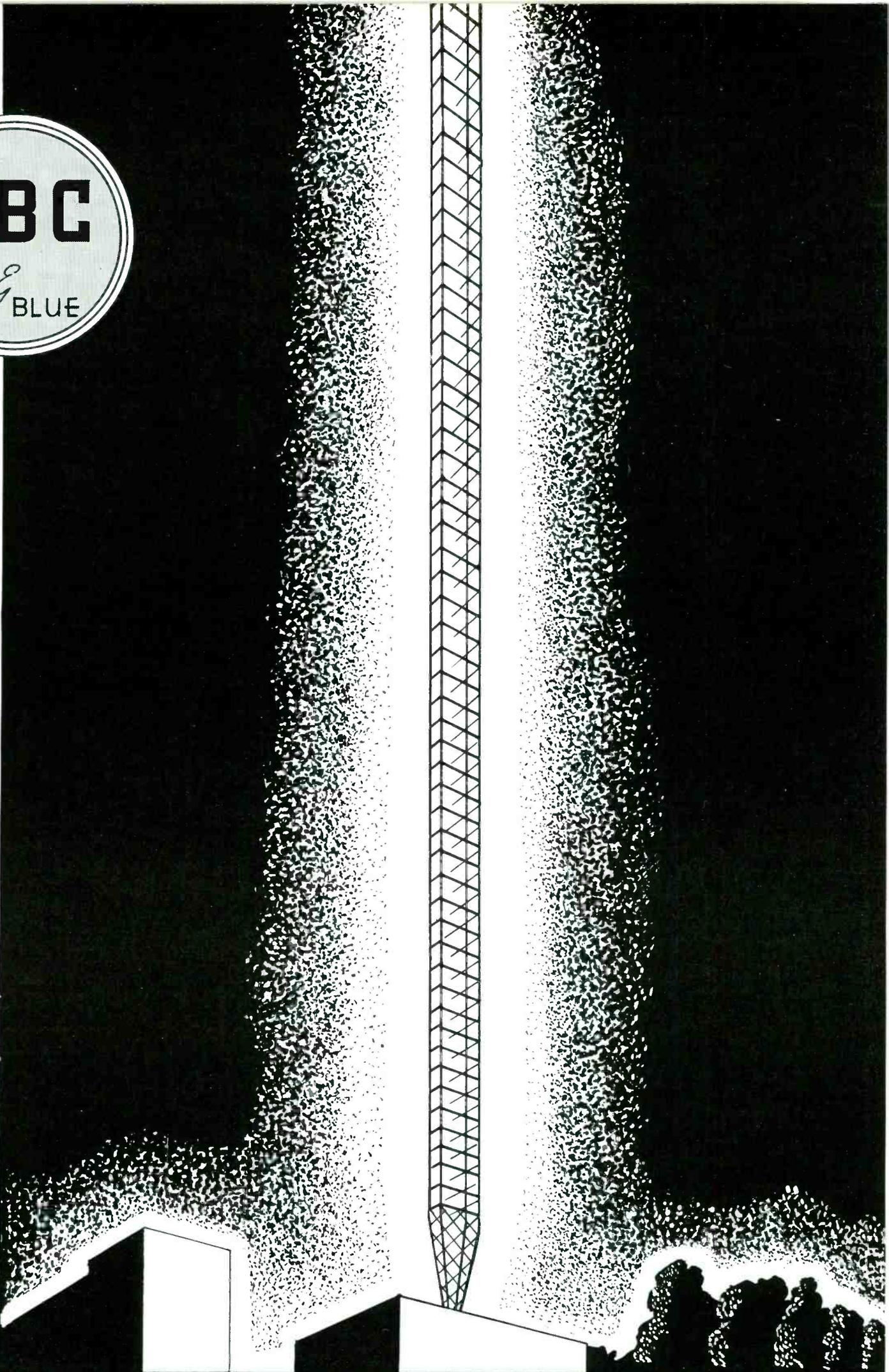
FRIGIDAIRE
AHEAD OF TIME
CAMPAIGN

BLACK AND WHITE MAGIC

SALES ART
Company
CINCINNATI · DAYTON · OHIO

ALIKE AS PEAS
IN A POD

Ahead of Time Refrigeration
Profits for Frigidaire Dealers



POWERFUL AS ANY RADIO STATION

**BLASTING FIFTY THOUSAND WATTS,
DAY AND NIGHT, WITH THE FINEST
QUALITY SIGNAL ANYWHERE IN
THE WHOLE WIDE WORLD.**

**58% OF THE POPULATION OF THE
UNITED STATES WITHIN THE ONE-
HALF MILLIVOLT NIGHT-TIME
COVERAGE—McNARY & CHAMBERS,
ENGINEERS—WASHINGTON, D. C.**

L. B. Wilson

WCKY



**IT WON'T
BE LONG
NOW!**

IN THE ENTIRE UNITED STATES



A good finish comes first with

CHAMPION

THE FOUNDATION FOR GOOD PRINTING

Champion's fine printing papers are made with excellence of finish always in mind, just as thoroughbreds are trained to make a perfect finish in the Derby.

Champion Research has combined brilliant white color, excellent finish and strong body stock, to make their papers the choice of advertisers and printers everywhere.

Your advertising has a better chance of winning if it has the class and stamina of which Champions are made. Whatever grade of paper you require, specify Champion for best results.

THE CHAMPION PAPER AND FIBRE CO.

HAMILTON, OHIO

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope
and Tablet Writing Over 1,500,000 Pounds a Day*

DISTRICT SALES OFFICES

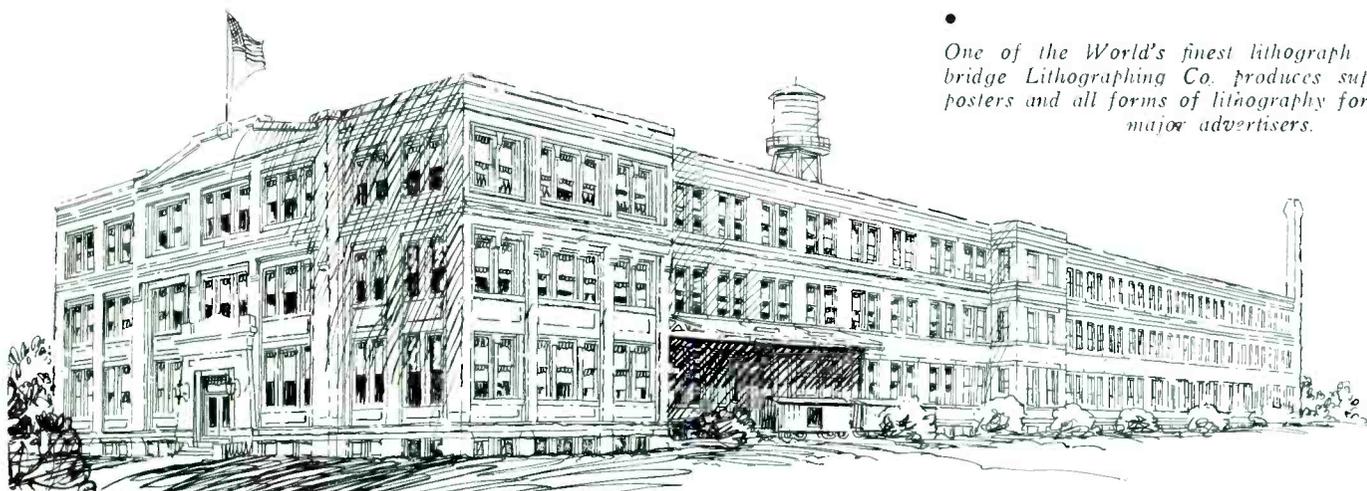
NEW YORK, CHICAGO, PHILADELPHIA, CLEVELAND, BOSTON, ST. LOUIS, CINCINNATI



Applause withheld in Cincinnati is significant. It is interesting to note that of 28 nationally distributed and advertised food items that lead their respective fields in 15 other cities 21 are first in Cincinnati, too.

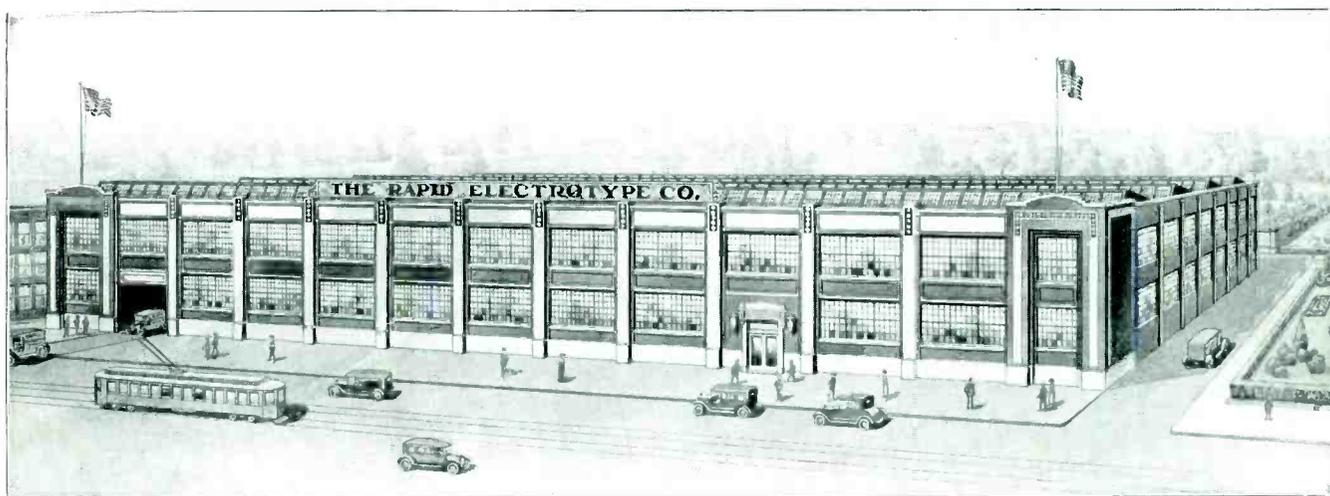
If it's good, Cincinnati will buy it and keep buying it, but it had better be good and stay good.

Cincinnati owns its own railroad—the Queen & Crescent (leased to The Southern R.R.)—and a major University. The \$1,000,000 endowed Lithographic Technical Foundation is housed in the uppermost structure-Engineering Bldg.



One of the World's finest lithograph plants, Strobridge Lithographing Co. produces superb 24-sheet posters and all forms of lithography for the nation's major advertisers.

A.T.A. CINCINNATI
Member
The J. W. Ford Co.



The \$400,000 Rapid Electrotyping plant, Cincinnati. Major unit of the Rapid Electrotyping Corporation group, serving America's leading publication advertisers.



Where COAL and IRON Meet But They Don't STEEL The Show!..

Ohio's Leading City Leads In Many Commercial
Activities . . . Cooperative Spirit Pulled City
Thru Depression, Thru Recession, Striding Forward

*Cleveland Is
An Open Book
To Alderman*

By ROYAL ALDERMAN, *Vice Pres., McCann-Erickson, Cleveland*

THE steady drumming of the trucks beneath the Pullman smoking compartment made a pleasant background for the amiable stranger's conversation. He was a good talker and (miracle!) a good listener, too. We were getting along famously, until the discourse veered to American cities. I braced myself

Long ago I resolved I would listen to it patiently for exactly 1,000 times. After that I would rise up and commit mayhem, if necessary, to prevent its further spread."

"But Cleveland *is* a great steel center," he insisted. "Where iron and coal meet, and all that —" At this point he must have observed

a weird gleam in my eye. "By the way," he said hurriedly, "have you ever been in Seattle?"

* * *

If there is one thing Cleveland is *not*, it positively, indubitably, unimpeachably is *not* a one-industry city. It *is* a tremendous steel center, one of the greatest in the world. But



for action. Sure enough, the stranger presently was saying: "Now, of course, when you think of Cleveland, you always think of —" Just in time, I grabbed him by the necktie. "Don't say it!" I bellowed.

"Don't say what?" he gasped.

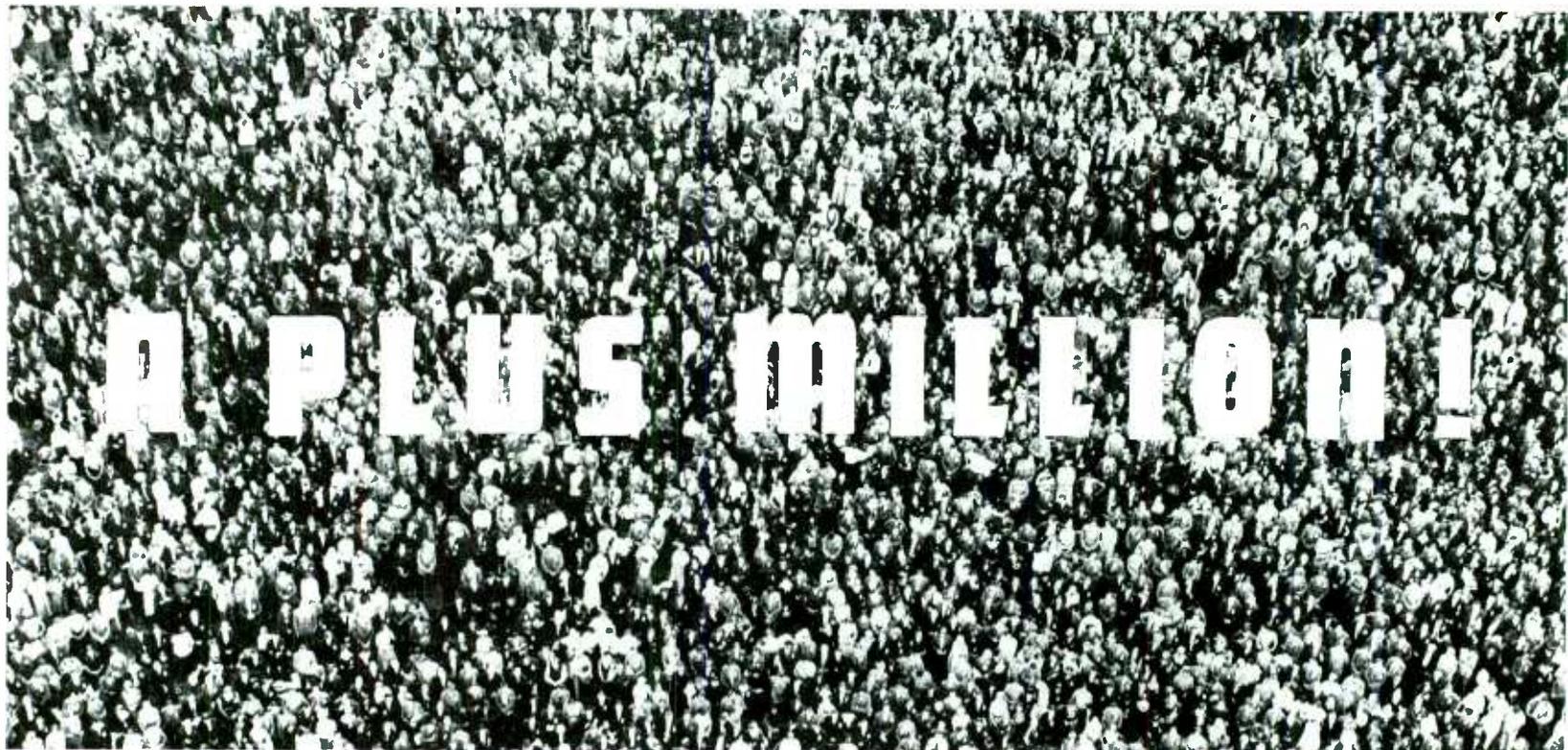
"Weren't you going to say when you think of Cleveland you always think of iron and steel?" I demanded.

"Well," he admitted, "yes, I was."

"Unfortunately," I explained, "you are the 1,001st person who has uttered that heresy in my presence."

• *Cleveland's Civic Auditorium (center) which accommodates huge conventions and exhibitions; and the vast outdoor stadium (below), a stone's throw from Lake Erie, is near the city's business center.*





● Yes! That is a lot of people! And they buy a lot of merchandise, too. These million people in Greater Cleveland represent one of the nation's best markets for any product—particularly higher priced merchandise. They buy 20% more automobiles than America's average million. They have 25% more buying power than the national average. They spent almost a half billion dollars on retail purchases last year. They are spending even more this year.

Now is the time for you to cash-in on this enormous buying power. And here is how you can do it. One newspaper, The Cleveland Press, gives adequate and almost complete coverage of this great market. Today, The Cleveland Press goes into more homes than in the prosperous year of 1929 and it now has the highest home-delivered circulation in its history. And more than this, 92.4% of Press circulation is *concentrated* in Cuyahoga County, where most of your prospects are located.

*Concentrate
for profits!*

The Cleveland Press

MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.



A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPARTMENT OF SCRIPPS-HOWARD NEWSPAPERS

230 PARK AVE., NEW YORK CITY

Chicago San Francisco Los Angeles Memphis Detroit Philadelphia



Public events draw thousands to the vast Cleveland Auditorium. They have buying power and use it to improve their suburban homes, a delightful feature of Cleveland.

A.T.A. CLEVELAND

Members
 Bohme & Blinkmann, Inc.
 Schlick-Burner-Hayden, etc.
 Skelly Typesetting Co., Inc.

impressive as is Cleveland's volume of ferrous production, it represents only 11 per cent of the city's industrial activity. Cleveland ranks among the leaders in the manufacture of chemicals, of paints and varnish, of hardware, of nuts and bolts, of building materials, of wire goods, of dry batteries. It is a focal point of the electrical equipment manufacturing of the country. It is the world center of the electric lamp industry. It is second only to Detroit in the manufacture of motor vehicles and automotive parts and accessories. Clothing, foundry products, and knit goods; printing, publishing, and meat packing—these are just a few of Cleveland's other important industries. A complete list would fill this page in six point.

Few cities in the world have as large and as neatly balanced a diversity of industries as Cleveland.

* * *

All right, let's take a look at this city of diversified industries as a market for the sale of goods. A description of any market is necessarily a song of statistic, statistic, and a green and yellow pie-chart or two. Let us, however, leave the pies in the bakery and regard the Cleveland market as a cup of tea. Get out your compass and draw a circle on the map. Cleveland is the center, and the radius is five hundred miles. That circle is the outside dimensions of your cup. The cup contains more than half the population of the United States and Canada, or 58 per cent of your domestic market. Now let's boil our cup of tea down. Notice, as we boil, that it becomes more concentrated, a

stronger and stronger brew, more and more savory to sales-minded nostrils. This time the radius of your

circle is 119 miles. In this area is one-tenth of the wealth of the United States, one-eighth of its

Two Public Square monuments, sketched by Manuel Rosenberg from the Federal Building, old Post Office; the Civil War shaft, left, and the Terminal Tower, erected by the late amazing Van Swearingen brothers. In a city of great opportunities, they built Cleveland's fine suburb, Shaker Heights, and then developed a billion dollar railroad empire (C. & O.)





When you buy WHK or WCLE, you know you're not going to be shifted around by network shows. For the United Broadcasting Company through careful management, has definitely reserved for advertisers an amazing amount of desirable *guaranteed time*.

It's an opportunity to spot your show where you want it, and *keep it there*. A postcard, phone call or wire will bring you complete information on the guaranteed time currently available.

NATIONAL REPRESENTATIVES: RADIO ADVERTISING CORP.

New York • Chicago • Cleveland • Detroit
San Francisco • Los Angeles

WHK & WCLE *Cleveland*
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

These Stations With WHKC at Columbus, Ohio form
THE UNITED BROADCASTING COMPANY

All in a day's work...

Salesman: "Sure, we can get that out Friday, and it will be a swell job, too."



Salesman: "They want a real job and they want it Friday without fail."



Client: "That is a *swell* job! . . . and right on time."

Salesman: "Thanks, but—man, we do that every day."



FAWN · ART STUDIOS · INC.

Cleveland

6... for the long pull

SOHIO
MOTOR OIL

WHO'S THE STYLE LEADER?

Take a Look...that's all **DODGE** asks!

It's the national 'starter-upper'

NATIONAL BISCUIT
SHREDDED WHEAT

RIGHT
around the town!

RUPPERT
BEER · ALE

SEE GE! THE BUY OF YOUR LIFE

New Low Prices for \$39

Play safe!

Have your car **SINCLAIR-ized** for summer

Silent...
AS A FLOATING BUBBLE

SERVEL
ELECTROLUX
Gas Refrigerator

"It's a beauty!"

High-power
PERFECTION
OIL STOVES AND RANGES

Come fill your cupboards -and save money, too!

-at Grocers everywhere-Now!

DEL MONTE *MOTHER HUBBARD* **SALE**

"THAT'S MY IDEA OF A CAR!"

MERCURY 8

CHANGES PING TO PURR!

TRITON
MOTOR OIL

...it's been kept in a

Westinghouse
REFRIGERATOR

CONTINENTAL The NATION'S POSTER Headquarters . . .



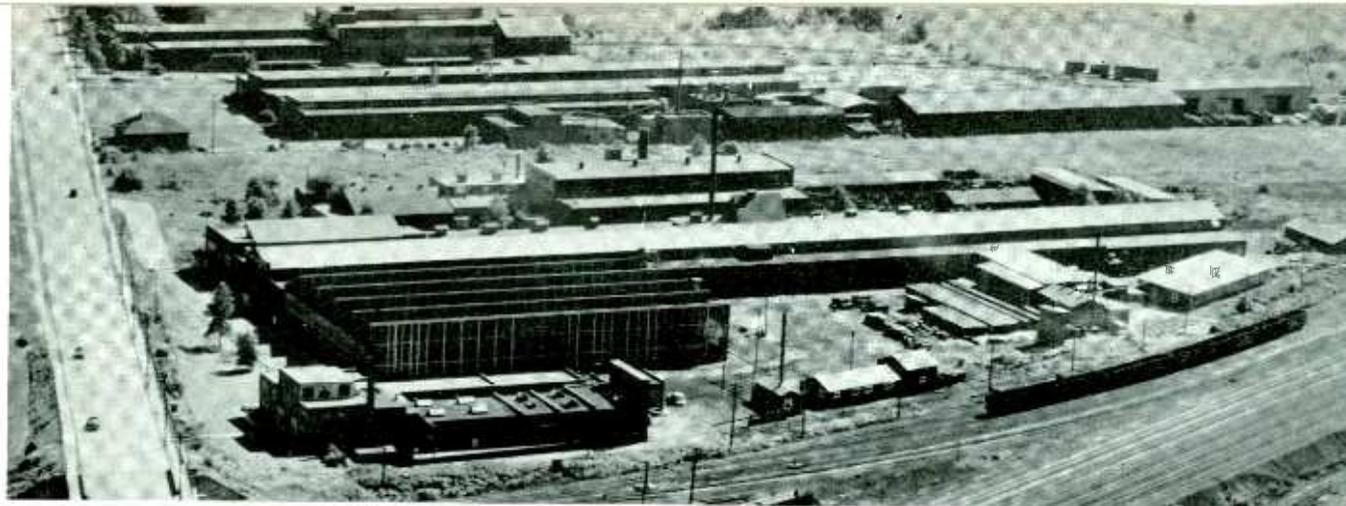
Producers of 24-Sheet Posters, Window Display, Point of Sale Advertising



Continental
LITHOGRAPH CORPORATION
CLEVELAND, OHIO

NEW YORK CITY . . . PITTSBURGH . . . DETROIT . . . LOS ANGELES . . . SAN FRANCISCO

Say You Saw It In The ADVERTISER'S Sketch Book—Vol. III . . . Please



- Skilled craftsmen's pay checks are large in Cleveland. Many of the Nation's greatest industrial plants, White Motor Co., Fisher Body, Willard Storage Battery, Republic Steel, Standard Oil of Ohio, etc., create Cleveland's tremendous payroll. The vast Harris-Seybold-Potter Company plant is especially interesting. Their offset presses are the first step in the production of today's colorful lithography, which gives employment to additional high salaried craftsmen.



- Thousands of splendid posters, advertising products of national manufacturers, thruout the U.S.A. and abroad, are ably lithographed in the efficient Continental Lithograph Corp. plant, at Cleveland, headed by Carl Moellmann.
- Promoting a greater appreciation of civic affairs, via poster art, Jack Zimmer, Pres. Central Outdoor Adv. Co., (Packer Corp.)—Cleveland's superb plant—annually awards \$500. in prizes to local school children on their poster designs. Thousands enter the contest.

manufacturing, one-sixteenth of its people, on only one ninetieth of its land! In the very center of our cup, on the axis of transportation between Chicago and New York, is Cleveland—heart of a concentrated population area, heart of a concentrated raw materials area, heart of a concentrated and diversified industrial area, heart of a short haul transportation area—heart, therefore, of one of the richest areas in the world for the efficient distribution and profitable sale of goods.

* * *

Since our figure of speech now has assumed the somewhat amazing form of a heart in a huge teacup, we may as well examine a unique bit of surgery recently done to determine the richness of Cleveland's buying blood. In September, 1938, as part of the Cleveland Plan, a Special Committee conducted what is believed to be the first survey of its kind ever undertaken as a civic enterprise, a survey that attracted

nation-wide attention. Ten of Cleveland's leading fact-finding technicians asked 59,500 Cleveland families this question: "What are you going to buy before January 1, 1939?" The families filled out a questionnaire, carefully designed to obviate false or misleading information. Basing their figures on the results of this large sample, the Committee arrived at these figures as the probable purchases that would be made by the people of Cleveland within the short period specified: Total for goods and services in 106 classifications: \$67,557,612. For Household Items: \$10,711,255. For Wearing Apparel: \$10,880,440. For Electrical Appliances: \$5,493,950. For Miscellaneous Items: \$3,381,125. For Home Improvements: \$10,961,219. For New Homes (bought or construction started before January 1): \$24,796,845. I think you Sales Doctors will agree that this is very rich buying blood in anybody's Marketing Clinic. Are our figures

accurate? If they err, it is on the conservative side. The Survey figure for automobiles to be bought, for instance, was 28,216. The actual total of new and used car registrations turns out to be nearly 40,000.

During the last several months, industrial activity in Cleveland has been going upward steadily. Experts, such as Roger Babson, credit Cleveland with leading the march toward recovery. It is noteworthy that steel operations in the local area have been well above the national average as have been apparel and other industries. The monthly survey taken by the Cleveland Chamber of Commerce of 100 industries, covering over 52% of the city's payroll, indicates a steadily upward trend, certain to carry well into 1939, and throughout Cleveland and the entire Cleveland market is an aggressive note, constructive sales strategy that is bringing returns.

So when you lay your sales plans—start with Cleveland!



IF you were re-making the map, you could not place Cleveland in a more strategic business location.

Within a radius of 500 miles of Cleveland live half the population of the country. In this area are concentrated nearly eighty per cent of the manufactured goods and

seventy per cent of the wage earners of the United States.

With such a vast market at our doorstep, it is small wonder that Cleveland is fast becoming the industrial center of the nation. Its very location points to only one direction—ahead!

Central

CENTRAL OUTDOOR ADVERTISING CO. INC.

A P A C K E R O P E R A T I O N

Is Your Product in this List?

RESULTS of the "CLEVELAND PLAN" SURVEY in detail

An Estimate of Cleveland Retail Purchases
For the Last Four Months of 1938

Based on the answers to 59,500 questionnaires asking Cleveland families: "What will you buy between now (Sept. 1938) and Jan. 1, 1939?"

Here, indeed, is a guide to consumer's repeat purchases for 1939, 1940, ad infinitum

ARTICLE	NO. FAMILIES	AVERAGE PRICE	TOTAL CITY PURCHASES
HOUSEHOLD ITEMS			
Living Room Suite	11,287	\$126.33	\$1,425,887.00
Lounge Chair	10,673	37.94	404,934.00
Studio Couch, Day Bed	6,993	36.00	251,748.00
Dining Room Suite	6,134	150.38	922,431.00
Breakfast Room Suite	6,502	33.64	218,727.00
Bedroom Suite	10,060	113.65	1,143,319.00
Dresser or Chest	7,361	18.58	136,767.00
Mattress	2,613	21.56	56,336.00
Bed Springs	13,249	16.96	224,703.00
Cedar Chest	2,699	28.00	75,572.00
Occasional Chair	11,164	24.70	275,751.00
Small Table	10,673	10.15	108,331.00
Desk	6,379	28.14	179,505.00
Book Case	5,398	14.97	80,808.00
Mirror	9,078	10.01	90,871.00
Gas Stove for Cooking	12,391	85.82	1,063,396.00
Room Rug	17,789	47.28	841,064.00
Carpeting	9,814	76.65	752,243.00
Linoleum	18,525	25.43	471,091.00
Ice Refrigerator	1,595	76.00	121,220.00
Gas Refrigerator	1,104	194.57	214,805.00
Table Chinaware	7,729	19.06	147,315.00
Table Glassware	4,539	10.85	49,248.00
Table Silverware	4,907	46.03	225,869.00
Single or Twin Beds	9,446	28.07	265,149.00
Curtains	37,049	9.84	364,562.00
Draperies	15,458	29.05	449,055.00
Table Linens	6,134	12.40	76,062.00
Bed Linens	23,186	8.12	188,270.00
Blankets	30,179	11.18	337,401.00
Floor Lamp	16,930	13.34	225,846.00

(Total) \$10,711,255.00

ARTICLE	NO. FAMILIES	AVERAGE PRICE	TOTAL CITY PURCHASES
WEARING APPAREL			
Women's Evening Dress	17,789	\$ 22.07	\$ 392,603.00
Women's Cloth Coat	26,744	45.22	1,209,364.00
Women's Fur-Trimmed Coat	20,855	61.75	1,287,796.00
Women's Fur Coat	12,881	153.71	1,979,939.00
Women's Suit	13,004	31.42	408,586.00
Women's Ensemble	6,747	40.70	274,603.00
Girl's Suit	8,342	16.30	135,975.00
Girls' Coat	24,290	16.95	411,716.00
Men's Suit	68,700	34.17	2,347,479.00
Men's T'Coat, O'Coat	52,507	32.03	1,681,799.00
Boy's Suit	24,659	17.33	427,340.00
Boys' Coats	21,592	13.72	296,242.00

(Total) \$10,880,440.00

ELECTRICAL APPLIANCES

Table Model Radio	10,305	\$ 23.99	\$ 247,217.00
Console Radio	8,588	78.08	670,551.00
Radio-Phonograph	4,171	97.60	407,090.00

Refrigerator	8,059	138.65	1,117,380.00
Stove	2,699	144.94	391,193.00
Washing Machine	10,919	74.61	814,667.00
Ironer	5,153	75.84	390,804.00
Hand Iron	9,078	6.18	56,102.00
Vacuum Cleaner	8,097	49.33	399,425.00
Sewing Machine	4,662	58.62	273,286.00
Roaster	5,030	22.69	114,131.00
Waffle Iron	5,030	5.61	28,218.00
Toaster	6,870	8.33	57,227.00
Food Mixer	5,521	20.19	111,469.00
Coffee Maker	1,840	7.90	14,536.00
Dish Washer	613	225.00	137,925.00
Clock	7,852	5.34	41,930.00
Razor	6,502	12.87	83,681.00
Heater	859	48.25	41,447.00
Sun Lamp	3,680	26.00	95,680.00

(Total) \$5,493,950.00

ARTICLE	NO. FAMILIES	AVERAGE PRICE	TOTAL CITY PURCHASES
MISCELLANEOUS ITEMS			
Bicycle	9,814	\$22.88	\$ 224,544.00
Football	3,557	3.20	11,382.00
Ice Skates	9,937	6.57	65,286.00
Roller Skates	4,171	4.98	20,772.00
Typewriter	6,379	40.40	257,712.00
Mov. Picture Camera	2,576	51.04	131,479.00
Mov. Picture Projector	2,460	57.44	141,302.00
Camera or "Kodak"	6,011	20.76	124,788.00
Fountain Pen	8,465	4.23	35,807.00
Women's Wrist Watch	5,275	34.64	182,726.00
Men's Wrist Watch	6,502	27.73	180,300.00
Men's Pocket Watch	2,576	14.17	36,502.00
Diamond Ring	2,944	102.89	302,908.00
Piano	2,698	271.67	732,966.00
Other Musical Instr.	3,680	101.04	371,827.00
Trunk	1,104	26.25	28,980.00
Suit Case	7,851	12.89	101,199.00
Miscellaneous	15,457	27.43	423,986.00

(Total) \$3,381,125.00

TYPE OF IMPROVEMENT HOME IMPROVEMENTS

New Roof Covering	7,483	\$ 82.40	\$ 616,599.00
Shingle or Brick Type Siding	1,349	387.67	522,967.00
Addition One or More Rooms	859	171.00	146,889.00
New Porch	4,171	130.33	543,606.00
Modernizing Basement	5,643	91.57	516,730.00
Finishing Attic	3,190	105.00	334,950.00
Any Other Remodeling	6,011	139.48	838,414.00
New Electrical Wiring	3,067	22.81	69,958.00
New Plumbing Fixtures	5,398	90.47	488,357.00
Air Conditioning	491	150.00	68,740.00
Insulation	3,435	94.14	323,371.00
Outside Painting	19,138	145.86	2,791,469.00
Inside Painting	17,052	38.37	654,285.00
Papering 1 or More Rooms	22,205	29.17	647,720.00
Re-Finishing Floors	4,785	24.14	115,510.00
New or Larger Garage	2,576	87.35	225,014.00
New Walk or Drive	8,342	75.37	628,737.00
New Furnace	5,030	105.15	528,905.00
Mechanical Furnace Stoker	1,718	182.57	313,655.00
Gas or Elec. Water Heater	2,331	50.27	117,179.00
Gas Radiant Heater	1,595	25.91	41,326.00
Venetian Blinds	4,539	94.04	426,848.00

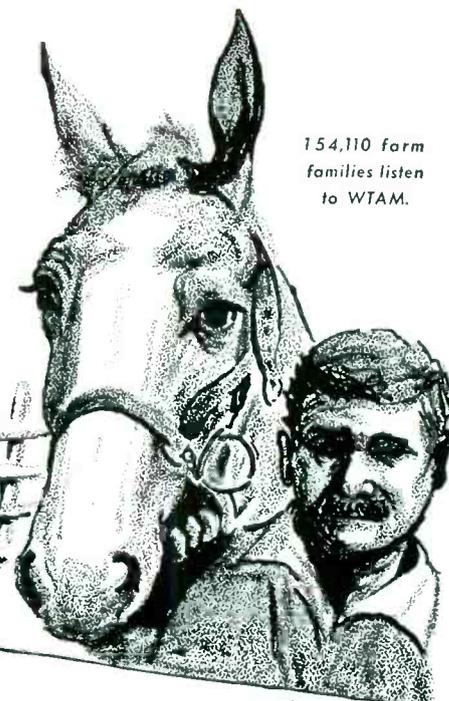
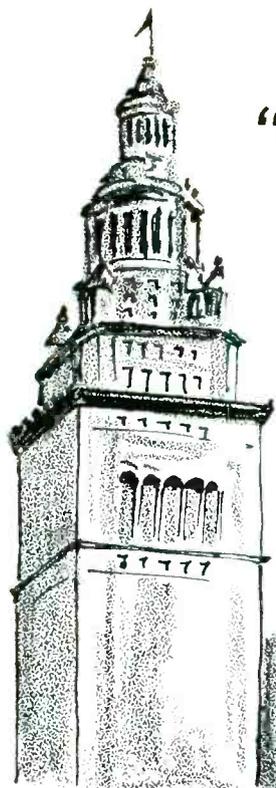
(Total) \$10,961,219.00

In addition, 27,772 Clevelanders said they would move before January 1. 23,555 would buy life insurance. 28,216 would buy automobiles. And they would spend \$936,512 for tires, \$189,034 for auto heaters, and \$207,234 for auto radios.



• They chose Cleveland for their plant headquarters—these 57 presidents of new industries, (standing) . . . banqueted on New Industries Day, by Cleveland's Chamber of Commerce.

"ask 'em to buy YOUR BRAND"

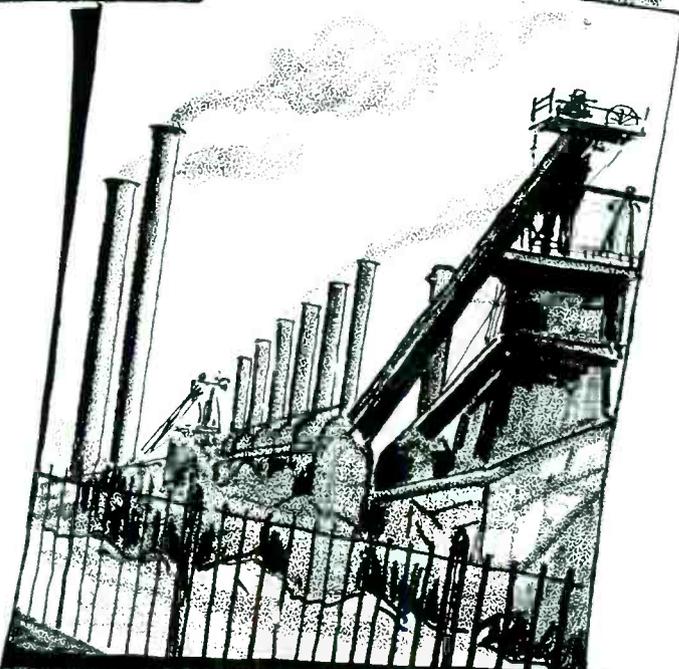


154,110 farm families listen to WTAM.

WTAM's families own 865,225 automobiles.

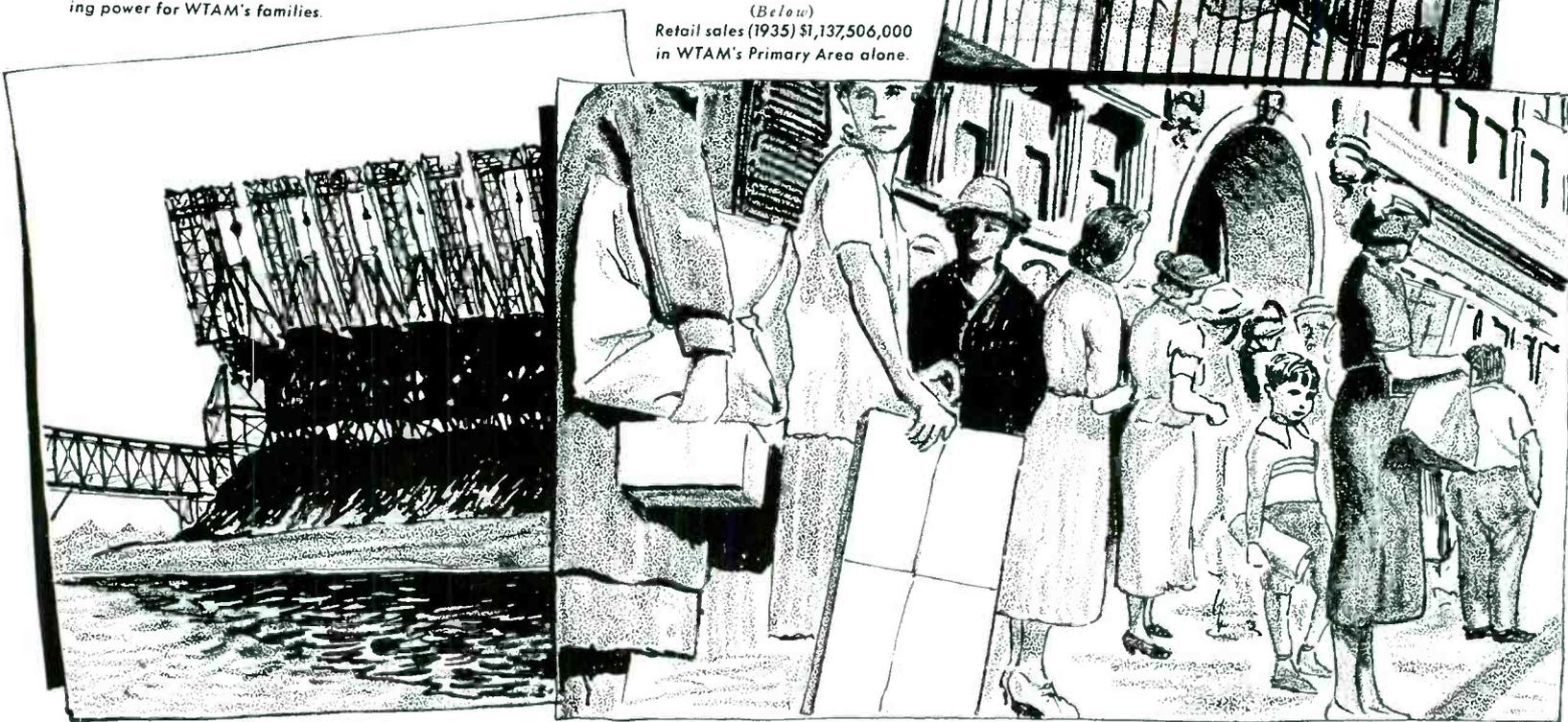
WTAM
 • CLEVELAND • covers an area of evenly distributed purchasing power. On the basis of low cost per listener WTAM is one of the best advertising BUYS in America today.

Iron and coal mean purchasing power for WTAM's families.



(Right) Big steel production means big payrolls for WTAM's families.

(Below) Retail sales (1935) \$1,137,506,000 in WTAM's Primary Area alone.





Ohio's new (left) and old Capitol buildings (right center) and the towering American Insurance Bldg., are occupied by steady-salaried, white-collar workers. Employees in major factories and prosperous farmers help make Columbus an outstanding market center. It is ably served by newspapers, radio, and the outdoor advertising media.

Columbus...

POPULATION:

343,288

RETAIL SALES:

\$124,805,000

A "Capital" Market—Ohio's Fifth...

State's Government City "Enjoys Consistent Conservative Prosperity". . . Civic Preening, Numerous Diverse Industries, Host of Institutions, Build Economic Soundness

By PROF. H. H. MAYNARD,

College of Commerce and Administration, Dept. of Business Organization, Ohio State University, Columbus

COLUMBUS, Ohio, constitutes a unique and profitable market for national advertisers. Perhaps the four most outstanding qualities it possesses are stability, prosperity, diversity and progressiveness.

Created by an act of the Ohio General Assembly on Feb. 14, 1812, Columbus has grown in 127 years to be the third largest capital city in the United States. Present estimated population is 308,000 in the city limits; 360,000 in the metropolitan area; 1,125,000 within a radius of 75 miles.

Its traditional steadiness is due only in part to its being the seat of state government, although that of course is an important factor. The

immense, regular state payrolls including Ohio State University, Ohio Penitentiary, Blind and Deaf schools, Feeble-Minded and Insane Institutions all form a valuable bulwark to Columbus retail establishments.

Supplementing these are Fort Hayes, headquarters of the Fifth Corps Area, which disburses around \$1,000,000 a month, and numerous other offices of Federal Government.

Not a boom town, Columbus enjoys a consistent, conservative prosperity. The city is situated in the center of Franklin County, which led the nation in sale of Liberty Bonds back in World War days. Present business conditions are ex-

ceptionally good as compared with the national average.

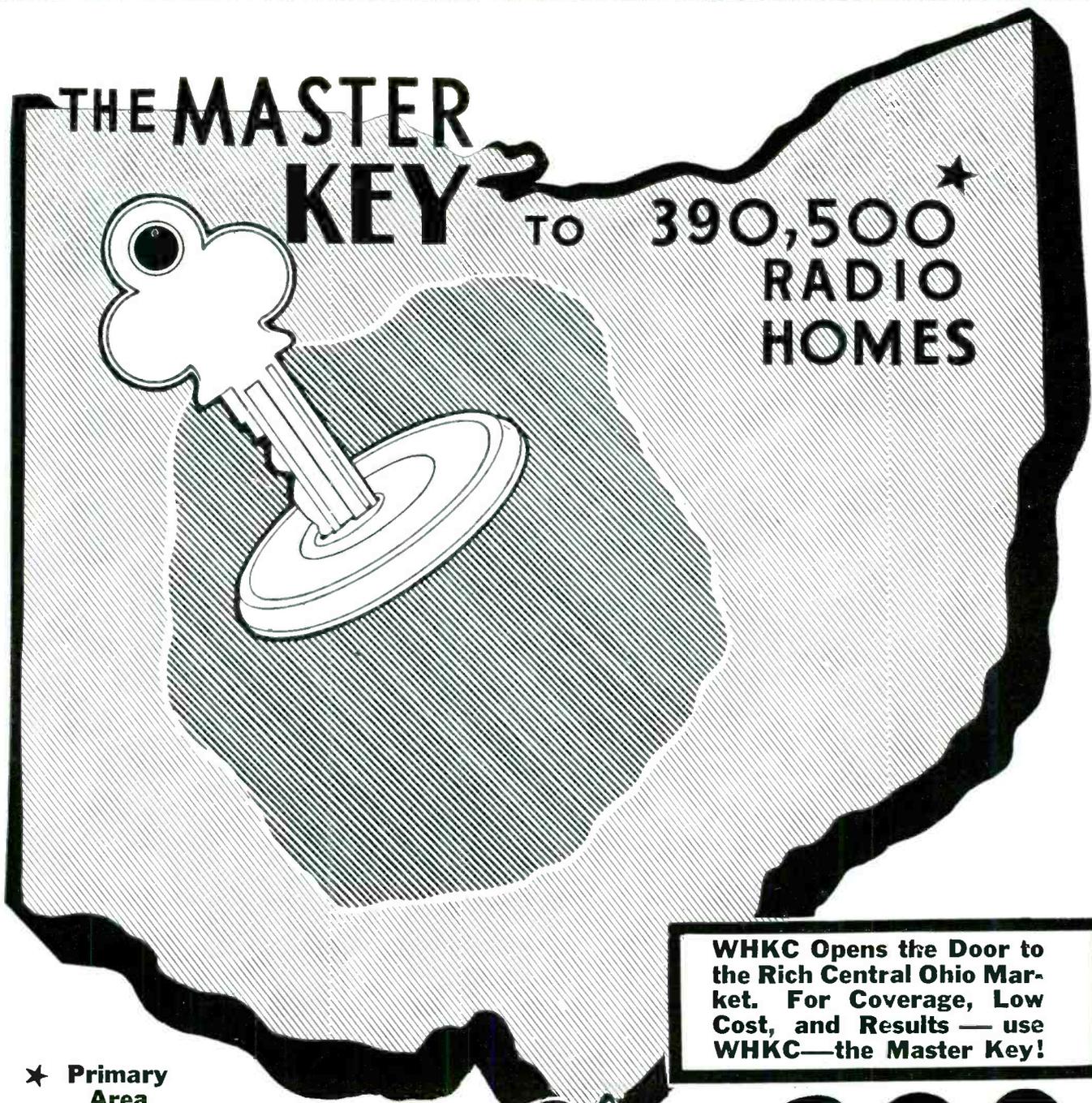
During 1938 Columbus acquired 30 new manufacturing industries and 252 new non-manufacturing firms. Expansions were made by 40 existing manufacturing industries and 197 non-manufacturing firms. This industrial development provided 2751 additional jobs for Columbus persons.

Building permits rose sharply in 1938, with Columbus standing near the top in new construction among cities of comparable size.

Diversity of industries accounts in large measure for the prosperity of Columbus. There are 430 manufacturing establishments in the city, employing more than 21,000 people.

THE MASTER
KEY

TO 390,500
RADIO
HOMES



WHKC Opens the Door to the Rich Central Ohio Market. For Coverage, Low Cost, and Results — use WHKC—the Master Key!

★ Primary Area



22 E. Gay ST.
Columbus, O.

Plus **200**
Mutual Programs
EACH MONTH

One of the **5** key stations of the Mutual Broadcasting system *originating* programs coast to coast!

RADIO ADVERTISING CORP.
National Representatives

There also are 4,070 retail establishments employing 17,000 people and 448 wholesale houses which employ 4,519 people.

Principal manufactured products of Columbus include foundry and machine shop products, meat packing, shoes, railroad cars, printing, food products, auto parts, oil-cloth.

Civic spirit and civic leadership has played a great part in the city's development. Only 25 years ago the Columbus river front was a ramshackle collection of rickety shacks and cinder piles. Today it is one of the most beautiful civic center developments in the United States.

In 1937 the Columbus traffic death record was a disgrace, but an aroused civic spirit remedied the situation in one year, and in 1938 made Columbus the outstanding contender for the National Traffic Safety Award as the nation's "safest city."

Columbus also moved up from fifth to fourth place in 1938 among the country's leading convention cities. A total of 414 conventions in 1938 brought 302,250 guests to Columbus, who spent an estimated \$7,000,000 in the city.

John W. Love, financial editor of the *Cleveland Press*, in his column of Dec. 24, 1938, made a very interesting analysis of Columbus retailing. "The retail trade of Columbus," he wrote, "now reaches out over a larger area than that of any other city in Ohio. In Franklin County the issuance of state sales tax stamps was \$7.41 per capita for the first 10 months of the year. Next highest was \$6.34 in Hamilton County and \$5.87 in Montgomery (Dayton). The per capita requirement of stamps in all the counties around Franklin was low. *The suction of Columbus retail trade is felt throughout central Ohio.*"

Columbus is singularly fortunate in its location. Industrially, it lies close to iron and coal supplies. There is an abundant supply of natural gas at low cost. Oil too is produced close to Columbus. There is an ample supply of water, nearly seven billion gallons being stored in two reservoirs in the Scioto River.

Within 500 miles of Columbus live 85,000,000 persons—two-thirds the population of the United States.

The Federal Government recognized the strategic location of the city by establishing here a huge

Army Reserve Depot, where \$90,000,000 worth of army supplies are stored.

Columbus is within eight miles of the nation's center of manufacturing, as determined by the number of wage earners, and is only 200 miles east of the national center of population.

Transportation is one of Columbus' major assets. Five of the country's leading railroads serve Columbus; two great air lines; 11 motor bus lines and 40 freight lines. Overnight passenger, mail and express service is available to all important points between the Mississippi River and the Atlantic seaboard, and by air from coast to coast.

Transcontinental & Western Air, Inc., and American Airways, Inc., operate an average of 14 passenger flights daily from Port Columbus. Fifty-nine passenger trains arrive and depart daily. Passenger buses and motor freight trucks move constantly over the many fine highways leading into the city; U. S. 23, 33, 40 and 62, and State Routes 3, 16, 31, and 104.

Climate, too, is favorable. Situated 777 feet above sea level, the city's average annual temperature

Sell the Nation thru COLUMBUS!

Columbus, Ohio's State Capital, a typically American city, stands at the "Cross Roads of the Nation". Here ten State and National highways converge, with auto traffic averaging in excess of 1,500,000 cars monthly. Columbus is annually host to more conventions and convention guests than all other Ohio cities combined. An educational center, with more than 20,000 College and University students enrolled from all sections of the country.

Here is PLUS CIRCULATION, where Outdoor Advertisers can attract and influence people from all parts of the nation. Columbus is always a Good Market,—sell Columbus, and the Nation, with Outdoor Advertising on this improved modern plant.

THE COLUMBUS OUTDOOR ADV. CO.
COLUMBUS - OHIO

is 52.4 degrees, varying from a low average of 29.6 in January to a high average of 75.2 in July. Annual rainfall averages 35.75 inches.

Columbus is the 28th city, in population, in the United States. More than 94 per cent of Columbus residents are American-born citizens, and 98 per cent are literate. Predominating nationalities of foreign-born residents are German, English and Italian. Cultural influences of the city's three universities, 77 public schools, 228 churches, the Columbus Gallery of Fine Arts, and libraries containing 1,470,694 volumes are constantly raising the standard of Columbus population.

Ohio State University is the sixth largest school in the nation; fourth largest state university. Annual enrollment is near 17,000 students, and there are approximately 1,100 persons on its faculty.

Columbus is becoming widely known as a research center. Located here are the Battelle Memorial Institute, specializing in research in fuels and metals; The Edward Orton Jr. Ceramic Foundation, devoted to ceramic research; National Farm Chemurgic Council, which finds new uses for farm products through applied science; and the Bureau of Business Research, Ohio State University.

In the world of sports Columbus occupies a dominant place. Located in Columbus are the home offices of the American Association of Professional Baseball Clubs and the National Football League. Last year 387,000 persons witnessed football games in Columbus; 300,000 attended boxing and wrestling contests; 80,000 saw basketball games and approximately 175,000 attended baseball games. Probably no other city in the United States of comparable size can boast such interest in sports.

Innumerable other things contribute their part toward making Columbus a beautiful, prosperous, stable, progressive American city. Columbus, for the business man, the advertiser, or the person seeking a desirable place to live and rear a family.—has everything.

●



VALUE . . . is getting your money's worth says Everybody's dictionary.

—reaching your **BEST** advertising prospects is the real value every medium seeks in placing advertising space in the Trade Press.

—We at The **ADVERTISER** have solved that problem for all of our excellent list of advertisers

**PUBLISHERS, ADVERTISING AGENCIES,
BROADCASTERS, OUTDOOR PLANT
OPERATORS, PRINTERS, GRAPHIC ARTS
SUPPLIERS, LITHOGRAPHERS, STUDIOS,
et al.**

Place your schedule in the monthly issues of The **ADVERTISER**—and **MARKETS of AMERICA**—Vol 4—now in preparation—**REACH YOUR BEST BUYING PROSPECTS** without paying for excess, unproductive circulation! . . .

They ALL Read The ADVERTISER

—reach them **NOW** at just \$155. per page
on 12 time schedule \$130. per page

The **ADVERTISER** *Publications*

General Office: CINCINNATI, 3557 Bogart Ave., Avon 6825

NEW YORK: 11 W. 42nd St., Penn 6-3265

CHICAGO: 1138 Lake Shore Drive, Del. 9083



•
Dallas has all the bustle and financial tone of New York City. Its people are prosperous and friendly. Climatically it is a splendid year 'round outdoor market.

Dallas...

POPULATION:

309,658

RETAIL SALES:

\$160,615,000

“BIG D’s” FAMILY INCOME HIGHEST *In Entire South . . .*

Two Basic Industries Lead Procession of Highly Varied Enterprises . . . Market Ranks In Many Ways, Evidencing Importance As Distribution Center

By RAYMOND P. LOCKE, *Executive Vice Pres., Tracy-Locke-Dawson Inc., Dallas*

THERE are said to be more beautiful women per block in Dallas than in any other city in the United States, or maybe the world. With all its civic pride, Dallas didn't originate that story. New Yorkers and other visiting firemen did. Perhaps they should know, for 120,000 "convention bugs" come to Dallas each year, and they do plenty of staring.

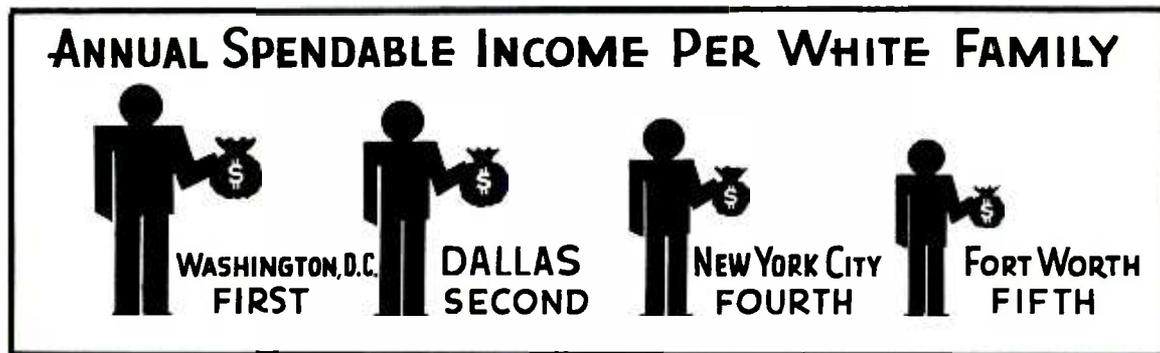
Dallas women, by analysis, are not beautiful by Nature's gift alone. They are well-fed, well-clothed, well-manicured, shampooed and finger-waved. And well they might

be, for they control the purse strings of Dallas' \$3,599.00 per family yearly income (highest in the entire South and 5th in the Nation, according to a recent survey of Buying Power conducted by Sales Management).

This fact alone should make Dallas a *must* on the schedule of every national advertiser and media buyer. But there are many other contributing factors that in recent times, have caused 2,500 national concerns to establish branch offices and factories in Dallas.

Principal among these factors,

undoubtedly, is the opportunity, natural to the area of the Dallas-Southwest market. But effective exploitation of same has also been important. In 1929, under the banner of Industrial Dallas, Inc., a national advertising campaign was inaugurated. More than a quarter million dollars was spent through our agency in developing market surveys, compilation and printing of factual data, and in advertising space in national publications and other media. This advertising is still producing definite results. The



DALLAS

the market where Consumers have

MORE MONEY

People are buying in Dallas, and that means more than 300,000 people! For some time spendable income has been high in Dallas. According to latest authoritative figures, Dallas now ranks first among cities of the South and Southwest, and second only to Washington, D. C. in the entire nation. Business is good in Dallas. Are you getting your share?

Reach the rich Dallas market with United *posters*, *bulletins* or *spectaculars*. The latest Traffic Audit Bureau rating shows United costs to be the lowest in Dallas, and among the lowest in the nation, at *7.4¢ per thousand* daily net effective circulation.

United Advertising Corporation OF TEXAS

Home Office Main & Haskell, Dallas, Texas

• Outdoor Advertising in Texas, Oklahoma, Arkansas & Missouri •



- The Texas metropolis is headquarters city for Southwestern operations for a host of national manufacturers. The ADVERTISER's editor sketched these members of the Dallas Sales Executives Club at their last Annual Luncheon.

lease brokers, geo-physical survey services, royalty owners, equipment and supply companies, many of which do business on an international scale. One large Dallas bank estimates that 20 percent of its deposits can be attributed directly to the oil industry. More than \$100,000,000 in credits to the oil industry are said to have been handled by a single Dallas bank since 1930.

Aside from cotton and oil, Dallas has a broad, diversified economic base which serves as a cushion against depressions and as a springboard in times of prosperity. It is dependent upon no single industry or resource. For example, Dallas manufactures more cotton gin machinery than any other city in the world. It ranks third as a farm implement distributing center, and fourth in the manufacture of storage batteries.

As the national headquarters for the soft drink, Dr. Pepper, it is becoming increasingly important in the beverage industry. The firm of Sutton, Steele and Steele is said locally to own one wing in the patent office by virtue of its basic patents on dry separating machinery (such as gold, silver, coal, beans, etc.).

Dallas is one of the leading distributing points for automobiles and equipment. Sales, too, loom large; more new cars are sold in Dallas every year than in the States of Maine, New Hampshire or Delaware. Other enterprises range from the manufacture of baby buggies to caskets, from the only full-fashioned silk hosiery mill to mannequins with a personality.

These facts, together with the fact that Dallas business was off only 5.3% in 1937 as compared to 6.6% decrease for Texas and 12% for the United States, should lend credence to the report that the Dallas trade territory is a great market for national advertisers.

Mention of the trade territory, however, gives rise to a question for the area cannot accurately be defined. The Southwestern Bell Telephone Company, in making a survey here last year, encountered this difficulty. It was found that Neiman-Marcus, nationally outstanding store for women's fashions, had 2,000 accounts in Fort Worth, 1,300 in Houston, and many as far away as San Antonio, Shreveport and Oklahoma City.

•
A.T.A. DALLAS Member—
Jagers-Chiles-Stovall, Inc.

Chamber of Commerce reports from one to ten inquiries weekly from responsible concerns, addressed to this bureau. Judging from the acute increase in inquiries since January 1, both from prospects originated several years ago and through more recent efforts, it appears that a mild boom may be in the making. The factual data of the follow-up has recently been revised and reprinted.

In the Southwest, Dallas is first in retail business (\$160,615,000 in 1937); in wholesale volume (\$585,824,000 in 1937); in number of factories and value of products. Its annual volume of banking business regularly exceeds that of any other Southwestern city (bank debits—\$2,824,285,000 yearly); its annual total of postal receipts equals the combined totals of any other two Southwestern cities; and it originates more air mail, air line passenger and air express business per capita than any other city in America. Another important indication of the life in Dallas is that it is the cultural, educational, amusement and sports center of the Southwest.

"Big D," as the city is known below the Mason and Dixon line, ranks fourth in the national picture as an insurance center, fifth in wholesale dry goods and apparel, third for millinery creations and second in manufacture of wash dresses.

Dallas' adjusted tax rate of \$19.24 a thousand is among the lowest in the big city class.

Location in the heart of the black land cotton belt gave Dallas its first impetus as a trade center. Virtually half of America's annual cotton crop is grown within a radius of 300 miles, and the Dallas Cotton Exchange handles more than 2,000,000 bales of cotton in a normal year.

Much of Dallas' recent growth in trade and population is credited to its rank of key city of the oil industry in the area which accounts for 73 percent of America's total annual production of crude oil. In this area is concentrated the bulk of the known petroleum reserves. Dallas is operating headquarters for hundreds of units of the oil industry—major and independent producers, oil and gas pipe lines.



A.N.P.A. New York—1939... This year's conclave of American Newspaper Publishers, at the Waldorf-Astoria, in April, was made notable by its conclusion to forget its economic strife with the Broadcasters and work towards a mutual understanding. There is room for both media, as N. Y. Herald-Tribune's publisher Mrs. H. R. Reid pointed out—the visual and the aural. The above sketches were gathered at a special cocktail party given agency and advertising executives, at the Waldorf, by Publisher F. C. Fairbanks, Indianapolis News, and his able Ad-Chief Roger Reynolds.

MARKETS of
AMERICA . . .
The ADVERTISER'S
Sketch Book Vol. III
Page 79



Skyscraper - studded downtown Detroit's shopping and financial section, seen from the Detroit News' plane. U. S. Rubber, Chrysler, Parke-Davis, Detroit Stove and other major plants in background. Windsor and Walkerville, Canada, upper right across Detroit River.

Detroit... POPULATION: 2,116,054 RETAIL SALES: \$693,195,000

MOTOR METROPOLIS Has "Everything"...

Automotive Workers Receive Country's Highest Annual Income... Versatile Industrial Facilities Adopt, Encourage Diversified Production

By JOSEPH J. HARTIGAN, *Vice Pres., Campbell-Ewald Co., Detroit*

DETROIT has a greater proportion of its working population engaged in the creation of wealth than has any other large city in the United States.

And naturally, as a great industrial city, middle-class incomes predominate. Nearly one-half of all persons living in Detroit are members of families whose income varies between \$1,000 and \$2,000 per year.

Detroit is the fourth city in pop-

ulation in the country but third in the number of industrial workers, industrial payroll and value of manufactured products. Detroit workmen have the ability to produce a greater volume of wealth as represented by manufactured products and in return they receive the highest annual income—\$1,594 per year, or 12 percent more than the wage scale in the next highest paid major district.

The city is one of the oldest cities

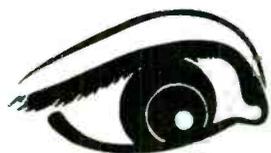
in America west of the Allegheny, the first permanent settlement taking place in 1701 when 100 Frenchmen, arriving in a flotilla of 25 canoes, erected a palisade fort on the North Bank of the Detroit River.

The year 1900 saw Detroit a middle-sized provincial city, growing calmly and leisurely. Then overnight there sprang into being a veritable movement on wheels that was to carry the city to world-wide

LONDON

COMES TO

Detroit



Chanley Studios Ltd.
DIRECTORS: W.P. TODD • F.C. EYLES • I. HORMAN

TALBOT MANSIONS • MUSEUM STREET • LONDON W.C.1 • TELEPHONE:- MUSEUM 0528-9



13th March, 1939.

George Rapp, Esq.,
Messrs. Ladriere Studios,
7310, Woodward,
Detroit,
Michigan.

Dear Sir,

We have been very impressed with your work which has been appearing in the Saturday Evening Post for the Goodyear people and it was through them that we got your name and address.

We carry out a lot of work for car firms, etc. in this country and as we are always on the look out for tip top art work we are writing you as we are wondering if you would be prepared to carry out work for us, of course in the rough sketch stage first.

If you are in a position to do this perhaps you will kindly let us have some rough idea of your charge for a rough and finish. We know it is difficult to specify any particular charge when you do not know what the rough is composed of, but for the sake of argument let us assume it was a job similar to the Goodyear advertisement we have already referred to, i.e. with the mother, father, kiddie, etc. We shall be very pleased to hear from you at your early convenience.

Thanking you in anticipation.

We are,
Yours faithfully,

for CHANLEY STUDIOS LTD.

FRANK C. EYLES.
Sales Director.

DETROIT IS AN ADVERTISING ART CENTRE

LaDriere
STUDIOS INC.



•
JOSEPH J.
HARTIGAN

Campbell-Ewald's popular Media Chief knows the nation's markets and media, but Detroit is hometown to Joe and he ably presents buying-value facts on the motor metropolis.

fame on a bubble of gasoline. Part of the success and great growth of Detroit was due to the fact that it was ideally located with respect to raw material—coal and iron—and had the Great Lakes as a low cost “road-bed” to carry these basic manufacturing commodities here.

However, because of the worldwide prominence given Detroit as the home of the motor vehicle, sight has been lost of the other great industries located here. And in addition, few people stop to realize that the motor vehicle industry itself, because of the varied commodities, raw and manufactured that go into its manufacture—steel, malleable iron, lead, nickel, plate glass, mohair, rubber, gray iron, aluminum, copper, paint, cotton, hair and leather, upholstery—supports hundreds of other industries.

In the last 38 years, Detroit advanced from 13th to fourth largest city in the United States, only New York, Chicago and Philadelphia exceeding it in size. In the process of this amazing growth, the city proper completely surrounded two “island municipalities” (Highland Park and Hamtramck), with a combined population of approximately 110,000.

According to the United States census figures, the value of manufactured products in the Detroit industrial area approximates \$3,410,000,000 yearly; the payroll of factory workers amounts to nearly \$650,000,000 while wholesale, retail and service establishments reported

an additional \$141,502,000 in annual payrolls.

Income in Michigan reached nearly three billion dollars in 1937, according to the National Industrial Conference Board or \$2,400 per family as compared with \$2,250 per family for the entire country.

There are approximately 100 plants in the Detroit area making motor vehicles, bodies, parts and accessories, and it is estimated that more than 65 percent of all the automobiles and motor trucks are manufactured either in, or in the cities quite close to Detroit—so close in fact that the Detroit district can safely be said to make more than two-thirds of the motor vehicles of the world.

Detroit is favorably situated with respect to most basic materials used in industry. Within a few miles of the city, oil and gas, gypsum, salt, bromine and other chemical materials are readily available. Deposits of limestone, gravel, silica, clay and sand are made the more workable from an economic standpoint since deliveries to Detroit can, in most instances, be made by water.

Other and perhaps better known Michigan natural resources include copper and iron ore. At the present time, Michigan iron ore production is about one-third of the Minnesota total. At its peak, the output of the state's salt mines is valued at \$10,000,000 yearly. Michigan's gypsum output has reached as much as 900,000 tons and Michigan's refineries are now capable of producing one-third of the state's gasoline requirements.

It is not generally known that in Detroit was developed the first vacuum cleaner; that it is the birthplace of the electric refrigerator and an important producer of electrical appliances; that it was the pioneer in the oil-burner industry; that it ranks at the top of the entire country in pharmaceuticals, and near the top in adding machines, foundry products, pleasure boats, paints, refined salts and alkali products. It ranks high in producing ranges and heating devices. While the fame of Detroit is assumed to be based largely upon its motor car development, it has within its area eighty different lines of manufacture. All told, the city has more than 300 concerns serving the needs of the rapidly expand-

ing building industry. Allied to the building industry is air-conditioning, in which Detroit has 20 representatives. And there are 26 manufacturers of furniture.

Detroit is the fourth largest port of exportation in the United States; the principal gateway to Canada—best customer of the United States. The Port of Detroit is located midway between the eastern and western navigable extremities of the Great Lakes. Within a steaming radius of 750 miles of Detroit are seven of the 15 largest cities in the United States and Canada. Detroit's natural markets include these cities and the hinterland adjoining, with a total population of more than 20,000,000.

The Port of Detroit is served by more than 50 steamship companies, offering full cargo and package freight service. And Detroit produces more goods for export than any other American city. In 1929 the value of Detroit exports amounted to \$1,000,000 for each working day. The relative position of the city has been maintained ever since. In 1937 the value of exports, not including those credited to seaboard ports, was \$190,223,000.

In respect to transportation, Detroit is most amply furnished with means of bringing in and sending out its products. It is located on the main line of all North Shore routes between New York and Chicago and also on the main line between Montreal and Chicago. There are nine trunk lines and two belt lines serving Detroit.

In addition to rail service, boat lines operate between Detroit and Buffalo, Cleveland, Toledo, Chicago, Milwaukee, Duluth and other ports on the Great Lakes. More than 100 motor truck lines operate out of Detroit, in addition to numerous bus lines.

Detroit is served by the American Airlines, Inc., Pennsylvania Central Airline, and Marquette Airlines. In addition to direct airplane passenger and express service to the large cities, connection can be made to practically any city located on an air line.

The City of Detroit, with 32 percent of Michigan's population and 38 percent of its wholesale establishments, was credited with 68 percent of total new wholesale sales in the state during 1935. Detroit re-



• *Manufacturing automobiles is Detroit's and nearby cities'—Flint, Lansing, Pontiac,—greatest source of revenue. Chevrolet spends as much as \$1,000,000 monthly to advertise and sell these cars, coming off its assembly line. Ford, Chrysler and Hudson are other major advertisers . . . not overlooking U. S. Rubber, Parke-Davis, Hiram Walker, and others.*

• *A.T.A. DETROIT
Members . . .
George Willens & Co.
C. Benj. Stapleton Co.*

tailors, who naturally reach a smaller trading area, made 42 percent of all Michigan sales in 1935.

Of the Michigan wholesale volume totaling \$1,410,767,000, Detroit establishments reported nearly a billion dollars. These same Detroit firms employed 22,727 persons, their annual payrolls aggregating \$39,953,000.

According to the U. S. Census of business for 1935, Wayne County, with 39 percent of Michigan's population, reported 45 percent of all retail sales in the state. The 1935 expenditure in Wayne County retail stores was equivalent to \$1,360 per family as compared with \$1,180 for the entire state, and \$1,110 for all families in the United States. In all classifications in 1935, Detroit shoppers spent 22 percent more than the average United States family and 15 percent more than the average Michigan family.

Detroit is a jobbing center of first rank. Local wholesale houses

furnish the predominating influence in an area within a radius of 215 miles of Detroit. Many local jobbing houses extend their sales into a much larger territory, reaching 350 miles north, 200 miles west and about 175 miles to the south. The entire trading territory is easily accessible via steam railroad and motorbus service. In 1935 there were 2,333 wholesale distributors in the city whose sales were \$950,734,000. The total number of service establishments in the city is 8,085.

The people of Detroit are predominantly American-born and English speaking. Out of a population of 1,568,662 persons, 78.7 percent are English reading. The foreign born include Polish, Canadian, German, Italian, English, Russian in that order.

One and two family residences predominate in Detroit. There are approximately 56,000 two-family structures and 13,450 buildings containing three or more households and 195,000 single residences. The majority of citizens live in single or double residences.

The cost of living in Detroit has declined in the majority of years since 1929 and last year between June 15 and September 15, Detroit led all other large cities in the United States in living cost reductions. Because the terrain surrounding Detroit is flat, the city has spread out, now covering 138 square miles, in addition to the large number of suburban towns.

Because of the high yearly wage of workers, a very large percentage of its workmen own motor cars and consequently can live at some distance from their place of employment. Thus, their living conditions are good for a city of its size; there are few slum districts in Detroit and its environs. Detroit's death rate in 1938 was only 7.8 per thousand, the lowest in the city's history and, in all probability lower than that of any city of comparable size in any year. Its birth rate is approximately double that of its death rate.

Possibly a reiteration of a few points should be made for emphasis.

In the last quarter of a century Detroit has had the greatest industrial and population growth of any city in the country.

Detroit is a creator of wealth—it has a greater proportion of its working population engaged in the creation of wealth than any other

large city in the country.

Detroit workmen receive the highest annual income of any city in the country.

Detroit will continue to grow because it has raw materials nearby—has low-cost bulk transportation on the Great Lakes—has a great arterial system of railways—still possesses the pioneering spirit and is today engaged in creating new industries—air-conditioning and the new materials for the building industry, as examples.

As the hub of the motor car industry, it uses more raw and manufactured products in creating its motor cars and trucks than are used in the manufacture of any other product.

Despite popular belief, Detroit has a tremendous diversification of manufacturing industries.

Indeed, there is an established industrial trend in Detroit, often unobserved, that is steadily gaining momentum. That is the policy of motor suppliers taking on non-automotive products in which the production-line technique, so-called, finds ready application. The key to even greater Detroit lies, to a great extent, along this line.

And finally, the nation is again looking to Detroit to lead the way to greater prosperity, as it has a number of times in the past, and today Detroit gives every indication of accepting this challenge to once again lead the nation forward.

The above facts and figures definitely indicate Detroit is an excellent market for every advertiser. Further facts, too numerous to mention, are available to further substantiate. Forty-four percent of Detroit families own their own homes; 50 percent have telephones; 75 percent own automobiles; 96½ percent of all Detroit families read one or more daily newspapers. Almost 93 percent of families have definite earning power, of which 58 percent derive their income from skilled and unskilled labor.

For an advertiser to reach this great market, Detroit offers all the facilities of any other city—and better than the average from an economy standpoint.

Detroit being a city whose population is mainly the middle-income bracket and middle-aged, responds very quickly and definitely to advertising.

Detroit is the testing ground for a large number of National Advertisers who desire to test a typical American market.



Sea Of Faces Seen By Sketcher At Adcraft's 33rd Birthday

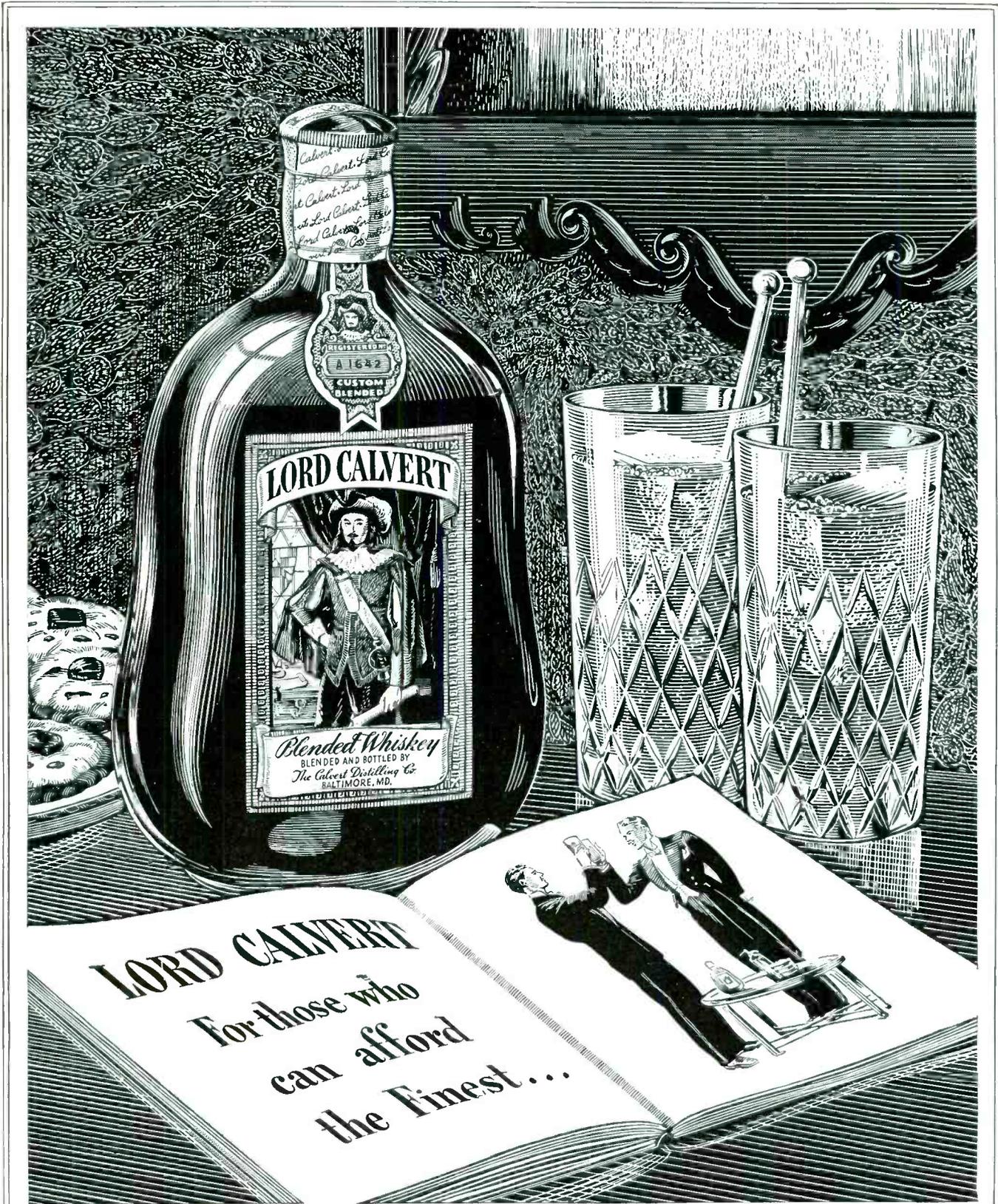
No red letter function of the Adcraft Club is complete without the pad and pencil of Manuel Rosenberg, publisher of "The Advertiser" in Cincinnati, author of books on art, and a cartoonist of national reputation. When he heard of the Adcraft Club's 33rd birthday anniversary, he arranged to be in town for the evening, and while flashlights popped around him for the photographers, he reproduced the faces of party celebrities in his own style.

Above you see several views of Gene Buck, the principal speaker. He and Mannie had a common interest in the work because Gene was a newspaper artist before he began writing songs and producing the Ziegfeld Follies. Bill Stout was another who became absorbed in Mannie's pencil scratches. Just to show him that he had not lost the touch of his days as an artist on the staff of the "Chicago Tribune," Bill also drew some sketches, that of Henry Ewald being included by Mannie in his collection above.



—Barton Studios

- Sketches and comments reprinted from the Roster Edition (Feb. 1939) of *The ADCRAFTER*, Detroit Adcraft Club's famous monthly magazine, ably edited by Rudy Anderson.



*A Custom-Blended Whiskey
each bottle numbered and recorded by Calvert*

Lord Calvert "Custom-Blended" Whiskey—86.8 Proof. The straight whiskies in this product are four or more years old. 30% straight whiskies; 5% other whiskey, 18 years old; 65% grain neutral spirits. 20% straight whiskies four years old, 10% straight whiskies 10 years old, 5% other whiskey 18 years old. Copr. 1938 Calvert Distillers Corp., N. Y. C.



• *The City that Journalist-Broadcaster Amon Carter built... (Chronicled in The Saturday Evening Post) . . . Ft. Worth sports an \$11,000,000 railroad station; outshines in civic pride, huger Dallas, 33 miles eastward. Oil and cattle major revenue sources. Headquarters city Elliott Roosevelt's 23 Station, Texas State Network.*

Ft. Worth . . . POPULATION: 174,575 RETAIL SALES: \$65,565,000 **West Texas Commercial Mecca . . .**

By ALBERT EVANS, JR.,
President, Evans and LeMay Advertising Agency, Fort Worth, Tex

Southwest Center Thriving With Oil Production . . . Great Increase In Population, Breadth Of Trading Area—Among Other Factors—Creates Fertile Market For National Advertisers

TO OIL, KING OF TEXAS PRODUCTS, must go the credit for making Fort Worth and its trade territory one of the nation's leading markets and the second largest market in the entire Southwest.

Time was when this section fared well—on an average with like populated areas—as a market. It thrived because of cotton, grain, poultry, livestock, food distribution and manufactured products. Then came the flow of liquid gold in West Texas in 1917. Wells sprang up like mushrooms—almost over night.

Today Fort Worth's trade territory still enjoys the benefits of all it had before the discovery of oil. But as the West Texas field spread and as other fields were found, oil began to surge into the lead as the main product. Today the value of oil and natural gas in this city's trade territory is considerably greater than that of the total agriculture and livestock production.

Fort Worth's preferential trade territory, generally designated as West Texas, really embraces in addition to the Western part of the state, North Central Texas, the Texas Panhandle and Southeastern New Mexico. But statistics presented herein exclude the New Mexico area.

This city can claim 130 of Texas' total of 254 counties as being within its trade domain. In the 130-county empire the population increased 27 per cent between 1920 and 1930 and is now in excess of 2,000,000. In that two decade period 65 counties in the nation doubled in population and more than half—exactly 34—were West Texas counties.

In this city's trade boundaries there is less than one per cent negro population and aside from the extreme West and Southwestern portions where the Mexican population is highest, the total foreign-born population is negligible.

In West Texas there are 69 of Fort Worth's 130 counties which produce oil in commercial quantities. While oil was making its headway, livestock, agriculture, poultry and other products maintained their usual percentage of increase. This, together with the added income and business brought about by oil and its allied products, was one reason why West Texas suffered far less than most of the areas in the United States during the depression.

Production depths of these wells run slightly over 200 feet to more than 7,000 feet. Single wells have gauged as much as 200,000 barrels of oil per day.

In these 130 West Texas counties was located 24.63 per cent of all producing oil wells completed in the United States during the first six months of 1938.

It should be remembered that few cities of considerable size are located in this section. As a conse-

'Texas Empire Within Self'--Roosevelt

HUGHES AND 4 OFF TO PARIS ON GLOBE HOP

When Nation's Foremost Political Writers Lunched at Shady Oak

BIG GROWTH IN INDUSTRY DUE, HE SAYS



Young Sportsman Hopes to Set New Pace Year for Encircling the World.
 Biz Ship Grazer

Glad for Close Family Connection in the State, Radio Audience Is told.
 Chief Executive Speaks Most

How Amon Carter's widely circulating journal headlined Pres. Roosevelt's Texas observations, on his late 1938 visit to Ft. Worth... and his son Elliott's ranch. The headline is truly typical of Texas.

quence, Fort Worth's buying comes from a retail trade area as far distant as 400 to 500 miles. Every point in this territory can be reached over night by train or bus or automobile.

In the files of the Fort Worth Retail Merchants Association are about 500,000 live credit cards. Officials of the association estimate that more than 1,500,000 persons do more or less of their retail trading in this city.

Rapid transportation and communication are of vital importance to the trade boundaries of Fort Worth. Seventeen railroad outlets, eleven paved highways and eighteen scheduled outbound air flights daily penetrate every part of the Southwest. Located in Fort Worth are headquarters for the United States Railway Mail Service in the Southwest and the Bureau of Air Commerce for the same section. Fort Worth is the only city of any size that is located on the main lines of all railroads serving both Texas and Oklahoma.

It is a fact that quality merchandise is demanded by a majority of the people in Fort Worth's trade area. And it can be found in profusion in Fort Worth's retail stores. It is not too much to say that retail trade as carried on in Fort Worth is on a much higher plane than in most cities. Many of the merchants have been in business for a long period of years. Their establishments have grown through fair dealing, reasonable prices and service.

From a business chart of Fort Worth we learn that in 1938—

Bank deposits totaled \$93,322,476; bank clearings \$360,082,683 and bank debits to individual accounts \$978,451,000.

Building permits reached \$5,723,695 and postal receipts \$1,697,549.

Utility connections were for 43,287 telephones, 46,284 for electricity, 44,438 for water and 37,753 for gas.

Livestock receipts for the year had a total of 2,902,901, broken up as follows: cattle 763,744, calves 448,785, hogs 278,614, sheep 1,378,268 and horses and mules 33,460.

Increasing the buying power in Fort Worth's market \$20,600,000

was expended on United States aid projects in a five-year period ending last June, a project has recently been finished and more than \$1,000,000 is being spent on projects now under construction.

As an amusement center, Fort Worth presents attractions that bring thousands here annually to increase the trade on this market. Listed among these are the Southwestern Exposition and Fat Stock Show held every March, Casa Manana which has become a permanent yearly institution since the Texas Centennial in 1936; large road shows, the best of motion pictures, concerts, art shows and lectures.

Within the city of Fort Worth alone the foreign born population is only 1.8, negro population is 13.6 and native white 82.2.

Determined to step ahead of the market pull of last year, business men of Fort Worth with the Chamber of Commerce have adopted the following objectives for 1939:

Support established industries and seek their expansion.

Locate and develop new industries in harmony with Governor W. Lee O'Daniel's plan to industrialize Texas.

Launch a well-planned campaign to advertise the city.

Repave many of the principal thoroughfares and eliminate street car tracks and grade crossings.

Make Fort Worth the leading convention city of the Southwest—almost 400 conventions were held here last year.

Maintain Fort Worth's lead as an aviation center and provide additional facilities for aviation concerns.

Carry on the fight for better highways to serve Fort Worth and its territory.

HERE ARE CONVINCING FACTS
that show Fort Worth is an outstanding market for national advertisers:

- 1—It is the geographical center of the world's greatest oil producing section.
- 2—It is the packing center of the South.
- 3—It is the leading livestock market of the South.
- 4—It is in the heart of one of the fastest growing poultry areas in the Southwest.
- 5—It has the largest grain terminal market in the South.
- 6—It is one of the four leading oil centers of the world.
- 7—It is the largest food distributing point in the Southwest.
- 8—It is the Southwest's railroad center.
- 9—It is the largest airplane and bus center in the Southwest.
- 10—It is the retail shopping center for 2,000,000 persons.



Historic, colonial structured Hartford, the Connecticut Capital, is one of America's richest markets. Headquarters of The Travelers and other widely advertised insurance corporations. (Lower right) The towers of Travelers Ins. Bldg. and powerful 50,000 Watt Station WTIC.

Hartford...

Hartford—New Britain

POPULATION:

471,185

RETAIL SALES:

\$275,000,000

Insurance Hub Is A Market "First"...

Trading Area Constitutes Shopping Center of Southern New England... Radio's Widening of Market Borders Enriches Advertisers' Opportunity

By FRANK A. WHIPPLE *Vice-Pres., Charles W. Hoyt Co., Inc., Hartford, Conn.*

Author's Note—Just a word about the article. I did not attempt and think it best not to attempt to list the Hartford Market definitely in the order of its importance in this country, because that is a very arbitrary decision, based on so many conflicting bits of information, that it means little or nothing.

For instance, the last census figures place Hartford 47th in population taking just within the city limits, and giving it a population figure that we know is considerably less than it has today.

If we take the population figures given by the Audit Bureau of Circulation, based on metropolitan areas which is at least fair, Hartford stands 44th in the country, with a population for the immediate metropolitan district of 458,331.

On the other hand, if we take the population of the larger trading area, based on department store figures and the location of their charge customers, we have a potential population trading more or less regularly in the city of Hartford, of almost 700,000; so you see

it is very difficult to figure on the relative standing of this market as compared to other United States markets. It is easy enough to say that New York is the biggest; it's easy enough to say that Chicago is second, Philadelphia the third, Detroit the fourth, and so forth; but whether Hartford is the 43rd, 44th, 35th or 50th is impossible to determine, and I think should probably be left off.

Again, it is absolutely impossible to rate it in proportion to sales or to give any sales totals that mean anything because again it depends on whether you take the metropolitan area or the trading area as a unit.

Editor's Note: The 1935 Retail Sales Ranking of All Urban Markets places Hartford's trading area (Hartford-New Britain) in 24th position and 27th in population rank. In this article Mr. Whipple writes only of Hartford's corporate trading area.

THREE hundred and four years ago, the first constitution in the history of the world was written in Hartford, Connecticut. For over ten generations Hartford has preserved its founders' ideal of progressive liberalism and its Yankee inheritance of ingenuity and thrift—a rare combination in these days.

There are quite a few markets in this country larger in population than the Hartford market (43 as near as we can figure it). There are some where the per capita sales figure is higher but not many. According to the 1935 census of business of the Department of Commerce, only five states had a higher per capita sales than Connecticut. The national average per capita sales figure was \$260. Connecticut

THE POWER TO DO A JOB

—and an outstanding record for doing it!

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1
IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT
ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation

Member NBC Red Network and Yankee Network

Representatives: Weed & Company

New York Chicago Detroit San Francisco

cut's figure was one third larger, or \$346. Certainly there are few places in this country or any other country where a manufacturer will find a readier response to his message.

Time was when the Hartford market was bounded by the limits of Hartford County, but today it draws trade from points far beyond the county limits. In fact, a study of the 100,000 "Charge-Plate" customers of Hartford's five department stores shows that 55% live outside of Metropolitan Hartford, which comprises the city of Hartford and the suburbs of East Hartford, Windsor, West Hartford, and Wethersfield. There are almost half a million names on file in the Hartford Credit Rating Bureau, and over half of these are scattered throughout the state.

There are perhaps four reasons why Hartford has become not only the shopping mecca for Connecticut but also one of the largest and most important trading areas in New England.

In the first place, improved transportation facilities have in recent years greatly enlarged the scope of the more important trading areas in this country. It is no longer difficult for people living many miles away to avail themselves of the variety, style, and large stock offered by Hartford merchants.

Improved communication has gone hand in hand with improved transportation, and few cities of its size can equal Hartford in this respect. Radio today reaches out into the far corners of the earth, and Hartford's four radio stations are constantly selling people for miles around on its shopping advantages. WTIC is one of the few 50,000-watt stations in the country—one of two in New England—and a key station in the N.B.C. red network. WDRC is one of the basic stations in the Columbia Broadcasting System. WTHT is a member of the Colonial Network and an associate station of the Mutual Broadcasting System, while Hartford's newest station, WNBC, is a member of the National Broadcasting Company blue network.

In the matter of newspapers, Hartford has always been especially favored. It is the home of the country's oldest newspaper, The Hartford Courant, founded 175 years ago. Its Sunday circulation reaches far beyond the county limits

and exceeds that of any paper in the state. The Hartford Times has long been recognized as one of the most progressive evening papers in the country, as evidenced by the fact that in 1938 it stood 13th in the country among six-day evening newspapers in total advertising linage and 8th in retail linage.

But modern transportation and communication alone could not have built Hartford, if Hartford industry had not measured up to the opportunities which they offered. Perhaps a few figures will prove how well Hartford merchants have set the pace.

Looking again at the 1935 Department of Commerce Census of Business, we find that Hartford Stores in sales per capita stood first in the United States in automotive accessory store sales for all cities of 125,000 or more population. They stood fourth in building material sales and second in millinery sales among all cities of 100,000 or over.

And despite the fact that West Hartford has the highest number of income tax payers per thousand population among all Connecticut cities of 2,500 or more, much of the Hartford store volume can be traced to the approximately half a million people who live outside of Greater Hartford but who demand the large assortment, latest styles, and greater variety which Hartford stores provide.

When you total the buying of Hartford and its large outside trading territory, you get a total purchasing power of \$275,000,000 among those Connecticut families who prefer Hartford as their trading center.

Small wonder that the Hartford per capita sales figure is \$540 (over 50% more than the Connecticut average of \$346 and over twice the national average of \$260).

Finally, however, improved transportation and communication facilities and prosperous business enterprises are more *results* than causes of a city's growth. They are evidences of the strategic location of a city to begin with and, more than that, proof that it has been built wisely and well.

It is difficult to point to any one reason for a city's success. Perhaps Hartford's growth could be partly attributed to its location half way between New York and Boston, at the head of navigation of the Connecticut River. Perhaps it is

due to its leadership in the insurance world. Underwriting was initiated here in 1810. The first automobile policy in the world was written in Hartford. It houses the home offices of 45 insurance companies with total assets of almost three billion dollars and an annual premium income of well over five hundred million dollars. Certainly these companies with their 12,000 employees and \$25,000,000 annual payroll have contributed much not only to Hartford's growth but to its stable prosperity year in and year out; not forgetting the fact that the rest of the country has reason to be thankful for the approximately \$7,000,000,000 which these companies have paid out to policyholders and beneficiaries to date.

Perhaps we should attribute much of Hartford's prosperity to its other varied industries which turn out nationally known products of all kinds and descriptions to an annual value of over \$135,000,000.

Possibly the lowest household gas rates in New England and a household electric rate that is 28% less than the national average have helped to attract residents and industries.

Certainly its beautiful suburban developments, its fine schools and colleges, its twenty-seven parks and public squares containing over 2,700 acres, and other attractions too numerous to mention have all played a part in its growth.

But, after all, these too are *results* rather than causes. I like to think that Hartford is what it is today because of the valiant men and women who struggled and guided its early destiny. They were the brave pioneers who were willing to fight for freedom and independence of thought and action. They came to this country for that purpose. They broke away from the regimented government of the Massachusetts Bay Colony; they wrote that first democratic constitution and guarded it with their lives against every attack from within or without. For after all it is people who make a city and a nation.

Thomas Hooker, Horace Bushnell, Amos Whitney, Henry Barnard, Samuel Colt, J. P. Morgan, James G. Batterson, Morgan G. Bulkeley, Mark Twain, Charles Dudley Warner, and Harriet Beecher Stowe are but a few of what Edmund Burke calls Hartford's "Guideposts and Landmarks."



From atop Indianapolis' Civil War Monument, conspicuously centering the Hoosier capital, the business seeker views an alert manufacturing city with a wide, rich, contributing farm-trade area.

(A.T.A. Indianapolis Member—The Typographic Service Co., Inc.)

Indianapolis...

POPULATION: 425,884

RETAIL SALES: \$182,187,000

America's "TYPICAL" Market...

Production Center Of The U. S. Is Top Financial Risk...Population's Economic Status Strikes A Happy Medium

By PAUL RICHEY, *Vice Pres. Russel M. Seeds Co., Indianapolis*

TAKING all the customers for all products of all manufacturers you will find the figures show about one-third of them are engaged in production, raising things from the ground or mining or fishing or producing raw materials. Another third are manufacturing, taking these raw materials and making them into the things we buy. Another third may be classified as the service group—those who sell things and furnish finance and transportation and government and all the other services. The one big, individual and valuable feature of this Indianapolis market is that it truly reflects this country-wide division of groups.

One-third of it is engaged in production, one-third in manufacture and one-third in service.

Many great marketing organizations have discovered this fact about the Indianapolis market and when they want to try out a typical reaction for country-wide buying they come to Indianapolis.

In a 50 mile radius of Indianapolis as a center we find 234,600 families. The Indianapolis newspapers with a combined circulation of 345,500 in these counties cover this field as if it were one big community. The Indianapolis radio stations are also centers of this prosperous market.

As to conditions in Indianapolis,

we quote from one authority, "Where's Business" for February, 1939. The article is headed, "Pay-As-You-Go-Town":

"But as the tide of recovery inches up, big centers too are responding. And business men are watching closely to see which of them will head the parade.

"No one can call them by name today—but it's safe to say that the leaders, among the big markets, will be cities that share some of the characteristics of the Hoosier capital, Indianapolis.

"It is not by accident that Indianapolis finds itself in the charmed circle of big towns whose business is already close to normal. Its industries are well diversified—food, drugs, insurance. It does a thriving wholesale and retail business with a large, near-by suburban and rural population.

"But there's another significant fact about the Indiana capital. It is the AAAA financial risk among U. S. cities of over 300,000 population.

"A recent Census Bureau report shows that no city of the first 26 in the country has spent less per capita for its government. None has required less revenue per capita for its upkeep. None (except the federal capital, Washington) has a lower per capita public debt.

"It is not hard to see why centers

with the soundest fiscal policy should be among the pacemakers in recovery. Less money for government, less for taxes, means more money to spend for manufactured goods."

The Indianapolis Market really is different—metropolitan in size, yet because of the characteristics of its population and their balanced sources of income, it is free from the disadvantages of big city selling and promotion.

Indianapolis is located at the center of the United States. The center of population is a few miles to the west, the center of manufacture a few miles to the east. It is actually the center of production and distribution of the United States.

Situated in the geographical center of the state, it dominates its market radius free from other centers. With a population of 425,884 (364,161 in 1930) it is noted for its stability under changing general market conditions. Less than 4% of its residents are foreign born. There are few extremes of poverty or wealth. Its buying power index ranks higher than any of the centers surrounding it.

It will pay any manufacturer seeking a typical, cross-section of all markets to take a trial test of his promotion in the Indianapolis Market.

GENTLEMEN...WE GIVE
YOU THE **KEY**

...TO THE INDIANAPOLIS MARKET
AND ITS BILLION DOLLAR INCOME

Don't be satisfied, Mr. Advertiser, with skimming the edges of the Indianapolis market. Swing the door wide open and reach the real buying power of this, one of the nation's most profitable sales areas.

A simple key opens that door . . . a medium which already has the friendly acceptance of 4 out of 5 families in the metropolitan district and 60,000 select families in other parts of this territory.

Yes, The Indianapolis News is that medium. Daily it reaches the cream of this market in the way you want to reach it. Daily it demonstrates its ability to do the job for advertisers . . . ALONE . . . for one low cost.

Gentlemen, we give you the key to the market!

THE
INDIANAPOLIS
NEWS

New York: Dan A. Carroll, 110 E. 42nd St.

Chicago: J. E. Lutz • 435 N. Mich. Ave.





Hilly, Kansas City, Mo., famed for journalistic and broadcasting achievements, via extensive rail and motor roads reaches wide, winning a rich, vast rural trade for its alert merchants, advertisers. KC's massive convention Auditorium, lower left.

Kansas City, MISSOURI

POPULATION:

621,380

RETAIL SALES:

\$256,228,000

Active Retail Spending Highlights "KC"...

Ready Money, Steady Money, Diversification, Distribution Facilities, Responsiveness Make Southwest's Gateway A Vital Market...City Noted for Real Wealth

By J. B. WOODBURY, *Vice-Pres. R. J. Potts & Co., Kansas City, Mo.*

AN OUTCROPPING of rock on the Missouri River bank a few hundred yards below the mouth of the Kaw was responsible for the birth of Kansas City.

Liberty, Independence, Wayne and Westport, which were all vying with each other as outfitters and trading posts for the fur trappers and hunters who were exploiting the West, lacked the seemingly trivial advantage of a natural boat landing.

This rock formed a natural boat landing where goods, ox teams, boxes and people could be put ashore in rainy weather without miring in mud and sand. The early settlers capitalized on this advantage. That is why the citizens of the Greater Kansas City of today can truthfully say their city was founded on a rock.

There is another factor, too, that is responsible for the importance, growth and prosperity of a city. That factor is the spirit of its people.

It was the virile initiative, the progressiveness, of these early Kansas Citizens, endowed with courage and resourcefulness for conquering obstacles, that took full advantage of the city's natural location. This same progressiveness and initiative are a heritage of the Kansas Citizens of today.

But what you as advertisers want to know is, can this Kansas City of today buy many goods—will it buy goods and is the cost of advertising and merchandising in this area small or great in proportion to the results that may be obtained? Are there adequate media to reach the buyers and can goods be deliv-

ered to the market quickly and economically? Is the Kansas City market a stabilized market?

Can Kansas City Buy Your Goods?

The Retail Market

The population of Kansas City proper is 428,358, according to the United States census estimate of 1937, and Greater Kansas City, following the same rules of estimating, has a population of approximately 650,000. This Midwest metropolis is recognized as the most typical American city, as only 6.5% of its population is foreign born. 650,000 people make a retail market worthy of any advertiser's attention provided those people have the power and the inclination to buy.

The best estimate of the buying power and the responsiveness of a market is the record of its buying



Arthur B. Church
President



Karl Moerper
Vice-President

THE ONLY STATION IN KANSAS CITY

... that offers so many reasons for the popularity KMBC enjoys among the two and one-third million radio listeners who daily **buy** and **buy** and **BUY** in our P.D.A. Some of the radio **services** which **only** KMBC provides in this Middle Western Mecca of Sales are shown here—there are many others. Perhaps most important of all is the fact that KMBC is the **only** station in Kansas City with an attractive array of Audience Tested, Selling Tested Programs ready for sponsorship NOW.



KMBC is the ONLY Kansas City station originating regular coast-to-coast network programs. Since KMBC joined CBS in 1927, more than 3,000 programs have been originated to Columbia network. The Texas Rangers enjoy one of highest CAB ratings of CBS sustaining shows. Saturday afternoons at 3:30 E. S. T.



KMBC is the ONLY Kansas City station

... with an exclusive full-time sports commentator, Walt Lochman, who will broadcast all games of the Kansas City Blues play-by-play on KMBC this season.



... with an exclusive household economics director, Beulah Karney. Under her direction the KMBC Happy Kitchen annually makes happy many participating advertisers.

... with a full time news editor who has metropolitan newspaper experience, Erle Smith—veteran of ten successful sponsorships!

... to develop locally personalities and programs that have become famous nationally. Here is Caroline Ellis, now doing "Caroline's Golden Store" for General Mills. Others are Margaret and Gordon Munro, Easy Aces, Life on Red Horse Ranch, Happy Hollow, PHENOMENON.



KMBC is the ONLY Kansas City station which dramatizes its talent to the audience in a big variety show—is, in fact, the **only** station with the talent to produce such a show. Brush Creek Follies, broadcast Saturday nights, and playing to S. R. O. audiences, week after week!

KMBC
OF KANSAS CITY
The PROGRAM BUILDING and TESTING Station

Free & Peters, Inc., National Representatives
George E. Halley, Director National Program Sales,
400 Deming Place, Chicago



KMBC is the ONLY Kansas City station which maintains a consistent policy of covering completely public events of special public interest, and KMBC is the **only** station with a short wave car to broadcast news where it happens, when it happens. Above, City Manager McElroy and Mayor Smith officially open new Police-Courts building on KMBC.



•
J. B.
WOODBURY
*Proves Kan-
sas City and
its market
area genu-
inely, con-
sistently op-
portune.*

performance. These records show that Kansas City in actual per capita retail purchases ranks No. 5 of all the cities in the United States over 100,000 population. Two of the four cities that exceed its retail per capita spending of \$523.00 are in an unusual retail position. No. 1, Miami, is a resort city with a concentration of wealth during the winter and No. 2, Washington, D. C., is a city composed largely of families supported by Government employees.

Kansas City's record of \$523.00 actual spending per capita shows most impressively over such great markets as New York, with its \$410.00 per capita spending, and Chicago, which bought \$360.00 worth of goods per person annually at retail. Remember, this is not a record of goods bought at retail. Such a record puts Kansas City in the foreground of buying activity. The actual per capita income of Kansas City is over \$900.00 per year.

One has only to go through the Country Club District of Kansas City, which was developed by J. C. Nichols, to see the evidence of wealth that means buying power.

Yes, Kansas City can and will buy your goods.

The Wholesale Market . . .

Over 19,000,000 people can buy goods from Kansas City more economically than from any other place because it is nearest by rail, by highway, by air. Kansas City, with twelve major trunk lines, is one of the three largest railroad centers in America. It is, in fact, the gateway to the Southwest. Transcontinental highways North,

South, East and West pass through Kansas City—arteries for freight and express trucking service. Transcontinental air lines pass through Kansas City which has an airport less than ten minutes from the business section by taxi. This is the most conveniently located airport in any city of 100,000 or more. Added to these transportation facilities will be the greater water transportation which is now being developed for the near future.

For all these reasons, Kansas City, although nineteenth in population, ranks eleventh as a wholesale market.

Kansas City is the largest primary wheat market in the world, with more than \$300,000,000 worth of wheat being shipped in every summer. It is one of the largest livestock markets in the United States and is first in stockers and feeder cattle. Kansas City is second in packing house products. It is the Southwest clearing house for poultry and dairy products. The value of the eggs produced in Kansas and Missouri alone was \$51,000,000 in 1937. Kansas City is the lumber capital of the Southwest.

Just a stone's throw from Kansas City, at Weston, Missouri, is the largest tobacco market west of Kentucky—the sum of \$1,333,000 being paid at a series of recent auctions.

Kansas City is first in the distribution of agricultural implements, in seeds, and in the manufacture of black walnut. With the development of Kansas oil fields to the position of fifth in production and because of the choice of Kansas City for the general regional headquarters of many oil companies, its importance in the distribution of black gold is of great magnitude. This position will be further improved by the recent oil developments in Missouri.

The importance of the Kansas City market is also attested by its financial record. Of the twelve Federal Reserve Banks in the United States, two are located in Missouri. Kansas City's bank clearings have an average for several years of \$84,000,000 per week. Yes, Kansas City is a live wholesale market.

Is Greater Kansas City a Stabilized Market? . . .

Two factors make a stabilized market—one, the production of real wealth, and two, diversification.

Real Wealth . . .

Kansas City's wealth is primarily basic wealth, not a matter of book-keeping or stock speculation. It is real wealth, wealth created from the soil: livestock, dairy products, poultry, lumber, oil—all of which are necessities of mankind. The food people eat, the things with which they build the roof overhead, the fuel they use to heat homes and to run and lubricate motor cars—such wealth makes for stabilization of buying power.

Diversification . . .

Kansas City's supremacy in wheat is so spectacular as to make some people think of wheat as the basic industry of Kansas City. As a matter of fact, livestock comes first in Kansas City. But these two great industries combined only explain partially Kansas City's stability. It is the diversification of Kansas City's business activities that accounts for the evenness of the income of Kansas Citians throughout the year. For experience has demonstrated that a city built upon one or even two industries is subject to wide fluctuation in employment, payroll, bank clearings, and other factors that make for stabilized buying power. The facts show that Kansas City has the wide diversification that insures more steady employment and even income.

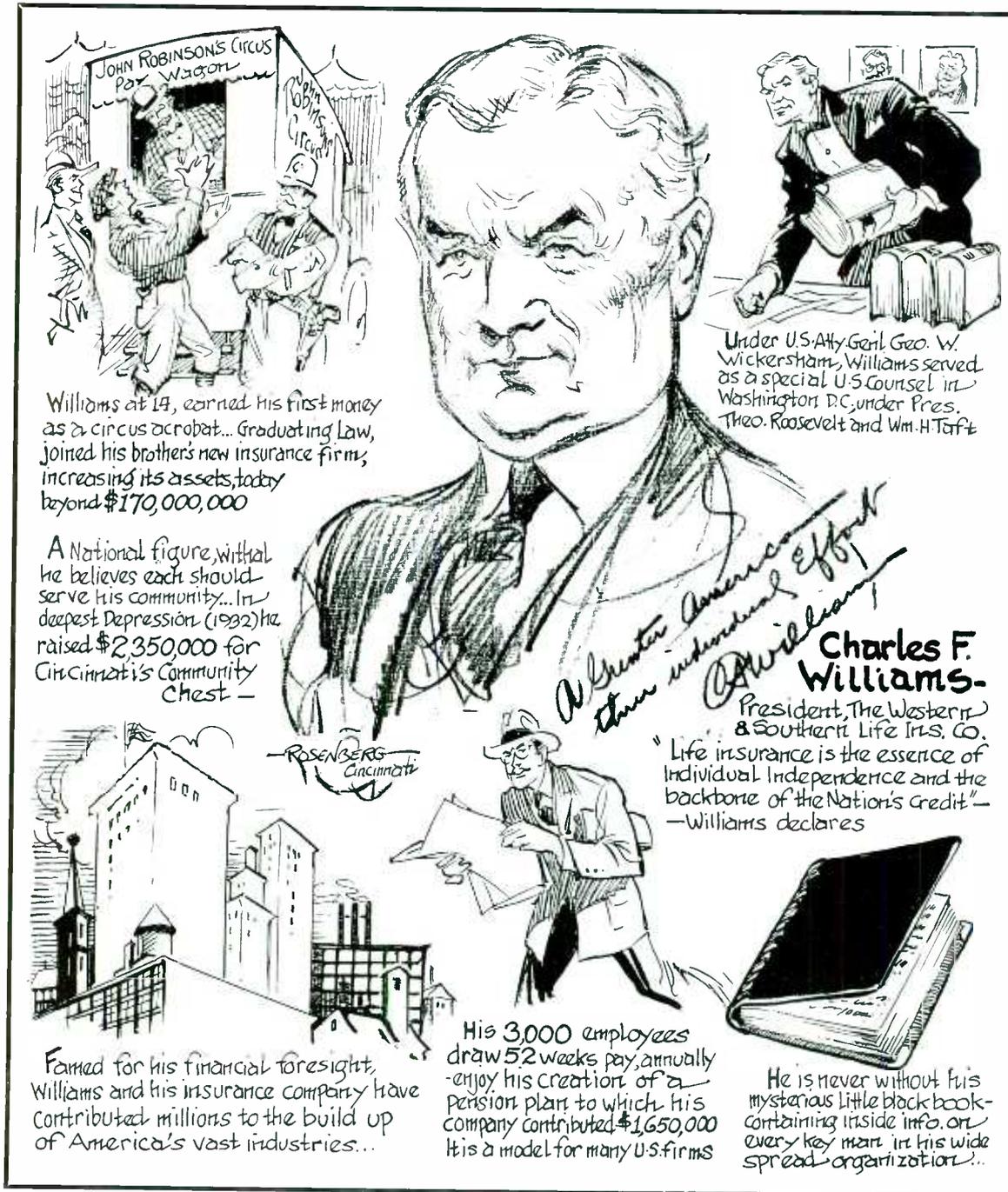
Yes, Kansas City is a stabilized market.

Engraving, Printing, Radio

Every facility for the physical expression of advertising in newspapers, magazines, on posters, direct-by-mail and via radio is provided economically in Kansas City.

Conclusion . . .

Factual evidence that Kansas Citians have the money—spend the money—and that the city has the advertising and distribution facilities and is a big, growing wholesale and retail market that can be reached physically and influenced through advertising economically, should receive consideration by advertisers who are planning national or zone campaigns. It is our conviction based on experience that Kansas City has one of the most conclusive test markets in the United States. Many advertisers have proved that it is a stabilized market that responds to intensive cultivation.



Williams at 19, earned his first money as a circus acrobat... Graduating Law, joined his brother's new insurance firm, increasing its assets, today beyond \$170,000,000

A National figure, withal he believes each should serve his community... In deepest Depression (1932) he raised \$2,350,000 for Cincinnati's Community Chest -

Under U.S. Atty. Gen. Geo. W. Wickerham, Williams served as a special U.S. Counsel in Washington D.C. under Pres. Theo. Roosevelt and Wm. H. Taft

A Greater American effort than individual effort
C.F. Williams

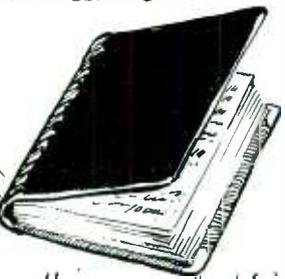
Charles F. Williams

President, The Western & Southern Life Ins. Co.
 "Life insurance is the essence of individual independence and the backbone of the Nation's credit"
 -Williams declares



Famed for his financial foresight, Williams and his insurance company have contributed millions to the build up of America's vast industries...

His 3,000 employees draw 52 weeks pay, annually - enjoy his creation of a pension plan to which his company contributed \$1,650,000. It is a model for many U.S. firms



He is never without his mysterious little black book - containing inside info. on every key man in his wide spread organization...

THEY BUILD AMERICA . . . One of a Series By MANUEL ROSENBERG

SERVING American Industry are the major insurance corporations who thru their discreet advance of financial aid enable Industry, Business and others to progress with new and old ideas, production and promotion.

One of the nation's ablest financiers who has contributed vastly to America's progress is Charles F. Williams, President, The Western & Southern Life Insurance Co., with headquarters in Cincinnati and operations thruout the vast Midwest. Nearly \$1,000,000,000 Insurance is in force thru this firm's policies.

A world traveler, fond of yachting and fishing, Williams is also a major influence in the social life of his home city. Heading the Community Chest Campaign in 1932 he scored its largest financial intake for Community welfare . . . and contributed most generously himself.

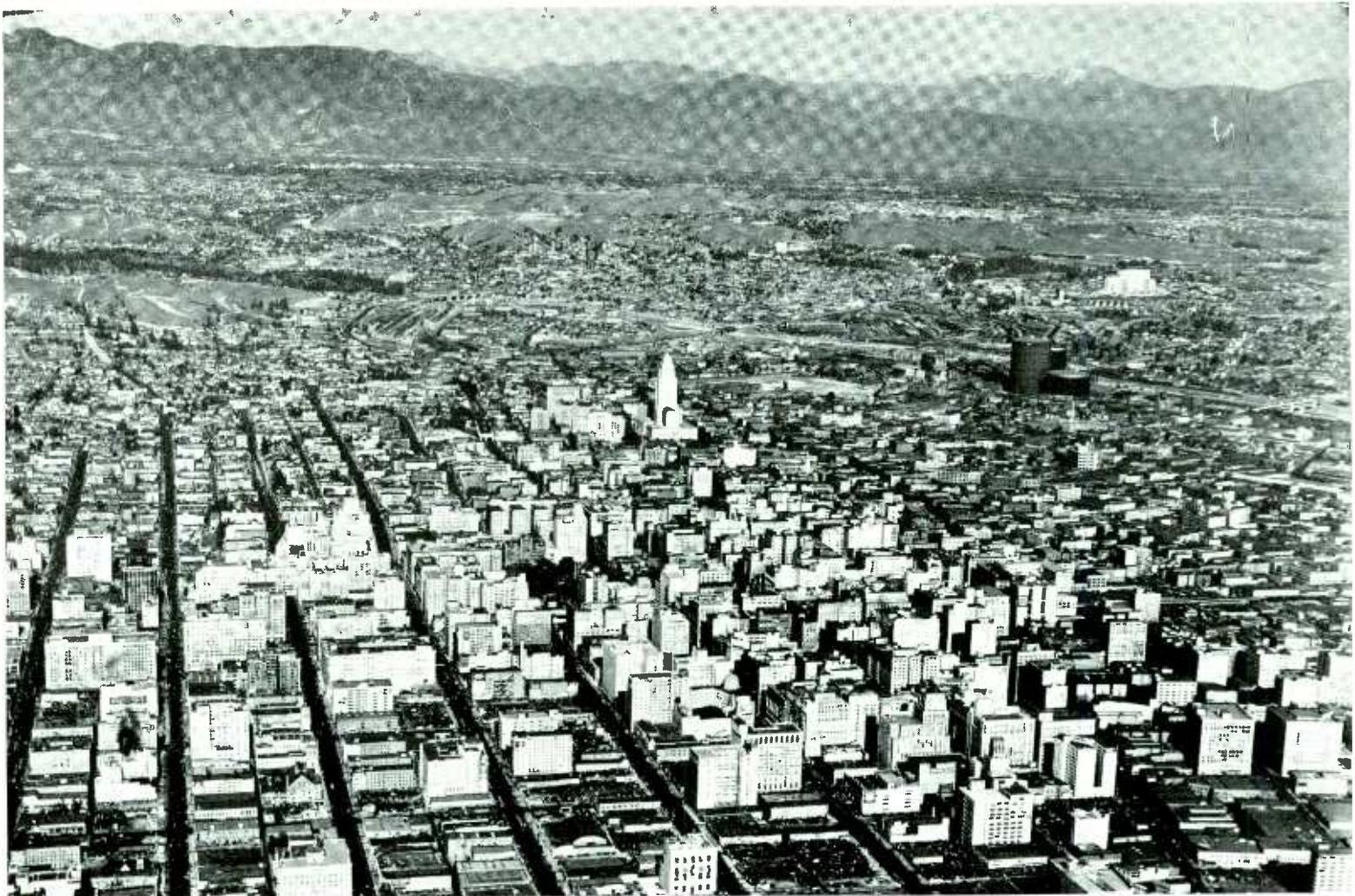
Williams' broad attitude towards insurance firms' employing advertising to aid their sales staffs is keenly appreciated by his

alert staff of more than 3,000 agents. Ably backed by advertising, W&S men have scored ever greater insurance sales volumes during the 50 years of the company's interesting history.

More than 250 midwest newspapers are listed on the W&S Schedule and 2,000,000 quarterly W&S magazines go out to their clients and prospects, annually.

Williams' grasp of public relations is emphasized by his own staff operations. At W&S his thousands of employees are guaranteed year round steady employment—and life insurance benefits and a disability and pension plan that is rated a model for all such plans.

Over the past decades the Insurance and Business world has adopted many of his splendid ideas anent maintaining amicable Employer and Employee relationship. His own highly successful operations have proven their immense practicability.



• "L.A.'s tall, white City Hall centers this airview of the sprawling, picturesque, "City of the Angels." The cinema world Mecca is haven for "new" economic ideas as well as vastly practical ones. The Sierra Madre range to the North frames the wide valley richly blessed with fruit, oil, factories, and "climate".

Los Angeles... POPULATION: 2,318,526 RETAIL SALES: \$979,955,000

*America's Dynamic
Center of INDUSTRY
and PLEASURE...*

Cinema Capital Also Leads in Airplane
Production, Seconds Detroit in Motor-
car Output...Market is Richest Agri-
cultural Spot, Draws Millions in
Tourist Expenditures Year 'Round

By DON BELDING,
Vice-Pres., Lord & Thomas, Los Angeles

THE great Los Angeles trading area as defined by the United States Department of Commerce is made up of more than 150 separate cities, towns, and communities. 95% of this trading area lies within the boundaries of Los Angeles County. This area has been welded into one of the world's richest markets to become really only one—Greater Los Angeles.

This trading area contains not only Los Angeles, but also 5 of the next largest cities in the West, and 4 of the 9 largest cities in the State of California. The City of Los Angeles has become the manufacturing and marketing center of the West. The population of the City of Los Angeles has more than doubled on the average in every 10 years census period since the city was incorporated in 1850. There is nothing magical about this sensational expansion. Los Angeles had a lot to start with. The inherent

wealth of these communities was always here. The wealth of soil and minerals and abundance of sea food are our basic resources. These resources had not only to be discovered, but uses and methods had to be developed to turn them into wealth. The discovery of oil, and the development of the automobile was the impetus that was necessary to start Los Angeles on its way. Our proximity to vast markets in the Orient, in South America, has enabled us, not only to supply ourselves with the goods that we are lacking, but also to give us a market for our surplus production.

To the marketing man, Los Angeles means many things. The City of Los Angeles is the fourth among United States cities in total retail sales with a total annual retail sales potential of over one-half billion dollars. The city is a bigger buyer than any of 35 States. The total



• *Columbia Square . . . The modernistic Columbia Broadcasting System's Hollywood studios, with the hills of North Hollywood in the background. A district of Los Angeles, Hollywood, through its film production, influences the world's habits.*

retail sales in Greater Los Angeles are approximately one billion annually. Our rate of consumption is evidenced by the fact that the City of Los Angeles stands second among major cities in total retail sales per capita. One out of every \$35 spent in retail trade in the entire United States is spent in Los Angeles County.

Year after year, the City of Los Angeles has been second only to New York City in the total volume of new construction. In 1938 permit valuations were \$67,826,669. During the depression years Los Angeles was second among American cities in the number of new dwellings constructed. Los Angeles was construction headquarters for both Hoover and Parker Dams, the 220 million dollar Colorado River Aqueduct and the All-American Canal.

The ability of the Los Angeles trading area to consume has been equalled by its ability to produce. There have been two limitations on our ability to produce, namely, water and cheap power. An abundant supply of water is to the farmer as cheap power is to the industrialist. It was recognized at the outset that in order to have sustained and continuous growth in this area, the development of both an adequate water supply and a source of cheap power must keep pace with our ability to produce. In overcoming these limitations Los Angeles has written some of the

greatest chapters in the history of human endeavor.

Los Angeles County contains more than 4,300 factories, some of which send merchandise to all parts of the world. These factories produce more than one billion dollars in manufactured goods each year and pay out 140 million dollars in wages to 110,000 wage earners annually.

Los Angeles leads the world in the production of approximately 165 million dollars worth of motion pictures annually. This is 85% of the world's supply. Many of Hollywood's super-spectacles cost more than one million dollars each.

Los Angeles leads America in airplane production. In 1938 our production of aircraft and equip-

ment amounted to approximately 47 million dollars. It supplies the luxury liners of 17 of the 19 major U. S. airlines, exports them also for use in all corners of the globe.

The Los Angeles area is one of the three leading oil refining regions in the U. S. The value of refined petroleum products has been conservatively estimated at 171 million dollars annually.

Los Angeles is the second city in America in production of tires and tubes, supplying the new car requirements of the assembly lines and the replacement business. These products are valued at 34 million dollars yearly.

The meat packing industry ranks sixth in the United States and third in source of Los Angeles County's industrial wealth.

Los Angeles County is third in the United States in manufacture of furniture, and fourth in manufacture of women's clothing. Hollywood's fashion influence is world-wide.

In the production of motor cars, Los Angeles is second only to the Detroit area. From the assembly line of the Los Angeles factories are produced more than half of the motor cars that are sold in Southern California, and almost half of the units that are sold in the 11 Western States. Los Angeles is first in motor cars per capita in cities of over one million persons, and there are only six



DON BELDING

Pilots "Sun-kist" and other million-dollar California accounts.

• *"The marketing analyst reviews the facts as he finds them, and in so doing misses the greatest story of all—the contributing factors . . ."*



• With fine posters Gum Magnate P. K. Wrigley advertises his fascinating Santa Catalina Is., where Cinema Stars and Californians cool off.

states which contain more automobiles than there are in Los Angeles County. There are over 400,000 passenger cars registered in the City of Los Angeles.

Los Angeles Harbor facilities handle 860 million dollars worth of cargo annually. In 1938, figures indicate that exports totaled 140 million. Los Angeles Harbor is the first port of the Pacific and second only to New York in total tonnage handled.

The County of Los Angeles is the richest agricultural county in the United States. Los Angeles County has led all other United States' counties in the value of its agricultural output since 1910. In 1937, the total agricultural wealth

of Los Angeles County was \$92,576,352. This valuation is approximately divided as follows: $\frac{1}{3}$ for fruit and nuts, $\frac{1}{3}$ for livestock, and $\frac{1}{3}$ for truck and field crops. Los Angeles County produces one-sixth of the total agricultural wealth of the State.

Citrus fruit is the major crop of Los Angeles County. In 1937, the total dollar value of this crop amounted to \$28,000,000, which is one-third of the County's total agricultural wealth. The City of Los Angeles is the home of the largest and most successful agricultural cooperative in the United States, The California Fruit Growers Exchange.

The greatest crop, and the largest

single source of year round income to the County is the Tourist Crop. Careful minimum estimates indicate that the tourists spent 194 million dollars in Southern California in 1938.

Of the one and one-half million tourists who visit Southern California annually, 60% come during the summer and 40% are winter visitors.

Facts about the Los Angeles trading area are a matter of record and are well-known to those engaged in the study of markets. The marketing analyst reviews the facts as he finds them, and in so doing misses the greatest story of all, the contributing factors leading to the amazing development of this area, since Los Angeles was known as, "The City of Our Lady, The Queen of the Angels of Porciuncula."

•
A.T.A. LOS ANGELES Members . . .

Rising-Hammond, Inc.
William Carnall

Growing Pains at 73 Years...

AT VARIOUS times throughout our seventy-three years of business many changes and improvements have been made. Always growing, always accepting the new. Now in our seventy-third year, we are taking our greatest single step to cope with the problems of today and tomorrow.

•
Through new building and rebuilding, we are adding thousands of feet to our floor space. Through addition of many new types of equipment, production will step up to a new high. Through rearranged facilities, the flow of business will take on a new surge of smoothness. These are the physical aspects that will build up Reynoco's prestige. As we approach completion of our improvements, proper and definite announcements will be made.

•
As we grow and expand in our ability to handle volume two results are self-evident. First, our present business will be carried on with more dispatch and sureness. Second, new business will be expected, to meet our new capacity. Our sales efforts must have a new, and higher, gear ratio. This can only be accomplished by looking forward in our thinking as we are going forward in our improvements. It might mean growing pains. But, it's great to be a big guy!

Manufacturing Branches in 10 Principal Cities. Sales Offices in All Key Centers.

THE REYNOLDS & REYNOLDS CO.
PRINTERS - LITHOGRAPHERS SINCE 1866
DAYTON, OHIO



The Town House—heart and focal point of all that is best in Southern California . . . provides every amenity and personal service of the better class private home . . . Apartments, cuisine, location . . . Everything about The Town House firmly establishes it as "America's Finest Hotel." Tariff in keeping with today's economical trend.

**WORLD FAMOUS
KIRKEBY HOTELS**

The Gotham
NEW YORK CITY

The Drake
CHICAGO

The Blackstone
CHICAGO

The Evanshire
EVANSTON, ILL.

A. S. Kirkeby
Managing Director

The Town House

Wilshire Boulevard • LOS ANGELES

Memphis

POPULATION:

276,126

RETAIL SALES:

\$103,089,000



There "Ain't No" Business "Blues" In The Birthplace of "The Blues." The ever changing Mississippi rolls by Memphis and contributes towards its great success as a manufacturing city.

Gateway To The Mid-South's Market . . .

Memphis Wholesales to 3,000,000; Local Merchants Extraordinarily Advertising-Conscious, Reaching Extensive Area... World War Stepped Up Cotton, Manufacturing Demands Speeded City's Growth

By AVRON SPIRO, Pres. Lake, Spiro, Cohn, Inc., Advertising, Memphis.

Down the winding flow of the Ohio and Mississippi Rivers from loading docks at Pittsburgh and points south come endless chains of chubby-looking barges carrying steel, coal and other raw materials consigned to Memphis, Tennessee.

And out from the Great Lakes and through the Missouri River come other tubby-looking flat river craft transporting grain, beer and many other products and merchandise to be unloaded and redistributed from Memphis, the Gateway to the Mid-South Market.

Over gleaming rails, fast freight trains pull in to this Metropolis carrying produce, fruit and wearing apparel, automobiles — everything the people of this territory want and demand. Like the hub of a giant wheel of commerce, Memphis holds a unique position in the lives of more than three million people.

Few cities in the country can compare with this distinctively southern but extremely progressive city as a trading center. The Bluff City, so

called because of its impregnable location on top of a high bluff that for centuries has defied the angry waters of the mighty Mississippi River, is the largest market between St. Louis on the north and New Orleans on the south, and supplies through its channels of commerce, food, clothing and entertainment for all the people within a radius of 200 miles.

No wonder, then, that it is one of the top-ranking wholesale markets in the country. From a standpoint of all lines of communication, Memphis is in a most strategic position. Three airlines feed in and out of the city from all points on the compass. Silver-tipped planes wing over the city, drawing other large cities closer and cut traveling time to major ports to a minimum.

Naturally the Municipal Airport is one of the finest. In the spring it was the scene of a dazzling air show comparable to the Cleveland Air Cavalcade. Five major bus lines and 39 truck lines speed in and out of the city over nine national high-

ways. There are 10 trunk line railroads which bring countless numbers of passengers to Memphis and the territory.

Since the day 400 years ago when Hernando DeSoto came up on the bluff at Memphis, searching for that elusive metal—gold—and looked out over the great body of water, later to be named the Mississippi River, this city has been a trading center of major importance.

Early in history the pioneers traded with the Indians, exchanging crude farm implements, beads and trinkets for blankets, furs and land. Development was not particularly rapid in the early stages but it was definitely substantial. During the Civil War, Memphis was an obstinate, unyielding stronghold.

Later the yellow fever plague nearly caused complete evacuation, but true to its sturdy pioneer stock the city kept surging ahead, fighting back at disaster, and the march of progress clearly indicates that the real development has just hit its stride.

The greatest number of
leading programs attracts
the greatest *listening audience*
and—**W M C** *Memphis*

Broadcasts Commercially

more **NETWORK** (N B C - R E D)

more **NATIONAL SPOT**

AND

more **LOCAL PROGRAMS**

than any other station in the Mid-South!

5,000 WATTS DAY
1,000 WATTS NIGHT

W M C **MEMPHIS**

owned and operated by

THE COMMERCIAL APPEAL

"The South's Greatest Newspaper"

NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

FOR AUDIENCE, RESPONSE *and* RESULTS... it's W M C



Four Centuries Ago and Today...

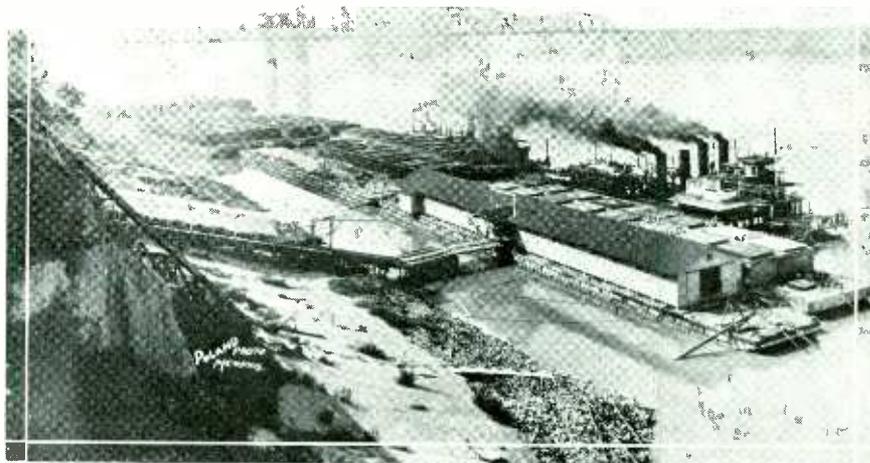
Seeking gold, DeSoto discovered the yellow Mississippi, at the site of flood-safe Memphis, 400 years ago. Today DuPont, Procter &

On the disaster side, records show that the first relief supplied by the American Red Cross when it was organized on a national basis came to Memphis to combat dire conditions caused by flood waters in the territory. Even during the greatest flood in the history of the country—that of 1937—Memphis was never in danger, despite the fact that the treacherous Mississippi River flows right by its front door. In fact, it was the haven of relief and protection for almost 100,000 men, women and children who were driven from their homes in this territory by the roaring flood waters. To be statistical, only two square miles of the 52 that comprise the city were touched by water, and this by back water of the Wolf and Nonconah Rivers, tributaries of the Mississippi.

With these natural protective features to recommend it, plus man-made additions, it is only natural that Memphis should be rated as a vital market for all kinds of commerce and industry.

Some of the "vital statistics" of the city will give a better picture of its market potentialities:

Altitude (feet)	274
Area (square miles)	48.5
Assessed Valuation	\$282,971,568
Banks (numbers)	5
Bank Deposits	\$134,507,642.24
Bank Clearings	\$1,043,272,740.00
Bank Debits (Trade Volume)	\$1,563,955,279.00
Bonded Indebtedness	\$20,788,543.53
Building Permits	\$8,631,327.00
Bus Lines	5
Churches	321
Electric Meter Connections	58,364
Employment (Total Persons)	126,984
Employment (Percentage of Population)	44.2%
Gas Meter (Connection)	40,712
Golf Courses	11
Hospitals	20
Hotels	35
Hotel Rooms	3,912
Industrial Workers	35,157
Industrial Payroll	\$35,822,423
Motor Vehicle Registration	55,793
Parks	39
Parks Acreage	1,411.62
Population—City	287,625
Population—Metropolitan Area	310,608
Population—Shelby County	345,705
Population—Native Born—97.9%	281,584



Gamble, and other industrial corporations employ its broad, economical bosom to convey cotton, oils, fabricated products, to markets everywhere, winning golden profits.

Population—White, 61.9%	178,039
Population—Colored, 38.1%	109,586
Postal Receipts	\$2,745,131.82
Roads (Shelby County Mileage)	3,200
Sewers (Miles)	611
Schools and Colleges	97
Scholastic Population	55,045
Street Railways (Mileage)	219.65
Telephone Connections	51,868
Temperature (Winter Average)	42.9°
Temperature (Summer Average)	80.1°
Theatres (Number)	31
Theatres (Seating Capacity)	41,249
Transportation (Air Lines)	2
Transportation (Barge Lines)	4
Transportation (Bus Lines)	5
Transportation (Railroad Systems)	10
Transportation (National Highway Routes)	9
Transportation (Truck Lines)	39
Value of Manufactured Products	\$191,000,000
Water Supply—Number of Meters	48,023
Water Supply—Mileage of Mains	595.20
Water Supply (Daily Capacity) (Gallons)	105,000,000
Water Supply—Value of Plant	\$12,000,000.00

When you take all of this into consideration and realize that Memphis is a test market and that the value of the products manufactured here is approximately two hundred million dollars annually, you have a city that is really a very natural market. The Mid-South territory that is served through Memphis is populated with more people than is any one of 27 other states in the Union.

With a wide circulation and distribution of news by Memphis radio stations and newspapers people of this Mid-South area are continuously informed of world activities, and local national advertisers have found immediate results in advertisements placed through any of the existing advertising media.



Cotton is King in this Mid-South area and keeps black and white folk in buying power position . . . and happy-go-lucky mood, singing "blues" from famed Memphis' Beale Street — darktown's Broadway.



- The sobriquet of "The Magic City" fits delightful Miami like a glove. It has had an amazing growth, both as a winter resort and as a market place for most everything—not excluding fur coats. Biscayne Bay (front), where yachts of the world's financial nobility anchor. Four-laned Biscayne Blvd., center, right. Miami's towering City Hall, top, left.

Miami . . . POPULATION: 132,189 RETAIL SALES: \$88,719,000

"The MAGIC CITY" Awards Intrepid Advertisers . . .

But "World's Logical Test City" Receives Only Tail End of Advertisers' Attention . . . Area, Rich In Natural Resources, Described As "Last Frontier", Is Show-Case For Outdoor Advertising Medium

By GUS DORR, Pres. Parsons, Dorr & Hume, Inc., Miami Beach, Fla.

MIAMI! Analyze this cryptic answer and you'll discover an unusual situation. Miami, "the Magic City", makes its own market. Better, the market here makes itself.

To this sub-tropical Utopia of between December and May more

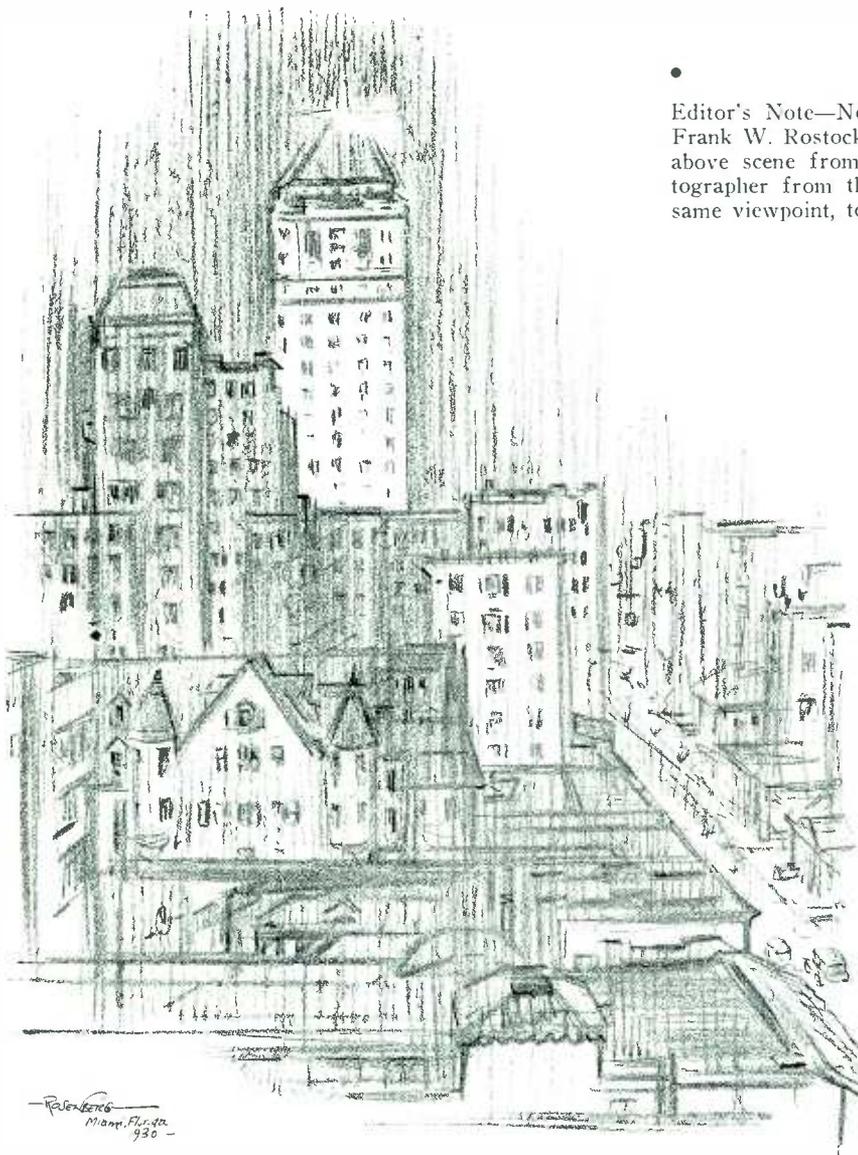
than a million and a quarter visitors from all over the world.

Over the nation's highways they come by the hundreds of thousands. Trains, streamers, buses, planes, and yachts bring thousands more—men and women prominent in world affairs, leaders in business

and the professions, millionaires, socialites, jurists, doctors, bankers,—a steady stream of eagerly alive visitors, 98% of them pleasure bent and festive-minded, and sufficiently well heeled to gratify every wish.

And what happens? This unique, ready-made "test" market, where a

Editor's Note—Nearly a decade ago *The ADVERTISER's* editor first visited Miami with Frank W. Rostock, then Editor and Publisher of *The Cincinnati Post*. We sketched the above scene from an upper floor window of the Columbus Hotel. An obliging photographer from the *Miami Daily News* snapped a photograph of the scene from the same viewpoint, today. Evidence indeed of Miami's growth, and as an opportune locale for national advertisers.



cross-section of middle and better class America, in five months, spends some \$75,000,000. They buy any and everything from a succulent avocado to an expensive yacht.

Miami's first and most important industry admittedly is catering to the wants and whims of tourists, and the natives go about it in a big way. But there is something more, much more, to Miami's future than a seasonal winter trend. A very real summer business is rapidly developing, too, aided and abetted by the most equitable climate in the country—average temperatures of 82 degrees in August, when the rest of the country is sweltering.

An insight into the substantial development of the community is afforded by building statistics. Construction permits in 1937 amounted to \$28,604,224, and permits in 1938 were only slightly less. Incorporated in 1896 with a bare 300 registered voters, Miami's population jumped to 29,571 in the next fifteen years, to 127,601 in

1935 and today it is one of the fastest growing—and one of the wealthiest—cities in the United States. In all truth this area is America's last frontier and the manner in which its vast potentialities are consistently ignored by Big Business is amazing.

To rotogravure and the news reels must go the credit (?) for creating the impression that Miami's chief industry consists of palm trees, sandy beaches and bathing beauties in equal portions, and while undeniably pleasing to the eye, there are many other aspects that will prove even more satisfactory when, and if, translated into the cold figures of the cash register.

For example, agricultural products produced in the Miami trade area approximate \$30,000,000 annually. Citrus crops account for almost as much more. There are literally billions of feet of virgin pine and cypress timber in the nearby Everglades section as well as untouched resources of minerals and

oil. And with millions of dollars worth of shipping passing through our ports annually, the untold advantages of Miami as the gateway to South America and the future development of South American commerce, the continued substantial growth of the Miami area is assured.

This growth naturally means more tourists, winter and summer; a new and increasingly large mass transient market every six months, in addition to a healthy and prosperous permanent market of at least 130,000, and increasing yearly. Both are now going unnoticed by national advertisers and merchandising experts!

Just why this should be true is hard to say unless Miami's phenomenal growth, its transition to a unique position among world markets has been so sudden as to escape notice by a somnolent business stethoscope confounded by wars, relief, WPA, politics or what have you.

But when a city which lacks a fl

industrial development with a normal population of 130,000 registers more than \$13,000,000 in retail sales in January 1939, as Miami has . . . *that's news*. But the news behind this particular news is the tourist.

Tourists, visitors, travelers—call 'em what you will—from all over the world. Tourists whose January beach attire in Miami sets the style for all America as well as the European Riviera next summer; tourists whose tastes, inclinations and allegiance for certain foods, automobiles, alarm clocks, garters, toothpaste and gasoline—new or old—may be altered, weaned or further cemented for years to come during a period when the said tourist had ample time, inclination and money to shop around and experiment, to change, to accustom himself to new ideas, new styles, new trends—that's Miami and that's news. It's market news. More important, it's news of a new unique market such as exists nowhere else in the world today. Unfortunately, Mr. Average American Manufacturer hasn't realized the possibilities yet.

While it's true many famous Fifth Avenue stores maintain Lincoln Road outlets for testing trends and making tryouts here in winter to determine styles the world over for the next summer, this ready-made, unique market is at present left largely to its own devices insofar as planned advertising is concerned.

At least only a few nationally known manufacturers have really done anything about it. Goodall, the Palm Beach suit manufacturer, is rapidly making hay in the sunshine of the tourist smile, maintaining an elaborate display of men's attire at Miami Beach backed up by no less than 50,000 lines of expertly written, attractively laid out display running in the two Miami dailies over a period of 90 days. As a result Palm Beach suits, heretofore infrequently worn in the East, are expected to show an enormous sales increase all over the country this year. Another good-will campaign that has aroused not a little interest and much favorable comment is Gulf Oil's all-Florida copy in which the company offers to give motorists "the name, address and phone number" of every game and food fish in Florida, at their

filling stations. This good-will service to anglers is not only playing havoc with fish, but is making sales and friends for Gulf products. The third campaign, is the decidedly novel "sand in your shoes" idea and copy developed and placed by a local agency for Cities Service products.

The old and well known saying, "Once you get Florida Sand in your shoes, you'll come back again and again" provided the basis for a good-will and prestige drive expressed in ten full pages of roto-gravure. In ten weeks the campaign actually resulted in the request mailing of 100,000 miniature bags of sand that's making real friends for Cities Service products all over America. A simile was adroitly drawn between the magic in Florida Sand . . . and the magic in Kool-motor Gasoline.

Just why other manufacturers defer climbing aboard this new test

market band wagon can be charged off to only two reasons: sheer indifference or complete ignorance, and there's little excuse for either.

A word or two of caution should go to otherwise astute business executives who display amazing ignorance . . . or carelessness . . . in advertising their wares in South Florida. Would you believe that half-page copy is run in the dailies here solemnly urging Miami motorists, a-sweat in Palm Beach suits, to change their anti-freeze? Reminding them that it's time to change their oil to winter grade? Or that Whoosie's Woolens retain their shape best? It's being done! The obvious way to avoid such ludicrous copy is, of course, a Florida agency who knows Florida conditions.

But the mystery remains: Why the lack of foresight in the Miami market, the logical test market of the world?



Outdoor Advertising's "Show-Case" . . .

- *Miami is quite naturally an "Outdoor City." With the nation's big business operators wintering here, the Packer Corporation has done an outstanding job for the Outdoor Advertising industry in general, by erecting the world's finest poster panels thruout the Miami market area. Proving Outdoor's power to do a splendid advertising job. Chairman H. A. Packer, resides in Miami, operates from Cleveland, thruout 13 States.*

OFFSET Brings To ADVERTISING *The Magic of COLOR...*

Lithographers Today Have Opportunity To Win Greater Share of Advertiser's Budget, Importantly Aiding In His Pursuit of Sales Increase...HSP Offset Presses Have Vastly Advanced Development of This Field

By H. A. PORTER,

Vice Pres. In Charge of Sales, Harris-Seybold-Potter Co., Cleveland.

THE magic of color has, through the development of modern equipment, opened new and amazing opportunities for the American Advertiser. With the flexible warmth of living tones there has been added to genius the inescapable beauty of something hitherto lost in the normal transfer of ink upon paper. It has afforded the producer of American Advertising such material as would adequately support his claim of progressive merchandising. For the producer of such advertising material it has also meant greater volume, greater variety and greater profits.

It must be said with justified emphasis that the development of color equipment has been met with

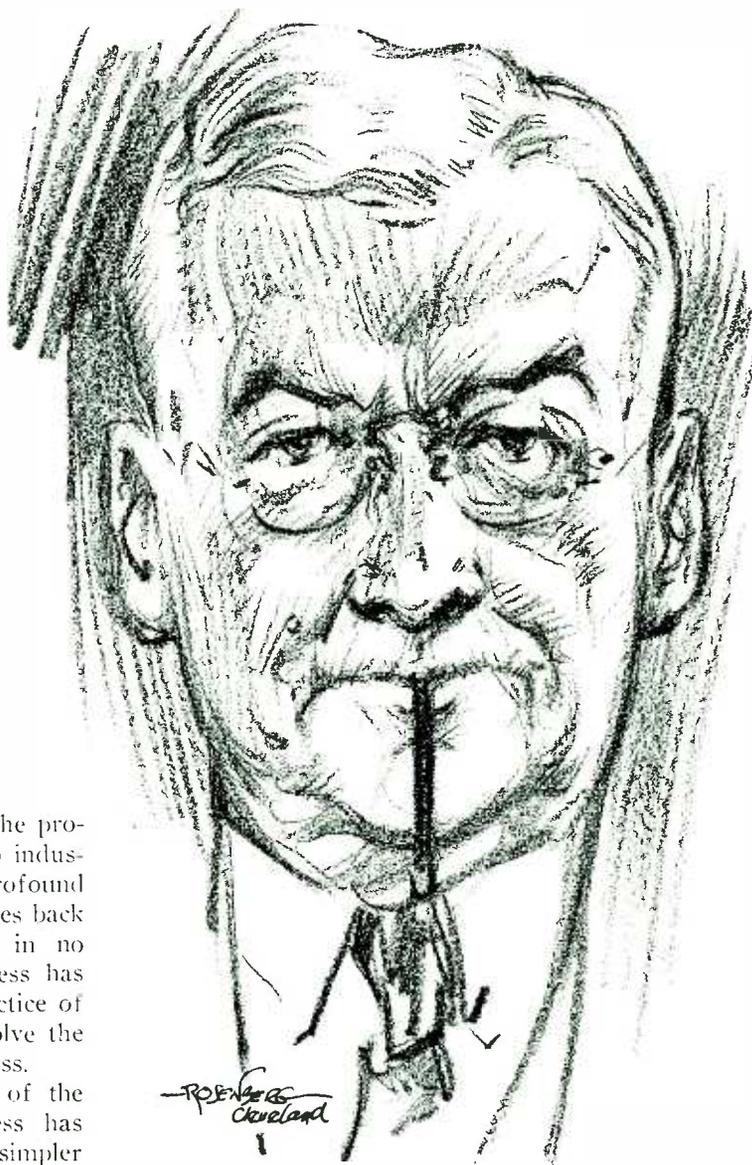
skillful use on the part of the producer of advertising. In no industry has there been a more profound understanding of the purposes back of press refinements, and in no branch of American Business has there been a more alert practice of applying new methods to solve the problems of modern business.

With the development of the color Offset Press, business has been able to tell its story in simpler words, in a more impressive manner and with the added advantage of economy. The magic of color lifts the possibilities of advertising to new heights and gives to American Business a faithful screen upon which it can project its message.

The use of color in modern Offset is a triumph for the courage and patience of both the makers of equipment and the producers of this form of ink impressions. To the lithographer must fall deserved credit for his skillful application of the modern equipment developed for his use; to the manufacturer must go the credit for having foreseen the modern trend in advertising and for having developed such equipment as would adequately serve this trend.

To the Pulp and Paper Mills must go the gratitude of press manufacturer and producer alike for

• H. A. PORTER . . . *More than any other executive in the graphic arts field, he has been the initiative back of the development of the Offset press to its present day enviable position as a factor in the graphic arts field.*

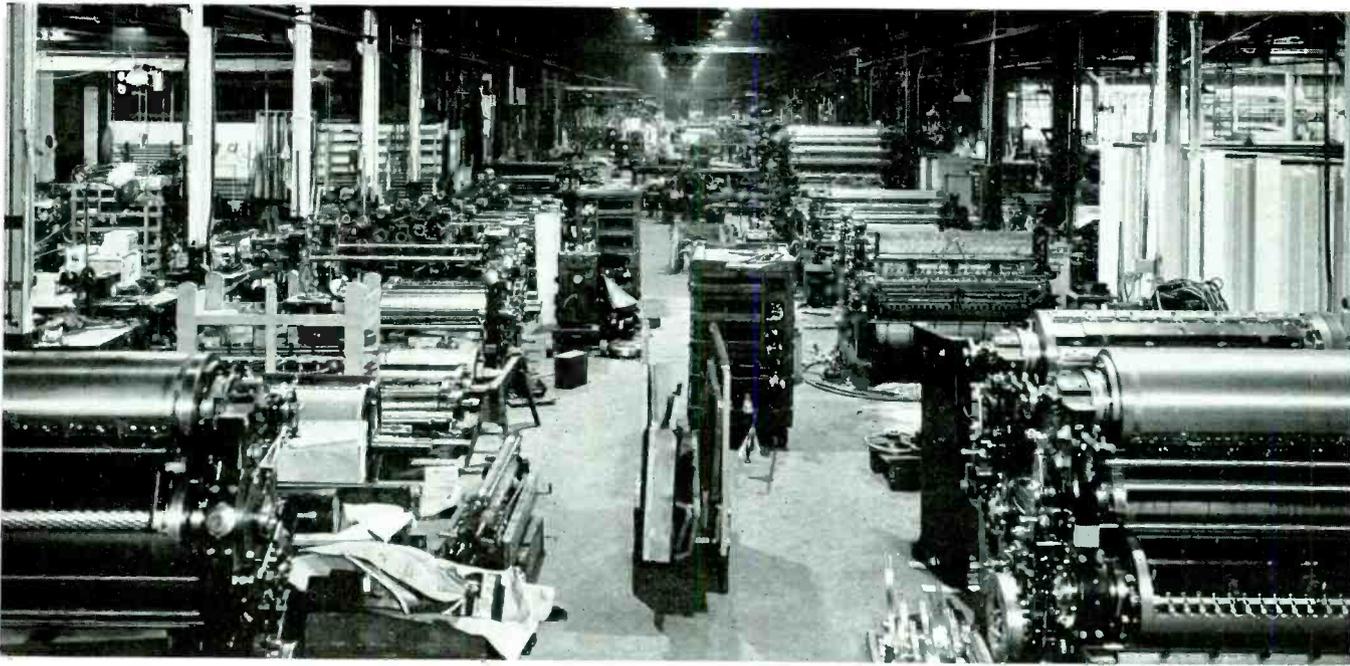


• A. E. HARRIS . . . *The notable head of Harris-Seybold-Potter Co., Cleveland, who, with his late brother, developed the Offset press to today's supreme position as an aid to graphic arts production for advertisers and manufacturers.*

having furnished new and striking examples of materials upon which color Offset has been so successfully transferred. The improvement of inks by the skillful manufacturers of this product has contributed untold value to the successful production of Color in Offset. The same holds true with reference to rollers and accessory equipment development which have played a part of inestimable value in offset progress.

In speaking of Offset, even in its more recent developments, we cannot escape the knowledge that one man in particular has devoted a long and successful career to making press equipment fulfill the needs of modern lithographic production. Mr. A. F. Harris, who pioneered in the field of manufacturing Offset Presses, will always remain the "Grand Old Man of Offset." It





• *World's largest Offset press plant. This sectional view at H-S-P presents a series of 2-color Offset presses in the long process of careful completion. Producing all forms of color lithography for America's advertisers requires mechanical perfection of equipment.*

was upon his original conception, in cooperation with his brother, Chas. Harris, that today's modern precision press has been developed. From a single color, hand fed press, was developed, in successive stages, the modern giant that produces four colors simultaneously.

The magic of color has not yet reached the heights to which manufacturers and lithographers visualize. Improvements and refinements are constantly being made under the cooperative efforts of both. This splendid cooperation has made Offset development not only rapid, but a means to greatly increased profits for both the producer and user of this modern form of production.

The use of Kodachrome in photography has brought new opportunities for the producers of Color Offset. This method of photographing natural colors brings to Offset a tremendous advantage and offers the user of Color Offset an appeal that is both modern and economical. In the use of Kodachrome there is no better adaptation than to Offset.

It is interesting to note that many of the leading producers of modern advertising material have reached a high point of success by reason of their facilities to produce today's Offset in color. Color has meant opportunity for them. For those they serve, the effect of color has

brought wider coverage because it could be produced by Offset in quantities without excessive costs.

Lithographers have not only reached out into new fields because of their ability to produce color; they have also provided their current buyers of Offset with a modern medium—a more effective way of increasing their business.

The magic of color in advertising has been a powerful means of lifting the horizon of American thought. The nature of other lands, of other people, and the beauties of our own flower garden—they have all assumed new values through a faithful reproduction of Offset colors.

- *The Chicago Litho Club, en masse, journeyed to Cleveland to visit the efficient plant of the Harris-Seybold Potter Company. Headed by dynamic Frank Hocegger, Supt., The Curt Teich Co., Chicago, they watched the careful precision operations in the making of a Harris Offset press. Likewise, the London (England) School of Offset Printing visited this internationally famous Cleveland plant, on their American journey.*





An important Great Lakes (Michigan) port city—Milwaukee has built interestingly along its river, as will be noted in this airview. Many notable advertisers manufacture here. Phoenix Hosiery, Palmolive - Pect (Colgate) Pabst, Schlitz, et al.

Milwaukee...

POPULATION:

747,075

RETAIL SALES:

\$272,042,000

“So This Is Milwaukee...”

Well-rounded Description of Wisconsin's "One Big City" Blasts Current Misconceptions...Nature, Psychology, Balanced Industrial-Agricultural Economy, Greatest Factors in Market Stability

By A. W. SEILER, Pres., The Cramer-Krasselt Co., Milwaukee.

MILWAUKEE means many things to many men. It once meant “pleasant place” to its original Potawatomi owners: To its present owners it means the same thing. But to much of America, Milwaukee is perhaps the most misunderstood city in the country.

Most people think Milwaukee is smaller than it is, farther away than it is, more limited in industry than it is. Yet Milwaukee is larger than all but 13 other U. S. cities. It is only 75 minutes from Chicago by rail, two and a half hours from Detroit by air, 130 miles farther south than Minneapolis. Milwaukee is, far from being limited in industry, extraordinarily *diversified* in indus-

try. And while it is justly known as the home of America's finest beer and some of its most colossal machinery, it is also the home—to name just a few of many—of silk stockings, streamlined trains, and paper boxes, shoes, lace paper, and automobile bodies, cookies, kitchen enamelware, and insurance, ham, yeast, and advertising, sweaters, switches, candy, trucks, and post-cards.

These are some of the facts from the written record, and we shall report more of them in detail later on. But there are many other revealing characteristics about Milwaukee that we want to tell you about—characteristics that measure

the personality of the market. Certainly it is important to know how *big* Milwaukee is, how big and how rich the trading area. But it is just as important, perhaps more important, to know *what* Milwaukee is.

Before we look into the habits and manners of this unusual city and its trade environs, let us return to its up-and-down dimensions. These figures are, of course, readily available from reputable and established sources, and we shall review them only briefly.

To the man with the slide-rule, Milwaukee is a trading area of eleven counties (ABC) with a population exceeding that of 16 states—more than 1,200,000. It is an area

embracing 11 per cent of Wisconsin yet containing 40 per cent of the state's population, 46 per cent of the state's wealth, and making 60 per cent of the state's federal income-tax returns. (Note, however, that while ABC defines these 11 counties as constituting Milwaukee's retail trading zone, Milwaukee's larger retail stores consider five additional counties to the north as a part of their regular trading zone.)

To the chartmaker, Milwaukee is a city of 394 square miles called home by 747,075 persons of 182,641 families, 86,414 of which own their homes. It is a highly concentrated population—1,896 persons to the square mile; and 63 per cent of these people are over 21 years of age.

To the statistician, Milwaukee means the city fourteenth in retail sales that annually pushes \$272,000,000 across 11,379 retail counters—8204 per cent of U. S. retail sales — \$70,313,000 in 3,528 food stores, \$10,283,000 in 436 drug stores, \$38,345,000 to 599 automobile dealers (Milwaukeeans own 172,863 passenger cars, 20,208 buses and trucks), \$12,243,000 to 814 filling stations.

To the manufacturer of electrical appliances, Milwaukee means 170,895 domestic electric meters, and all that figure implies.

To others, Milwaukee means overcoats, coal and oil, insulation, and all the other requisites of comfortable living in a city with an average daily temperature below 35 degrees, and with an average of 120 to 150 days each year under 32 degrees. During December, January, and February Milwaukee averages a temperature of 20 to 25 degrees. For June, July, and August, the average temperature moves between 65 and 70—and of *this*, more elsewhere.

To all who consider it carefully, Milwaukee means stable, even buying power; for Milwaukee earns 43 per cent of its living in five major lines of activity, wholesale and retail trade, iron and steel, public service, building, and general manufacturing—an unusual diversification of earning activity. No one industry dominates Milwaukee, and city employment is thus not dependent upon the fluctuating business conditions of any one or two industries. According to the Milwaukee *Jour-*



A. W. SEILER

Looks on Milwaukee with experienced eyes from the viewpoint of the outsider who has come to the city and can comparatively appreciate its merits.

nal, Milwaukee's manufacturing dollar is divided (73 cents of it) among 17 major manufacturing activities:

Heavy machinery	15c
Beer and malt liquors	10c
Motor vehicles, bodies and parts	10c
Meat packing	7c
Boots and shoes	4c
Electrical machinery	4c
Printing and publishing	4c
Iron and steel	3c
Knit goods	3c
Leather products	3c
Agricultural equipment	3c
Clothing	2c
Paint and varnish	1c
Stoves and ranges	1c
Stamped and enameled goods	1c
Candy	1c
Furniture	1c

Milwaukee also has an important meaning in terms of the farm. The eleven counties including the Milwaukee trading zone (ABC) produce more than \$80,000,000 a year in gross income from farms worth \$439,000,000. And again in agriculture, as in city manufacturing, there is an extraordinary diversity of production that precludes any marked distress and market disorganization from a single crop failure.

Twenty-fifth state in size, with only 62 per cent of its land in farm use, Wisconsin ranks tenth in farm income, and concentrates this income in the southeastern region roughly outlined by the Milwaukee trading zone.

Some indication of both the market importance and "famine-proof"

diversity of farm activity can be had from this short list. Note carefully how Wisconsin leads in so many *different* farm crops; and bear in mind that dairying is the most stable of all farm activities:

1st in dairy products (11 billion pounds of milk a year)
1st in dairy cattle
1st in canning peas (three times the second state)
1st in canning beets
1st in hemp
1st in clover seed
2nd in cabbage
2nd in cucumbers
4th in oats
4th in tame hay
5th in potatoes
5th in barley
5th in rye
6th in cherries
8th in tobacco
8th in flax
8th in buckwheat
9th in canning corn
11th in dry beans
11th in swine
11th in horses
12th in chickens
16th in apples
16th in onions

That should suffice for the statistics. That's how big and how broad are Milwaukee and Milwaukee's trading area. Now, how *deep*. That is to say, these figures (and numberless others you can look up from your own good sources) give us an idea of Milwaukee's B.Q., its "buying quotient," its potential ability to buy. This is Milwaukee in terms of dollars and jobs. What is Milwaukee in terms of *people*?

Milwaukee is a provincial city. It is not a metropolis. "It has never [a Wisconsin editorialist writes] outgrown the spirit of friendliness that prevailed among the German pioneers who were so largely responsible for its early development." (If you are late of a morning, Milwaukee bus drivers will wait for you to sprint that last half block.) On the other hand, Milwaukee is the one big city in a one-big-city state. It is the railhead, roadhead, and chief port of the state and of much of the vast region north and west.

Milwaukee is a zone of readers in the second most literate state east of the Mississippi. It is a city of homeowners who help make Wisconsin first among all states in percentage of homes owned. It is a region of listeners in the state that ranks second in the nation in percentage of families owning radios.

Milwaukee is a seaport where foreign vessels evoke no particular interest, yet it is an introvert among mid-continent cities that likes itself immensely and does so with an intense, fierce municipal pride.

Milwaukeeans (and these are the words of the late James O'Donnell Bennett of the Chicago Tribune), Milwaukeeans "don't go tearing up and down Wisconsin Avenue as if the devil were after them—a genial city." Milwaukee lives at a slower tempo than does, say, Chicago. Yet Milwaukee is the home of the *Hicwatha*, among the first and fleetest and most profitable of the 100-mile-an-hour streamliners.

Milwaukee lives well. Not prodigious.
(Concluded on page 121)



•
Nashville's towered Railroad Depot and its new post office—lower center, behind which can be found the original location of Maxwell House Coffee's shipping point. Famed, historic old Maxwell House abuts the center of the white facade of the Noel Hotel, above. Tennessee's Capital is a friendly, many colledged city.

Nashville

POPULATION:

213,256

RETAIL SALES:

\$81,805,000

Variety is the SPICE of SALES...

A Quick Look at Nashville, A Market So Varied and Complex As To Defy Classification . . . Business Tides May Ebb and Flow But Nashville Keeps Right on Consuming

By C. P. CLARK, *President, C. P. Clark, Inc., Nashville.*

ALTHOUGH no market is ever completely dependent upon a single industry or a single activity, it is none the less true that most of America's markets are bound up, for better or worse, with the fortunes of that market's major activity. When conditions governing that activity are favorable, the market booms. People buy. Homes are built, automobiles are traded for newer automobiles; theaters have waiting lines in front of the box offices; cash registers ring in the stores; traffic cops swear and business men smile. When conditions change for the worse, buying slows down and the voice of the people is heard all over the land crying out against hard times and whatever party happens to be running the show at the Nation's capital.

And because this is pretty generally true all over America, business men in general and advertising men in particular have fallen into the habit of classifying a market in the name of its chief activity, which is fine as far as it goes. However, there are some markets that defy the finding of a tag to fit them.

Nashville is like that. As markets go, and looking at such tangibles as population figures and spendable income, Nashville has nothing about it to make a sales manager or a media expert sit up and take notice. That is, not on the surface. When you start digging into the Nashville story in an attempt to find a label for it, you never discover the label but you do find a bewildering diversity of enterprise and a remarkable constancy of consuming ability.

Take the matter of population.

Nashville is, so say the census figures, a city of 153,866 people. But it is at this very point that the census takers and the statisticians go wrong on Nashville. That hundred and fifty odd thousand people live in the center of an area known to the geologists as the Nashville basin, and in this basin, which embraces roughly a third of Tennessee's land area, live almost a million people who look to Nashville as their focal point for food, clothing, entertainment and whatnot. In other words, Nashville's logical trading zone takes in almost a million customers. This happens to be the largest trading zone population in America for any city of similar size (with one exception).

To a man interested in markets, a million people are only significant to the extent of their buying ability.



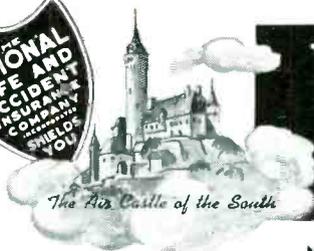
HAUNTED by the thought of TURNING HANDS

You can power a station with a billion watts and send a signal roaring around the universe. But all in vain—unless the hands that turn the radio dials want to stop at the proper place to hear that station.

Here at WSM we think in terms of entertainment designed to stop those turning hands. That is why we maintain a huge and varied talent staff of our own. Why we comb each commercial, study each script, to eliminate any hint of offensiveness, the faintest evidence of poor taste.

Having taught a goodly portion of American hands to turn to the WSM wave length and to enjoy and trust what they hear from WSM, we consider it good business, for us as a station and you as an advertiser, never to relax our vigilance.

The hands that stop belong to people who buy your goods. May we show you how our concern for stopping hands can start a flood of buying for your products?



WSM

NASHVILLE, TENNESSEE

CLEAR CHANNEL

50,000 WATTS

N B C

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First



• *The South's finest studios—two views of the new WLAC expansive quarters atop Nashville's 3rd Natl. Bank Bldg. J. Truman Ward, former NAB President, heads the station. Sowell is Genl. Mgr.*

Are these million Nashvillians good consumers? Well, the Nashville basin is the geological result of a few million years of eroding limestone. Ask any farm expert about the fertility of a soil so formed and watch him wax enthusiastic. The people in the Nashville market have a fertile land to draw from.

Is Nashville, then, to be classified as a farm market? Well, the market grows a cool \$16,000,000 worth of tobacco every year, raises 46% of Tennessee's beef, 75% of the State's wool, sells eighteen and one-half million dozens of eggs yearly. It is the center of the South's dairy industry, selling, in addition to that consumed at home, over twenty-one million gallons of butter fat every twelve months. Nashville itself ranks high as a

cattle and hog market, boasts a number of meat packing plants. Wheat and corn are grown commercially in huge quantities.

But for all of this, you cannot label Nashville as an exclusive farm market for a number of good reasons. Nashville is a manufacturing center of first importance, produces a list of products from ships to sealing wax. In the Nashville zone there are 664 manufacturing establishments which furnish employment for 30,139 people and pour out a \$23,249,482.00 pay roll. Of these factories, the textile and garment industries show the largest number of employees and the largest payroll. Nashville makes most of the world's cellophane, a sizeable portion of America's rayon, work garments, wool garments, rugs

and many other like products.

Nine shoe factories employ over five thousand people, produce twenty thousand pairs of shoes daily. Who said the South was barefoot?

Yet manufacturing is not the label that fits the Nashville market. Known as the "Athens of the South," Nashville deals in knowledge also. More than thirty private schools, colleges and universities leaven the Nashville scene with the intellectual stimulus and high buying power of fifteen thousand students.

If printer's ink is any index to buying power, Nashville has another claim to fame. It happens to be the Nation's second city in paper consumption, its presses roll out farm papers, religious papers, books, magazines and commercial printing at a tremendous rate. In urban Nashville alone over 5,000 people work to feed the whirling presses.

But the Nashville story is not yet done. As capital of the State, the payroll of state government employees contributes to the stabilization of buying power. A wholesale Center, Nashville has 963 wholesale establishments who supply 9911 retailers who sell greater Nashville's almost a million people.

Then there are other important phases of the Nashville scene. The financial center of the South with dozens of bond houses and important banks. An insurance center with two outstanding companies, one of them among the first dozen in America. A transportation center on air, land and water.

All this is Nashville, a market so varied that a slump in any one or two phases of its activity causes little change in the buying power of the whole. Nashville's varied industries and commercial activities make it an above average market—it is a mecca for men in search of sales.



• *Folk come from hundreds of miles around to sit in on the famed WSM Saturday nite Barn Dance. Two of the major characters that endear the program to thousands throughout WSM's widespread area.*



WLAC

thoroughly covers the Nashville market.

Those who buy Nashville time are really getting results in this prosperous area.

Take advantage of the great sales possibilities of WLAC as these are doing:

SOME OF THE ACCOUNTS WE SERVE

COLGATE PALMOLIVE PEET CO.
 PET MILK CO.
 WILLIAM WRIGLEY CO.
 LEVER BROTHERS
 THE KELLOGG CO.
 AMERICAN TOBACCO CO.
 GULF OIL CO.
 STANDARD OIL CO.
 FORD MOTOR CO.
 LORILLARD CO.
 GENERAL FOODS CO.
 DU PONT
 UNITED STATES TOBACCO CO.
 REYNOLDS TOBACCO CO.
 CHESEBOROUGH MFG. CO.
 PROCTER AND GAMBLE CO.
 LIGGETT-MYERS TOBACCO CO.
 THE TEXAS COMPANY
 CHRYSLER CORPORATION
 CAMPANA SALES CO.
 CAMPBELL'S SOUP CO.
 LAMBERT PHARMACAL CO.
 HAWAIIAN PINEAPPLE CO.
 U. S. RUBBER CO.
 KROGER BAKING CO.

WLAC in our new studios, top floor of the Third National Bank Bldg., looks forward to your visit.

Our new and excellent equipment enables us to tell your story quickly, effectively and most economically to the rich Nashville market. Call on us for any help or information.

WLAC

NASHVILLE 5,000 WATTS

J. T. WARD, OWNER F. C. SOWELL, BUSINESS MANAGER

MEMBER STATION CBS AND AFFILIATED WITH WORLD BROADCASTING SYSTEM

PAUL H. RAYMER & COMPANY, NATIONAL REPRESENTATIVES

Say You Saw It In The ADVERTISER'S Sketch Book—Vol. III . . . Please

Page 115



F.A.A.
at
NASHVILLE
...1937

By THOS. J. KIPHART,

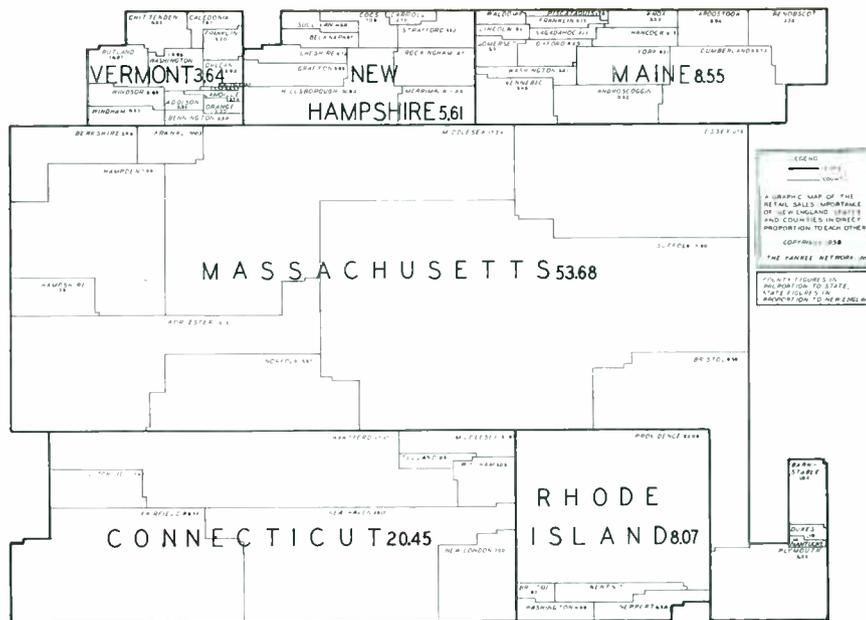
Adv. Mgr., Fifth-Third, Union Trust Co., Cincinnati.

Former Pres. Financial Advertiser's Assn.

Long known as "the Athens of America", Nashville was in 1937 the meeting ground for the convention of the Financial Advertiser's Association. That it is also the financial center of the South was duly impressed upon the conclave by the excellent display of financial advertising exhibited by the Nashville banks and other Southern institutions.



FRANCIS CONRAD



RETAIL SALES OF NEW ENGLAND—Per State

McCann-Erickson's analytical Time Buyer, and map that gives him his New England market buying power facts. One of an informative series prepared and published by John Shepard's effective Yankee Network, Boston.

New England... POPULATION: 8,166,341 RETAIL SALES: \$2,721,911,000

What Makes New England A Great Market For National Advertisers ...

Compact, Lucrative, Readily Reached Via Radio And Other Advertising Media...Each City A Market Principality Unto Itself, 13 Cities Account For 40.6% of N. E.'s Retail Sales

By FRANCIS CONRAD, *Radio Director, McCann-Erickson, Inc., New York*

NEW ENGLAND is the one area which needs no further defining. These six states are recognized as being an unusually lucrative market. With but 2% of the nation's area and 6.65% of the population, New England people make 8.21% of the retail purchases and hold 17.8% of all the savings deposits in the United States.

In reality, New England is a combination of many city markets. It has more than its share of densely populated cities as indicated by the fact that in Southern New England alone (Massachusetts, Rhode Island and Connecticut) having but 22.44% of the land area, has 82.20% of the New England retail sales. 13 cities with populations in excess of 100,000 are located in these three states. These cities ac-

count for 30.6% of the population and 40.6% of the retail sales. These cities are Boston, Providence, Worcester, Hartford, New Haven, Springfield, Bridgeport, Fall River, Cambridge, New Bedford, Somerville, Lynn and Lowell.

New England also has very compact county structure as shown when you consider these 13 cities are situated in 10 counties with a population equalling 65.1% of New England total and accounting for 68.5% of the retail sales in but 10.5% of New England's land area. These counties are Suffolk, Providence, Worcester, Hartford, New Haven, Hampden, Fairfield, Bristol, Middlesex and Essex.

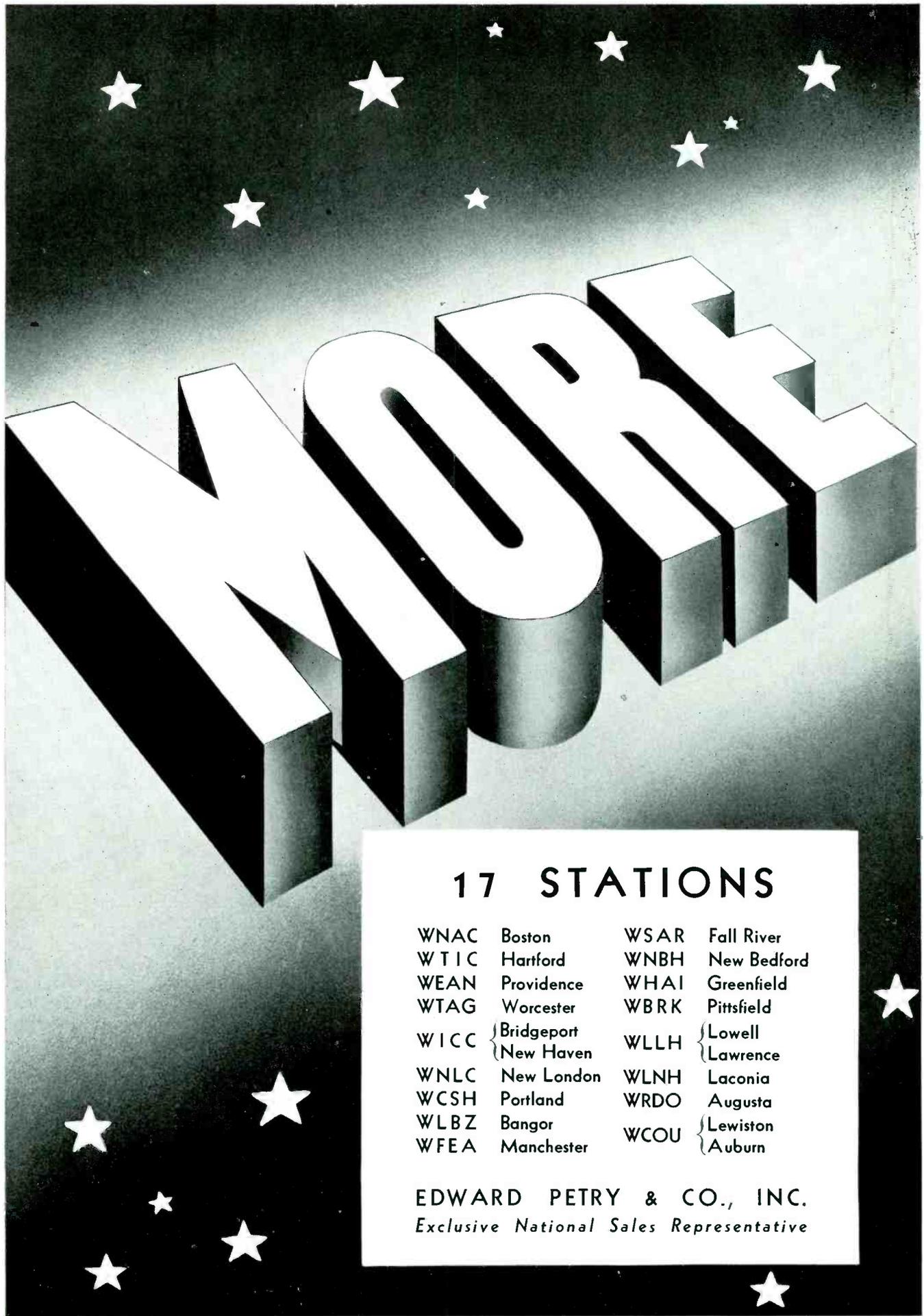
By careful scrutiny and analysis it can be seen that each of the above cities dominates the county market.

The only exceptions are: Somerville, Cambridge which is adjacent to Boston.

13 counties provide 75.6% of New England's retail sales and only one of them is in northern New England. This one county is Cumberland which includes the city of Portland, Maine.

However, in selling merchandise to consumers, advertisers have to keep in mind that all retailers desire advertising support. In New England this is particularly true where local acceptance of products is particularly prevalent and local advertising is essential.

In Maine the six principal cities are, in order of population, Portland, Lewiston, Bangor, Auburn, Augusta and Biddeford. These cities alone account for 39% of the



17 STATIONS

WNAC	Boston	WSAR	Fall River
WTIC	Hartford	WNBH	New Bedford
WEAN	Providence	WHA1	Greenfield
WTAG	Worcester	WBRK	Pittsfield
WICC	{ Bridgeport New Haven	WLLH	{ Lowell Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	{ Lewiston Auburn
WFEA	Manchester		

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative

MESSAGE

... for your Sales Messages in New England

THE Yankee Network is essentially a communication system—one so extensive that it spans, with the incredible speed of sound, the many widely separated markets of New England.

The Yankee Network is a theatre of the air, a sports arena, a forum. It provides entertainment, information. It amuses, it educates—IT SELLS.

Yankee's seventeen stations, like giant amplifiers, dominate trading areas throughout the length and breadth of New England, exerting an

ever-perceptible effect on the buying habits and activities of New England people.

Time and time again it has been demonstrated that the New England market is quickly responsive to selling efforts conducted through the facilities of The Yankee Network.

This is because these facilities are truly molded to cover all market areas, to reach that great host of people of high purchasing power whose expenditures total many millions of dollars every day.

THE YANKEE NETWORK

21 BROOKLINE AVE. BOSTON, MASS.

state's retail sales and their counties account for 64.7% of the state's retail sales.

This necessarily provides a minimum concentration in the state as Maine has 48.24% of New England's land area.

In New Hampshire four counties dominate the state sales, Hillsboro, Merrimack, Rockingham and Grafton. These counties account for 64.44% of the state sales.

New Hampshire is really divided into two parts, northern and southern. Southern New Hampshire is dominated by Manchester, Nashua and Concord, while Berlin, Laconia are strictly city markets.

In both Maine and New Hampshire, much depends on the merchandise sold as the rural purchasers will commute to the larger cities for certain types of merchandise, thereby extending the trading area of each city to extraordinary proportions.

The "100,000" group of New England cities provide the essential markets of southern New England with the exception of Lynn, Cambridge and Somerville, which are included in the Boston market.

An indication of the independence of each city market is best illustrated by two examples, namely:

the Boston, Providence, Worcester triangle, almost equidistant, each city has its own independent market and different media must be used in each market to attain thorough coverage.

The Bridgeport-New Haven situation presents a similar picture, all which proves that for national advertisers using this lucrative market, each major city should be considered separately.

The State of Vermont should be considered as an independent market as it includes but 3.64% of New England retail sales and its population is fairly well divided throughout the state.

Burlington, Rutland and Barre have the largest individual city sales in the state while Chittenden,

Rutland and Washington Counties provide the greatest county retail sales.

Therefore, in the purchase of media in New England by national advertisers, the city market loyalty must be considered as well as sufficient distribution of the advertising dollar so that all retailers will feel its effect.

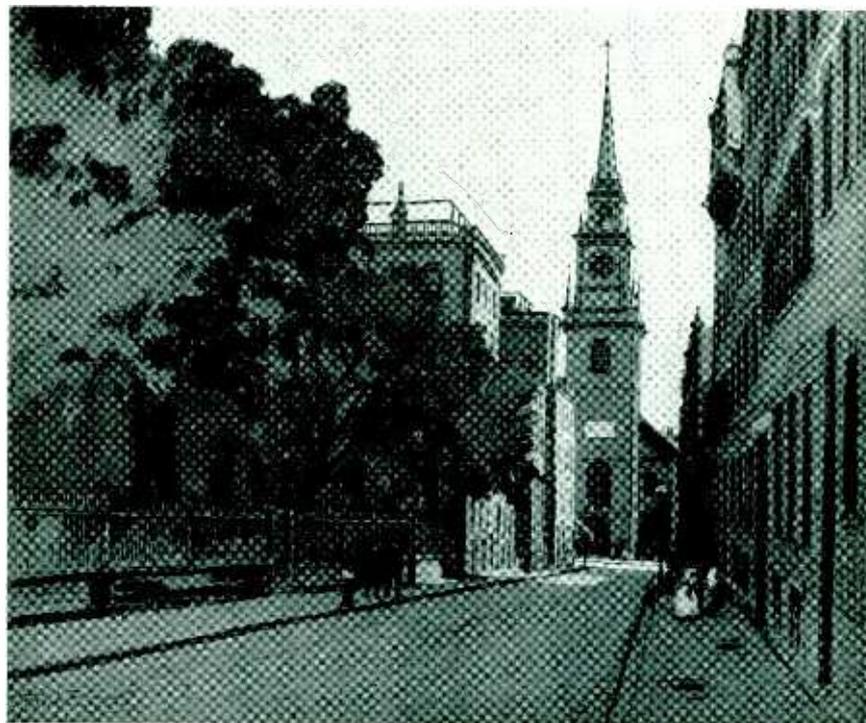
Retail Sales of New England

Massachusetts	53.68%
Connecticut	20.45
Maine	8.55
Rhode Island	8.07
New Hampshire	5.61
Vermont	3.64

POPULATION CONCENTRATION

	<i>Per Square Mile</i>	<i>Per Cent Population</i>	<i>Per Cent Area</i>
Massachusetts	528.6	52.0	12.97
Connecticut	333.4	19.7	7.78
Maine	26.7	9.8	48.24
Rhode Island	644.3	8.4	1.72
New Hampshire	51.5	5.7	14.57
Vermont	39.4	4.4	14.72

New England 131.8—U. S. 41.3 per square mile



• Wealthy New Englanders have retained the charming, historic, colonial architecture in the creation of many of today's homes. Old North Church, Boston, scene of Paul Revere's signal ride; this fine lithograph by Francis E. Getty is one of a trio of New England scenes splendidly reproduced by Forbes Lithograph Co., Boston.



- Schlitz' slogan has done much to advertise its home town. A mid-summer 24-sheet poster, excellently lithographed by Forbes Litho Co., Boston.



- With the advent of Lord & Thomas, Chicago, as its agency, Pabst, Milwaukee, now lives up to its "Blue Ribbon" reputation, notably in its striking, intriguing kodachrome magazine spreads and effective 24-sheets, ably lithographed by Strobridge Litho Co., Cincinnati.



- Milpriet Inc., with its immense Milwaukee plant, is a leader in production of lithographed bread wrappers, etc., and colorful window displays. The above for Wohl Shoe Co., St. Louis, did an excellent point-of-sale job. Milwaukee is a major lithographic production center.

Milwaukee...

(Concluded from page 111)

gally, but well. Its standard of living index, 29.0 above national average, is higher than that of any or all New York City boroughs, Philadelphia, Pittsburgh, Cincinnati, Cleveland, Detroit, or St. Louis. Milwaukee likes to eat, and likes best to eat at home.

Milwaukee is considered the best place in the U. S. to study the survival of 1848 Germanic influences. Sauerbraten and bratwurst are on nearly every menu and there are 45,500 foreign-born Germans in the city. Yet there are also 21,600 Poles, 7,700 Russians, 7,700 Yugoslavs, 6,500 Austrians, 7,800 negroes; and the Milwaukee Hunt Club rides to what has been called the best pack of imported English foxhounds in the country.

Milwaukee, Mr. Bennett wrote, has "a special individuality and a highly developed conscience". For individuality Milwaukee presents a city extraordinarily fond of ballet dancing and correspondingly uninterested in the dynamic theatricals of Orson Welles. Milwaukee loves Helen Hayes, Ethel Barrymore, Cornelia Otis Skinner, and Olson & Johnson, takes only a casual interest in the professional theatre as a whole, is a beehive however of amateur theatricals, and worships en masse at the feet of music. On many an occasion, Milwaukee packs its 6,385-seat municipal auditorium for concert and opera. And if Milwaukee turns out for Hugh Herbert, it likewise receives with unfeigned genuine enthusiasm a Stokowski evening composed wholly of Bach and Wagner. In the summer, Milwaukee's out-door operettas and symphonic concerts draw as high as 100,000 a night—more than one person out of every eight in the city. Mil-

waukee even likes and pays for Shakespeare—when home folks declaim him. Milwaukee has an appetite for foreign-language films; and, for one, the world-famous Pabst Theatre, once the home of German stock, now shows German-language films.

Milwaukee still goes strolling in the park. Fond of flowers and trees, the city leads the country in municipal forestry. It keeps 4,945 acres of brilliantly flowered parks; and Milwaukeeans literally storm their municipal conservatory for events like the annual orchid show. Any city, however, may have parks; but Milwaukee is the only city on the Great Lakes that owns its entire front on its great lake.

Milwaukee likes to be clean. It keeps clean. It makes the ash-collector go into your basement after your ashes. It has the finest sewage disposal system, says Mayor Hoan, in the world.

Milwaukee is safe—safest city in the U. S. Norman Dawn of the Safety Foundation says, "Milwaukee motorists are about the best drivers in the U. S., and the pedestrians the most cautious."

Milwaukee courts are famous for speedy justice. Many a morning crime has found the culprit tried, sentenced, and jailed before sundown. Milwaukee streets are free of beggars. And a famous Milwaukee schoolmaster has exclaimed, "Good Lord! You can't have a public scandal in this town over \$50!"

Milwaukee is not provincial in mind. Its largest municipality owned museum (prize collections: armor and Indian objects) annually rolls up attendances to exceed those of even Chicago; 178,109 out of 181,067 families regularly read a daily newspaper; its public library shelves 8 million

volumes, stands near the top in per capita circulation.

Milwaukee is, to make a phrase, a *country-side city*. For Milwaukee likes to get out of doors, and out of doors to Milwaukee means out into the *country*. The city, like the state which has 80,000 miles of dustless roads, is easy to get into and out of. Thirty minutes' drive takes you into a weekend lake-region; an hour takes you into another; two or three take you into big woods of the north and an unsurpassed playground.

Milwaukee likes to play outdoors, and pays for its fun. More than that, Milwaukee has now discovered winter sports, and there are more skis and skates in Milwaukee basements today than ever before.

Milwaukee, to quote a current traveler, is different. "It has individualism. It has a dialect. It has civic ideals. It is governed with distinction." Milwaukee has a *personality*. It has a feeling for beauty—for no city with a bay to rival Naples, no city that insists on trees in your parkway, and plants them itself, can be without it. Milwaukee has a sense of humor, and chuckles at its own dialectic oddities as quickly as the strangers who puzzle over the big illuminated sign for soft drinks that tells you these are "The Best What Gives". And Milwaukee holds no entertainers in greater affection than the rhesus monkeys at the zoo, whose annual coming-out day is an occasion for civic huzzahs.

But most important of all is Milwaukee's stable, even-keeled daily living, Milwaukee's steady appreciation—and steady buying—of good things, Milwaukee's ideally balanced industrial and agricultural economy. Milwaukee is a good market, and a great one.



• Foreign commercial travelers, statesmen, tourists, get their first view of awe-inspiring New York City from this point—The Battery. These skyscrapers comprise the Financial District (Wall St.). Beyond, upper left center is seen the Empire State Bldg.—world's tallest structure and beyond it the 42nd St. area of skyscrapers, wherein are housed the nation's major advertisers, advertising agencies and magazine publication headquarters. Slightly beyond is Rockefeller Center, fast becoming Gotham's new Advertising Agency, Radio (NBC) and Publication center. Extreme upper right—Brooklyn, Long Island City and the World's Fair locale.

New York City POPULATION: 10,921,217 RETAIL SALES: \$4,182,742,000

AMERICA'S NUMBER ONE Market . . .

What Its 3,000,000 Families Offer National Advertisers...Five Counties Form This Great Metropolis And All The World's Nationalities Create Its Tremendous Buying Power, Readily Won Via Advertising

By WM. J. O'DONNELL, *Chief Media Buyer, Batten, Barton, Durstine & Osborn, Inc., N. Y.*

TO MANY people New York represents only big buildings, confusion, huge business opportunities and good times. However, such a picture is far from a true one. The most important thing about any market is its people, how

they live and what they buy. New York is different from other markets only in size and opportunity.

The New York market contains 2,800,000 women who are classified as homemakers, keeping house, preparing meals and raising children.

The census reveals that there are twice as many of these as there are females who are employed.

In this market the 1930 census found 2,976,015 families, 95% of which were families with homemakers. 1,142,230 of them had a child

SMASH! ...GO THE RECORDS

FAWCETT WOMEN'S GROUP advertising revenue
GAIN February, 1939, over February, 1938
23.5%

FAWCETT WOMEN'S GROUP advertising revenue
GAIN March, 1939, over March, 1938
12.6%

FAWCETT WOMEN'S GROUP advertising revenue
GAIN April, 1939, over April, 1938
24.8%

FAWCETT WOMEN'S GROUP advertising revenue
GAIN May, 1939, over May, 1938
6.7%

FAWCETT WOMEN'S GROUP advertising revenue
GAIN June, 1939, over June, 1938
16.3%

**LARGEST REVENUE ANY ISSUE
IN FAWCETT HISTORY**

DOODLES INSPIRED BY A. B. REINCKE

P.S.

FAWCETT WOMEN'S GROUP advertising revenue
GAIN July, 1939, over July, 1938
40.4%

Largest Revenue Any July Issue in Fawcett History



**These Are
Measured Markets!**

No mystery about these 16 markets. You can plan your sales effort in the light of facts . . . see the complete pictures of product acceptance on 134 common commodities by 53,124 families . . . broken down into three income groups. Any Scripps - Howard representative will show you this study.

SCRIPPS · HOWARD

NEWSPAPERS

MEMBERS OF THE UNITED PRESS . . . THE AUDIT BUREAU OF CIRCULATIONS . . . AND OF MEDIA RECORDS, INC.

NEW YORK *World-Telegram* SAN FRANCISCO *News* CINCINNATI . . . *Post* DENVER . . . *News* WASHINGTON . . . *News* FORT WORTH . . . *Press*
 CLEVELAND . . . *Press* INDIANAPOLIS . . . *Times* KENTUCKY POST *Covington* BIRMINGHAM . . . *Post* MEMPHIS *Commercial Appeal* ALBUQUERQUE *Tribune*
 PITTSBURGH . . . *Press* COLUMBUS . . . *Citizen* edition of *Cincinnati Post* MEMPHIS *Press-Scimitar* HOUSTON . . . *Press* EL PASO . . . *Herald-Post*
 SAN DIEGO . . . *Sun* KNOXVILLE . . . *News-Sentinel* EVANSVILLE . . . *Press*

National Advertising Dept., 230 PARK AVENUE, NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT • LOS ANGELES • MEMPHIS • PHILADELPHIA



under ten years of age with all the attendant duties; cleaning a kitchen, cooking meals, etc. This is somewhat different from the usual impression of the New York market gained principally from a tour of our bright spots and a stay in a mid-town hotel.

New Yorkers are referred to as cliff dwellers. While apartments are predominant, still 567,000 of the city families lived in one- or two-family houses. This is approximately one-third of the total city families. In the suburbs the percentage of apartment dwellers is much lower and small private dwellings are much more in evidence.

New York is a multiple market—a combination of cities rather than a single one. Population has shifted and certain sections have grown far greater in recent years than others.

The Regional Plan of New York has discovered that there is a movement of population away from Manhattan while counties like Kings, Queens, Bronx and Westchester, adjacent and more and more easily accessible to Manhattan are rapidly growing.

An interesting confirmation of this is a comparison of commutation tickets sold by the Long Island Railroad for various distance zones in 1922 and 1937:

Miles from Penn. Station	Percent. of Tickets 1922	Percent. of Tickets 1937
0-5 Miles	.8	.3
5-10 "	14.5	11.9
10-15 "	18.7	30.5
15-20 "	21.2	21
20-25 "	29.5	24.3
25-30 "	5.0	4.3
30-35 "	2.7	2.2
35-40 "	5.7	4.3
40 or more miles	1.9	1.2

Note that the trend has been toward the 10-15 mile distance and away from the shorter and far distant points.

Another indication is the growth of some of these close-in suburban counties:

	1940 (Estimated)*	1920	% Increase
Nassau	446,000	126,120	253.6
Suffolk	211,000	110,246	91.4
Westchester	673,000	344,436	95.4

* Regional Plan Association Estimate

What Area constitutes the New York market?

The New York Market

The Publisher's Association and the Merchant's Association have agreed on a definition of the extent of the market. Their trading area consists of the Five Boroughs of New York City plus twenty-three

suburban counties—eight in New York State, fourteen in New Jersey and one in Connecticut. This area conforms very closely to the trading area set up by the Audit Bureau of Circulations. This A.B.C. area was arbitrarily determined by

a fifty-mile radius from City Hall and does not necessarily follow county lines or the flow of business.

Here is a statistical analysis of the trading territory showing area, population and population growth of each county.

Area in Square Miles	Pop. 1940 Regional Plan Estimate	% of Total Pop.	Pop. 1930 Census	Pop. 1920 Census	1920-1940 Population Increase	1920-1940 Increase Per Cent	
Manhattan	22	1,815,000	13.0	1,867,312	2,284,103	469,103*	20.5*
Bronx	41	1,625,000	11.6	1,265,258	732,016	892,984	122.0
Brooklyn	71	2,857,000	20.4	2,560,401	2,018,356	838,644	41.6
Queens	108	1,390,000	9.9	1,079,129	469,042	920,958	196.3
Richmond	57	200,000	1.4	158,346	116,531	83,469	71.6
Total N. Y. City	299	7,887,000	56.3	6,930,446	5,620,048	2,266,952	40.3
SUBURBAN COUNTIES IN NEW YORK STATE							
Dutchess	806	110,000	0.8	105,462	91,747	18,253	19.9
Nassau	274	446,000	3.2	303,053	126,120	319,880	253.6
Orange	834	135,000	1.0	130,383	119,844	15,156	12.6
Putnam	233	15,500	0.1	13,744	10,802	4,698	43.5
Rockland	183	62,500	0.4	59,599	45,548	16,952	37.2
Suffolk	920	211,000	1.5	161,055	110,246	100,754	91.4
Ulster	1,137	81,000	0.6	80,155	74,979	6,021	8.0
Westchester	448	673,000	4.8	520,947	344,436	328,564	95.4
Total Suburban N. Y. State	4,835	1,734,000	12.4	1,374,398	923,722	810,278	87.7
SUBURBAN COUNTIES IN NEW JERSEY							
Bergen	237	534,000	3.8	364,977	210,703	323,297	153.4
Essex	127	1,013,000	7.2	833,513	652,089	360,911	55.3
Hudson	43	725,000	5.2	690,730	629,154	95,846	15.2
Hunterdon	437	35,000	0.2	34,728	32,885	2,115	6.4
Mercer	226	191,800	1.4	187,143	159,881	31,919	20.0
Middlesex	312	249,000	1.8	212,208	162,334	86,666	53.4
Monmouth	475	180,500	1.3	147,209	104,925	75,575	72.0
Morris	475	125,500	0.9	110,445	82,694	43,806	53.0
Ocean	641	35,000	0.2	33,069	22,155	12,845	58.0
Passaic	196	330,500	2.4	302,129	259,174	71,326	27.5
Somerset	305	70,000	0.5	65,132	47,991	22,009	45.9
Sussex	529	30,000	0.2	27,830	24,905	5,095	20.5
Union	103	407,000	2.9	305,209	200,157	206,843	103.34
Warren	362	50,000	0.4	49,319	45,057	4,943	11.0
Total Suburban in New Jersey	4,468	3,977,300	28.4	3,363,641	2,634,104	1,343,196	51.0
SUBURBAN COUNTY IN CONNECTICUT							
Fairfield	631	415,000	2.9	386,702	320,936	94,064	29.3
Total Suburban Counties	9,934	6,126,300	43.7	5,124,741	3,878,762	2,247,538	57.9
TOT. NEW YORK TRADING AREA	10,233	14,013,300	100%	12,055,187	9,498,810	4,514,490	47.5

* Decrease.



WM. J. O'DONNELL

He submits informative figures on the vast, opportune New York City market.

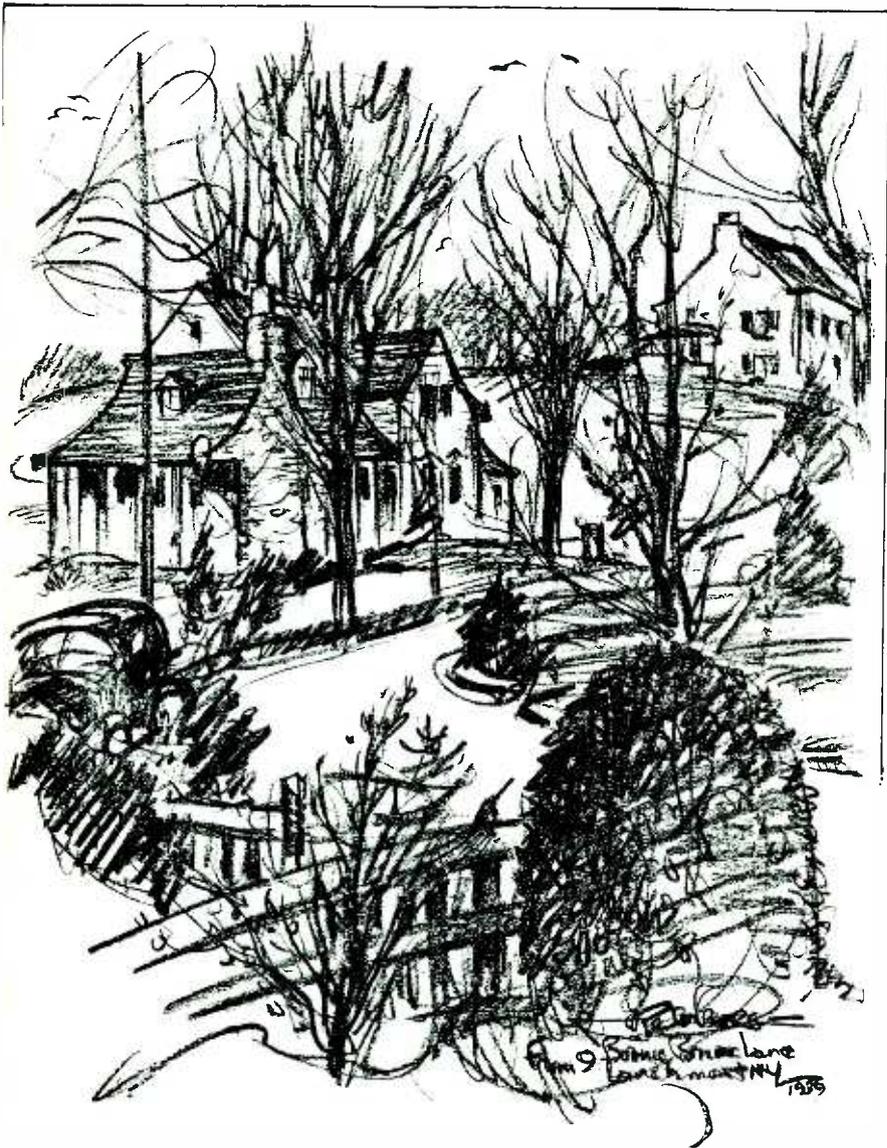
Comparative Figures

The size of these figures can be more easily visualized by a few comparisons. The New York market has a greater population than any state except New York. Pennsylvania which ranks second has 2,700,000 fewer people than the New York market.

This gives some comparative idea of the concentration of population in this compact market.

New York has been called "The Melting Pot" and with good sound reasons. Of the total population of the market according to the 1930 Census:

- 3,443,621 or 28.6% were Native Born Whites of Native Parents
- 4,635,334 or 38.4% were Native whites of Foreign or Mixed Parents
- 3,426,395 or 28.4% were Foreign Born Whites
- 549,837 or 4.6% were Negro and Others



• "New Yorkers are referred to as cliff dwellers . . . yet almost one-third of the City's families live in one or two-family houses," notes O'Donnell. Two attractive one-family homes in winding Bonnie Briar Lane, Larchmont. Sketched from John Devine's lawn, by Manuel Rosenberg.

It is interesting to see what immigration restriction has done to change the character of our foreign born population.

In 1920, 50.1% of our foreign born population was over forty years of age.

In 1930, this increased to 61.3%.

In 1920 only 23.6% of the Native Born Whites were over forty years and in 1930 this was slightly increased to 26.1%.

Note that restriction of immigration has been responsible for a decided shift in the foreign born people in this country to the older age groups. Each year this group gets older and are already dying off. The foreign born group is therefore becoming less and less important.

Buying Power

Income Tax returns are an indication of the importance of the New York market. The 1935 figures revealed by the U. S. Treas-

ury Department showed 596,523 individual income tax returns from New York. This was practically as many as from the next five cities combined. (Chicago, Philadelphia, Los Angeles and Washington.) In the New York market there were 904,765 returns filed.

	TOTAL		FOOD STORES	
	No. of Stores	Sales*	No. of Stores	Sales*
New York City	115,567	2,847,332	52,161	844,426
Suburban Counties in Area	86,416	1,712,077	33,647	584,950
Total Trading Area	201,983	4,559,409	85,808	1,429,376

	AUTOMOTIVE		DRUG STORES	
	No. of Stores	Sales*	No. of Stores	Sales*
New York City	3,239	147,069	4,137	83,086
Suburban Counties in Area	5,072	209,810	2,426	50,822
Total Trading Area	8,311	356,879	6,563	133,908

* Sales in thousands.

New York is the leading wholesale center in the country doing nearly three times as much wholesale business as Chicago and more

The following shows the complete breakdown analyzed by nationalities:

	Native Whites of Foreign or Mixed Parentage: by Country of Birth		
	New York City	Suburban Counties	Total
Total	2,788,625	1,846,709	4,635,334
Per Cent of Total Population	40.2%	36.1%	38.4%
England	100,700	126,054	226,754
Scotland	32,652	47,229	79,881
Wales	3,097	4,517	7,614
Northern Ireland	50,151	50,604	100,755
Irish Free State	342,224	219,523	561,747
Norway	24,785	12,007	36,792
Sweden	29,711	28,095	57,806
Denmark	9,104	12,915	22,019
Netherlands	6,285	24,783	31,158
Switzerland	9,700	14,629	24,329
France	24,693	22,559	47,252
Germany	362,496	292,493	654,989
Poland	220,042	197,648	417,690
Czechoslovakia	36,964	72,453	109,417
Austria	161,809	50,451	212,260
Hungary	55,215	53,334	108,549
Yugoslavia	4,184	3,503	7,687
Russia	502,641	101,965	604,606
Lithuania	16,168	16,201	32,369
Finland	6,819	3,382	10,201
Rumania	46,729	7,480	54,209
Greece	16,651	7,142	23,793
Italy	630,105	401,462	1,031,567
Spain	8,509	2,941	11,450
Palestine and Syria	7,197	3,559	10,756
Turkey	9,563	1,915	11,478
Canada (French)	8,060	10,481	18,541
Canada (Others)	29,815	31,132	60,947
West Indies	6,742	116	7,858
Central and South America	4,480	1,968	6,448
All Others	21,334	23,078	44,412

	Foreign Born Whites: by Country of Birth		
	New York City	Suburban Counties	Total
Total	2,293,400	1,132,995	3,426,395
Per Cent of Total Population	33.1%	22.1%	28.4%
England	78,003	70,458	148,461
Scotland	38,535	48,526	87,061
Wales	1,903	1,795	3,698
Northern Ireland	27,821	21,185	49,006
Irish Free State	192,810	77,808	270,618
Norway	38,130	12,434	50,564
Sweden	37,267	25,065	62,332
Denmark	11,096	9,831	20,927
Netherlands	5,335	16,248	21,583
Switzerland	9,895	11,192	21,087
France	23,285	13,983	37,268
Germany	237,588	148,197	385,785
Poland	238,339	125,954	364,293
Czechoslovakia	35,318	47,002	82,320
Austria	127,169	30,807	157,976
Hungary	59,883	42,533	102,416
Yugoslavia	6,450	3,919	10,369
Russia	442,431	74,226	516,657
Lithuania	15,005	12,127	27,132
Finland	13,224	5,099	18,323
Rumania	46,750	6,851	53,601
Greece	27,182	8,437	35,619
Italy	440,250	246,816	687,066
Spain	13,992	6,881	20,783
Palestine and Syria	8,696	3,272	11,968
Turkey	15,115	2,777	17,892
Canada (French)	6,863	6,059	12,922
Canada (Others)	32,759	23,571	56,330
West Indies	13,032	965	13,997
Central and South America	14,268	3,205	17,473
All Others	35,006	25,772	60,778

Youth is important:

Compare the spending volume, for goods which you advertise or manufacture, of four \$2,500 incomes, with the spending volume of one \$10,000 income; you yourself will hardly believe that the lower bracket families could buy so much. They consume at a much faster pace.

I am convinced that family income is not necessarily an index of the market for your products. I was delighted when a study of Street & Smith readers developed a predominantly youthful audience. And it is not strange for our fiction magazines are action stories and fast moving. In the main, our writers are youthful authors who, following history, will be the great names of fiction in the future.

Youth was important:

Since 1885, Street & Smith editors have been searching among good stories for the big names of the future. Just how successful their search was may be indicated by the names which we publish below. The early vigorous work of each appeared in a Street & Smith magazine.

Clemens, Will M.
Chambers, Robert W.
Dreiser, Theodore
Doyle, A. Conan
Gale, Zona
Henry, O.
Hope, Anthony
Haret, Brete
Harris, Joel Chandler

Kauffman, Reginald Wright
Kipling, Rudyard
Kelland, Clarence Buddington
Lincoln, Joseph C.
McCutcheon, George Barr
Morriss, Gouverneur
Materlinck, Maurice
Oppenheim, E. Phillips
Phillips, David Graham

Post, Emily
Reinhart, Mary Roberts
Sabatini, Rafael
Shaw, George Bernard
Tarkington, Booth
Terhune, Albert Payson
Van Loon, Henry
Wilcox, Ella Wheeler
Wylie, I. A. R.
and many others.

Youth continues to be important:

And today the editors of Street & Smith magazines are just as keen as they were in the earlier days, in their search for new writers who appeal to the youth of America, for among them will be found the immortals of tomorrow. Here are just a few of our young literary workers who are already making their work really felt.

STEVE FISHER—a lad of only 26 years of age, who is going places like a comet. His books and stories grace the pages of *Cosmopolitan*, *Liberty*, *Colliers*, *The Post*, and the movies.

ERLE STANLEY GARDNER—his work is today appearing almost everywhere—*Cosmopolitan*, *This Week*, *Post Liberty*, etc. He has about a dozen mystery novels to his credit, and has placed a number of motion pictures.

GEORGE FIELDING ELLIOT—started out in *Doc Savage* and is now writing stuff for the so-called big magazines. He is the author of the new book, "The Ramparts We Watch," which is receiving splendid reviews.

HAL FIELD LESLIE—made his first appearance in *Doc Savage* and is now a contributor to the *Saturday Evening Post* and other magazines.

William G. Bogart
J. J. Des Ormeaus

Carl Clausen
Donald Wandrei

David Garth
and many others.

It seems to me at this time that Street & Smith are making a real contribution to advertising by enabling you to interest four \$2,500 incomes at approximately the same price of reaching one \$10,000 income.

If youth is important for the present and future of your organization, it is even more vital in the market for your goods. And this youthful market is covered effectively by Street & Smith magazines—the greatest buy in the history of the publication world.

ALLEN L. GRAMMER, President

STREET & SMITH PUBLICATIONS, INC. 79 Seventh Avenue, New York, N. Y.
PICTURE PLAY—MADEMOISELLE—AIR TRAILS—"PIC"—DOC SAVAGE—CLUES DETECTIVE STORIES—ROMANTIC RANGE—CRIME BUSTERS—ASTOUNDING SCIENCE-FICTION—DETECTIVE STORY MAGAZINE—THE SHADOW—SPORT STORY MAGAZINE—WESTERN STORY MAGAZINE—LOVE STORY MAGAZINE—WILD WEST WEEKLY—UNKNOWN—ATHLETE



- Truly the world's largest advertising medium, to date, New York City's \$160,000,000 World's Fair owes much of its attraction to the superb, informative exhibits of the many national advertisers represented at the event. More than \$35,000,000 has been spent by these advertisers to present their products to anticipated visitors, numbering into millions, from all corners of the civilized world. General Motors will spend at least \$7,000,000 on its "show." The Fair has made New York City an extra special, Number One market in 1939 and The Fair will probably be repeated in 1940, to further the enhancement of the metropolis as the nation's Premier Market.



- Many New York City and national advertisers have tied in with the trylon and perisphere theme of the N. Y. World's Fair. Schaefer Brewery, N. Y., with its major exhibit a feature of the event, has smartly depicted the super-attractive building on 24-sheet posters, ably lithographed by Continental Litho Corp., Cleveland.

than the next eleven cities combined. 22½% of all the wholesale business is transacted in New York.

While New York City is sometimes regarded as a poor market when auto ownership is considered, the city itself has over 750,000 registered passenger cars. This is considerably larger than the next largest city which is Chicago. In the suburban area there are 1,206,262 cars or 93 for every 100 families. This area that contains 42% of the families in the market has 61% of all the passenger cars.

In this brief discussion an attempt has been made to analyze and break down the New York market. To many advertisers the market has represented a huge and terrifying problem, to others it has been a golden opportunity.

There is no reason why New York should be confusing to a manufacturer who approaches the market with a proper understanding of what we have here and puts adequate sales and advertising effort behind his product.

A.T.A. NEW YORK CITY Members . . .

- Ad Service Co.
- Advertising Agencies' Service Co., Inc.
- Advertising Composition, Inc.
- Artintype, Inc.
- Associated Typographers, Inc.
- Atlas Typographic Service, Inc.
- Central Zone Press, Inc.
- Diamant Typographic Service
- A. T. Edwards Typography, Inc.
- Empire State Craftsmen, Inc.
- Frost Brothers
- David Gildea & Co., Inc.
- Graphic Arts Typographers, Inc.
- Hanford Hardin, Inc.
- Huxley House
- King Typographic Service Corp.
- Master Typographers, Inc.
- Morrell & McDermott, Inc.
- George Mullen, Inc.
- Chris F. Olsen, Inc.
- Frederick W. Schmidt, Inc.
- Superior Typography, Inc.
- Supreme Ad Service, Inc.
- Tri-Arts Press, Inc.
- Type Arrangement, Inc.
- Typographic Craftsmen, Inc.
- Typographic Designers, Inc.
- Typographic Service Co.
- Kurt H. Volk, Inc.



Looming behind the Winged Horse are the Trylon and Perisphere—heart of the "World of Tomorrow"

**"America's Finest"—Not Only Today
—But in the World of Tomorrow**

Year after year the distinctive flavor of Crown Whiskies never varies, never changes. So patiently, so skillfully do Seagram's master blenders practice their noble craft that Seagram's 7 and 5 Crown Whiskies are famous through-

out America for their unchanging fineness of taste and bouquet. Whether you pour a drink from the richer Seven Crown or the milder Five Crown you can say to yourself "This is 'America's Finest!'"

AT "AMERICA'S FINEST" BARS AND PACKAGE STORES



Theme Center © N.Y.W.F.

Seagram's Crown Whiskies
"America's Finest"

Copr. 1939. Seagram-Distillers Corp., N. Y.

Seagram's Five Crown Blended Whiskey. 72½% neutral spirits distilled from grains. Seagram's Seven Crown Blended Whiskey. 60% neutral spirits distilled from grains.

Say You Saw It In The ADVERTISER'S Sketch Book—Vol. III . . . Please

Page 129

The MELTING POT Market...

Italians, Jews, Predominant Nationalities . . .
Prove Loyal Buyers of Advertised American
Made Products, When Properly Approached
Via Radio And Foreign Language Publications

By HYL A KICZALES

Genl. Mgr. Stations W'OV—WBIL, New York;
WPEN, Phila.

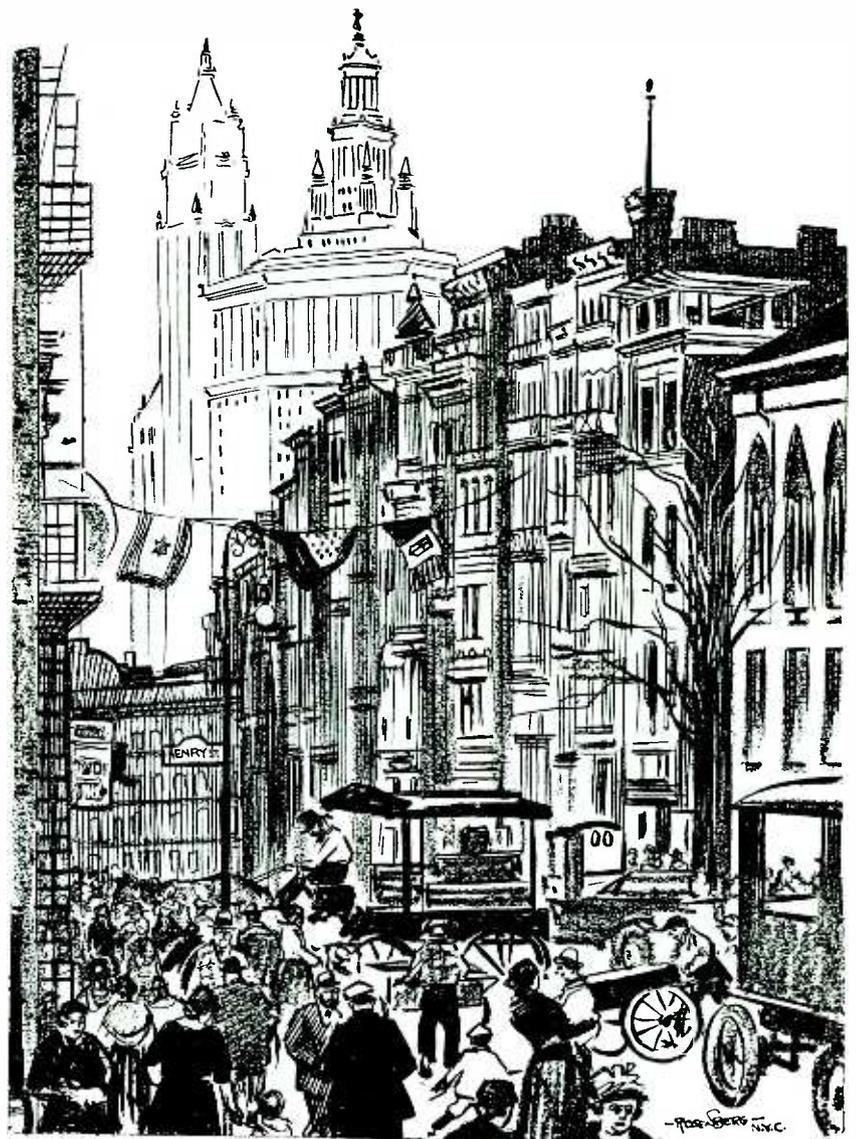
WHILE the United States, typifying America, is "The Melting Pot" in which many million people from all over the world willingly and quickly accept American ideals and standards of living, yet throughout this country there are millions of foreign birth or extraction who do not now speak English.

This vast population of different foreign nationality is located mainly in the principal industrial centers of the United States. Unable to understand English, these people, who are largely from European countries, are eager to hear in their native language everything of interest in this day and era!

Many are these "mother tongues," but the preponderance of foreign language population in the United States is Italian, Jewish and Polish. These are the every-day languages, so to speak, of a tremendously

Henry Street, deep Eastside, New York, where closely dwell teeming thousands of Italians, Jews, Russians.

This scene, Woolworth and Municipal skyscrapers towering in the background, was sketched by The ADVERTISER'S Editor.



large buying power in the important trade centers of New York, Chicago and Philadelphia.

My predictions as to the future extensive use of foreign language presentations in Broadcasting are not a figment, but are based on accomplishments in that field in 1938.

Last year, and continuing throughout this year, such prominent national advertisers as Procter & Gamble (Oxydol, Ivory Soap and Camay), P. Lorillard & Company (Old Gold), General Mills (Wheaties), Pillsbury Flour, to mention a few, sponsor foreign language programs which produce outstanding sales results.

The greatly enlarged use of foreign language Broadcasts will be quickly promoted with the coming realization by American manufacturers that the listeners to such programs *do not prefer*, much less purchase exclusively, foodstuffs, drugs, or other commodities, imported from the country in which they were born. Quite the contrary, these people readily accept

the merits of American-made goods when appropriately presented.

In appreciation of programs which they understand, because in their native language, these vast audiences actually get the habit of constantly tuning in the stations which feature such presentations. Tests have shown that these people rejoice in hearing programs featuring the outstanding music, folk songs, opera and narratives of the country from which they hail.

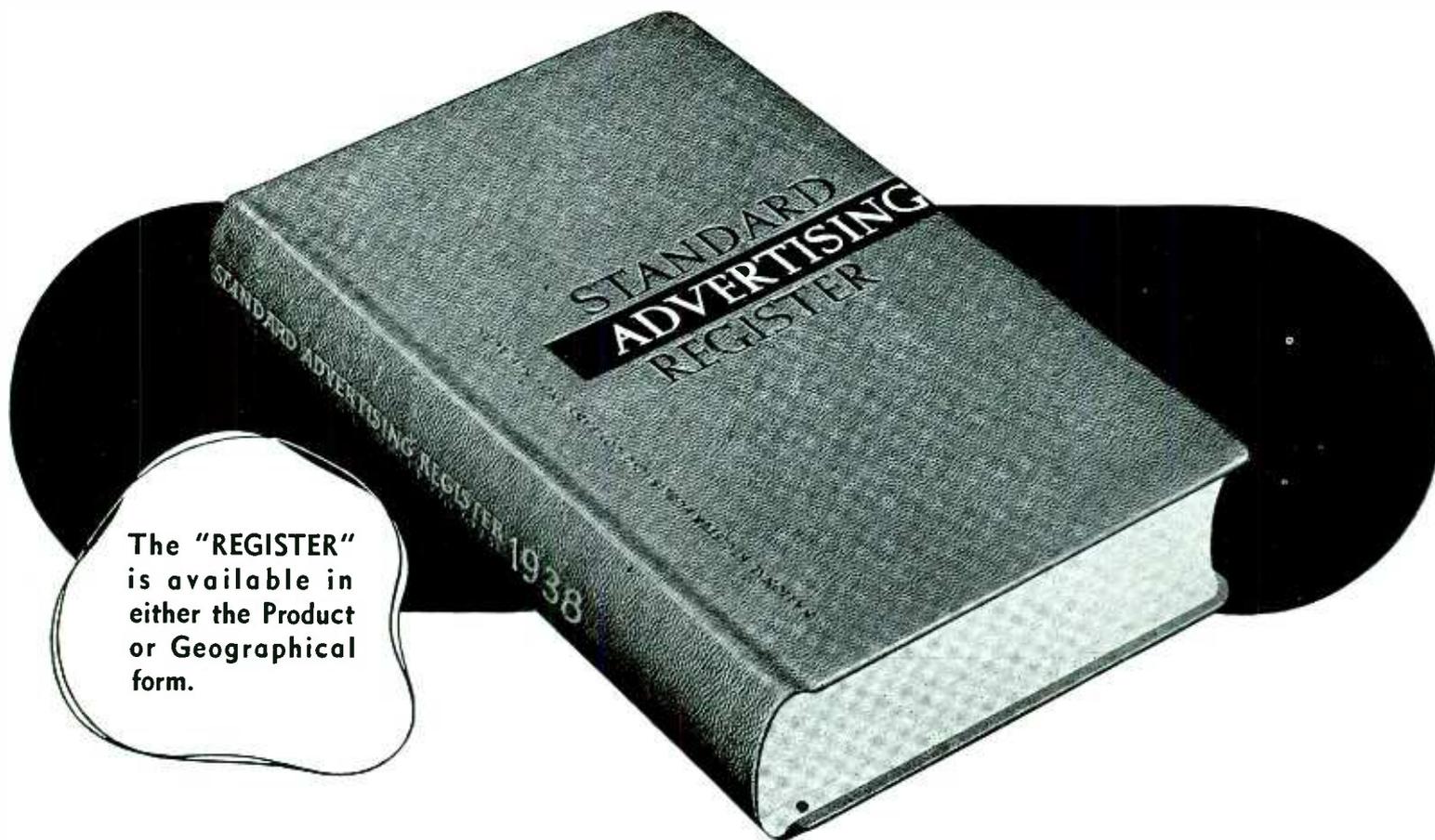
Moreover, research further shows that they become so enwrapped in these programs, that program and product, in their mind, are one and inseparable and really are associated with their daily life.

Looking ahead, in considering present Broadcasting trends, at the end of 1939 it will be axiomatic to say that the additional use of the "mother tongue" to reach the foreign language markets of the United States was the keynote for producing large and lucrative sales for progressive National and Sectional Advertisers!



MISS
HYLA
KICZALES

Foremost authority on radio approach
to America's foreign language markets.



The "REGISTER" is available in either the Product or Geographical form.

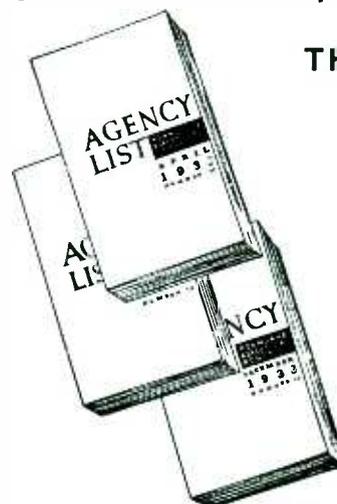
The Dependable Sales Aid

The Standard Advertising Register, first published in 1916, has long been recognized as the leading advertising directory. It provides all the essential data for directing solicitation or promotion to the 12,000 national and sectional advertisers and their advertising agencies.

The data on each advertiser includes: firm name with street and city address; capitalization in many instances; articles advertised; names and titles of officials and executives, with particular attention to those in control of advertising activities, sales managers, promotion managers, advertising managers, buyers of printing. The name of the Agency or Agencies placing the advertising and the accounts executed is shown. Territory covered and methods of distribution of the advertisers products is another valuable feature.

An exclusive feature in the Standard Advertising Register is the 1937 expenditures of each advertiser in Magazines, Farm Papers and Radio from the audit of Publishers' In-

formation Bureau, Inc. Exclusive contracts with other advertising statistical organizations, such as, Advertising Checking Bureau in addition to the resources of our own organization, insure completeness and accuracy.



THE AGENCY LIST

The Agency List is published three times a year, April, August and December. It lists about 1,800 agencies, their officials, Space Buyers, Production Managers, Radio Directors, Art Directors, as well as the list of accounts the Agency serves.

Write our nearest office

NATIONAL REGISTER PUBLISHING CO., INC.
 333 N. Michigan Ave. 330 W. 42nd Street
 CHICAGO NEW YORK

THE RED BOOK... "THE ADVERTISING WHO'S WHO"



EVERYTHING about The Gotham bespeaks of gracious living . . . its spacious rooms, its atmosphere of good taste, its colorful cocktail lounge, its superb cuisine . . . Dignity prevails, toned with a subtle something . . . a blending of luxurious comfort and quiet refinement . . . that's known as "homelike charm." Elegance is apparent; economy not forgotten.

**WORLD FAMOUS
KIRKEBY HOTELS**

The Drake
CHICAGO

The Blackstone
CHICAGO

The Evanshire
EVANSTON, ILL.

The Town House
LOS ANGELES

A. S. Kirkeby
Managing Director

The Gotham

Fifth Avenue at Fifty-Fifth Street • NEW YORK CITY

Tom
Patterson's



"If you don't think advertising pays take a look at some of the advertising boys' 1938 incomes . . . New York will have a new newspaper."

New York Letter

THE big surprise of the year was the big money the advertising lads have been pulling. You know, Manuel, advertising is really big business. . . . In swinging around the country this year I found the ad men in the smaller cities live the life of Joe Riley; Lon Casler up in Rochester, Hal Duffers up in Buffalo and Monty Isenberg up in Utica. They wouldn't change their locations for any New York spot. . . . Had a letter and photo from Ignatz Sahula, now down with Tracy-Locke-Dawson, Dallas. Seems like yesterday and it's really twenty years ago when Ig and I were so broke and the daily chore was to *try* and I said try and beat the Chink out of a two bit meal on South State Street, Chicago. Al Ross dropped in recently. He is working on a big proposition. Unless I am very much surprised, four major agency scandals will break before Christmas. . . . Clever advertising will be the keynote for next year's campaigns, the old buckeyes have had their day, mates. . . . A new book "Advertising Men Are The Biggest Spenders" a story about advertising men by an agency executive is being readied for the press. . . . The first six months of 1939 saw more new agencies formed than any 1st 8 months of the past 15 years. . . . In Stouffer's Pershing Square Restaurant, I saw more advertising men lunching than I have ever seen in a public restaurant in my life. . . . I always spell (J. M. Mathes) Jules Mengetes wrong, but I've been doing it since he gave me a world's series ticket in Philadelphia 10 years ago, so why change?

Paul Newman getting his tonsils out and George Keegan and Stew Roy getting married again and Charlie Sienick taking dancing lessons and Freddie Bonaguera taking poker lessons and Carl Wheeler taking French lessons and wot about Burt Goodloe's return to the old battlefields in France and Jack Strong, Bill Irwin, Paul Holder, Al Marshall, Jake Gordon, Jimmie Coogan, Bill D'Honau, Frank Hocter, Jim Balch, Harry Watts, John Zwinak, Gene Davis, Floyd Davis, Al Dorne, Bob Chambers, Norm Heffron, Howard Wood, Abril Lamarque, Ed Smith, Stew Campbell, Heyworth Campbell, Wallace Campbell, Simms Campbell, Mary Campbell, George Croll, Sid Hydeman, Al Lefcourt, Walter Lloyd, Mark Seelan, Bill Chesman, Bill Kaleb, Bob Robson, Art Anderson, Steamboat Fulton, Johnny Fulton, Johnny Falter, Johnny Gannon, Johnny Giannot, and a thousand others, swell guys in the ad business. . . .

Say You Saw It In The ADVERTISER'S
Sketch Book—Vol. III . . . Please



BALANCE

That quality of just-rightness, that satisfying physical sense of stability and sureness gives great satisfaction too, when it governs an arrangement of type. . . . Just so, we pride ourselves not only upon our modern plant and equipment, but upon our helpfulness, both in thought and service, in producing successful advertising typography. You see, we too, are well-balanced.



ADVERTISING AGENCIES'
SERVICE COMPANY, INC.

Creative Advertising Typographers
216 EAST 45TH STREET • NEW YORK

VANDERBILT 3-4680

To W. Boyd KeggNew York OfficeFrom W. H. CareyDate May 15, 1939

Apropos your contention at lunch last week that "Reputation is a tangible product", Mr. ██████████, a highly responsible and shrewd businessman, as you know, said to me the other day:

"I would far rather have the 'one million' people who read the advertisements in FORTUNE know about my company, my services, or my products than any other one million in America."

He explained that he could not run his business without having men in managerial capacity in industry with him -- he needed their goodwill, their favorable attention, their backing, in order to carry on business with their companies. So he always has to make sure of a favorable attitude from those who make decisions. Hence his unalterable opinion that he must allot a slice of his advertising appropriation -- maybe a small slice, maybe a large one -- every year of his business life, for this purpose.

And what's more, he said that the one exact thing designed to perform this function was FORTUNE -- "It fits into the way we do business and is a 'must' on my advertising list, to reach and interest all those who make things happen in business, from purchasing agent to president."

So there it is in a nutshell.





AAAA
NEW YORK
1939

The American Association of Advertising Agencies met at the Waldorf-Astoria, New York City, on May 13. They heard retiring Chairman Gilbert Kinney emphasize that America's advertising bill does not exceed 2% of its business volume... for which it is enabled to gain mass sales, at lowest cost. Advertising's only Congressman, Bruce Barton, Pres. BBD&O., sounded a keynote speech that may well win him the Republican presidential nomination in 1940. "Let us all work to open the doors of Opportunity to our youth." The record-breaking banquet session brought together, in addition to top agency chiefs, many widely-known national advertising managers and members of the graphic arts craft, notably smiling "Pat" J. Perrusi, famed New York City typographer, Gotham's ATA Chairman. The ADVERTISER'S Editor, Manuel Rosenberg drew the above notables during the AAAA sessions.

Golden
Moments

CALL FOR

Golden
Wedding



Thrill of a
Lifetime!



A Blend of Straight Whiskies—90 Proof. The Straight Whiskies in This Product are 4 Years or More Old.

EVERY CELEBRATION calls for celebrated Golden Wedding which has had no peers for 50 years. It's not one whiskey—but the “wedding” of several whiskies—blended for better taste. Make *your* moments Golden with Golden Wedding.



Also
Available
in Rye

New Bottle and Label
adopted Sept. 6, 1938

Copr. 1939, Joseph S. Finch & Co., Inc., Scherley, Pa.

WHEN the “Big Idea” clicks, and the campaign gets under way, there’s a golden moment in any ad-man’s life. Such occasions call for America’s celebrated whiskey... grand old Golden Wedding! In highball, cocktail, or straight, it’s the whiskey that “has had no peers for 50 years.”



ANA
NEW YORK
1939

Meeting in cloistered seclusion at the Westchester

Country Club, in May, the Association of National Advertisers, Chairmanned by cheerful Allan Preyer, cleared their semi-annual session's business and then ventured into New York City to meet with the Amer. Assn. of Advertising Agencies. It was a lucky day for The ADVERTISER'S editor, for here we have the ANA group and elsewhere in this edition you will find their AAAA hosts. Allan Preyer's excellent article on "What Does A National Advertiser Want To Know About A Market?" appears on page 13 of this issue. It pointedly expresses the sentiments of the members of the ANA, who, collectively, spend more than \$300,000,000 annually in all forms of advertising media, services, etc.

Packer

the most progr
OUTDOOR A

O P E R A

FLORIDA

DAYTONA BEACH
JACKSONVILLE
LAKE LAND
MIAMI
ORLANDO
W. PALM BEACH

GEORGIA

MACON

INDIANA

RICHMOND

MICHIGAN

JACKSON
ANN ARBOR

MONTANA

BUTTE

NEW YORK

AMSTERDAM
GLENS FALLS
JAMESTOWN
OLEAN

and over **650** other

Executive

CLEVELAND

Sales Offices ...



**ressive names in
DVERTISING**

TING

O H I O

CLEVELAND
CINCINNATI
TOLEDO
CANTON
HAMILTON
LORAIN

PENNA.

ERIE
MEADVILLE

TENNESEE

CHATTANOOGA

TEXAS

AUSTIN
RIO GRANDE VALLEY
SAN ANTONIO

UTAH

SALT LAKE CITY
OGDEN

Cities and Towns

Offices

D, OHIO

Chicago ... New York

Federal and State restrictions clamp down on copy, amount and value of material and other phases of liquor display advertising.



From their newspaper, magazine, and outdoor advertising comes the inspiration for Calvert's window displays. The "translation" unifies their advertising program, increasing the accuracy of its aim.

Why CALVERT'S Display Philosophy Operates Successfully . . .

Liquor Do's and Don'ts Merely Inspiration To Imagination . . . Constant Aims Are Greater Distribution Efficiency, Advertising Value, And Dealer Attention

By J. A. GOLLIN, Sales Promotion Manager, Calvert Distillers Corp., N. Y.

THE point-of-sale problem in the liquor industry is similar to the point-of-sale problem in most industries which market through wholesaler-retailer structures. Its most interesting problems,



J. A. GOLLIN . . . Enthusiastic Sales Promotion Manager of Calvert welcomes the challenge to advertising wits born of a multitude of legal limitations.

however, arise in variations from other industries which are caused chiefly by legal restrictions and by the product itself.

Legally, we are restricted copy-wise, because of the social aspect of our industry. Each advertisement must be approved by the Federal Alcohol Administration; we are permitted no copy which includes women or children, or which might have an appeal to women and minors; Federal regulations require that we print the formulae of our products on each piece of advertising material; they further insist that we print no statement, positive or negative, which might be construed as derogatory to other merchandise manufactured in our industry. In addition, we are restricted by law from ever having over \$10 worth of promotional material in any outlet at any time; and, as a matter of fact, may not use more than \$10 worth of material in any outlet within any given year.

Distribution-wise, we are confronted with problems which are the result of State laws. In some states, outlets may sell both by-the-drink and by-the-bottle. In others, they are restricted to selling either by-the-drink or by-the-bottle; in some markets sale by-the-drink is prohibited altogether, so that we have package store outlets only. Most important is the situation which exists in 17 states where the State Governments themselves are in the liquor business and sell direct to the consumer by the bottle. In some of these states the State Stores also sell to the by-the-drink outlet; in others, on-premise drinking is prohibited. In addition, various State laws regulate the amount and type of point-of-sale advertising. Some states prohibit the use of any point-of-sale advertising whatsoever; others limit the size of the material to be used. Meanwhile, we are confronted with the general over-all merchandising problems which stand in the way of an industry which came into being full grown overnight.

Because of the tremendous investment in the distilling industry



OTIS
MODERN
underwear

National
SEW AND SAVE
Week
FEB. 18-25

National
SEW AND SAVE
Week
FEB. 18-25

Cannon SHEETS
Cannon TOWELS
SOZZO
STIMULON



COLUMBIAN

Now in all
POND'S CREAMS
Skin Vitamin

NEW
NESTLÉ'S EVERREADY COCOA
MADE IN SWITZERLAND THE CUP
MILK AND SUGAR ARE IN IT

NESTLÉ'S EVERREADY
makes rich, cre
JUST ADD

LINIT
FOR LAUNDRY & STARCH

LINIT
We support us

POND'S CREAMS

POND'S
Aids to Beauty
10

POINT OF SALE MERCHANDISERS

The merchandising problems of the modern retail dealer are as numerous as the products he is called on to stock. The way to assist the dealer in a practical manner is to provide colorful display material that will catch the public eye at the Point of Sale.

The displays and posters shown on this page were designed by Oberly & Newell to arouse the mass buying urge—not for art's sake, but to sell goods.

This art of selling at the Point of Sale we call "the vital second half of merchandising".

OBERLY & NEWELL
Lithograph Corporation
NEW YORK, N. Y.

545 PEARL STREET

Telephone



Worth 2-3735

Stainless SHEARS
Also for cutting —
— and the most important
— of your work —
— with the
— and the
— and the

AYERISTO
comp
deodor
sooth
sensitiv

Contest
Enter now!
National CROCHET Contest
HARRIET HUBBARD AYLOR
IT'S FUN TO CROCHET
FREE LEAFLET
ASK FOR



• Featuring birds, fish and animals has assured safe sailing for Calvert's display art copy theme . . . won many windows.

as a whole, we hasten to add that retailers and wholesalers, as well as distillers, are generally in favor of close regulation. We recognize a distinct social responsibility and can foresee the perpetuation of our industry and the protection of this investment, only if we so conduct ourselves and so educate the consumer in the use of our product, that our product continues to be a contribution to good-living.

As one can imagine, the problems of an industry which came into being full grown without adequate stocks of matured whiskey, with little idea as to the problems it would face in distribution and with no advertising history to guide future commitments, were many. We all had the immediate problem of providing merchandise for the ready market. One of the peculiarities which resulted was the development, at great promotional expense, of traditional brands—brands which were brought on the market to take advantage of a ready consumer demand, but which could not be matured products because most distillers had insufficient inventories for the market.

Our own Company was not faced with this problem. We market blends which involve the use of many whiskeys and which are made by secret formulae—which are not Rye, nor Bourbon, nor Scotch, and which have certain proprietary characteristics, which are exclusively our own. The backbone of our blending operation is a stock of many whiskeys, each valuable for its own marked, characteristic flavor, bouquet or body. Fortunately,

our Company had been operating for many, many years and our inventories were adequate to our requirements. However, the transitional whiskeys marketed by many of our competitors affected us directly because we were faced with the marketing of a whiskey costly to make in competition with products much less expensive. As a result, our merchandise has been sold in higher price brackets than that of the mass market, and has needed extremely aggressive advertising and sales promotion strategy to secure and maintain the high volume necessary to support the claim "Calvert is the largest selling whiskey in the world."

To us adequate distribution is an active rather than a passive ingredient of the merchandising formula. We feel that our advertising has been strong—every consumer survey indicates that it has been effective; nevertheless, we have recognized as part of our marketing program that we must gain not only dealer good-will, but dealer support, in the package stores, as well as in bars, if we are to strike fire with the consumer. For that reason, we have placed upon our sales promotion program not only the responsibility of contributing materially to the efforts of the Advertising Department by doing a definite consumer job at the point-of-sale, but also the additional load of aiding the Sales Department to secure dealer support.

Point-of-sale material, therefore, is developed with the basic principle in mind that it must actually contribute to the dealer's well-being.

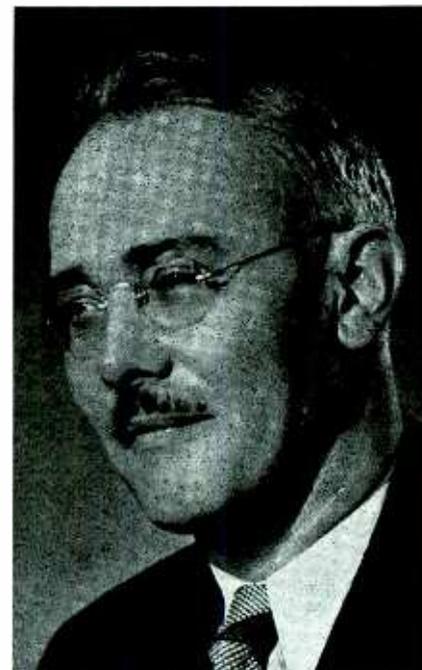
It must attract customers to his store, who otherwise would go elsewhere; it must establish confidence in him and his establishment as a reliable source for our kind of merchandise; it must contribute towards "trading up" his establishment so that he can continue to earn adequate mark-ups and stay in business.

In addition, we market four major brands in four major price ranges; our Old Drum brand retails at about \$1.00 per pint; our Calvert Special at around \$1.20; our Calvert Reserve at something under \$1.50; and our Lord Calvert—the highest priced whiskey blended in America—at \$2.00. (Prices vary by states because of differences in state taxes.) We have no intention of lowering the price of any of these brands, although extremely heavy inventories generally indicate a price decline of straight whiskeys—whether bottled-in-bond or free bottled. Therefore, we are constantly working for consumer demand; constantly fighting to maintain consumer conviction that our brands, regardless of price, are top values. Inasmuch as at least half the whiskey sold by our competitors is retailed below the price ranges in which we operate, it is obvious that our particular consuming public is not over half the available market. Every advertising report which has come into our hands indicates that our advertising is extremely effective; and a part of its effectiveness is its ability to establish in the consumer mind the approximate price bracket in which each product sells, as well as the conviction that each product is a good value at the price. So that in designing all of our point-of-sale material, we keep two major factors in mind:

1—That point-of-sale advertising is *retail* advertising.

2—That the effectiveness of our space advertising indicates that our most effective point-of-sale advertising copy should be an extension of our space advertising story.

And, in spite of the obvious difficulties of translating into window and counter displays the advertising which appears in newspapers, billboards, magazines, we have been fortunate in maintaining a relationship between the two which has re-



WM. W.
WACHTEL

JIM
JOHNSON

• Past master at the art of advertising, Wm. W. Wachtel, presides at Calvert, watches closely the course of legislation that affects his business. Jim Johnson in the saddle as Advertising Manager, coordinates Calvert's advertising and sales promotion activities, concentrates on making it easy for dealers to move his spirited product. The first intention of displays furnished Calvert dealers is to "contribute to the dealer's well being."

sulted in a consistent cumulative consumer pressure right down to the actual point of purchase.

Because "trading up" has been our problem and because our competitors recognize the importance of active dealer support the problem of providing material which would have long life has evolved itself into a costly one. Unfortunately, the need for frequent changing of window displays, too, is added to our budget burdens. In an effort to secure the greatest value from this necessary expenditure, we have developed a type of window display which is bought with an eye to the vendor's cost of doing business and with an eye to salvage value as well. Illustrated are two displays which are particularly interesting because of the way they tie-in with the magazine and newspaper advertising, and because they are so constructed that when the use of the window is over, they can be taken apart and used for counter, shelf and other interior material. In order to overcome the problem of competing on the basis of tonnage—quantity and size—we have gone to great limits to develop interesting devices and the use of unusual materials which can be sold to the trade because of the idea behind the display rather than because of the elaborate and costly type of installation. Instituted some six

months ago, this combination of salvage value plus a novelty appeal has been extremely effective. We have reports from some markets that window displays have been retained by the dealer for as long as ninety days; that the dealer requests that new material which is offered him be stored for him and used when the display he has installed requires replacement, for reasons of wear rather than because of more attractive displays.

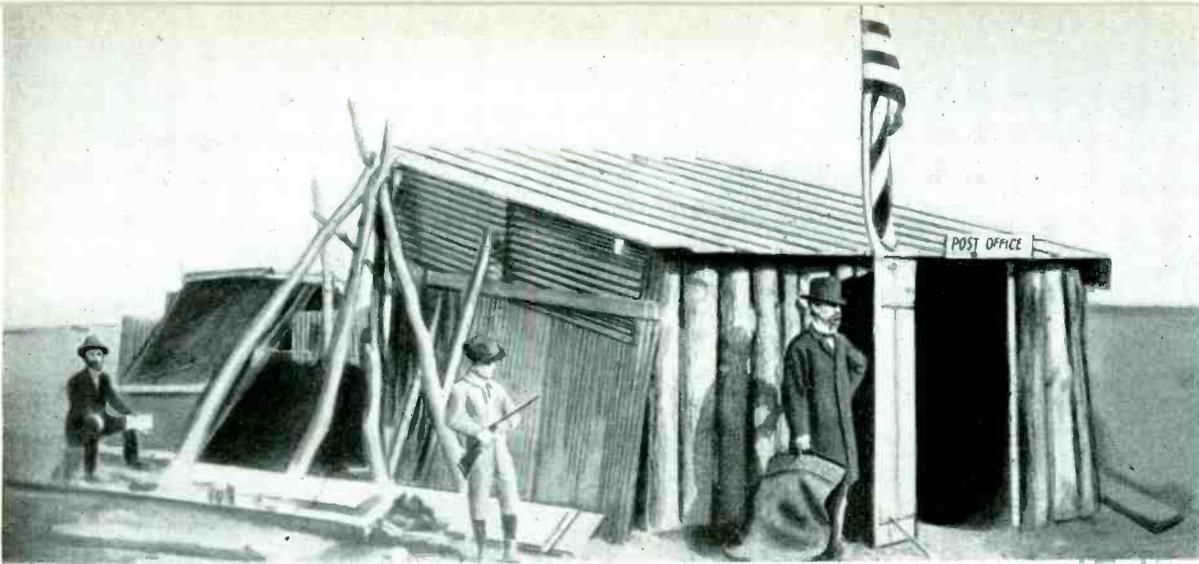
This is of great importance to us because we have the constant problem of advertising in some 125,000 outlets, and these outlets are not only important en masse, but each to the degree of its individual potential volume. If we can produce display material which has long life it enables us to secure much greater coverage through the year. As a further solution of this mass coverage problem we have a program of small display pieces, each of which ties in with a natural merchandising holiday, such as St. Patrick's Day, Father's Day, July 4th, etc.

We find, also, that the most effective use of point-of-sale material requires that our organization and our distributors' organizations be trained not only in generalities as to the advantages of point-of-sale advertising to the trade; but specifically to each piece of promotional material, so that the salesmen

who represent us can discuss each piece on its own merits without having to rely on less convincing generalities. The result is that each dealer is sold on each piece of material and doesn't look on Calvert point-of-sale material as "good form of advertising," or "good-looking advertising," but as retail advertising designed to function along specific lines to accomplish a definite purpose—for the dealer as well as Calvert.

Probably our greatest problem is our own impatience to achieve greater efficiency in distribution as well as in advertising value; and to continue to run up a record of "firsts" in our efforts to gain preferred dealer attention. However, the combination of the advertising business and the liquor business is a very fascinating one and the personnel attracted to the industry is so completely enthralled with it that all of us welcome the very opportunities which keep us under stress. And perhaps, as a result, the time will come when our industry can make some contributions to the advertising industry from which we have borrowed so much.

Under the title: "Is FAIR Trade Fair?", in the June 1939 issue of The ADVERTISER, Calvert's astute Pres. Wm. W. Wachtel, detailed the dangerous situation in which legislation places his and other fair trade practicing corporations. Copy of the article may be had on request to Wachtel or The ADVERTISER.



• The first Post Office in this Indian frontier town (1889) was well guarded, tho' it chalked up only \$5,480 worth of business . . . during its first year.

Oklahoma City Postal Receipts since the opening of the Territory

1890\$	5,480.20
1891	8,135.13
1892	9,689.72
1893	12,231.47
1894	12,626.10
Records missing 1895-1897		
1898	17,275.06
1899	23,454.53
1900	30,567.11
1901	44,935.76
1902	64,053.54
1903	78,460.38
1904	87,786.01
1905	110,054.52
1906	141,053.27
1907	180,153.24
1908	202,158.95
1909	261,191.54
1910	355,392.98
1911	370,231.83
1912	368,309.00
1913	377,570.04
1914	440,209.20
1915	490,897.81
1916	594,667.77
1917	701,318.34
1918	895,993.25
1919	961,841.52
1920	1,063,476.94
1921	1,078,474.95
1922	1,163,839.49
1923	1,242,665.43
1924	1,297,060.31
1925	1,443,862.03
1926	1,576,141.03
1927	1,616,973.49
1928	1,649,357.61
1929	1,764,484.49
1930	1,867,905.43
1931	1,587,845.11
1932	1,427,703.58
1933	1,417,300.10
1934	1,529,043.04
1935	1,656,253.85
1936	1,804,830.76
1937	1,946,759.85
1938	1,947,810.14

Oklahoma City... POPULATION 202,163
RETAIL SALES \$73,375,000

"The RUN" 50 Years Ago and Today...

By Its Vast Mail Volume Oklahoma City Proves Great Growth of City Celebrating Its Half-Century Milestone . . . Oil Major Source of Wealth

By DON CURTISS, *Writer, The Oklahoma Publ. Co., Oklahoma City, Okla.*

IF YOU could but review the mail that passed through the hands of this impressive factotum of the United States Post Office, during the first year following "The Run" . . . when hardy pioneers fought for and defended their claims . . . when every man carried his life and law and hopes swinging from his hips . . . your imagination could begin to catch the spirit of Oklahoma . . . the heritage of the Southwest. The first year's postal receipts of \$5,480.20 mean little to you, we're sure . . . but the settling of a pioneer people is never over. The determination for better living is as strong and as restless today as it was to the mothers and fathers, the grandmothers and grandfathers of our present citizens. That is the reason for the terrific pace in Oklahoma today. That is the reason why postal receipts last year were \$1,947,810.14. That is the reason why money orders cashed in Oklahoma City are almost four times greater than those purchased. That is the reason air mail poundage has doubled in the last three years. That is the reason why, today, we have one of the finest and most modern post offices in the country.

Notice this chart of the growth of postal service in Oklahoma City . . . probably the most authentic record of trade development and market growth there is. Behind these figures is a panorama of the courageous drive of the pioneers . . . the staking of their claims in a new land, a land full of hopes and stirring ambitions. Behind them, too, are the memories of Southwestern plains blackened with buffaloes . . . thousands of them . . . worthless except to provide the meat and hides required by the handfulls of settlers living there. Today, on the same

• *Impressive new Oklahoma City Post Office. Last year's total receipts were \$1,947,810 — a far cry from the above "Run" Headquarters.*

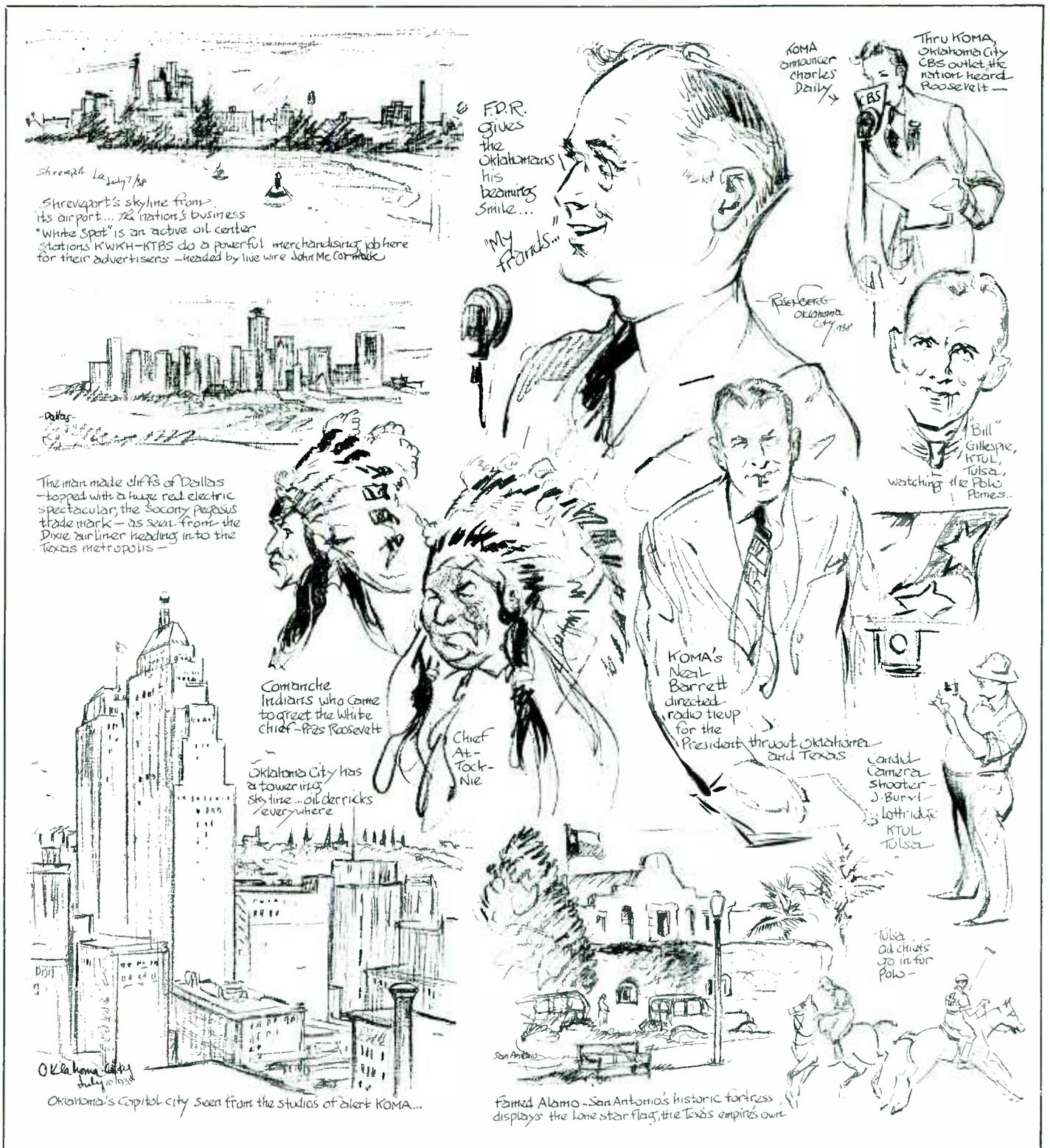




DON CURTISS

He offers the yardstick of postal receipts as evidence of Oklahoma City's great market value to National Advertisers.

• On a Vagabond Journey last summer thru Oklahoma and the Southwest — trailing FDR as it were—your editor observed these cities, scenes and notables.



plains, are 14,406,140 head of the finest livestock in the country . . . producing an annual income of \$174,862,000. Where Indians lived and tilled the soil . . . is now the second largest source of wheat income in the country . . . \$52,802,150 in 1938. Other lands have produced 436,607,022 barrels of oil in the last ten years . . . in the Oklahoma City pool alone. The picturesque city of tents and shacks, of covered wagons and buckboards, of outlaws and six-guns . . . has given way to a sky-scrapered oasis of

modernity in the heart of a rich agricultural country . . . where bank debits to individual accounts last year were \$1,199,636,000 . . . where the wholesale business amounts to \$404,465,000 a year . . . where the first class mail has grown from 337,336 individual pieces to 117,898,392 a year . . . where the blistering, blustering, boomer days are but little changed by culture and sophistication . . . where the relentless drive and progressive determination of the new-world homesteaders still exists.

"The Run" produced mighty impulses . . . with complications and implications that still influence the social, economic and political life of Oklahoma. The spirit of crusade, so characteristic of the early life of the state still is in the forefront as an impetus to better living. It has been a tremendous drive for progress . . . a tremendous incentive for improvement, for growth. All told, Oklahoma, and Oklahoma City in particular presents an interesting market . . . an impressible market . . . for industrial expansion.



•
*America's 39th City—
 Omaha's Bank Clear-
 ings Top \$1,500,000,000
 Ranking It Nation's
 21st City, Commercially.*

Omaha...

POPULATION:

273,851

RETAIL SALES:

\$106,066,000

BUYING CAPITAL Of A Major Midwestern Market . . .

Centrally Situated, Omaha Is Magnet In Vast Trading
 Area...Grain, Livestock Are Market Mainstays
 ...Nebraska's Metropolis Is Famed for its Milling
 Plants, Meat Packing, Railway Accommodations

By F. C. MILLER, *Vice President, Bozell & Jacobs, Inc., Omaha, Neb.*

FIFTY miles outside of Omaha on the main highway from Chicago to San Francisco there stands a sign:

"YOU ARE NOW ENTERING
 OMAHA'S RETAIL
 TRADING AREA"

Similar signs welcome visitors to Omaha from the west, north and south—*fifty miles* from the city limits!

More than half a million people live in this retail trade territory—in 154 towns and on 34,231 farms. Slightly more than half this number live in Metropolitan Omaha, which includes thriving Council Bluffs, Iowa. And Omaha, like the proverbial "small town on a Saturday night," is a magnet which draws to itself the majority of the small town and rural residents—for entertainment, trading and retail buying.

A 100-mile circle centering at Omaha includes 1,373,100 persons living in four states. Thousands of these people, though living 75 to 100 miles away, make Omaha their trading center, and stock-raisers in the circle receive hundreds of thousands of dollars daily from the Omaha Livestock Exchange in return for their cattle, hogs and sheep.

Broad concrete highways, seven major bus systems and ten trunk line railroads converge on Omaha from all directions—drawing retail buyers from every corner of the rich Corn Belt region of the Missouri Valley. Omaha's newspapers, like its radio stations, are attuned to the market, not only editorially, but in distribution of circulation as well. Omaha is truly the buying capital of this important mid-western market.

Three thousand retail stores in

the city of Omaha do an annual average business of \$100,000,000. In 1938, retail sales were off about 9% from 1937, a smaller proportionate decline than was registered by the nation as a whole.

The total annual wages of 70,000 Omaha residents normally employed are approximately 85 million dollars. The bulk of this money goes back into retail channels, along with other millions from people living outside the city.

Although 39th in population in the United States, Omaha ranks 21st in annual bank clearings. Total deposits in its nine banks average \$120,000,000, along with eight building and loan associations with assets of more than 38 millions.

Located as it is in the very heart of the grain and livestock industry, Omaha naturally has become a leading livestock and grain market. It



Fremont Listeners Prove Preference for WOW!

Thriving Fremont, Nebraska, is the center of an important "plus-market" in Nebriowa. Annual retail sales in this market exceed eight million dollars—no small factor in the rich Nebraska-Iowa territory served by Radio Station. WOW.

Fremont radio listeners proved their loyalty to this station by turning out 5,000 strong at the WOW Good Will Follies stage show presented there recently.



W. C. Motter, secretary-manager of the Fremont Chamber of Commerce, promises WOW's Lyle DeMoss the support of his organization.

★ **WOW** ★
OMAHA

590 Kilocycles • John Gillin, Jr., Mgr. • John Blair Co., Representatives • Owned and Operated by the Woodmen of the World Life Insurance Society • On the NBC Red Network

**WOW DOMINATES
NEBRIOWA'S
Minor MARKETS, TOO**

One of a clever series of Nebraska State promotion efforts appearing in national magazines. The series, financed by Nebraska Industries, ably prepared by Bozell & Jacobs, Omaha, acclaimed the unicameral state as "America's White Spot."



Built and Paid For

• The United States has a 10 million dollar deficit. But Nebraska is not a deficit state. In the people of Nebraska it is more than that. • The state government is a model of efficiency and economy. It was budgeted and paid for in cash. If this report had been budgeted for 20 years at 5 percent it might have cost the state 70 million dollars instead of 10! Nebraska SAVED the difference. • EVERYTHING that Nebraska has in its roads, bridges, buildings, public services—is paid for IN CASH. NEBRASKA REFUSES TO MORTGAGE ITS FUTURE. PAYS NOTHING TO RANDOM INVESTORS. • From the bonanza of hardpan comes superior culture, industry, and labor progress. • Write for facts about Nebraska's fine, stable market to its cooperative workers, its stable market, excellent transportation and extensive raw materials.



Associated Industries of Nebraska

MARKETS of AMERICA . . .
The ADVERTISER'S Sketch Book
Vol. III
Page 148

is one of America's largest live stock markets and packing centers, receiving from four to eight million head of livestock annually, and producing 100 million dollars worth of meat and by-products. More than 7,500 persons are employed in this industry in the city alone.

The Omaha Grain Exchange receives an average of 50 million bushels of grain yearly, and Omaha mills produce flour, cereals, corn meal, alfalfa meal and soy bean meal in vast quantities.

Nearly ten thousand Omahans are employed by railroads, with more than three thousand additional employees living in the Omaha trading area. The Union Pacific, with national headquarters here, has an annual payroll in Omaha alone of nearly eight million dollars.

Omaha is an important wholesaling center, serving all or part of nine states (Nebraska, Iowa, Kansas, Wyoming, Colorado, Montana, Missouri, Minnesota and South Dakota). Farms in this wholesale trade area produce crops worth more than 500 million dollars annually.

Residents of the Omaha trading area have money to spend. What is more, Omaha wage earners pay no sales or state income taxes, so they have more money left for living. Nebraska has no bonded debt. Only 16 of the state's 93 counties are in debt, and these have a per capita debt of less than \$50, compared to the national average of \$113.68.

In common with other rich agricultural areas producing new and basic wealth from natural resources, Omaha's market is attractive and stable . . . a market comparatively slow in its declination and rapid in its recovery. For this reason the makers of the nation's manufactured goods find a dependable, al-

most depression-proof outlet for their products.

Advertising money spent judiciously in this market is most certainly an outstanding investment.

IMPORTANT PAYROLLS IN OMAHA

- Union Pacific Railroad Co.
- Armour & Co.
- Swift & Co.
- Cudahy Packing Co.
- Wilson & Co., Inc.
- American Smelting & Refining Co.
- Fairmont Creamery Co.
- Miller Cereal Mills
- Omaha Steel Works

- Baker Ice Machine Co.
- J. L. Brandeis & Sons
- Omar Baking Co.
- Paxton & Gallagher Co.
- Bemis Bro. Bag Co.
- Falstaff Brewing Corp.
- U. S. Brush Co.
- Omaha & Council Bluffs Street Railway Co.
- Metropolitan Utilities District
- Nebraska Power Co.
- Northwestern Bell Telephone Co.

OMAHA IS FIRST IN AMERICA

In the Production of Butter
In Lead Refining

OMAHA IS AN IMPORTANT CENTER

Of the Meat-Packing Industry
For Live Stock Receipts
As a Primary Grain Market



• Omaha, like Chicago, San Francisco and other cities, is having a glow of cinema fame. Participating recently in the premier of Cecil B. DeMille's "Union Pacific," WOIW's staff clothed in the accoutrements of Omaha of yesterday, are noted. Harry Burke, Prod. Mgr., an attractive assistant, and genial Johnny Gillin, Jr., who actually looks more like a movie idol than head of a powerful radio station—Omaha's W'OW.



- Pittsburgh's Golden Triangle, where the Allegheny (left) and Monongahela (right) meet to form the Ohio river. The business center was under water in 1937, but "business as usual" was the slogan immediately after the waters receded. Heinz, Westinghouse, and many industrial advertisers make this their manufacturing and headquarters city—as do the world's largest steel mill operators.

Pittsburgh . . . POPULATION: 2,086,988 RETAIL SALES: \$537,476,000

STEEL'S CAPITAL—*Industries, Exceeding* *"57 Varieties," Create Its Volume . . .*

Legislation May Place This Market Ahead In Population Ranking
 . . . Metropolitan District Growing — Employment Increased

By GEORGE KETCHUM, *President, Ketchum, MacLeod & Grove, Inc., Pittsburgh.*

PITTSBURGH ranks fourth among the 15 trade areas which account for 31 percent of the population and 50 percent of the family buying power of the United States. Although known as the capitol of steel, it is not by steel alone that Pittsburgh maintains its

position among the market places of the nation. More than 1,600 manufacturers, engaged in over 200 other widely diversified lines of endeavor, account for a large section of the community's buying power, for each of them employs at least 100 persons, and some of

them keep hundreds gainfully employed. The preparation of food products alone gives employment to nearly half as many persons as do steel mills and other metal processors.

In any analysis of the Pittsburgh market it is necessary to



• Was KDKA, Pittsburgh, America's First Broadcasting Station . . . Or WWJ, Detroit? Wm. J. Scripps (WWJ), claims the honors, backed by Radio Scientist Dr. Lee de Forest.

• The question of which was America's first radio station comes up whenever NBC's Pittsburgh and other broadcast station managers meet. The above pictures a semi-annual meeting at Radio City, New York, of the managers of NBC's Managed and Operated Stations. Seated left to right: S. D. Gregory, Mgr., KDKA, Pittsburgh; Kolin Hager, Mgr. WGY, Schenectady; Leslie Joy, Mgr. KYW, Philadelphia; Carleton D. Smith, Program Mgr. WMAL, Washington; Miss Rita Doyle, Sec'y NBC Operated Stations; Lee B. Wailes, Ass't Mgr., NBC Operated Stations; Alfred H. Morton, popular NBC Vice Pres.; Vernon H. Pribble, Mgr. WTAM, Cleveland; Robert H. Owen, Mgr. KOA, Denver; Lloyd Yoder, Mgr. of KPO-KGO, San Francisco; M. M. Boyd, Eastern Div. Spot Sales Mgr.; John A. Holman, Mgr. WBZ-A, Boston-Springfield. Standing left to right: John M. Greene, Sales, New York; Sam Ross, Artists Service, New York; John Dodge, Sales Mgr., WRC-WMAL, Washington; Oliver Morton, Central Div. Spot Sales Mgr.; B. J. Hauser, Mgr. of Local Station Promotion; Clay Morgan, Dir. of Public Relations; John H. MacDonald, Budget Officer, New York; Joseph K. Mason, Sales Promotion, New York. Vice Pres. "Bill" Hedges, again directs operations of the NBC owned and operated stations. "Doc" Morton now heads all NBC television activities.

take into consideration the highly concentrated population which immediately surrounds its corporate boundaries, much the same as in the case of New York City with its many immediately adjacent communities.

Pittsburgh has a population of 670,000. But there should be added to that figure 402,700 persons who live in 42 boroughs and 14 townships within a 10-mile radius and within one street car fare of the city's central retail business district. This area is listed by the Audit Bureau of Circulation as being within the city circulation zone for Pittsburgh newspapers.

Then, too, there is 1,021,800 additional population living outside of the 10-mile radius, but within 40 miles of Pittsburgh, to whom the city's retail district is easily accessible by frequent rail service and boulevard highways. Trains, trolleys, interurbans and buses deliver an average of 150,000 persons every 24 hours from this 40-mile radius to Pittsburgh's shopping district. Regular truck delivery service is maintained throughout this major area, and beyond, by all principal Pittsburgh retail stores. The overall retail trading area of Pittsburgh, then, embraces a total population of 2,094,000. Pending state legisla-

tion would enable Pittsburgh to widen its corporate boundaries to include a population in excess of 1,500,000 and make it the fifth largest city in the nation.

The nature of the Pittsburgh district's population and its financial ability is told briefly in the facts that of the 253,500 families in the city's metropolitan district, 91.7 percent are white and 77 percent are native born, 44.8 percent of the homes are owned by their occupants, and 73 out of every 1,000 persons filed income tax returns. There are \$427,000,000 in savings deposits in Pittsburgh's 42 banks and trust companies.

A surprising contrast to the national picture of unemployment is the fact that the number of wage earners in the Pittsburgh district increased by 9,800 in 1937 over 1929.

Pittsburgh's three rivers, part of an 8,000-mile system of continuously navigable waterways, and five trunk railway systems, haul more tonnage than from any other center of the world. It totaled 141,800,000 tons in 1936.

Pittsburgh is a growing area. Its metropolitan district increased 15.1 percent from 1920 to 1930.

Retail sales volume in the Pittsburgh trading area is estimated to

have exceeded \$1,000,000,000 in 1937.

Although frequently considered only with respect to its industrial leadership, Pittsburgh also is one of America's great cultural centers. Three great universities are located here: the University of Pittsburgh, partly housed in its 42-story skyscraper, the "Cathedral of Learning," with 11,500 students; Carnegie Institute of Technology, with 5,900 students, and Duquesne University, with 3,000 students.

Andrew Carnegie gave Pittsburgh its world-famous \$30,000,000 Carnegie Institute, containing more than 2,000,000 exhibits in its museum and more than 773,000 volumes in its library. There also is an art gallery and a music hall.

The Mellon Institute of Industrial Research, in Pittsburgh, is devoted to the application of scientific research to manufacturing problems, and is continually developing new products and processes which help to advance the United States in world markets.

The city has 20 parks comprising 1,970 acres, and 104 playgrounds and 21 public swimming pools on 218 acres.

Pittsburgh is one of the largest church communities in the United States.



- *This current Savannah skyline is a far cry from the days of General Sherman's "March through Georgia," when he and his "damn Yankees" parked in the heart of this splendid Eastern Georgia metropolis at the old Meldrim home. Thanks to chemurgy and the efforts of the late Dr. Charles Hertzy, Savannah is the key point of the great rejuvenation of the South, where chemical discovery is literally finding gold in the outcroppings of its swamps. Here one meets with real "Southern Atmosphere"—combined with Northern bustle, due to Savannah's busy seaport and industrial enterprises that have sprung up in recent years.*

Savannah . . . POPULATION: 105,431 RETAIL SALES: \$24,799,000

Rising Metropolis of the "Coastal Empire" . . .

Past Decade's Cooperative Regional Appraisal, And Chemurgy, Spurred Territorial, Industrial Development . . . Strategic Position, Other Assers of Southeast Shipping Center Draw New Enterprises

By THOMAS R. JONES, *Authority on the Commercial History of Savannah.*

IN order to visualize just why Savannah is the Southeast's outstanding market for national advertisers, it is necessary to go back to a time ten years ago when there began the industrial and agricultural awakening that has now seen fruition in Savannah's present dominant place among Southern cities.

At that time citizens began to take serious stock of their possibilities; it was realized that any city will have a lop-sided development unless it takes into partnership the people of the entire trade territory; it was felt that as the pivotal trading point and the logical market for approximately 1,500,000 people the mass interests of the whole region must be considered as correlated to each community in it and that all leaders must "sit at the same table," in planning for the future.

Accordingly, there was formed the "Associate Membership in the Chamber of Commerce," perhaps the first effort of its kind in the United States and more than fifty counties in South Georgia and the

lower South Carolina came in; the motive was entirely altruistic; it didn't cost anything to promote and advise and study and this project has been carried on ever since with quarterly meetings in Savannah or some other city or town, to work out a program of development.

One of the early results of regional planning was the organization of the Savannah Broadcasting Company and the installation at Savannah of radio station WTOG which has become a medium of expansion and education throughout the whole territory now familiarly known as "The Coastal Empire."

All of the people began to study trade expansion; the utilization of farm products in industry. Through a special planning council water and soil surveys were made; an account was taken of timber resources and well posted committees in the section became able to answer intelligently and accurately questions asked by new industries seeking location.

As a definite result of this work, Savannah and her environs have

"stepped out," until now, we have become the principal point in national advertising for the entire region.

Fifteen tobacco markets in Savannah territory have marketed \$19,295,385 of bright leaf tobacco, exceeding the last year's golden harvest by more than \$3,000,000. We have had an increase in the cotton crop; the Union Bag and Paper Corporation is expending \$11,000 a day for labor, freight and wood, which is placing more than \$4,000,000 annually in the hands of the people of this section.

Recent new industries secured for Savannah include: The Dixie Asphalt Products Corporation, \$350,000; the National Gypsum Company, \$1,000,000; The American Cyanamid Corporation, \$250,000; B. F. Boltz Manufacturing Company, making wooden plugs for paper rolls; Savannah Wire Cloth Mills; Pacific Coast Hanger Company; Illinois Hanger Company; and many new markets, stores, theatres and other enterprises.

Exports from and imports to Sa-



Coastal Empire's "Brain Trust" . . . Rich as Savannah is in historic lore, it is likewise becoming increasingly rich in economic developments. This group we see broadcasting from one of the WTOC studios in the historic Lawton mansion. Headed by "super druggist" William (Bill) Knight. It might well be called the brain trust of Georgia's Coastal Empire. Pictured, left to right are: (Standing) Mills B. Lane, Jr., Pres., Savannah C. of C., Ass't to Pres., C. & S. Nat'l Bank; Ravenel Gignilliat, Cashier, Liberty Nat'l Bank & Trust Co., executive, First Annual Southern Paper Festival; Judge Emanuel Lewis, Municipal Court, past pres. Jewish Alliance; Jack Jones, Pres. Savannah Rotary, member, Haines, Jones & Co.; Carl Mendel, Pres., Mendel Rental Agy., past pres., Savannah Lions Club, member, Real Estate Board; C. L. Jarrell, Sec'y., Colonial Oil Co.; Ernest Risley, Rector, St. John's Episc. Church; Dr. R. V. Martin, M. D., Anthony Harty, Gen. Agent Mass. Mut. Life Ins. Co.; Bob Crawford, WTOC News Commentator.—Announcer. (Seated) Kingman White, D.D.S., past pres. Georgia Dental Ass'n.; Edward J. Whalen, M.D., dir., Savannah Baseball Club; Mrs. E. H. Abrahams, Pres. Savannah Fed. of Women's Clubs; Miss Ola Wyeth, Hd. Libr., Savannah Pub. Lib.; Stephen N. Harris, Pres. Harris Motor Co., past pres., Rotary Club, C. of C.; G. L. Kayton, ret., affiliated Harmonie Club, Savannah Motor Club.

vannah furnish leading factors in the growth of the region; favorable trans-Atlantic rates bring a large volume of business through Savannah, thus furnishing profits to those engaged in transportation to practically all civilized nations of the globe and furnishing labor to those engaged in the handling of freight.

Savannah is the center of one of the most efficient transportation centers of the country and whether depressions come or go, there is always activity on its harbor; it is one of America's chief rail, air and shipping set-ups and its tonnage is a matter of astonishment to other ports on the South Atlantic Seaboard.

Savannah is the chief naval stores center of the world; it has created farm markets whereby live stock; farm products; wood for wood pulp; and all other products of forest and field may be profitably sold; this in turn makes for a large retail trade, because the people have money to spend.

At this particular moment there is going forward a slum clearance project in Savannah proper totaling \$3,000,000 for negroes and another project for whites in the Southern section of the city is earmarked for \$2,000,000.

Savannah in its metropolitan area

has approximately 115,000 people and is the metropolis of more than a million people who are earning money and are prosperous; the region is noted for the absence of mercantile failures and because of the fact that radio is highly popular with its population this section is one of the finest Southern markets for everything that is advertised.

Savannah is the home of Dixie Crystal Sugar; Wesson Oil and Snowdrift and is one of the most diversified lumber markets in the South.

It is preeminent in naval stores; fertilizers, steel products, and its thousands of employees are engaged in witnessing one of the greatest recoveries within our history.

The present population of Savannah is estimated at over 90,000 within the city limits and about 115,000 in the metropolitan area; negroes form about 45% of the population but they are good spenders and work at necessary employment on the harbor, in the industrial plants and in the fields; they constitute a fertile field for national advertisers.

Indices as to buying power include total resources of banks of nearly one hundred million dollars.

In addition to trans-Atlantic steamship service to most foreign ports there are two large coastwise

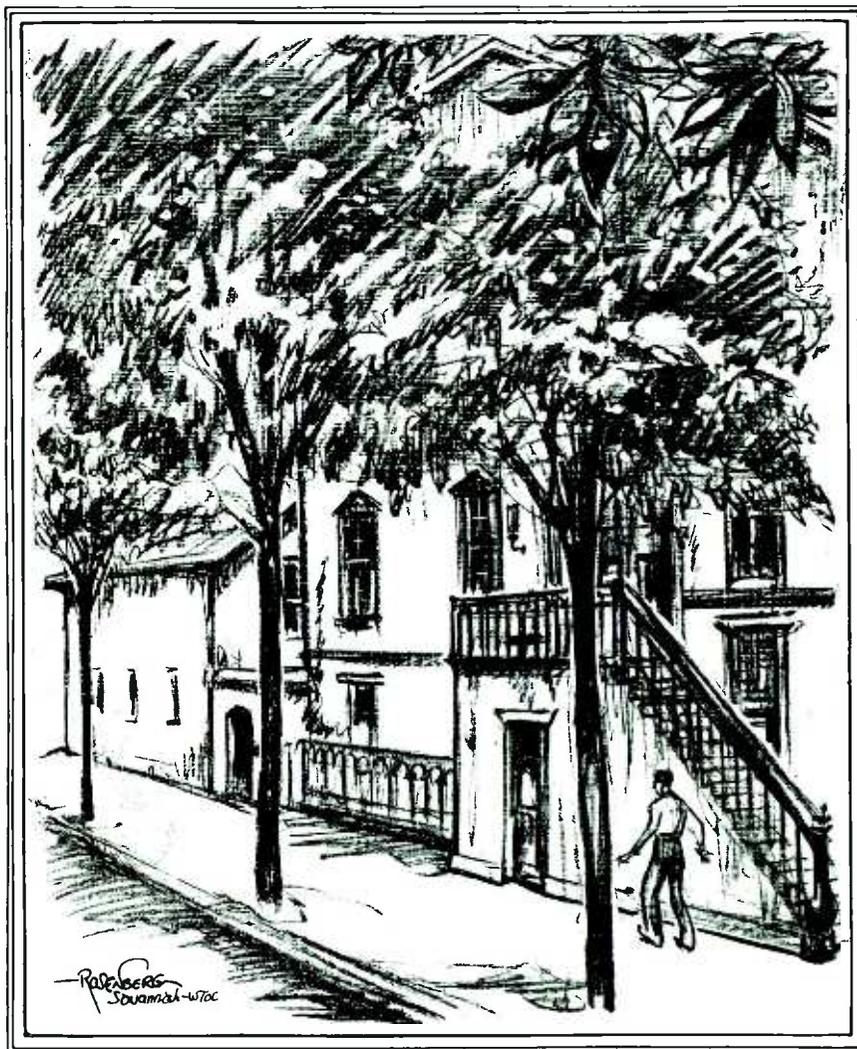
companies; the Ocean Steamship Company operating to New York and Boston and the Merchants and Miners Transportation Company operating to Jacksonville, Baltimore and Philadelphia.

Out through the rural districts the old time scrub cattle and razor back hogs have been supplanted by full blooded, high bred animals that are producing meat as fine as may be had in the country; the annual fat stock show and the ton litter show are visited by buyers from all sections and farmers are making money from their efforts.

Truly, Savannah and her trade territory have much to be optimistic about and practically every advertising campaign that has been given a trial in this section has produced good results and has been repeated.

Station WTOC in Savannah recently purchased and brought to its original splendor, the Abercorn Street mansion of the Lawton estate and both as to environment and equipment ranks as one of the finest and most efficient stations in the Southeast. The station has made a specialty of promotional work and has a record of backing up its advertising programs with constructive civic effort.

★
This Southern mansion houses WTOC's studios — among the finest and best equipped in the South. Here, amid pleasant surroundings, WTOC's program personnel concentrate on maintaining high listener interest—WTOC's promotional staff devise merchandising schemes that round out radio campaigns, with effect, for national and sectional advertisers.



Turn To WTOC . . . !

WTOC'S AUDIENCE: Up and down and around the RICH COASTAL EMPIRE*—of which busy Savannah is the Trade Center—*up and down and around the RICH COASTAL EMPIRE, radio families turn to WTOC!*

WTOC'S AUDIENCE BUYING POWER is reliably constant — supported by an even but *active* industrial and agricultural pace — in turn supported by a progressive civic enterprise organized to further *healthy* COASTAL AREA development.

WTOC'S AUDIENCE RESPONSE has been highly satisfactory to national advertisers, who enjoy WTOC's comprehensive and expert merchandising assistance.

“Tune In” To Sales—Turn To *WTOC* Savannah

**Write us for description of RICH COASTAL EMPIRE and map showing WTOC coverage.*

Columbia Broadcasting System Affiliate National Representative: Eugene Katz Member NAB-United Press News



Romantic San Antonio's main business thoroughfare in deep afternoon shadow. The Gunther Hotel (left), mezzanine floors locate the powerful KTSA station headed by popular George W. Johnson (see page 179.) A massive Packer paint bulletin catches thirsty pedestrian's and motorist's eye (center) . . . and one does get thirsty quickly, and often, in this delightful city.

San Antonio

POPULATION: 279,271

RETAIL SALES: \$81,841,000

“HOY!..”

(“Today”!)

Deep Southern Texas City's Combination of Market Assets Is Unique, Attracting Varied, Rich, Buying Groups . . . Many Sloganed, San Antonio Has Great Industrial Expectations

By JACK N. PITLUK, *Pres.*

Pitluk Advertising Co., San Antonio, Texas

SAN ANTONIO (Texas) is truly the city of slogans—“Where the Sunshine Spends the Winter,” “Where the Gulf Breezes Spend the Summer,” “The Home of the Alamo,” “The Winter Playground of America,” “The City of Happy People,” “The West Point of the Air,” “Army and Aviation Headquarters,” and to those who love us less, “The City of Manana (Tomorrow)” but we tell you that the heading of this story should be “Hoy” which means today—San Antonio Today.

This town has what it takes to make a great market for national (and local) advertisers.

True it is, San Antonio has an ideal 12-months-in-the-year climate—more days of sunshine for golf players and aviators than any other city in America, and sufficient rainfall, the majority of which, according to the U. S. Government

Bureau records, falls at night, to assure ample agriculture.

San Antonio has a population in excess of 275 thousand with 40 thousand people in the suburbs purchasing all their supplies and entertainment in the city of San Antonio. San Antonio is the commercial capital of a primary trade area with a population of 1½ million, who look to San Antonio as their market for their produce and market for their purchases, and a secondary trade area with a population of 2¾ millions.

San Antonio's reporting retailers in 1938 had sales in excess of 100 million dollars; 500 factories with a payroll of 26 million dollars selling between 60 and 70 million dollars' worth of merchandise in San Antonio's immediate trade area.

The United States Army has stationed in San Antonio 11,000 men, who with their families, represent

a substantial buying group not included in San Antonio's population. The monthly expenditure of the United States Army, including Randolph Field, is \$2,250,000.00.

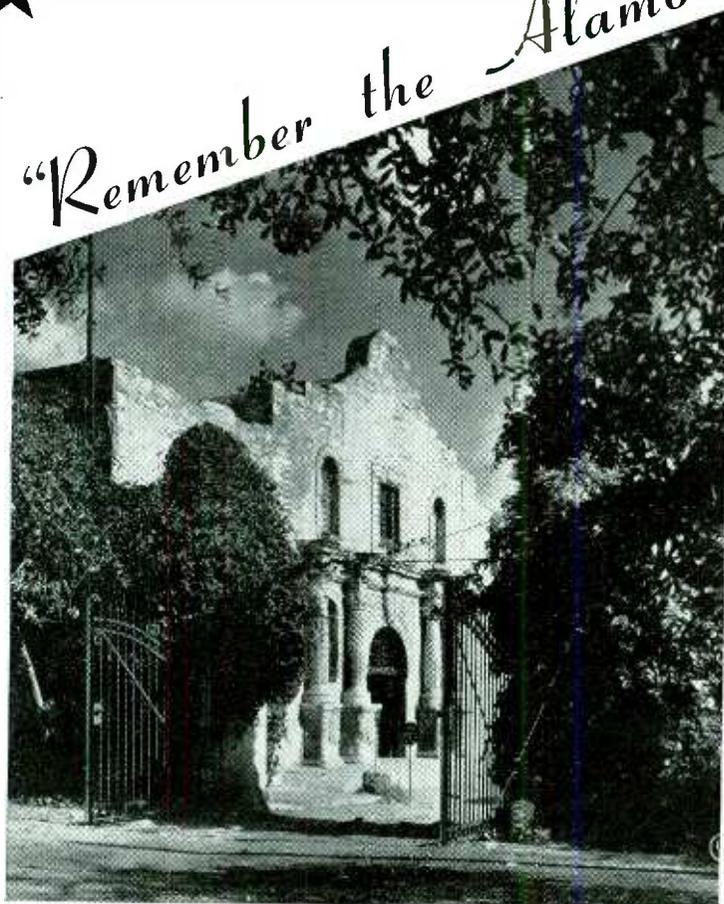
San Antonio is the capital of the wool market of the world. Last year the crop brought \$20,480,000.00 to sheep owners; mohair, \$8,220,000.00; Cotton \$34,722,080.00. The total cash agriculture income in San Antonio's trade area is an average of 150 million dollars. More than 15 million boxes of citrus were sold in the Rio Grande Valley to the South of San Antonio, and in this Southwest area 82,781,423 barrels of oil were produced during 1938.

San Antonio is the logical concentration point for permanent U. S. Army activities, for the infantry, artillery, motor corps and aviation.

For many years, San Antonio,



"Remember the Alamo!"



That cry, "Remember the Alamo" carried on to victory those pioneers who had to fight for the things they wanted. That was 102 years ago. Today, in fighting for that increased business you want, you can also do well to "Remember the Alamo" . . . and the Alamo City!

Remember the Facts!

You buy 40% more coverage*

You reach an "army pay roll" market —3 million dollars monthly disbursement.

You reach **ALL** of the South Texas market

You buy the station your dealers would buy.* *

* 5,000 watts on 550 k.c. is equal to more than 70,000 watts broadcast near the other end of your radio dial. 5,000 watts on 550 k.c. gives 40% more coverage.

**Your local dealers *know* who has the listeners—the showmanship—the effective merchandising. *They* choose KTSA—5 to 1.

WHEN YOU THINK OF THE GREAT SOUTHWEST, THINK OF THE STATION THAT SERVES IT BEST

550
K.C.

KTSA

SAN ANTONIO

FULL
CBS
SCHEDULE

the 5,000 watt station doing a 50,000 watt job



• Good health and joy reign in San Antonio, where the wealthy, and health seekers, find ease and balm, the tourist historic charm, floral beauty, colorful scenes, structures, and a picturesque, winding river

because of its climate, has enjoyed the distinction of having more retired Army men from Corporal to General, than any other city in the country, and because of the low average cost of family maintenance, San Antonio has attracted a great many retired business men and farmers, who come to San Antonio to spend the rest of their days basking in the warmth of this city's sunshine.

Hoy (today) San Antonio is attracting oil capitalists who are buying substantial homes, \$50,000.00 — \$75,000.00 — and \$150,000.00 residences in great numbers, retiring not because of San Antonio's low living costs, but because they want to enjoy the city's comforts of life and they have ample funds to buy a place in the sunshine.

San Antonio has an annual Convention crop of 75,298 delegates attending 216 conventions (in 1938), who spent \$2,258,940.00. A new

magnificent auditorium seating 7,500 now offers incentive to seek national conventions. San Antonio has an annual year 'round tourist crop valued at \$10,000,000.00. San Antonio has always been known as the Texas Trail Drivers' Association Headquarters, but paradoxically has only recently become a substantial live stock market. In 1938, \$11,677,576.02 worth of cattle were bought in San Antonio as against \$5,739,396.84 in 1935, which was then a previous high, and January and February of 1939 shows a 43% increase over 1938.

Soon San Antonio will be known as the Venice of America. Work started March 22nd, 1939, to beautify and prepare the San Antonio River for tourists. San Antonio's winding river will have an Amphitheatre, Gondolas and curio shops, which will be placed along this river which runs right through the heart of the downtown district and

through the city. 52 city street bridges now cross the river. These plans are being completed to offer the winter tourists of 1939 a Venice of America.

San Antonio is rich in romance, with the famous Alamo, a structure built in the 18th century, with other Missions and Cathedrals in and around San Antonio having celebrated their 200th Birthday vying with modern buildings, making San Antonio truly the city of today... HOY.

San Antonio's year 'round climate, San Antonio's many historic points of interest, San Antonio's commercial agricultural advantages, San Antonio's Army and Aviation activities, San Antonio the commercial capital of the wool and mohair center, citrus and oil industry, together with the fact that San Antonio is the logical center of the largest productive trade area in the United States, together with its close proximity to the Republic of Mexico, makes San Antonio a great city in which to live, and an ever greater city in which to sell any commodity. These are some of the factors that make San Antonio a great market.

My prophecy—Some day San Antonio will be the great industrial ceramic and aeroplane manufacturing center of the United States.



JACK N. PITLUK

paints a calculating picture of fascinating San Antonio, for national advertisers.

A quartette of sales-productive Kroger Chain store window and store displays, designed by Kroger art staff, placed in their 4,000 stores, throughout the middle west.

What Kroger's 4000 Stores' Test of Window Displays Proved . . .



Grocery Chain Learns Definitely Colorful Displays Are Powerful, Economic Advertising Force . . . Create Many Thruout Year, Tied In With Augmenting Newspaper and Radio Advertising Schedules

By WM. J. SANNING

Art Director, The Kroger Grocery & Baking Co., Cincinnati

THE result of one year's experience with our new window poster is very encouraging!—proves correct our conclusions of a year ago. . . .

Recognizing the fact that more than 4000 store windows in metropolitan business districts, busy suburban communities, and prosperous small town centers could become a powerful advertising medium if properly organized and put to use, the Advertising Department of the Kroger Grocery & Baking Co. last year studied the problem of using its windows to help sell Kroger products.

The facts were that the ordinary grocery store window did not do a selling job; that pyramid display of canned foods, packaged cereals, etc., had no appetite appeal, did not create a desire to buy; that, furthermore, such a window display was not representative of all the departments in a modern grocery store. Meat and fish could not be displayed because they require refrigerated windows, available in only a few locations. Many of the grocery items such as bread, coffee, cakes and cookies, where freshness is important, could not be taken into the window without spoiling the merchandise and causing an expensive shrinkage from the store stocks.

Eliminating the use of actual merchandise to do a selling job, the solution was narrowed to a printed advertising piece that would attract attention to the window and convey a selling message to the observer.

We experimented with card board dis-

play pieces, signs and frames—decided to use lithographed posters in full color. Each store was supplied with a large wooden frame into which a sheet of off-set paper 36"x48" could be installed in less than a minute. A poster schedule was then drafted, designating a poster on one item each week.

Our branch sales offices were given a list of items to select, for which posters were made available. Designing the posters came next. Layouts were needed for bread and coffee, beef and fish, gingerale and flour, etc.—52 posters a year and each must do a selling job. The reproductions accompanying this article show a few of the posters that were used during the past year.

We made rough layouts 9" x 12" in color pastels because of the ease and freedom of working in this medium. The chalk sketches can be made rapidly and many arrangements tested without investing a lot of time in comprehensive layouts.

For the finished art, direct color photography was used in many cases. The separation negatives were made by the various methods now available in color photographs. Where the subject was still, a regular studio camera, with changeable filters was used to make the separations. When the food was very perishable and likely to move or shrink under the hot studio lamps, the fast one-shot camera was employed.

In some of the posters where a candid action illustration was needed the job

was done with a miniature camera on Kodachrome. The flexibility of this medium gives it a decided advantage over the slower studio cameras since many shots can be taken in rapid succession and the best selected for the final copy.

It is interesting to note the size of enlargement obtained from the tiny Kodachrome color positive. The actual color transparency is only 1" x 1½" in size, the final printed poster 36" x 48". This involves a linear magnification of 32 times the negative size of 115 diameters enlargement. This is only possible because of the grainless nature of the Kodachrome film.

Offset lithography was used for reproduction.

The result of our studies and experimentation is that our store windows have become silent salesmen for Kroger Products. The store manager is able to redesign his window by merely changing the poster and arranging a simple display of items relative to the featured product. The old jumble and disorder of the average grocery front has disappeared and an interesting focal point is established around which good displays can be built by inexperienced display men. With a background of success, the Advertising Department of the Kroger Grocery & Baking Co. extends the use of its window poster idea into the second year.

Editor's Note: See *The ADVERTISER'S Sketch Book—1938*, page 138.



• From the span of the tremendous, new bridge we view Nob Hill and San Francisco's business and port area . . . the tall, narrow Ferry Boat tower landmark to the upper right . . . a warship at anchor below the bridge. The Bohemian Club, Advertising Club and other alert organizations add much to the brilliant color of the city's artistic advertising and economic life. They figure importantly in its ramified business operations.

San Francisco POPULATION: 634,394 RETAIL SALES: \$365,733,000

Coast Metropolis *Diversified*, Substantial Market . . .

Romantic City of Adventurers Developed Into Vast Economic Industrial Stronghold...Gold Discovery Spurred Rise From Mission Town To World Port Within Century

By JOHN F. WHEDON, *Vice Pres., Lord & Thomas, San Francisco*

MAGIC words: *San Francisco!* Words that recall to the mind's eye a city conceived on a grand scale by adventurers from all the world and built to a pattern all their own. A city of gay flower stands and merry tinkling cable cars, of dramatic hills and storied waterfront . . . of dreamers magnificently pos-

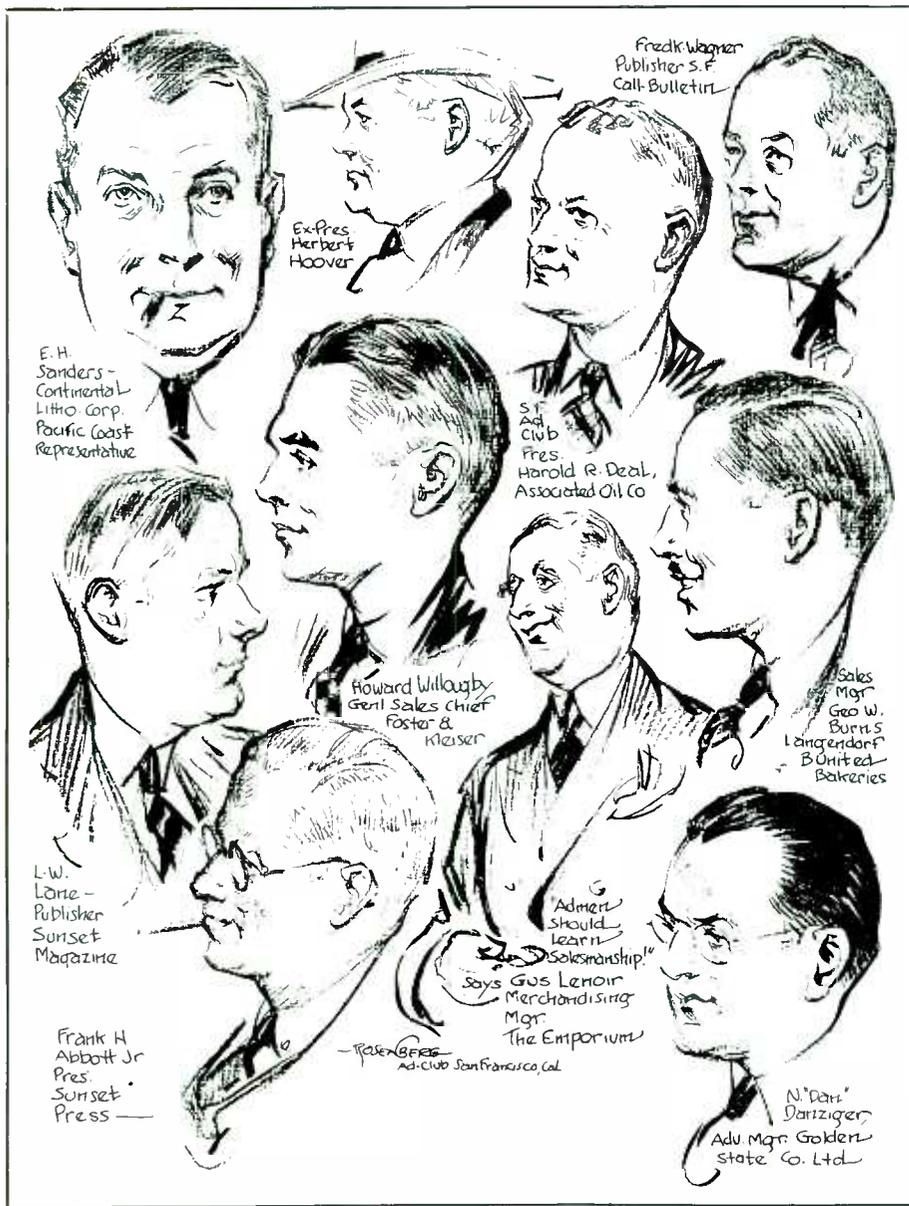
sessed. A city at once daring and wise, grandly independent and broadly tolerant.

But more, San Francisco is a city of substantial achievements and ever broadening opportunities, so that today she ranks 11th in the United States in point of population, with 634,394, and 10th in retail sales, which run about \$365,733,-

000 a year. Thus nobly has San Francisco justified the hopes and ambitions of her pioneers who visualized for her a glorious future.

If today San Francisco is a city in which both to play and prosper, her history is no dull tale of monotonous and unimpeded progress, but, rather, an exciting, thoroughly dramatic, because very hu-

San Francisco-Oakland Metr. Dist. Pop.—1,209,094



- Heading Lord & Thomas offices in the Western metropolis, Whedon and his able staff aid many of their important, widely advertised West Coast clientele to sell not only America—and the world—but likewise to do a great marketing job in their own metropolitan area.

Sketches drawn at the San Francisco Advertising Club, in 1935, by Manuel Rosenberg editor *The ADVERTISER*.

area, as it stands on the threshold of its World's Fair business. Eastward across the Bay are Oakland, Berkeley, Alameda and Richmond. Down the Peninsula to the south are Burlingame, San Mateo, Redwood City, Palo Alto and San Jose, bustling suburban towns with country estates on their borders. Northwood above the Golden Gate lie Sausalito, San Rafael and all the wonderland of the Redwood Empire. And linking this entire area are the San Francisco-Oakland Bay Bridge and the Golden Gate Bridge, world's two greatest spans, welding the entire area into a close marketing unit containing well over a million people working and spending in their own and neighboring communities.

Hub of it all is San Francisco, centering the richest, most diversified and significant market in the West, and one of the foremost in the nation.

On San Francisco's famed Montgomery Street, often called the Wall Street of the West, are great banking houses which have handled financial transactions since the days when gold was cash. Here are towering buildings whose massive doorways bear the names of long-established banks with interests in gold, railroads, agriculture, petroleum, manufacturing: Wells-Fargo, Crocker First National Bank, Bank of California, American Trust Company, the Bank of America and, nearby, the Anglo-California National Bank. Here is the main office of the Pacific Telephone & Telegraph Company and, close by, the western headquarters of three major oil companies: Standard Oil Company of California, Shell Oil Company and the Tide Water Associated Oil Company. Montgomery Street in San Francisco is the financial center of many of the West's great indus-

tries; petroleum, shipping, mining, utilities and agriculture, with its world-famed California crops of citrus fruits, raisins, prunes, peaches, lettuce, etc.

As the gateway to the Pacific and the transportation center of the Coast, San Francisco is the terminal of Southern Pacific's vast railroad system and home port of two great Pacific merchant fleets—the American President Lines and the Matson Line. Also, more than one hundred and seventy-seven steamship services, which touch nearly every port in the world, call at San Francisco.

San Francisco is a city of big buying. Doing business with the transportation systems out of San Francisco are the city's 2,526 manufacturing and food packing establishments. These plants employ 40,000 workers whose yearly salaries total in excess of \$60,000,000. The buying does not stop with the manufacturers, however, for there are more than three hundred foreign trade firms and nearly three thousand wholesale establishments in San Francisco.

Highest payroll among San Francisco manufacturing industries is in the printing and publishing field. Next most important manufacturing bracket is food, broken roughly into the import and export division. Because of San Francisco's strategic position as a seaport, the highest payroll in this classification is in the coffee and spice business, de-

voted to the distribution of products which are largely imported. Next in San Francisco's food industries are bread and bakery products. To feed a great metropolitan area and much of the rest of California, this industry produces a yearly average of \$18,000,000 worth of commodities. Following in close order come the packing of meat and packing and canning of fruits and vegetables. Here San Francisco comes into her own as an exporter, producing each year an average of \$28,000,000 of packed meats, fruits and vegetables.

In view of San Francisco's tremendous business and industrial activity, it is not surprising that a considerable volume of advertising originates here and attracts the western headquarters of several of America's leading advertising agencies and publishers. Over a hundred agencies are in keen competition for the advertising business emanating from this area containing more than 20,000 business and industrial establishments, of which 1,300 represent western headquarters for nationally prominent manufacturing establishments and distributing agencies. Among national accounts handled by San Francisco advertising agencies are the California Packing Company, with its famous Del Monte foods, Dole Pineapple Company and the Pineapple Producers' Association, Matson Line, Californians Inc., American President Lines, Southern Pacific Company, the Paraffine Companies, Clorox, and Gantner & Mattern. Regional and local appropriations, many of which equal the national advertising budgets, cover the food, building materials, transportation and retail fields.

Today, expectations for increased business in San Francisco, as a result of the Golden Gate International Exposition, are based partly upon the rising tourist business of the last ten years and partly upon the performance of past expositions. Over 1,000,000 tourists visited Central and Northern California last year. Of these 724,811 visited San Francisco. Their average stay was 5.21 days at an average expenditure of \$6.15 per day, a total for the year of \$23,216,208 newly brought to San Francisco.

Twenty-three years ago, the Panama Pacific Exposition in San Francisco attracted an attendance

of 15,000,000. On that basis, it was estimated that 20,000,000 admissions would pour through the gates of San Francisco's Treasure Island in 1939. It was also estimated that each person would spend in the neighborhood of \$1.50 per visit to the Fair. Actually, however, in the first week half a million went to this World's Fair and averaged expenditures of \$2.50.

This lends strength to the prediction that this year 3,000,000 out-of-state visitors will attend the Exposition and that they will stay to spend about \$50 apiece in the San Francisco Bay Area. Advertisers are already conscious of the opportunities afforded by such a situation. On the Coast they are stepping up advertising appropriations. In the East, they are sending advertising money out West to follow the crowds in their holiday buying mood.

Other businesses find this an opportune time for launching new products or testing products whose distribution they want to expand. They all find the theme of this Exposition favorable to selling.

The Golden Gate International Exposition is a vast western community effort. All California takes credit for its operation and the Western States are its sponsors. The theme is travel and the pleasures of recreation, perfectly suited to tourist promotions that are paralleling the period of the Fair. Prominent, but not dominant in this World's Fair, are also the exhibitors who express the progress of the West.

When the show is over, the West expects to go right on doing more business, making more progress and attracting more of the country's population. That's your spirit of San Francisco!

A.T.A. SAN FRANCISCO
Members...
Patterson & Hall
Taylor & Taylor

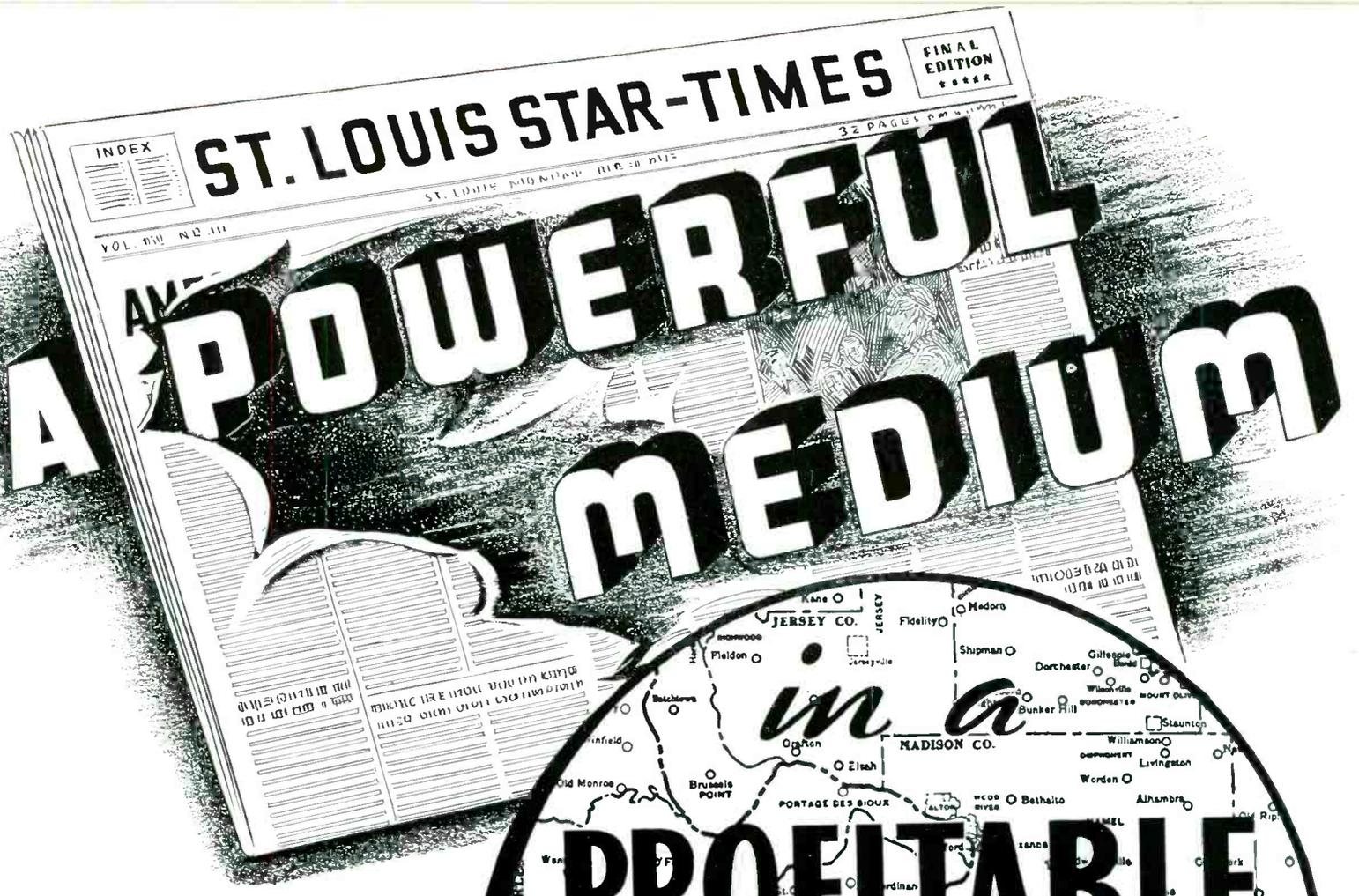
DELIVERING MORE AUDIENCE PER DOLLAR



... AND MORE TOTAL AUDIENCE IN THE
KEY CITIES OF NORTHERN CALIFORNIA

KSFO

"THE AUDIENCE STATION" • SAN FRANCISCO
KSFO... Palace Hotel, San Francisco... 560 KC... 5000W Day, 1000W Night
PHILIP G. LASKY, General Manager
National Representative: FREE & PETERS, Incorporated
C O L U M B I A B R O A D C A S T I N G S Y S T E M



The St. Louis Star-Times concentrates 84.5% of its total circulation within a 40-mile radius. This radius embodies the rich, profitable, 40-mile retail market surrounding St. Louis.

The power of a circulation with such concentrated coverage was endorsed by St. Louis retail advertisers in 1938 when they placed a total of *4,990,742 agate lines of advertising in the Star-Times to sell all manner of merchandise to the more than 370,000 families in this rich market.

* Media Records Figures, "Retail Advertising".

\$450,000,000.00 a year is spent for daily living by more than 370,000 families who live in this 40-mile radius. Of this amount \$117,000,000.00 is for foods. More than \$18,000,000.00 is spent in Drug Stores. Over \$60,000,000.00 in department stores. These same families bought 42,702 new automobiles in 1938.

Here is a compact market . . . easily worked for new product exploitation or old product sales maintenance . . . a stable market where long range promotion pays big sales dividends.

The
ST. LOUIS STAR-TIMES
 OWNS and OPERATES
 RADIO STATIONS
KXOK
 ST. LOUIS, MO.
 and
KFRU
 COLUMBIA, MO.
 Nationally Represented by
WEED & COMPANY
 New York Chicago Detroit San Francisco

ST. LOUIS STAR-TIMES

NATIONALLY *Represented* BY **GEORGE A. McDEVITT COMPANY**
 NEW YORK PHILADELPHIA CHICAGO DETROIT



- In St. Louis one finds a concentrated, easily reached market. In this scene of the down-town business area, the massive (white) St. Louis Auditorium is noted in the upper left, facing the civic mall. This city is also one of the Nation's major wholesale markets.

St. Louis . . . POPULATION: 1,293,516 RETAIL SALES: \$450,000,000

A Compact \$450,000,000 Retail Market . . .

Broad Industrial Base Maintains Steady
High Per Capita Income . . . Literacy Ranking
Renders Midwest Commercial Center Par-
ticularly Receptive To National Advertising

By J. F. KIRCHER, *Vice Pres. Gardner Advertising Co., St. Louis, Mo.*

SO you're an advertising man, and you want to know whether your clients' money should be spent in St. Louis!

Well, I'm an advertising man, too, and I happen to work in St. Louis. So if you'll follow me for a

few minutes, I think I can guide you rather easily and painlessly through what might be a confusing maze of facts and figures to you if you went at it cold.

As an advertising man I know you'll pardon me for starting out

with some general statements. It's in the blood.

1. No matter where your product is manufactured, you can market it in the St. Louis area without having a prohibitive transportation problem before you start.

This is the Coverage Story of

KWK

ST. LOUIS NBC — MBS



- | | | |
|-----------------|--------------------|--------------------|
| 1. Quincy | 8. Vandalia | 15. Salem |
| 2. Jacksonville | 9. Mt. Vernon | 16. Rolla |
| 3. Springfield | 10. West Frankfort | 17. Jefferson City |
| 4. Decatur | 11. Harrisburg | 18. Fulton |
| 5. Taylorville | 12. Cape Girardeau | 19. Columbia |
| 6. Pana | 13. Cairo | 20. Louisiana |
| 7. Effingham | 14. Poplar Bluff | 21. Hannibal |

IN ST. LOUIS ninety-five out of a hundred listeners habitually listen to St. Louis stations. On a radius away from the city this percentage drops to 85, to 61 and then to 27 as indicated on the map. St. Louis Sponsors can commercially influence homes in the 95, 85 and 61 per cent Areas — for markets beyond that other stations should be used. KWK has termed the 95, 85 and 61 per cent Areas — The St. Louis Zone of Radio Influence.

FACTS ON THE ST. LOUIS ZONE OF RADIO INFLUENCE

Radio Homes 449,588
Retail Sales \$393,650,000
Food 107,013,000
Automotive 53,092,000
Filling Stations 18,460,000
Drug 15,009,000

ONLY THOSE HOMES and Retail Sales which the St. Louis Sponsor can directly influence are shown above. U. S. Department of Commerce (1935) figures are reduced by the factor of Audience Intensity to St. Louis Stations in each Area.

THE KWK SPONSOR obtains potential Coverage of 88 per cent of the Radio Homes and potential Influence of 90 per cent of the Retail Sales in the St. Louis Zone of Radio Influence. These figures are taken from the most thorough radio survey ever made of the St. Louis outlying area. 7173 completed telephone calls were made in 21 towns by R. L. Polk and Company. KWK Coverage of a Major Market was dramatically proven.

KWK

THOMAS PATRICK, Inc.
 HOTEL CHASE SAINT LOUIS
Representative, Paul H. Raymer Co.
NEW YORK CHICAGO SAN FRANCISCO

Cover page of a mailing piece issued by Anheuser-Busch, St. Louis, the world's largest brewery. Budweiser's brewers operate in 110 buildings, covering an area that would blanket the expanse of Chicago's famous "Loop" area (downtown business section), George Tilton, A-B's famed advertising and merchandising director, informed *The ADVERTISER*.

Incidentally, A-B's current advertising campaign, public relations in theme, which was reviewed in *The ADVERTISER* (Oct. 1938) drew reviews and commendation nationwide, in London (England) advertising journals, and in other foreign lands. The campaign's success has been dramatized into movie form and is being shown to A-B's more than 325,000 dealers and outlets.

St. Louis is the *most accessible* market in the United States!

2. If you'll promote a product in this area and build a demand for it, you'll find that its sale will go on from year to year with less variation than in many other markets. This is just another way of saying that St. Louis is less sensitive to the whims of economic adversity than many other large markets.
3. St. Louis itself is an immense, concentrated center for a fourteen-state market—a solid hub for a great wheel.
4. St. Louis has the media!
5. St. Louis can buy!
6. St. Louis can sell!

"Hot air," you say? Well, then, let's turn to the figures. I've been in the game long enough to know that an advertising man has to cite chapter and verse if he wants to convince another advertising man of anything. But I'm glad it's that way; it's not difficult to back up the statements I've already made about St. Louis, and if you're still skeptical I invite you to examine original sources. They're all matters of record and they're open to everybody.

Let's look at the record on **TRANSPORTATION**. How would you want to get your products into St. Louis?

By railroad? St. Louis is the second largest railroad terminal in the United States, served by nineteen trunk lines which operate almost 40 per cent of all the miles of main trunk lines operated by Class 1 railroads in the country! These roads offer carload and package car service to and from every nook and cranny of this broad land.

By motor truck? There are 317 trunk lines operating in and out of

St. Louis, giving direct store-door delivery in 45 states and in Canada. Over 1375 Missouri towns and over 651 Illinois towns are directly served from these lines. Through service is available to and from many larger cities, including Chicago, Detroit, Cleveland, Buffalo, Pittsburgh, Louisville, Memphis, New Orleans, Davenport, Houston, Atlanta and many others.

By river? St. Louis is at the very center of the greatest inland waterways system in the world. Navigable rivers in this system have a total of over 13,000 miles—more than any single railroad system in the country. More than 9,000 miles of this is trunk line waterway, of which over 2,500 miles flow through 9-foot channels or deeper and 2,100 miles in channels between 6 and 9 feet deep. The Mississippi Valley, reaching in those centers more than 13,000,000 people. Joint river-and-rail connections reach more than 65,000 people.

Yes, your client can get his product to St. Louis (if he doesn't actually manufacture it there).



Now what about the **STABILITY** of the market?

St. Louis' industrial growth is based on a wide diversification of its commercial affairs. That market is most stable which has many interests—a broad base upon which employment and production rest. The most recent figure from the Bureau of the Census shows that St. Louis is represented in 136 (or 46 per cent) of the 295 industry classifications. No more than 8 per cent of the working population is employed in any one industry—this despite the fact that we have here some of the national leaders in manufacturing fields.

St. Louis, with its 840,000 immediate residents and its metropolitan population of over 1,375,000 people, is the hub of a great inland market.

St. Louis is the foremost city of the Mississippi Valley, the seventh largest in the nation. It ranks first among the ten largest cities in native-born whites (78.8 per cent). It has the next to the lowest percentage of the ten largest cities in foreign-born whites (9.8 per cent).

SAINT LOUIS

A \$450,000,000.00 RETAIL MARKET

- Eighth Largest Metropolitan Market in America
- One of the Principal Grain Markets of the World
- The Host to More Than 300 Conventions Annually
- Home of the Municipal Outdoor Opera
- The World's Second Largest Horse and Mule Market



- SHOES
- FOOD PRODUCTS
- CHEMICALS
- TRANSPORTATION
- CERAMICS
- METAL PRODUCTS
- SURGICAL INSTRUMENTS
- ELECTRICAL APPLIANCES
- BREWING INDUSTRY
- OIL REFINERIES
- FUR PROCESSING
- MEDICINES

Whose factories turn out more than 3000 different products. Yet no one industry employs so much as 10% of the total labor.

A STABLE, PROSPEROUS MARKET

It leads all other cities east of the Pacific Coast in having the lowest percentage of illiteracy for all classes (1.8 per cent including colored, who make up 11.4 per cent of the population. More than 30 per cent of the people own their own homes.

PURCHASING POWER is high in St. Louis, and this one I want to put in **CAPITAL LETTERS**:

AMONG ALL THE CITIES OF OVER 500,000 POPULATION IN THE NATION, ST. LOUIS RANKS FIFTH IN SPENDABLE INCOME PER CAPITA. This spendable income varies from year to year but its average is somewhere around \$900.00. On a per-family basis, the median for spendable incomes is \$1,853 per year . . . St. Louis can buy.

St. Louis Can Sell!

St. Louis is the great distributing center of the Southeast and Southwest. The United States Census of Distribution credits St. Louis with an annual total wholesale business of over \$880,000,000.00!

In 1930 when the last census was taken, the population of the St. Louis retail market stood at 1,464,745 persons. This included the city itself, and the 100 small but populous suburbs and incorporated towns within a radius of 40 miles. Since 1930, the population has shifted from the central sections of the city to the West End and to the suburban small cities. At the same time, expanding industry and transportation have seen a steady growth in Greater St. Louis.

We have already cited the excellent position of St. Louis in a comparison with other areas in spendable income per family. Let's take a look now at how this income is spent.

Here's how some of the major spending classifications stack up: (figures include the Industrial Area, which means the area within a 40-mile radius.)

Food	\$117,100,000
Dep't. Stores	70,300,000
Drug Stores	18,200,000
Gas, Oil, Tires	24,200,000
Radio and Appliances.	24,100,000
All other stores	123,000,000

Total Purchases \$376,900,000

Now let it be known that these figures are for 1935; and that, while no figures are available for later years, we know from other

comparisons that the market is bigger than for that year. A fair estimation for 1937 would be \$500,000,000. However, in being conservative, we can safely call St. Louis a \$450,000,000 market.

Now I have one further serious point to make. **NOW IS THE TIME TO ENTER THE ST. LOUIS MARKET!** Every indication is that spending will increase here, that the income of the people is on the rise, and that firms doing a good business here now will be doing a better business a year from now—if they advertise! Here are some evidences: Barometers of business for this area are

practically all higher this year than last. Progress is being made. Debts to individual accounts, post office receipts, number of phones in service, number of local phone calls, kilowatt hours of electricity produced for St. Louis homes, industrial electricity, industrial gas consumption, street car and bus transportation, revenue freight cars, barge line tonnage, building permits and real estate transfers all showed marked improvement last month over the same month a year ago.

St. Louis, metropolis of the Mississippi Valley, welcomes you! Come look us over.

1939

KSD

in St. Louis

17 YEARS OF FAITHFUL SERVICE TO RADIO LISTENERS

Has a Greater Daytime Population Coverage Area Than Any Other St. Louis Broadcasting Station.

NBC Basic Red Network

1922

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES



- One of America's most beautiful and busiest harbors, Seattle, is a live wire market servicing ships from the Orient and Alaska. Its own population is enriched by natural resources—lumber, salmon, halibut, etc. In the left foreground, most modern of ferry boats, and beautiful white capped Mt. Rainier rising above the skyline. Tacoma, a market in its own right, is at its base.

Seattle... POPULATION: 446,549 RETAIL SALES: \$184,471,000

Northwest Metropolis Has Wealth and Spends It...

Facts Amply Bespeak Market's Value... Various Conditions Promise Extraordinary Economic Headway



By WARREN E. KRAFT, Vice Pres., Erwin, Wasey & Co., Seattle

BIRTHPLACE of famous 74-passenger trans-Atlantic, trans-Pacific Clippers.
 —leading salmon and halibut port of the world.
 —one of the nation's fastest growing cities. Population gain—United States, 1890 to 1930, 85%. Seattle, 286%.
 —per capita wealth 26% above U.S. average.

—home ownership 21% above U.S. average.
 —radio ownership 23% above U.S. average.
 —car ownership 27% above U.S. average.
 —lowest infant mortality rate—per 1,000 born—of any city its size in the country.
 —home of world's largest airplane factory making 4-motor planes exclusively.
 —first in trade with Alaska.
 —center of district that leads U.S.

WARREN E. KRAFT—In Seattle he has a canvas to paint on—a market for alert national advertisers to profitably explore.



- *Seattle's streets are busy with shoppers who have purchasing power and are discriminating buyers. Along its hilly main streets are shops that rival other coastwise cities. Additional moneyed buyers are the half-million tourists that visit Seattle and the Northwest, annually.*

in milk, egg, bulb, plywood, cedar shingle, cabbage and turnip seed production; in berry and small fruit, wheat and oat yield per acre.

Seattle is a market with money to spend—as the above figures indicate—and a market that is easy to reach with sales messages.

These two combine to make Seattle an excellent market for national advertisers.

Although Seattle's population is 412,000, actually the Seattle market includes 360,000 additional persons who live within a 50-mile radius of it and who do a large share of their trading here.

Seattle is supported by eleven major industries which include manufacturing, lumbering and lumber products, fisheries, fruits, shipping, agriculture, mining, dairying, poultry raising and livestock.

The variety of its industries makes this a financially stable market.

In addition to its own industries, Seattle profits financially from its nearness to Alaska and the Orient. It is one of the principal centers for Oriental trade and the terminus for all United States owned steamship routes to Alaska. Alaska sends through Seattle and nearby ports almost fifty million dollars worth of canned salmon yearly. Much of the pack is warehoused in and shipped from Seattle.

Seattle and Northwest business is being profoundly influenced—and will be for years to come—by the giant Grand Coulee Dam now under construction in Eastern Washington, which has cost \$46,000,000 to date for equipment and supplies. Approximately half this sum has been spent in Washington, much of it in Seattle. Another \$29,000,000 has been paid out to Washington labor.

Literally scores of thousands of new farm families will be added to the state's population shortly, as the great irrigation districts touched by the Grand Coulee Dam come into full development. This phase, in itself, is one of the wonder stories of this wonder state.

Nearly half a million tourists and convention groups visit Seattle and the Pacific Northwest annually, and spend almost ten million dollars while here.

Resources of the area provide a rich backlog for industry. In the Pacific Northwest, whose center is Seattle, are two hundred eighty-nine billion feet of standing timber. Yearly, ten billion feet of timber is converted into lumber, and lumber products, principal of which are plywood and rayon pulp. Thirty-five per cent of the nation's total lumber production originates in the Pacific Northwest.

One of the most air-minded cities of the nation, Seattle is the ter-

minus for three transcontinental airlines, Northwest Airlines, Inc., Trans-Canada Airlines, United Airlines, and for Pacific Alaska Airways, Inc., a subsidiary of Pan-American.

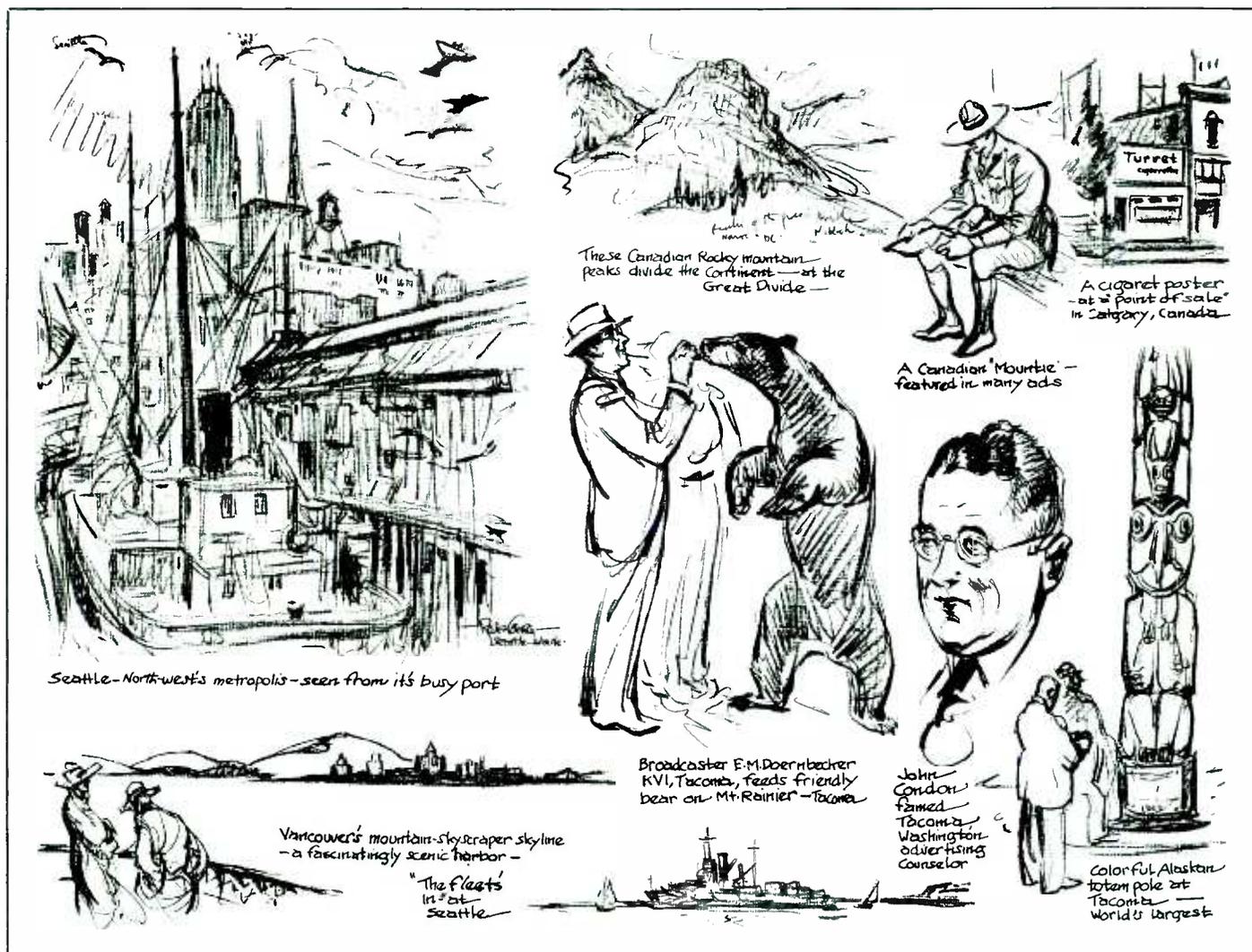
Four transcontinental railway lines, transcontinental bus lines and more than sixty steamship lines on seventy scheduled runs, bring passengers and freight to Seattle from all parts of the world.

Seattle lies in the heart of an agricultural district which provides 12 per cent of the nation's wheat, 35 per cent of the nation's apples, millions of dollars in dairy, poultry and berry products.

More iris, tulip and narcissus bulbs are produced in Washington than in any area outside Holland, and from a county near Seattle comes 85 per cent of all the nation's turnip and cabbage seed.

King County, of which Seattle is the principal city, holds the world's record for milk production. Here is located the famed Carnation Farms, home of "Contented Cows."

Seattle also is the center of a great power area which has 13.8 per cent of the nation's total developed water power and 42 per cent of the nation's total undeveloped water power. Thirty-one per cent of the farm homes near Seattle are electrically equipped, as contrasted with a U.S. average of 13.4 per cent. Thus farm homes in this area are



Seattle—North-west's metropolis—seen from its busy port

These Canadian Rocky mountain peaks divide the Continent—as the Great Divide—

A cigarette poster—at a point of sale—in Calgary, Canada

A Canadian 'Mountie'—featured in many ads

Broadcaster E.M. Doernbecher KVI, Tacoma, feeds friendly bear on Mt. Rainier—Tacoma

John Condon, famed Tacoma Washington advertising counselor

Colorful Alaskan totem pole at Tacoma—world's largest

Vancouver's mountain-sky-scraper skyline—a fascinatingly scenic harbor—

"The Fleets" its "at" Seattle

The fascinating Northwest caught the attention of your editor's pencil on a trip there in 1935. If time permits, we're heading that way again—soon, we hope.

137 per cent above the national average.

Located in Seattle is the University of Washington with 12,000 students, a market in itself. The city has seventy-five grade schools, five junior high schools, nine high schools and one vocational school. Approximately two thousand teachers are employed in the city schools.

Here, too, is a nationally known recreation and vacation center. Within the city are forty-three parks containing 1,738 acres, forty-seven

playfields, miles of scenic boulevards, municipal golf courses, eleven bathing beaches—three on salt water and eight on fresh water—ninety tennis courts, art museums, and an overnight camp for boys and girls.

Streamlined ferries carry vacationers and tourists across Puget Sound, the inland sea on which Seattle faces, to beautiful islands and to the Olympic Peninsula, one of the West's last unexplored wildernesses. Fishing in mountain streams and in Puget Sound attract

thousands of ardent anglers yearly. The forests and snow-clad mountains lure hikers, skiers, and hunters from all over the country.

A thriving industrial and shipping center, Seattle has an expanding future as a center for world commerce. Home of a people who have more to spend and who spend more, Seattle is one of the nation's great markets, a "must" market for national advertisers.

Why don't you come out and see us some time?

A.T.A. SEATTLE MEMBER

Frank McCaffrey

Editor's Note: Credit Lines . . .

Thanks to the Wright Brothers, today men may obtain informative, comprehensive bird's eye views of our great American cities. Thus they can more fully appreciate the great character of many of our marketing centers.

The aerial photography that highlights this edition of *MARKETS OF AMERICA—The ADVERTISER'S Sketch Book—Vol. 3*, and the portrait art is not the work of one, but rather of a host of intrepid photographers. To that end, so that we may not overlook giving credit to each of them—and we hope we have not overlooked any of them—we herewith record the names of those firms and individuals who should be credited: American Airlines, Inc., Aerial Surveys, Inc., Aero-Graphic Corp., Eastern Air Lines, Inc., United Airlines, Inc., Detroit News, Miami Daily News, Fred Mac Aero Photo, Foltz Studio, Hugh S. Davis, V. L. Hubbard, John Duffy Studios, Fairchild Aerial Surveys, Inc., All-Year Club of Southern California, Ford Sammis, H. Aylette Meade, H. M. Pettit. . .

MARKETS of
AMERICA . . .
The ADVERTISER'S
Sketch Book
Vol. III
Page 169



- More than \$5,000,000 in new commercial and home building construction, and a 50,000 Watt transmitter for KWKH, make Shreveport, in the heart of an oil and gas area, producing 20% of the nation's supply, a lush market.

Shreveport . . . POPULATION: 102,000 RETAIL SALES: \$37,842,000 (1937)

NEW Wealth Gushes Forth In Shreveport . . .

Oil Center, Building Boom, Has Made It Nation's "White Spot" . . . Is Louisiana's Second Largest City

By OLIVER FORD, JR., *Secy.-Treas., Booth Pelham & Co. Inc., Shreveport, La.*

THE Shreveport market is a "Land of Opportunity" for progressive advertisers.

This second largest city in Louisiana with a population over 100,000 (33⅓% increase over 1930 census) prosperous citizens and serving one and a half million people within a 100 mile radius, has for years been one of the "white spots" on the nation's business map.

In addition to the discovery of oil within the Shreveport city limits

during the past six months and with new wells being completed daily in the city and adjacent oil fields, Shreveport is enjoying a building boom that is giving employment to thousands of skilled and common laborers.

Shreveport in 1938 was first in building construction in Louisiana, eleventh in the South and thirty-eight in the entire nation.

In 1938 our building construction was nearly two million dollars more than in the great year of 1929. This year, 1939, construction already under way, and large construction already announced to begin within the next few weeks, will give us another record breaking year that will even exceed the past year in a substantial way. During the first three months of 1939 building permits were 250% over the same period last year.

Construction has already started on the modern new 50,000 watt transmitter station for KWKH and it will be ready to go on the air about August 1st.

Construction is now underway on a half million dollar apartment unit to be completed within the

next few months.

The United Gas Company and Union Producing Company has begun construction on a \$759,000 modern, air conditioned, seven story office building and upon its completion about January 1, 1940, approximately 400 families will be moved from Houston, Texas, to the new headquarters in Shreveport.

A 17-story air conditioned million dollar bank building will be started within the next few weeks and in addition several hundred modern residences will be completed at an early date.

Shreveport, in the center of the world's richest and greatest oil and gas area, produces almost 20% of the nation's oil with an income of \$250,000,000 annually.

Shreveport is a lumber center and the modern sawmills and woodworking plants in this area are enjoying "boom" business as the result of building activities.

Prospects for diversified farming were never better.

Shreveport is truly the ideal spot for any sales campaign and the perfect spot for test campaigns.



OLIVER FORD, JR.

He explains Shreveport's amazing progress—due to liquid wealth—oil, in super abundance.

50,000
WATTS

SOON

Approximately Aug. 15th.

*... in America's
Most Receptive Market*

TWO MILLION ABLE
TO BUY PROSPECTS



A SHREVEPORT TIMES STATION

KWKH

Represented by THE BRANHAM CO.

Shreveport • CBS • Louisiana

Cities In
the Rich,
Lone Star
State...

Texas

POPULATION:

5,824,715

RETAIL SALES:

\$1,289,264,000

Aggressive
FORT WORTH...

Romantic
SAN ANTONIO...

Historic
AUSTIN...

Dynamic
HOUSTON...

Farm Rich
SHERMAN...

Oil Rich
TYLER...

Typical
CORSIKANA...

Cattle Rich
ABILENE...

Expanding
LUBBOCK...

Orchard Rich
WESLACO...

Sheep Rich
SAN ANGELO...

Delightful
GALVESTON...

Bustling Port
CORPUS
CHRISTI

The EMPIRE That Is TEXAS...

By COL.
DON R. JASON



THE nation's largest state is Texas, and its population figure in the 6,000,000 bracket ranks it 5th among our 48. However, Texas, which has been reigned over by several governments, since the Spaniards took it from the original Indians who roamed its wide and varied terrain; today is one of America's major "white spots," due to its rich natural resources.

Thanks to the newest of advertising media—radio—the rich Texas buying power is quickly reached. The Texas State Network, headed by Elliott Roosevelt, is doing a great job in each of its 23 locales.

So powerful is radio that one of its consistent users, plugging his "Hill-Billy Flour," was elected current Governor of Texas—Lee B. O'Daniels.

Weather conditions make Texas ideal for year-round outdoor advertising. Fine plants in Austin, Dallas, Ft. Worth, San Antonio, and other cities, serve national advertisers effectively.

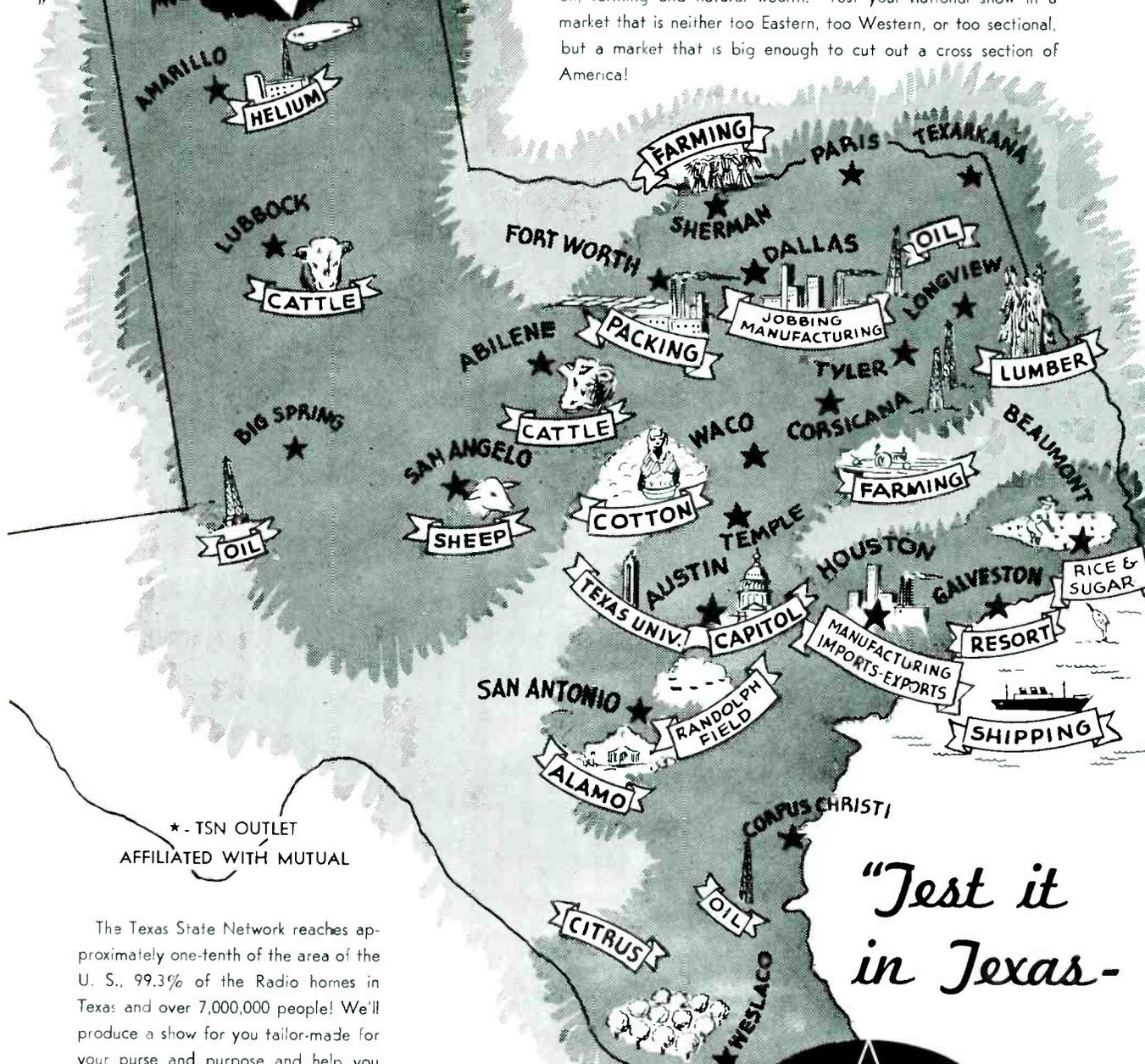
Editor's note: See also articles on: Dallas, Ft. Worth and San Antonio, in these pages. And *The ADVERTISER*, Jan., 1939.



Top Hats in Texas?

..... Sure!

Anything that is typically American, you'll find in Texas. Its cities are metropolitan, yet surrounded by vast resources of oil, farming and natural wealth. Test your national show in a market that is neither too Eastern, too Western, or too sectional, but a market that is big enough to cut out a cross section of America!



* - TSN OUTLET
AFFILIATED WITH MUTUAL

The Texas State Network reaches approximately one-tenth of the area of the U. S., 99.3% of the Radio homes in Texas and over 7,000,000 people! We'll produce a show for you tailor-made for your purse and purpose and help you merchandise it. Write or wire us in Fort Worth, Texas.

23 KEY STATIONS IN 22 MAJOR MARKETS
IN TEXAS — THE TYPICAL U. S. STATE

*"Test it
in Texas-*



-and Sell America!"



- Toledo, world's leading center for the glass industry, has superb lakeport facilities. The whaleback vessels steam up the Maumee River unloading their varied cargoes for the many nationally advertised industrial plants in this Ohio city.

Toledo . . . POPULATION: 354,578 RETAIL SALES: \$122,685,000 . . .

INDUSTRIAL SOLIDITY CHARACTERIZES TOLEDO...

Peace Board, Smoothing Labor Disputes, Is Economic Ballast...New Products, Sprouted From Research Programs, Found New Industries

By JOSEPH K. CLOSE, *United States Advertising Corporation and Toledo Associates, Toledo.*

BUSINESS volume, sales, employment, and many other indicators of community prosperity may have had their ups and downs in Toledo in the last decade, but the city has continued to make notable progress in the way of building a better city and preparing for better economic conditions.

Toledo, a great natural railroad center and cross-roads of commerce, is looking forward to an era when its water facilities and port will play an even more important part in its future industrial development.

For the last few years, much of the industrial progress has been in the way of new products. Many of these new developments have resulted from the research of the de-

pression period. Scientists, designers and artists did not stop work even when markets slowed.

Due in part to the background furnished by the Toledo Museum of Art and its educational facilities, this city has done more than any other of comparable size to make style and design effective in the merchandising of bottles, perfume atomizers, plate glass, mirrors, new textiles, electric stoves, house heaters, plastic products, scales, and household equipment.

A survey by the Toledo Associates indicated that a selected group of Toledo industries covering a wide range of products, expended last year \$79 per employee on research programs and the development of new products.

Some of the new products developed here in the depression period have created whole new industries.

Safety glass, plaskon, glass textiles, are typical.

This trend in industry reflects a quality in the citizenry that emphasizes the part that art, education, religion, social welfare work and good government play in a community.

Toledo long has been a center of experiment in the field of municipal government. Here it was that home-rule charter and political independence of major parties were tried out in city government years ago. In the last three years, the city has been successfully operating under a new city manager charter

with a small council elected at-large by proportional representation. This reflects the desire and the will of Toledoans to perpetuate an economical and honest administration of public affairs.

The banking structure of the community has been greatly strengthened in recent years and adequate facilities and resources are available for all legitimate credit needs.

That Toledo is a good market is indicated by the gains in power consumption in the home. Most of the homes of the city now use twice as much energy as they did in 1929, which means that a vast flow of new household equipment has been going into the homes. Modernization of homes has been rather more rapid than of industry, itself.

Toledo's largest output goes into the automotive industry and frequently the variations of industrial activity in Toledo are a forerunner of what is going to take place in that vast industry. Motor parts, stampings, electrical equipment, safety glass, spray painting equipment, paints, upholstery materials, lamps, horns, bumpers, axles, gear boxes, transmissions, propeller shafts, springs . . . all these for au-

tomobiles are made in Toledo.

One of the largest fields of investment of new capital in Toledo has been in the oil refining industry. Refineries have continued to grow, have rebuilt plants, installed new processes, brought in pipelines from new oil fields in Michigan, built pipelines to carry finished products to big nearby markets, and have developed marine facilities. It is estimated more than \$15,000,000 has been invested in refining improvements here in the last five years.

One of the big problems of every industrial city in recent years has been to maintain harmonious working relations so that products may flow out into markets and workmen receive wages in an uninterrupted flow.

In this field, Toledo also has taken a leading role among American cities. It was here that a plan developed by Edward F. McGrady, then assistant secretary of labor, was put into operation and by encouragement of organized labor, manufacturers, newspapers and the citizenry in general made to work successfully. The Toledo Industrial Peace Board, adopted by and financially supported by the city gov-

ernment, has been instrumental in achieving large economic savings to industries and employes by preventing disputes getting to the strike or close-down stage. It has also proved an instrumentality of arbitration in some of the more complicated labor situations. In its first three years, the board considered 182 industrial disputes involving 31,061 employes and 118 of these arguments were settled without any interruption in operations. The board assisted in 26 disputes finally settled by the participants themselves. And in the 34 strikes and one lockout in the three-year period settlements were effected quickly by the peace board methods. More than 100 American and some foreign cities have studied these records and the procedure employed in Toledo.

In this period of economic lethargy, Toledo also has been improving its physical condition. Many new public buildings have been built. The school system has been amplified and several of the older structures replaced by modern, fire-proof buildings. The new Macomber Vocational High school, Girls Trade school, and the new \$2,000,-
(Concluded on page 214)

WSPD

*The
Voice of Toledo*

NBC-RED & BLUE

*One of America's
oldest Radio Stations*

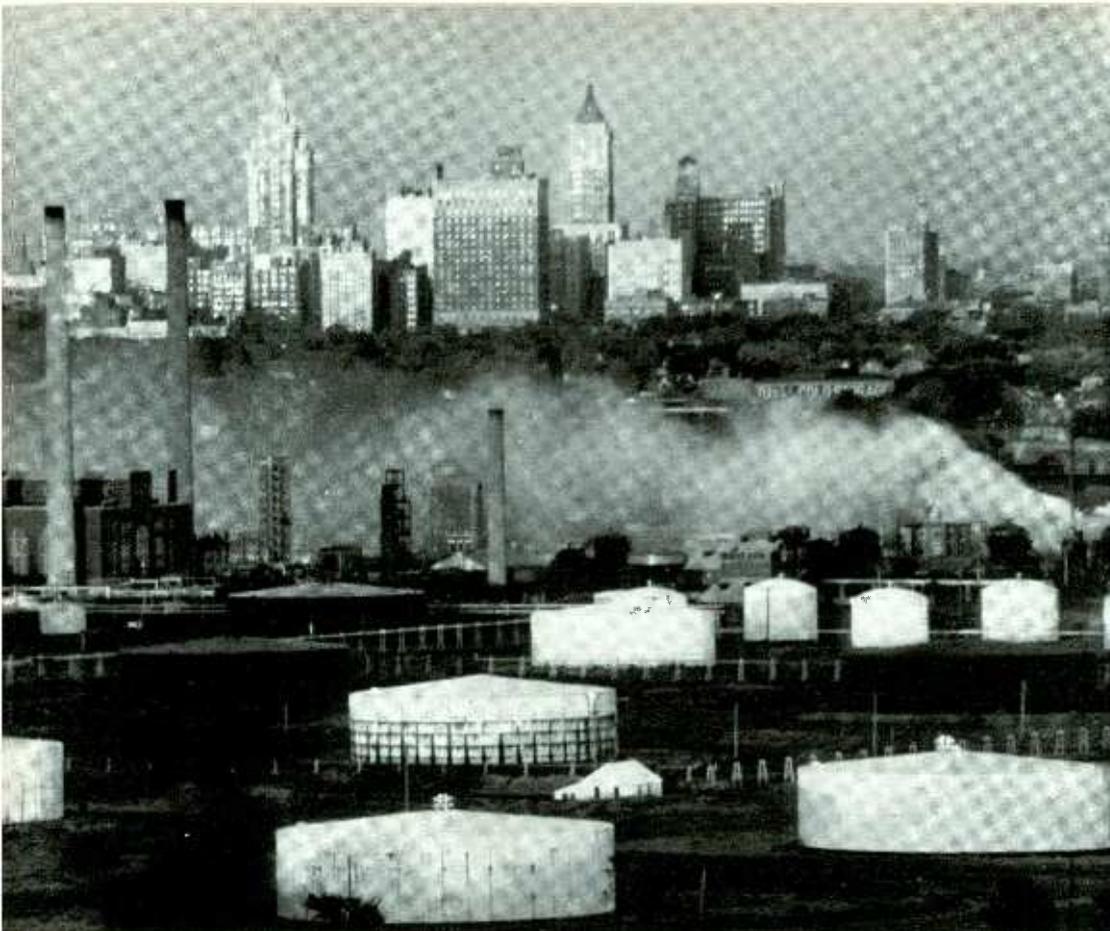
Yes, sir—we were 18 years old last month and proud of our record of service to this and surrounding communities. WSPD has earned the confidence of listeners and justified the faith of its advertisers down through the years.

5000 Watts Day — 1000 Watts Night

**Studios
Commodore Perry
Hotel**

WSPD

**John Blair & Co.
National
Representatives**



•
Like an Arabian Night's scene painted by famed Maxfield Parrish, Tulsa's skyline rises above its greatest source of natural wealth—Oil. The Mid-Continental Refinery is shown in the foreground. The vapor cloud rising above the Arkansas River gives the scene almost a photo-montage appearance.

Tulsa...

OIL CAPITAL
 OF THE WORLD

POPULATION:
 183,207
 RETAIL SALES:
 \$62,149,000

Photo by Hugh Davis

“BLACK GOLD” Creates A Rich Market...

43% of Oklahoma's Buying Power Centers In Tulsa's Trading Area...The Late O. O. McIntyre Complimented Oil Capital Men As Among “The Nation's Best Dressed”

By WILLARD D. EGOLF, *Commercial Manager, Radio Station KVOO, Tulsa*

ON a pleasant, sunshiny afternoon in April four young business men were taking in the showers after a doubles match at the Tulsa Tennis Club. One of them said to his partner:

“When can we take these birds on again? I'm leaving for Texas in the morning but I'll be back Sunday.”

Here is what followed from the other three:

“I'm going to Illinois tonight but I'll be back Monday.”

“I'm leaving for Denver but I'll be back Monday morning.”

“I've got to go to Louisiana but I'm flying. I'll be here Monday.”

“Okeh, let's make it Monday afternoon.”

So these young men calmly planned another tennis match four days and some 8,000 miles later.

They were oil men, two independent operators, one geologist and one official of a large oil company. This scene is not strange to Tulsa, the Oil Capital of the World. It has been repeated many times in the locker rooms of Tulsa's five Golf and Country Clubs and her two downtown clubs, the Tulsa Club and the University Club. Tulsa is a “Metropolitan Jewel of the West,” a truly Eastern city rising majestically out of the rolling hills of northeastern Oklahoma, a city which has more buildings over ten stories high than all but eleven other cities in the United States, more air-conditioned buildings than any city of its size in the world and more college graduates among its 175,000 inhabitants. The oil industry requires technical men, graduate geologists, chemists, en-

gineers and economists. They come to Tulsa from all over the world and send their sons and daughters to the finest educational institutions that the land affords. One of these is located in Tulsa, the Petroleum Engineering School of Tulsa University. Wherever oil is found in the world today, from Russia to Sumatra, there sooner or later you will see men who come from Tulsa. And the leading oil producers and refiners of every nation of the globe have been to Tulsa, either on particular business or to attend the International Petroleum Exposition, the World's Largest Industrial Show for any single industry, held every two years. But every year, in Tulsa, 400 purchasing agents buy more than three hundred million dollars' worth of equipment for the 546 oil companies and oper-

LOCAL AUDIENCE ?



"What do you think?"

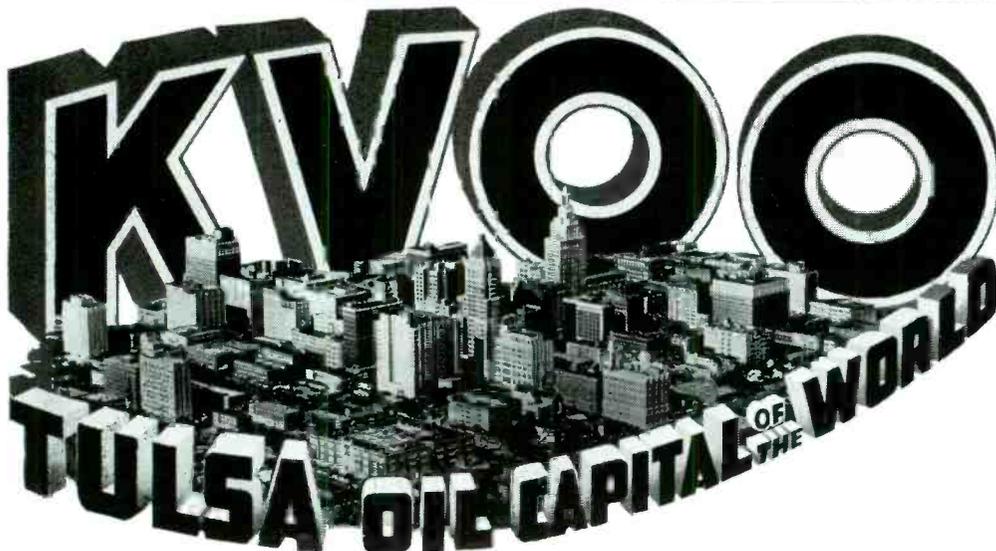


Five Tulsa retailers participated in a fifteen minute program directed to Tulsa's Retail Trading Area. A simple contest was featured, which drew 12,492 replies from 26 programs, an average of 490 replies per program. Of this number 48% (5,957 replies) came from Tulsa and Tulsa County! 85% came from Tulsa's Retail Trading Area!

* * * *

A breakdown of 60,610 pieces of mail, divided between National and Local Advertisers, showed that Tulsa County produced 20% of the mail for National Advertisers and 48% of the mail for Local Advertisers. KVOO pulls where and as you want it to pull! 25,000 watts. Both N. B. C. Networks. Oklahoma's Most Powerful Station.

EDWARD PETRY AND COMPANY
National Representatives



ators whose headquarters are in Tulsa. 119 Tulsa plants manufacture oil equipment and 183 oil industry supply houses are located here. 278 agents represent 1,028 out of town concerns selling oil equipment in the Oil Capital. And petroleum pays! Although Tulsa is 58th in population in the United States, she stands 28th in per capita income, with \$825.00 per person, and pays a 38% higher average weekly wage (\$27.88) than the U. S. average (\$20.12). Tulsa's population is 85.6% white. 96% of all families own automobiles.

Yet oil by no means provides the chief support of Tulsans. Oklahoma's farm income exceeds petroleum revenue each year. Tulsa is surrounded by rich farming as well as lead, zinc and coal mining communities, in addition to numerous oil fields. The territory within a 75 mile radius of Tulsa comprises 28% of the State's area, holds 40% of the State's population and furnishes 43% (\$426,580,000 in 1937) of the State's buying power, with 44% of the State's actual retail sales.

Tulsa is growing, with 200 more residences constructed in 1938 than in 1937. Fifty miles northeast of the City, the twenty million dollar Grand River Dam is under construction, which will provide electric power, flood control and a huge recreational lake and water supply for the entire area. Spavinaw Dam, Tulsa's own water supply



WILLARD
D. EGOLF
Describes Tulsa's commercial personality

Scene of Tulsa's Big Oil Show ...



Reflecting its brilliant setting in Exposition Lake. The International Petroleum Exposition at Tulsa, exhibiting machinery valued at many millions, is Mecca for the world's oil men.

project of the early 1920's, provides the Oil Capital with an undiminished quantity of America's finest water, direct from the Ozark Mountains.

Additional local reservoirs are Lake Mohawk and Lake Sequoyah, more than five miles in total circumference, located in Tulsa's Mohawk Park, one of the largest municipal parks in America, part of the Oil Capital's 2,616 acres in public parks, bridle paths, sail-boating, scenic drives, bicycling, fishing and a complete zoo are Tulsa's park features.

Adjoining Mohawk Park, Tulsa's busy, modern Municipal Airport maintains a steady position in the forefront of American aviation. Two major airlines serve Tulsa, and private plane traffic combines to keep local airport clearances on a steady increase, especially noticeable during the past four years. Extra hangar space is in demand at the Tulsa Municipal Airport because the oil business does more flying than any other industry next to aviation itself, taking to the air repeatedly to cover the distance be-

tween America's oil fields and oil centers of which Tulsa is the hub. Oil companies and supply manufacturers own their own planes, private operators and drilling contractors own their own planes, seismograph and exploration companies own their own planes. The oil industry's privately owned and operated planes would make a formidable air armada, surpassed in numbers only by the tremendous fleets of cars and trucks, purchased through Tulsa headquarters not by ones and twos but often a hundred at a time. Tulsa is the junction point of three great cross-country highways, U. S. 66, 75 and 64, which not only facilitate driving from the Oil Capital but send out-of-state cars through Tulsa at an average rate of 9,000 a day, the year round.

We close with a reference to personal appearance, which reflects for a city what it reflects for an individual in culture and prosperity. O. O. McIntyre said; "for its size, Tulsa, Oklahoma, is considered by those who know to be one of the better dressed American cities."

Those who know are further unanimous in the opinion that the opening of new oil fields, wherever they are found in America and around the globe contributes invariably to the perpetuation of Tulsa as the Oil Capital of the World.

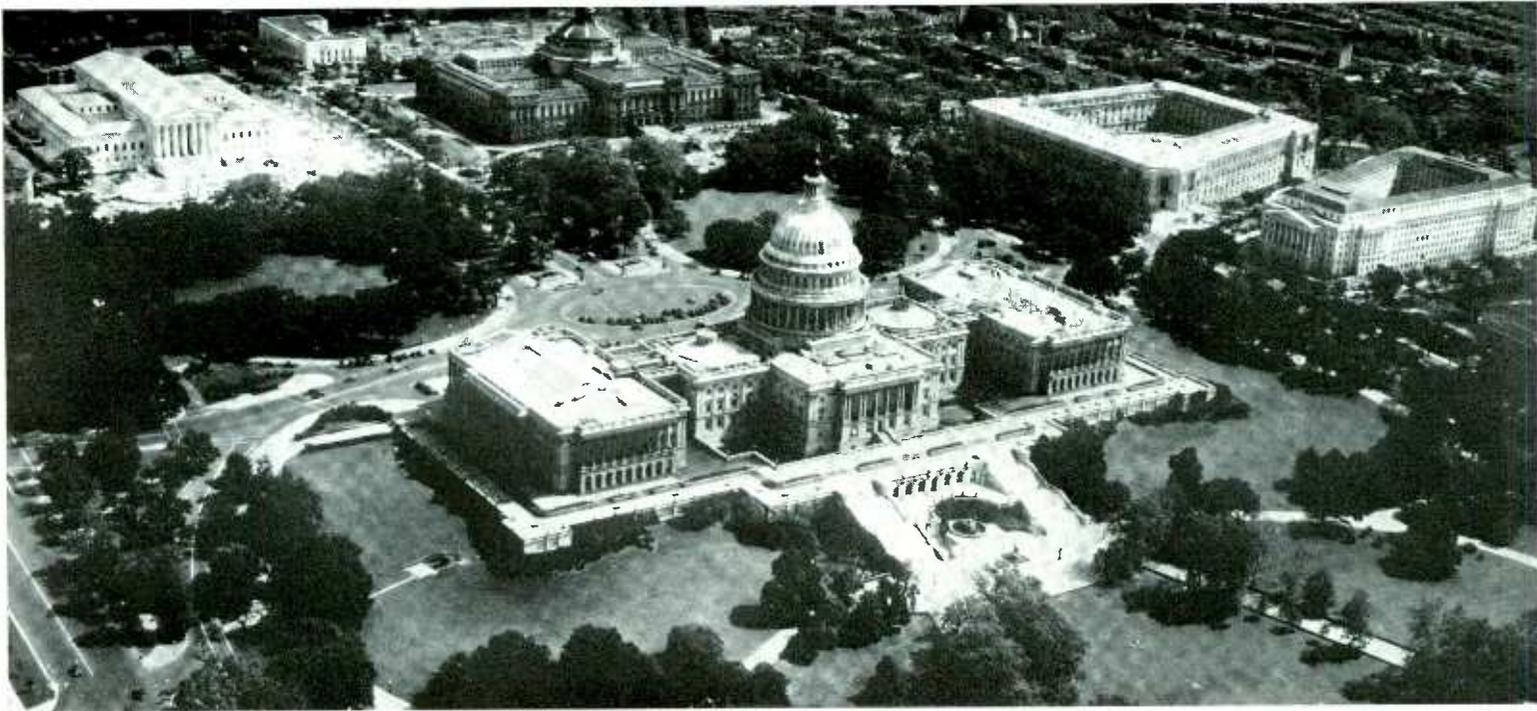
An F. C. C. Hearing In Washington, D. C.

BROADCASTING operations are under the thumb of the Federal Communications Commission, headed by Frank W. McNinch, a wiry South Carolinian. Before a station can be sold, transferred to the new owner and put under the new owner's operation, all parties must journey to Washington and a hearing is held on the deal. This covers all phases: finance, reputation, operating integrity, plans, and connections with other stations, newspapers, business. Invariably this entails considerable waste of time and money—as in the instance of the purchase of the popular Hearst San Antonio station, run by able George W. Johnson, when the buyers, headed by O. L. "Ted" Taylor of Amarillo, Texas, his chief, Gene Howe, partner, staffs, etc., made the costly trip to Washington—several times . . . and finally received the FCC's "OK".



At a later FCC hearing, Elliott Roosevelt made a logical plea to the Commission to treat these licenses so as to enable Broadcasters to obtain financial bank standing in order that they may better live up to the major requirements of the FCC—that a station be operated "in the public interest and convenience."

Sketches drawn during the hearing at Washington, D. C., by Manuel Rosenberg, editor, The ADVERTISER.



The Capital ... where billions have been freely spent, quite naturally millions may be expected to fall into local hands. Washington, D. C. gets more than any other American city's "normal share" . . . which accounts for its outstanding economic record.

Washington, D. C. POPULATION: 625,000 RETAIL SALES: \$368,403,000

The STEADY PAYROLL Market . . .

Society And Government Incomes Create Demand For Superior Living Standards . . . Sales Rank Consistently Greater Than Population Status

By HENRY J. KAUFMAN, Pres. Henry J. Kaufman, Advertising, Washington, D. C.

IS this Market's Buying Power high? Will such high Buying Power be maintained?

These questions should rank "1" and "2" on every marketing and space-buying survey. Buying power is a prime factor in effective advertising expenditure. It is equally certain that the pioneering dollars spent on the establishment of a product are wasted dollars if the market cannot be maintained long enough to show a healthy return on the investment.

Business has developed an acute case of sensitivity. With events causing various sections of the country to swing from new highs in wealth to new highs in poverty and distress, we cannot afford to forget that any community's economic stomach is no better adjusted to these wild orgies than is the human. Advertising doctors must not only feel the pulse of business for indications of health, but check its wind for stamina.

Washington, D. C., is one of the few large population centers that can honestly answer "yes" to the questions, "Is this market's buying power high?" . . . and "Will such high buying power be maintained?" The latest available nationwide survey of Buying Power revealed a rating of 204 for the District of Columbia. The national index is 100. This means that in income, both *earned* and *spent*, Washington more than doubles the nation's average as an active market. Although 12th in population rank, Washington ranks . . .

- 8th in total retail sales
 - 8th in Grocery Store sales
 - 10th in sales through all food stores
 - 11th in Department Store sales
 - 8th in Apparel Store sales
 - 6th in Filling Station sales
 - 7th in Automotive sales
 - 9th in Book Store sales
 - 6th in Drug Store sales
 - 3rd in Liquor Store sales
- These are but a few of the fig-

ures that prove that the effective average per capita buying income of \$3,786.00 for the city is **REALLY SPENT**. If these figures indicate that the buying power is high (and according to the above-mentioned survey Washington has led the nation's metropolitan markets in buying power for several years) then all you need are a few facts to show that this level can be maintained.

National problems do not disrupt Washington business; they improve it!

Today, the Washington, D. C., city population is estimated to be nearly 140% of the 1930 census, and Washington continues to grow at a fast rate. The estimated city population is in excess of 625,000. Over 208,000 persons are employed by the Federal and local government and business houses. These figures do not include the large number of proprietors (members of the firm) of unincorporated businesses, professional people and domestic

It's POST readers who make Washington America's Best Market



Yes, Washington leads Sales Management's Purchasing Power Index, with a rating of 225 compared to the nation's 100. Yes, Washington's effective buying income per family is \$3,767—per white family, \$4,361.

But all Washington families don't come up to these high standards. Washington's "A Market" contains 67% of the families, but accounts for 80% of the purchases. So in Washington, as elsewhere, it pays to concentrate on the upper-two-thirds group of families.

The Washington Post gives you maximum concentration in the "A Market." Post readers' incomes top those of other papers' readers by from 5% to 33%. It's *Post* readers who bring Washington's buying income up to that high standard that spells sales for you in the nation's capital! That explains why The Washington Post is the only paper which has had an increase in its per cent of all Washington advertising lineage each year for the past five years!

The Washington Post

WASHINGTON'S HOME MORNING NEWSPAPER

Osborn, Scolaro, Meeker & Co.

Fenger-Hall Pacific Coast



The WHITE HOUSE—its occupants buy. Indeed the Kooscells are good local customers. Likewise the rest of "D. C.'s" prosperous population has great and steady purchasing power.

(household employees). More than half (110,000) are employed by the U. S. Government and the annual Government payroll of \$220,000,000 to D. C. residents assures steady payrolls for employees of private business. (These Government payroll figures are based on June, 1938 records.) A large number of Government employees are assured permanent positions through their civil service status, and the floating element which shifts with the administrations provides your most lucrative market. The latter come to Washington needing everything it takes to start new homes. These newcomers, unfamiliar with local products, respond to local promotion of nationally advertised merchandise they read and heard about "back home."

The whirl of social activity among the political and diplomatic "upper crust" gives Washington's great middle class (there is no factory class) a high mark at which to shoot. "Keeping up with the Joneses" has inspired Washington's residents to a standard of living far higher than the country's average. Taking 1929 as a starting point, the per capita purchases (to quote a few items) in department stores, new cars, gasoline, residential electric power, life-insurance sales, new homes, etc., reached new highs in 1937 in Washington, D. C. The nation's per capita purchases, however, in department stores, new homes and life insurance dropped below the 1929 level and the big national gains in gasoline and electric power consumption, still fell far below the per capita gains registered in the District of Columbia.

This outstanding market advan-

tage for Washington might be explained by a report from The National Industrial Conference Board which used 1929 as a base for indicating the trend in total accountable income up to and including 1937. This report states that while the nation's percentage went DOWN 14.66%, Washington's percentage went UP 16.61%!

Just to give a more recent indication of a continuing upward trend, it's interesting to note that the November, 1938 payroll in the Executive Branch of the Government, amounting to \$21,180,393 showed an approximate gain of 4% over June of the same year.

If the above information is not enough to satisfy the most demanding space-buyers and marketing experts, here are a few more choice tid-bits. In nearby Maryland and Virginia, there are more than 200,000 residents. The majority of these depend upon Washington for their incomes and for their food, clothes and other merchandise. The largest cities in each state (Baltimore, Md. and Richmond, Va.) are many miles removed from the counties in their states which surround the District of Columbia. These 200,000 people are ACTUALLY CLOSER to Washington's main business and amusement center, than are a large number of Washingtonians who live in the Washington uptown residential sections.

Consider, too, this additional unique market fact . . . Washington seriously influences the buying habits of many far-removed citizens of the United States. Stand on any Washington street corner and you get a lesson in geography. License plates from every part of the na-

tion will flash by. Important people, personages that other people copy, carry back to their homes, in states all over the country, the influence of what they've heard and seen in the Nation's Capital. Congressmen, lawyers, executives, and millions (3 million expected in 1939) of pleasure-bent visitors . . . all are susceptible to the influence of advertising campaigns designed to sell Washington, D. C. . . . all carry the sales echoes back to their distant homes.

. . . and if you've a special "axe to grind," why not do so where you're sure of the attention of The President of The United States, his Cabinet, Senators, Representatives . . . and the active heads and secretaries of the more than five hundred powerful trade associations that make their headquarters in Washington, D. C.

This market is easily and inexpensively covered by a multitude of media. Check the milline rate of any Washington Newspaper against milline rates of newspapers in other major markets (markets which have lower buying power ratings) . . . compare the cost of commercial broadcasting, of street-car advertising, of outdoor advertising . . . reflect a moment on the fact that one of Mr. Farley's 1c postage stamps can carry your message to a prospect who has more than double the nation's per capita earning and spending power . . . then perhaps you will agree that it "costs a lot less to sell a lot more" in America's No. 1 Market, Washington, D. C.

A.T.A. Washington member . . .
Maran Typographers

MARKETS of AMERICA...

The ADVERTISER'S Sketch Book—Vol. III

Edited By MANUEL ROSENBERG

New Avenues To Peace and Employment...

CHANCELLOR Adolf Hitler will go down in history as a 20th century Napoleon and he'll meet his Waterloo perhaps at Poland's hands—but what we need today are more Napoleons of Business—men who will ever try to produce new products, new articles that have public demand, world-wide, and thus create new avenues of employment for both Capital and Labor—and advertising media. . .

We take our hats off to Powel Crosley, Jr., and his new Crosley motor car—and to David Sarnoff and his colleagues at RCA who venture on popularizing Television, which may well become in the not

too distant future another bonanza such as Radio—giving work and income to millions in all branches of life: art, culture, production, selling—notably advertising!

While Hitler struts the stage and makes the world jittery, and his own nation bankrupt, and forces other nations to go bankrupt in arming to thwart his threats—the Crosleys, Sarnoffs, Knudsens, and Ketterlings are man's great contributors to peace and prosperity—they are the men behind the scenes developing a greater life for all—not chauvinistic, not dictatorial, not hell-raising fearful hellions. They tame the factors that make for a greater life for mankind—the

elements. Luxuries they offer on such large scale as to reduce cost to meet popular purses, and today's luxuries, lo, become tomorrow's common necessities.

Advertising comes into play and creates mass demand for products of peace—not hatred for a nation's neighbors and its own fellow nationalists of different creed, which we witness today in the Axis countries.

Damn the Hitlers, Mussolinis, Stalins and their ilk! Give us men of peace and progress—that we may live a richer life and pass a heritage of wealth instead of war-created burdens on to our children and their children's children.



DAVID SARNOFF



WM. H. KNUDSEN



POWEL CROSLY, JR.

Seagram Salutes The States . . .



Superb Illustration and Brief, Effective Statistical Information Wins Attention, Good Will . . . Attractive Display Cleverly Localized . . .

By WALTER M. SWERTFAGER,
Director of Advertising and Sales
Promotion, Seagram Distillers Corp.,
N. Y.

SEAGRAM'S advertising department is a busy place these days answering requests from readers for reprints of our "Salute to the States" advertisements. Judging by the reader response, this campaign has made an indelible impression.

The central theme is a salute from Seagram to the forty-eight finest places in the world in which to live. Each of the advertisements is devoted to one state, featuring a scene or other picture characterizing that state. Included in the layout is a cartouche containing interesting and outstanding facts about the state. The Oregon advertisement, for example, shows a lumberjack lopping off the crown of a tree against a background of snow-capped Sierras. The Texas advertisement features a cattle roundup on the plains, and so on through the series.

The Oregon cartouche carries the following copy:

A Salute to
OREGON
"The Beaver State"
One of "America's Finest"
State Capital is Salem—The State

- Wins with nationwide "good will" type of advertising promotion for his firm's products.

Population is 1,022,000. The Largest City is Portland—Its Population is 302,000.

Do You Know . . . that Oregon has more than five hundred billion feet of standing timber—enough to reach from the earth to the moon and back 200 times? . . . that some of Oregon's trees are 300 feet high—twice as high as the Statue of Liberty? . . . that the annual salmon catch is valued at over \$2,000,000? . . . that Oregon has a greater variety of climates than any other state?

In each case the straight advertising matter deals with Seagram's 7 Crown and 5 Crown blended whiskies—"America's Finest."

The "Salute to the States" series was

launched with a double spread, four color advertisement in Time, Life, Colliers, Esquire, Liberty and the New Yorker showing a picture map of the United States bordered by scenes from each of the forty-eight states. Then followed the advertisements greeting the individual states, which are now being run in selected newspaper markets throughout the country. In each case the first advertisement to appear in any given state is a salute to that state and the other state salutes follow at the rate of about four a month. In addition, the entire series is being run in full-page, four color magazine advertisements, with pictures reproduced from original oil paintings. In the newspapers the illustrations are reproduced from black and white etchings of the same pictures.

Which brings me back to the fan mail. Evidently these advertisements are not only being looked at—they are being read as well. The idea of devoting each advertisement to a single state permits of a great variety of colorful and interesting subjects. The vivid illustrations and thumbnail historical and geographi-

Richer Highball? Order the Seven Milder Highball? Order the Five

Seagram's Crown Whiskies

At the Bar, Say "7" for Richer Drinks . . . "5" for Milder Drinks

Seagram's Crown Whiskies

Richer "Seven" . . . Milder "Five" You Do the Choosing

Seagram's Crown Whiskies

- Three states featured in Seagram's large-space newspaper campaign series "A Salute to The States." Tremendous demand for copies of the "48" is keeping Swertfager's staff working overtime.



Let Your Taste Dictate . . .
7 Crown is Richer . . . "5" is Milder

Good bartenders know how widely you'll find both Seagram's 7 Crown and 5 Crown in the better bars. The reason is . . . for all its heavy flavor, it is delightfully light—free from the slightest trace of heaviness. The milder "5" has a more graceful flavor, a superb fragrance of bouquet.

Whether you order "7" or "5" Crown, you are asking the bartender for "America's Finest!"
From the famous distiller, Col. James Watson, New York.

WHY IS SEAGRAM BETTER BECAUSE THEY'RE MASTER BLENDED

Seagram's Crown Whiskies
America's Finest



It's a Matter of Taste . . .
"7" Is Richer—"5" Is Milder

You can't help but feel a certain respect for the bar that features Seagram's 7 and 5 Crown. It denotes the patronage of those men who drink with an appreciation of taste. But whether you order at the bar or mix your drink at home, be sure to specify Seagram's Crown by CROPPY TASTE BETTER BECAUSE THEY'RE MASTER BLENDED

Seagram's Crown Whiskies
America's Finest



Like It Rich?—Ask for "7 Crown"
Like It Mild?—Ask for "5 Crown"

There are different tastes. The House of Seagram offers Crown Whiskies in two distinct flavors. Seagram's 7 Crown is hearty, about 40% lighter-bodied. Seagram's 5 Crown is mild and delicate. You'll find both at good bars everywhere.

Whom you highball from a bottle of either 7 Crown or 5 Crown is a conjunct which your palate can not fail to notice—and appreciate in the proper way. If saying "You're enjoying America's Finest!" At your favorite bar or package store CROPPY TASTE BETTER BECAUSE THEY'RE MASTER BLENDED

Seagram's Crown Whiskies
America's Finest



- The Seagram advertisement on Ohio features its rubber capital. Kentucky illustrates the famed Derby at Churchill Downs; and Texas with its vast cattle ranches, further educates America . . . The series has developed a keener appreciation of Seagram products.

cal notes seem to have an intrinsic interest which catches and holds a reader's attention much in the manner a page of one of the popular pictorials does. And our impression is that the running of a continuous, inter-connected series builds up a kind of suspense not often achieved in advertising copy.

At any rate, so numerous have been the requests from readers that we have decided to make up sets of pictures in the form of gummed and perforated sheets of multi-colored stamps, each stamp measuring 1 3/8" by 1 7/8". These sets, containing pictures of the state capitals used in the initial advertisement, will be distributed through package stores and on-premise outlets.

We are tying up this campaign with retail outlets by supplying picturesque display material featuring the same themes. In the "Salute to the States" campaign the principal piece is an eleven-color story map window display, localized for each state by the use of flasher bulbs illuminating the state in which the display is being exhibited.

As a counterpart to this campaign, we are promoting Seagram's "V. O." whiskey—"Canada's Finest"—with a series of magazine advertisements dedicated to our good neighbor to the North. These vividly colored advertisements depict famous Canadian scenes and outstanding Canadian historical events and personalities. The first was a double spread of the Canadian House of Parliament and this is being followed by others featuring such illustrious Canadians as Samuel de Champlain, founder of Quebec; Comte de Frontenac, governor of old French Canada, and James Wolfe, victor of the battle of the Plains of Abraham, which won Canada for the English.

Behind these pictures lies quite a story in itself. They were discovered after much ransacking in the old city of Montreal, in a series of very rare volumes entitled "Chronicles of Canada."

The original paintings, authentic in every historical detail, could not be reproduced directly because they are cracked and faded. An artist was engaged, therefore, to make new paintings based on the originals, and it is these which are reproduced in the advertisements and displays. The full-page magazine advertisements of this series will reach a total of 33,000,000 readers.

To tie up this Canadian series with retail outlets, we are distributing an "art gallery" window display consisting of a full color painting reproduced on canvas, mounted on wood and easled. The paintings can be detached from the easel for hanging on walls of back bars and package stores.

Aside from the question of direct con-

sumer appeal, we at Seagram's feel that both the American and Canadian series are the type of advertisements that maintain the dignity and prestige of our company's name. And in our industry, perhaps more than in most others, this is an important consideration. Our product is sold largely on prestige. By that I mean that confidence in the integrity and reliability of the distiller is likely to be the determining factor for the consumer. Moreover, looking at the matter from a broader point of view, the very future of our industry is intimately tied up with the building of public goodwill. The maintenance of a consistently high standard of good taste in advertising is one of the best ways to bring this about.



• This successful display, placed nationwide in retail outlets, has flasher illumination for each particular state. Cleverly designed and lithographed by Kindred MacLean & Co., N. Y., each is built in several planes, has nearly 20 pieces.

CHRYSLER "Localizes" National Advertising

Heightens Advertising Appeal
To Line Up With Feminine
Purchase Influence . . . Campaign
Gains Greatest Response In Years

By J. WIDMAN BERTCH,
Chrysler Account Executive, Lee
Anderson Advertising Co., Detroit

YES, the 1939 Chrysler color advertisements might well be called "localized national advertising." And as far as we know, they constitute the first attempt on record to inject local appeals into national advertising.

The evolution of this series started more than a year ago. It dates back to some thinking about a set of facts which pose a definite problem for the automobile advertisers. The Lee Anderson Advertising Co. has made a number of surveys to determine the extent of the woman's influence in the purchase of a motor car. Every one of these surveys checks on one point—woman's influence is a powerful factor in 75% or more of motor car purchases.

Yet women are not attracted by the ordinary automobile advertising in anywhere near the same proportion as men. A study of the leading surveys of advertising effectiveness brings this point out very clearly. It isn't at all unusual to find that an automobile ad in a weekly magazine will be observed by twice as many men as women. And when it comes to readership, women show even less inclination to pay atten-

tion to the car advertiser. It is just a plain fact that few women will read about the mechanical features of motor cars if they are put up in the ordinary form used by motor car advertisers.

At the beginning of the 1938 Chrysler campaign, an attempt was made to do something about this state of affairs. The services of an independent stylist—to supply an authentic woman's style appeal—were secured and a special series of Chrysler advertisements were consequently designed for the women's magazines. Each advertisement featured a big picture of a woman dressed in the newest and smartest manner. The details of her

dress were described and attributed to the leading New York shops from which they originated. The ads were written in the first person, and from headline to last period they carried a typical feminine approach to the subject of motor cars. This doesn't mean that mechanical things were ignored . . . they were simply handled on the basis of what they mean to the woman . . . in terms of her use and her interests.

The effects of this series were outstanding. A careful study of the reader surveys and a special survey which was made indicated a big increase in attention value and readership.

At the beginning of the 1939 car



Just how rival department store owners reacted to this clever "local" Chrysler series, featuring the feminine motorist in the latest styles offered by Baltimore, Philadelphia, Dallas, Cincinnati and other cities' outstanding stores, we can't say . . . but it has done a great attention-getting job of reaching feminine readers, reports Chrysler Agency.

model year, the facts were carefully studied by the Chrysler executives and the agency. Why wouldn't it be possible, they reasoned, to carry some of this type of appeal into their advertising in the mass weeklies, and add to the readers of Chrysler advertising a big group of women who might not otherwise be attracted to it?

They decided upon one point in advance: they must achieve this result without sacrificing any men readers. Furthermore, the basis of the sales appeal must not be changed. The advertising must persuade the ladies to read about Chrysler's mechanical advantages, rather than talk merely about style and luxury which might be assumed to be interesting to women. Throughout this series, this formula was carefully maintained. And as a matter of fact this "first person" copy actually enabled Chrysler to get more people of both sexes to read about *more mechanical features* than other motor car advertisers were getting by the customary approach!

The idea of localizing the series developed with the working out of preliminary layouts. In the series designed for the women's magazines, the ads had featured the leading New York shops as the source of the styles which were displayed. In reworking the idea for general magazines, it was necessary to take in a larger field. The first thought was to include some of the many other famous institutions across the country which are noted for smart style and quality merchandise. In the development of this idea, the realization was that it would create a great deal of interest to feature a different city in every ad . . . and to capture in the ad something of the spirit and individuality of the city featured.

So Chrysler started out with a list of the larger leading cities of the country and again secured the services of an independent style authority to do their style shopping for them.

The local angle, of course, immediately developed the possibilities of local tie-ups. It was found that in the great majority of cases the stores which were featured were very anxious to take advantage of the opportunity to capitalize on this publicizing of their names to an

audience running into many millions.

In Baltimore, for example, Hutzler Brothers started things off in a big way by featuring the costume worn by the "Chrysler girl." blow-ups of the ad in their store and in their windows. In our local distributor's establishment, they put in a window duplicating the setting of the advertisement, complete with the Chrysler car and a model dressed in the fascinating costume of the girl in the ad.

In San Francisco, Ransohoff's did much the same sort of thing, adding a display of a Chrysler car in their fashion department, and installing blow-ups of the advertisement at strategic points throughout their store. They also featured displays in the windows of leading dealers.

In Dallas, Neiman-Marcus took the headline of the Chrysler ad, "We Like to *Live* in Dallas" as the theme for a great civic celebration. They enlisted the cooperation of the Chamber of Commerce. They sent out special letters to leading citizens. They featured Chrysler and the theme line in fifteen windows of their great store. They developed a special local advertising campaign, featuring reproductions of the Chrysler ad, which they ran in the Dallas newspapers with commanding space and frequency.

These activities are typical, although the details have varied according to local conditions. In a surprising number of cities the affair has taken on a civic aspect. In the case of Denver, the Chamber of Commerce drafted an official expression of appreciation for the benefit accruing to the promotion of Denver as a vacation center.

These are all the more interesting because no effort was made to persuade the stores or communities to do anything in particular, and local cooperation was not made a condition of the deal.

In examining the results of the campaign to date, it would seem that the original objectives have been achieved. The leading reader surveys show: that the ads range uniformly high in attention value and readership. In the majority of cases, they rank first among automobile ads in the particular publication rated for low cost of attracting attention and getting read. They attract just as many men as

other Chrysler advertising . . . in some cases even more. They get twice as many women to look at the advertising and from two to ten times as many women to read it through.

The series has aroused the interest of Chrysler dealers and has inspired many special local sales efforts in cooperation.

One interesting check on its wide general interest has been the amount of correspondence it has generated. More people have written in comments about it than on any Chrysler series in the last ten years. The letters reveal a wide range of human interest and appeal. Sometimes people write to tell about *their* Chrysler cars, and how something mentioned in the advertising is borne out by their experience. Sometimes women compliment the stylist or take issue with her on a point of dress. Sometimes they say the young people pictured remind them of someone in their families . . . one woman sent in a photograph of her son whose resemblance to one of the models was striking. Sometimes the letters are sheer praise. Sometimes they are critical. But they reveal that the writers have not only been attracted by the ads but have studied them to the last detail.

In the highly competitive field of motor car advertising, the series has introduced a fresh and different note which has attracted wide attention. And from the ranking of Chrysler sales it is evident that its sales effectiveness is as good as its attention value.

Remove *Credit Barrier* to Gain South American Trade . . .

European Barter System Threatens America's
Foreign Market Position . . . America's Quality
Products, Widely Advertised, Are Invariably
Preferred By South American Buyers

By WILLIAM RECHT, *General Manager, Export Division, General Printing Ink Corp., New York*
General Manager, Rutherford Machinery Co., N. Y.

SWIFT moving events in Europe give every indication that there is a definite need for expansion by some countries, and their attempts to acquire additional territory as exemplified in recent developments bear out that contention. The purpose of this acquisition is unquestionably caused by economic necessity motivated by a desire to increase foreign trade. Foreign trade or export business, if you will, is the life blood of their existence.

You may ask what makes it possible for any one country to produce goods which are sought by others, and in the same vein, why should one country desire to import? The economist will tell you that the answer lies in one country's fortunate position of possessing an abundance of natural resources in excess of their own requirements and another country's lack of natural resources. Geographical conditions as well as other factors enter the picture. Unless the product can be used in its raw state by other countries, it is necessary that the exporting country possess manufacturing or production facilities in addition to its natural resources. The quality of these facilities may be another reason why there is a demand for export articles. In some cases, while the importer may have the equipment, he doesn't possess the skill and type of labor necessary to produce a quality product.

In the majority of products exported by the United States, this ideal condition prevails. Other countries may have, for the same reasons as mentioned above, similar advantages. But, the United States, because of its tremendous domestic requirements need not especially manufacture for export, but merely increase its production, thereby offering to their foreign customers

the same high quality that is so characteristic of our products. In this our position is unique in that we are able to give our foreign purchaser the benefit of mass production enjoyed by our consumers. It is also well to point out, and it is generally agreed in the world markets, that because of our high standards of living, goods produced under this system enjoy a preeminent position.

The next question obviously occurring to the reader should be—then why should we not have a very substantial portion of the world's business? In answering we must consider the type of competition that is waged against us because of these natural advantages. The one that is perhaps most familiar to everyone is the barter system. This is offered particularly in South America and generally in countries where the securing of American Dollar exchange is difficult. In this connection, it would be well to illustrate the seriousness of the



WILLIAM RECHT

"There should be greater contact between the U. S. merchant and the South American client through our Department of Commerce."

problem to the average merchant who desires to purchase some item from the U. S. It is far from simple as you will see.

The American exporter creates, either through direct contact or through advertising, a demand for his product. The local merchant, perhaps of good credit standing, forwards his order direct or through a sales representative, to the U. S. The shipper after quite some investigation contacts his bank who advises that while his new customer has an excellent reputation and is worthy of credit, he must make certain that his purchaser will be able to convert, within a specific time, his currency into U. S. dollars. This information, after a considerable waste of time, is relayed to the prospective buyer who goes to his local bank and is informed that there is no so-called free exchange available and he will have to wait, in some instances several months, before the U. S. dollars will be available to him against his purchase. It often happens that both the buyer and seller have tried to close an initial transaction and this experience has already caused irritation and mistrust before any business has been consummated.

During the course of these negotiations however the foreign buyer learns of the barter system or some other process under the same disguise offered by some European country. He finds that he can not only purchase foreign goods without all of this difficulty, but he can obtain a regular line of credit, make his payment in local currency, and still buy an imported item without the necessity of actually pleading with his bank to secure for him a dollar remittance.

In some countries the requirements are even more stringent in that special applications have to be



- American manufacturers' products win in foreign markets; largely due to their superior quality, and to their effective large space advertising campaigns in native media. This Ivory Soap (Procter & Gamble) ad used 2 col. display space in a native (Japanese) newspaper of Honolulu.

made to the government before an order is actually placed in the U. S.

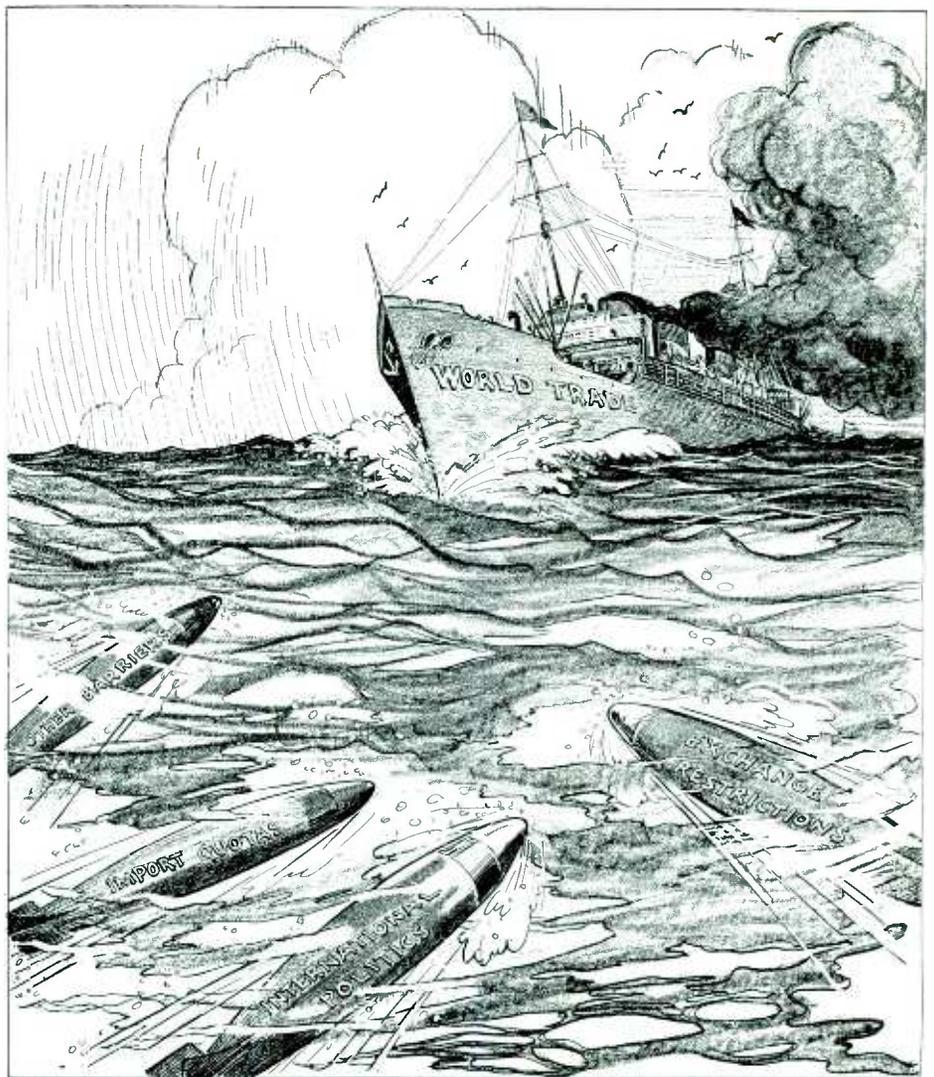
The majority of American manufacturers who have had experience in foreign trade, question how long it would be possible for some of the European countries to extend these advantages to their European manufacturers. It must be clear to the reader that these barter arrangements are possible only to the direct subsidy of foreign trade by the governments who arrange for such barter methods. It has been said that for the European countries who have no resources and who must tax their citizens to exploit foreign trade, that such procedure would eventually bankrupt them.

We should not stand idly by waiting for such an occurrence. To do this may result in the loss of contacts which we have established over a period of years.

Would it not be advisable therefore to employ some of our wealth to protect and possibly increase the business we now enjoy, by investigating and extending our credit facilities to the South American countries.

The extension of such credit, it would seem, would be a greater investment than foreign governmental loans, which because of their political nature, are used adversely and become a detriment to our for-

• This clever cartoon in the Buffalo (N.Y.) Chamber of Commerce magazine graphically depicts a few of the major hazards U. S. Manufacturers face in their quest for world trade.



eign trade rather than a help.

With an eye to the future, and frankly if we mean to create a greater demand for American products in South America, would it not be desirable to correct the disadvantages we are laboring under now . . . and would it not be more wholesome to develop closer contacts with our South American friends, not only politically (and it seems as though some attention is being directed to this move in recent months) but also on commercial and educational lines?

The writer, as in the past, recommends a greater contact between the U. S. merchant and the South American client through our Department of Commerce. The office of the commercial attache should be extended and increased in every large city in South America and the facilities of these offices should be available to the prospective buyers as well as the American merchant. This service should be offered free and should receive the proper publicity in all languages, so that it might be used by the prospective purchaser.

Through our Department of

State reciprocal arrangements similar to those which now exist between Mexico and the U. S., or preferably such immigration regulations which are now enjoyed by Cuban and U. S. citizens, should be extended to all the South American countries. This would make it possible for native born and naturalized citizens of either country to use tourist passes interchangeably.

It would be well at this time to suggest that we should promote the teaching of Spanish and Portuguese in our elementary schools. We should encourage through the proper publicity, perhaps by our Department of Commerce, that South American students complete their higher education in the U. S. These young men through this educational background would become better acquainted and would foster friendship for us upon their return to their native land.

The importance of our export business is recognized by our economists. In closing, the writer cannot help but quote an expression of one European statesman—"We must export or die."

Glamour-Debs say "Beauty begins at 5 p.m. with a Woodbury Facial Cocktail"



50%
Headline
and Text

30%
Illustration

20%
White
Space

An "Ideal" Advertisement

Space distribution suggested as "ideal" in this article: white space, 20%; illustration, 30%; headlines and sales copy, 50%. All available space is used but the result is not a "cluttered-up" page like many of the ads produced last year. A good sales presentation with high legibility.

"I've often noticed that the Society 'lovelies' who go in religiously for a Woodbury Facial Cocktail at the 5 P. M. hour, are usually the Glamour Girls who are the toast of the stage five in the morning hours later."

Says **CHOLLY KNICKERBOCKER**
Natal Society Commentator

Look alluring! This beauty picks up with Woodbury Facial Soap brings new sparkle to your skin

Every woman may expect her skin to look fatigued worn by late afternoon. That's when a cleansing with Woodbury gives your skin needed refreshment. Spread Woodbury's rich lather over your face. Give it a few moments' time to rouse weary skin... then rinse.

For three generations Woodbury has been a treasured beauty formula. Today a skin-stimulating Vitamin in this

...famous soap helps enliven the skin's vitality, with new sparkle for beauty. Young as they are, Society girls are wise in the lore of loveliness. So do as debutantes do! With a Woodbury Facial Cocktail before the dinner hour, prepare your complexion for compliments and flattery tonight!

And, of course, take your regular "facial" with Woodbury at bedtime, too. It's Beauty's grandest nightcap!

CONTAINS SKIN STIMULATING VITAMIN
Produced by ultra-sterile circulation. Patent No. 1976759

Refuse substitutes; buy the advertised brand every time!

AN ANALYSIS OF 1200 Advertisements . . .

Carnegie Tech Prof. Suggests Composition of "Ideal" Advertisement . . . Recommends Less Use of White Space and Illustrations and More Space for Pertinent Sales Messages

By GLEN U. CLEETON, Professor of Graphic Arts, Carnegie Institute of Technology, Pittsburgh

WHAT'S in an ad? Elementary question, indeed! The answer for most modern advertisements is simple: Illustrations, type, and white space. But, not so easily answered is the question: How much use is currently being made of each of these elements? If you wish to test your powers of observation and estimation, begin guessing now for the answer will be presented a few sentences hence.

Careful measurements of space

allotments were made in a survey of 1200 advertisements appearing in popular magazines during a six months' period. Full-page and half-page advertisements were selected at random from the following magazines: *American, Collier's, Cosmopolitan, Esquire, Fortune, Harpers', Ladies' Home Journal, Liberty, New Yorker, Mademoiselle, Saturday Evening Post, Time, Town & Country, True Confessions* and *ogue*.

The ads were analyzed in two

groups of 600 each. For the first 600, the following percentages were obtained:

Illustrations 45.22%
White space not directly connected with illustrations or text . . . 29.85%
Text matter and head. 24.93%

The percentages for the second series, which served as a reliability check on the first 600, were

Illustrations 44.99%
White Space 29.71%
Text matter 25.30%

64 ADVERTISING TYPOGRAPHERS

in the United States and Canada have qualified for membership in the Advertising Typographers Association of America, Incorporated. The 64 members of this 13 year old association handle approximately 75 per cent of the typographical work of all the national advertising appearing in magazines and newspapers, although there are about 1500 firms doing typograph-

ical work of one description or another. That certainly is conclusive evidence that advertisers have found that the members of this association will give them more for their typographical dollar in craftsmanship, service, taste, and experience, than they can get from any other source. Surely there is wisdom in calling in our member nearest to you on your typographical work.

ADVERTISING TYPOGRAPHERS

NATIONAL OFFICES LOCATED AT



ASSOCIATION OF AMERICA, Inc.

461 EIGHTH AVENUE, NEW YORK, N. Y.

MEMBERS IN 21 PRINCIPAL CITIES

AKRON, OHIO

The Akron Typesetting Co.

BALTIMORE, MD.

The Maran Printing Co.

BOSTON, MASS.

The Berkeley Press
The Wood Clarke Press

BUFFALO, N. Y.

Axel Edward Sahlin Typographic Service

CHICAGO, ILL.

Advertising Typographers, Inc.
Arkin Typographers, Inc.
Bertsch & Cooper
J. M. Bundseho, Inc.
The Faithorn Corp.
Hayes-Lochner, Inc.
Runkle-Thompson-Kovats, Inc.

CINCINNATI, OHIO

The J. W. Ford Co.

CLEVELAND, OHIO

Bohme & Blinkmann, Inc.
Schlick-Barner-Hayden, Inc.
Skelly Typesetting Co., Inc.

DALLAS, TEXAS

Jaggars-Chiles-Stovall, Inc.

DENVER, COLO.

The A. B. Hirschfeld Press

DETROIT, MICH.

George Willens & Company
C. Benj. Stapleton Co.

INDIANAPOLIS, IND.

The Typographic Service Co., Inc.

LOS ANGELES, CAL.

Rising-Hammond, Inc.
William Carnall

MONTREAL, CANADA

Fred F. Esler, Limited

NEW YORK CITY

Ad Service Co.
Advertising Agencies' Service Co., Inc.
Advertising Composition, Inc.
Artintype, Inc.
Associated Typographers, Inc.
Atlas Typographic Service, Inc.
Central Zone Press, Inc.
Diamant Typographic Service
A. T. Edwards Typography, Inc.
Empire State Craftsmen, Inc.
Frost Brothers
David Gildea & Co., Inc.
Graphic Arts Typographers, Inc.
Hanford Hardin, Inc.
Huxley House
King Typographic Service Corp.
Master Typographers, Inc.
Morrell & McDermott, Inc.
George Mullen, Inc.

Chris F. Olsen, Inc.

Frederick W. Schmidt, Inc.
Superior Typography, Inc.
Supreme Ad Service, Inc.
Tri-Arts Press, Inc.
Type Arrangement, Inc.
Typographic Craftsmen, Inc.
Typographic Designers, Inc.
Typographic Service Co.
Kurt H. Volk, Inc.

PHILADELPHIA, PA.

John C. Meyer & Son
Progressive Composition Co.
Kurt H. Volk, Inc.

PORTLAND, ORE.

Paul O. Giesey, Advertising Typographer

ST. LOUIS, MO.

Brendel Typographic Service
Warwick Typographers, Inc.

SAN FRANCISCO, CAL.

Patterson & Hall
Taylor & Taylor

SEATTLE, WASH.

Frank McCaffrey

TORONTO, CANADA

Swan Service

WASHINGTON, D. C.

Maran Typographers



This technique in photo-strip was widely used in 1939 with action illustrations. Is effective in securing attention and what is more important, these ads are read. Copy and illustrations in this type of ad should supplement each other in making the sales presentation.

fuse illustrations, by liberal use of white space, or by wordy text? Our analysis did not, of course, provide the answer to this problem, but it did open the way for the formulation of some ideas on the point. However, before presenting these ideas, let's see what further anatomical dissection of these 1200 specimens brought to light.

Illustrations used in these samples provide almost endless variety. One or more photographs, artists' sketches, photo-strips, or cartoon strips, used separately or intermingled, are the usual mode. For the most part, illustrations are correlated with the text. An analysis of the respective currency of each of these types of illustration was made, but presentation of this evidence is a story in itself—a story which must wait.

Very limited space is used for the production of an identifying trade-mark or symbol. In the 44.96% of the total space given over to illustrations, only 1.39% is devoted to trade-marks in the first 600 specimens. The trade-mark, in fact, gets less space, on the average, than any other major feature of the ads.

These percentage figures for trade-marks may be misleading because all the ads did not contain

These percentages show a rather expensive investment in white space; but margins being what they are, perhaps this is inevitable. Simple arithmetic reveals that margins, because they are located at the outside of the page, add square inches faster than a vertical or horizontal area taken from the middle of the page which is used for copy or illustrations. If margins could only be taken out of the mathematical center of the page, white space would be reduced, but tradition, style, and mechanical production limitations prevent this.

Marginless pages might help solve this problem. Marginless pages would be tough to handle where type matter is being used, but bleed trim is possible with illustrations. However, bleed illustrations, which made a strong bid for popularity among advertising production men a few years ago are now sparingly used—four or five in an issue of a

general-reader magazine is about the average. The closest approach to full utilization of space found in our survey was a full page ad in which quarter inch and three-eighths inch outside margins for type, were used along with bleed illustrations. And, despite the head-shaking by typographers at such heresy, the quarter inch margins on this specimen are not out of place. (You'll find the ad on page 71 of the April, 1938, issue of *Woman's Home Companion*.)

Obviously, knowing how much space is given over respectively to illustrations, text, and white space doesn't help much. The more difficult problem is the determination of the right balance among these. Is an ad made more effective by pro-

Prof. GLENN U. CLEETON

Asks what is an advertisement . . . and gives his technical analysis.



FIRST IN THE HEARTS OF OUR COUNTRYMEN!

HEINZ TOMATO KETCHUP

NO FOOD LIKE HOME FOOD FOR MARK TWAIN

1 When Mark Twain was asked of the great things he could not do without, he said he could not do without the ketchup which he had on his table.

2 The only ketchup in the world that is made from the finest tomatoes and is so delicious that it is used all over the world.

3 It is a matter of course that the ketchup which is used in the homes of the great men of the world is the ketchup which is made by H.J. Heine Co.

4 Among the dishes which are served in the homes of the great men of the world is the ketchup which is made by H.J. Heine Co.

You'd be startled at this...



Or this...



Or this...



Or this...



Then why not at this?



IT THERE'S ONE PLACE where you wouldn't be startled by a flood of free services, it's a modern service station. And the very fact that you take services like these so much for granted shows how widespread they have become.

Here in America, the petroleum industry has carried out the idea of making the customer king, to perhaps a greater extent than has ever been known before.

It has created, in the modern service station, an institution famous all over the world as typical of American hospitality and friendliness.

Benefits to America and Americans

Not only does this policy of surrounding you with service make motoring easier and pleasanter for you, but it puts thousands of your fellow-Americans to work.

So the next time you drive into a service station and receive your free, up-to-the-minute map, your free battery check, free oil, and friendly advice as to accommodations and points of interest, remember that you are experiencing another reason why you should be glad you live in modern America.

GULF OIL CORPORATION
Gulf Building - Pittsburgh, Pa.

Cartoon Strip . . .

- According to studies by Dr. George Gallup the cartoon strip or comic strip is more widely read than any other part of a newspaper. When cleverly related to sales presentation, this technique is very successful. At least these ads are read.

lem of getting reader attention and arousing interest by a better editorial style and technique, most ad-men appear to be succumbing completely to the lure of white space, giant headlines, and liberal splotches of illustration.

Contrary to many who are better qualified to express an opinion, I believe advertising investment in white space is wasteful and the same may be said of over-generous use of illustrations. Typographically and artistically, white space and illustrations are excellent, but psychologically and economically their rather universal and extensive use appear to have long since passed the point of diminishing returns. Using the averages found in this survey, I would like to venture the opinion that text-matter could be doubled in most magazine advertisements with an expected gain to the advertiser. To attain this result I would reduce white space and illustrations by about one-third. The result would be an advertisement made up about as follows: illustration, 30%; white space, 20%; and text with headlines, 50%.

Probably the statement that liberal use of white space is not justifiable psychologically will be challenged. It will be said that white space invites the reader's attention; and, if it does not arouse his interest, at least he is not discouraged from reading the ad because of a

black mass of type. True enough, but why use both white space and illustration to serve the same purpose as is often done? And why not resort to novelty, color, movement, or better written copy to catch attention and intrigue the reader?

Despite the phenomenal success of picture magazines and the current faith of ad-men in a Chinese proverb (you know, the one about a picture being worth a hundred words; or was it a thousand, or maybe a million) it would appear that illustration is being overdone. Certainly the use of illustration without closely related text is being too freely indulged in. Ad-men are apparently beginning to think of themselves as artists rather than salesmen. Granted that many ads are beautiful works of art, do they sell goods more effectively than other presentation techniques?

I have before me a very attractively produced ad showing an old-fashioned living room with fireplace and all the rest of that sentimental setting. I would like such a place to spend leisure hours (if any) and I'm sold on the idea of doing over my summer place in keeping with the picture in that ad. But the ad is supposed to sell me a floor covering of a certain kind. It hasn't, and it will not. I probably will forget the name by tomorrow morning. What this ad needs is more and

better sales presentation keyed in with illustration. It got attention but no appreciable results.

Apparently some ad-men have sensed the need for presenting a better relation of copy to illustration for this has begun to appear in current ads. It is being accomplished by presenting pictorial illustrations in sequence with separate squibs of copy, by running comic strips and cartoons, and, occasionally, by restricting the illustrative material and by writing copy that the reader feels is a personal message. Perhaps this is evidence that new advertising techniques are in the making.

As indicated above, I have emerged from this survey with the feeling that illustrations and white space in advertisements should be reduced in favor of more space for sales copy. However, this does not appear to be the trend in the construction of advertisements. Doubtless an analysis such as the one here reported, if taken a year from now, would show even greater use of illustration and less space devoted to the sales message. Competition for reader attention is forcing such a condition upon the advertiser. This, unfortunately, is resulting in a neglect of motivation and stimulation to action. The effectiveness of advertising is, thereby, being reduced.



To take full advantage of precious moments of attention

The average American, young or old, leads today a rather hurried existence. Be it business or pleasure which takes up time, there are demands aplenty on his or her attention.

The time and attention given to printed advertising is constantly sniped at by competing attractions. This means that, when a publication has family or individual attention, it is more important than it has been in years past, that every advertisement in its pages shall first attract the eye and secondly present its message so clearly and legibly as to make reading rapid and comfortable.

Only by printed advertising set in the most attractive and legible typefaces will those precious moments of attention be held, and the most profitable returns be secured for advertisers.

Ludlow typefaces, a few of which are shown in the column to the right, are available in wide variety to serve effectively the needs of all kinds of advertisers. Display lines set in up-to-date Ludlow typefaces, either modern or traditional, will attract and hold the attention of readers.

☆ On request we will send sheets showing Ludlow typefaces in practical use in local and national display.

Ludlow Typograph Company

2032 Clybourn Avenue + + + Chicago, Illinois

Say You Saw It In The ADVERTISER'S Sketch Book—Vol. III . . . Please

Another Step Forward

Ludlow Radian: Bold Extra Condensed

Winter Sale

Ludlow Radian: Heavy

Modern Book Shops

Ludlow Bodoni: Campanile

Quality Slug

Ludlow Tempo Bold

Power In Ads

Ludlow Tempo Bold Italic

An Ideal System

Ludlow Tempo Bold Condensed

Helps to Sell

Ludlow Mandate

Reflect Dignity

Ludlow Coronet

Forceful Scripts

Ludlow Coronet Bold

Eliminate Waste

Ludlow Mayfair Cursive

New Creation

Ludlow Hauser Script

Linage Leaders

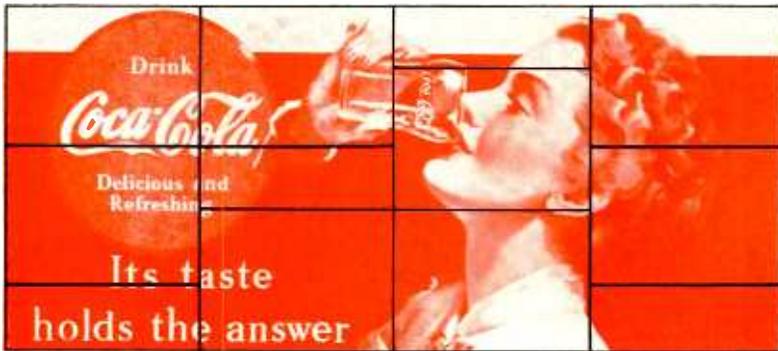
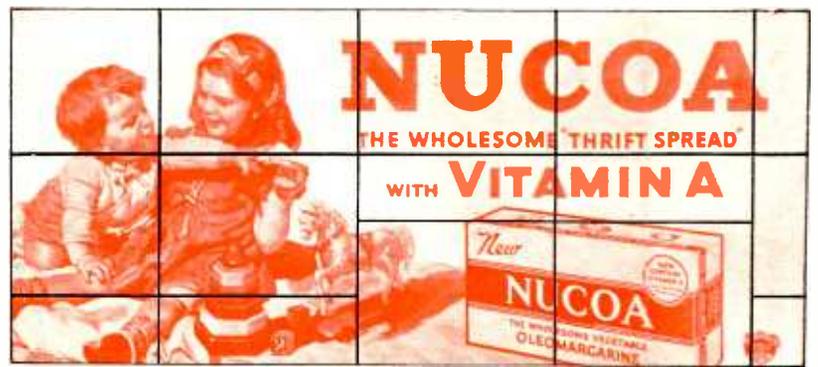
Ludlow Karnak Black Condensed

Durability

Ludlow Karnak Black

Legibility

Ludlow Karnak Black Italic



- Four examples of various sheet and section cuts that can be made so that cut lines will escape faces and other vital parts of the poster illustration. These cuts also are planned to permit minimum number of total printings. All four of these posters were lithographed by Forbes, Boston.

Planning Posters For MAXIMUM Results . . .

Design Placement For Economical Production Important
Item In 24-Sheet Poster Creation . . . Swiftly Passing
Glance Must Sell Interest In Advertiser's Message, Product

By MERLE D. PENNEY, Sales Promotion Director, The Forbes Lithograph Mfg. Co., Boston

POSTERS, by the very nature of the multiple jobs they must do—advertising, selling and public relations—and the manner in which they have to do those jobs, immediately become a very specific type of medium. They require the application of specialized technique in every phase of their production, from the original layout through the completed art work, to production and distribution.

Therefore, the more we learn about every step, the better able are we to obtain maximum effectiveness and results from all forms of poster advertising.

Building The Sketch

The story of the poster is addressed to consumers on the move. It must reach them quickly and forcibly. Posters (and particularly 24-sheet posters) are seen from a distance, and are given but a glance. Therefore, they first must attract instant attention; then hold that attention for a few seconds, and finally must imprint their pictorial and word message on the minds of observers in a flash.

With these factors in mind the art director who is responsible for designing posters must realize that simplicity invariably will be the keynote to a suc-



MERLE D. PENNEY

Famed poster authority explains rules of poster art production.

cessful poster design. In this design, no matter whether the dominant element in the poster is to be a picture or simply lettering, the composition must be forceful and as simple in form as possible.

For plain lettering posters, or so-called "flat treatment" posters, the finished drawing should be made at least 10" high by 22½" long. For posters containing figure paintings, or designs with small details that must be kept accurate, the finished drawing should be made larger, even up to 20" by 45", depending upon the medium that is used in making these drawings. Regarding direct color copy for posters, size will be determined by the type of copy used. Carbo prints are an ideal form of color photographic copy, and gigantic 24-sheet posters can be made from Kodachromes and similar color negatives even as small as 5x7—if they possess the necessary and essential cleanliness and sharpness of detail. In every case, remember that the sketch must always be made in the ratio of 1 to 2¼—that is, the length of the sketch must be two and one-quarter times the height. This is more easily understood when we realize that the dimensions of a completed 24-sheet poster are standard; 104" high by 234" long—just two and one-quarter times as long as it is high.



These Are 1938 FORBES POSTERS



The
high sign of
refreshment



THE SEBROF process, by which these striking 24-sheet posters were produced, is a poster-making technique whereby honest, accurate reproductions of color copy are assured. . . . The critical, all-seeing camera lens is employed IN ALL THE COLORS to augment the craftsmanship of trained poster artists. . . . Make no mistake about it, Forbes SEBROF posters are the finest posters you can buy.

AGENCY: DARCY ADVERTISING COMPANY

FORBES LITHOGRAPH CO.
P. O. BOX 513 • BOSTON
NEW YORK • CHICAGO • CLEVELAND • ROCHESTER • DETROIT

A HIGH TOTAL OF VALUE

add this up

REAL, LIVE IDEAS,
 premised upon many, many years of
 sound merchandising experience.

POWERFUL AND COLORFUL DESIGN,
 by creative artists; to put across those
 ideas with the maximum appeal and
 effectiveness, and incite buying action.

EXACT AND FAITHFUL REPRODUCTION,
 by craftsmen; with that quality touch
 that enhances the prestige and
 character of product and company
 name, and creates a desire to possess.

NEW MANUFACTURING EQUIPMENT,
 modern, highly efficient, for fast,
 economical and quality reproduction.

total

CREATIVE CO-OPERATION
 *by* **FORBES**

*Creators,
 Designers
 and
 Producers
 of*

- DISPLAYS
- CUTOUPS
- CAR CARDS
- POSTERS
- PAPER TRIMS
- HANGERS
- BANNERS
- FESTOONS
- STREAMERS
- COUNTER CARDS
- MERCHANDISERS
- BASKETS
- NOVELTIES
- CARTONS
- LABELS
- WRAPPERS
- STICKERS
- PACKAGE INSERTS
- BOOKLETS
- FOLDERS
- COVERS
- CATALOGS
- PAMPHLETS
- CIRCULARS
- ANNOUNCEMENTS
- ART PLATES
- CALENDARS
- STATIONERY
- MENUS
- BLOTTERS
- CHECKS
- BUSINESS CARDS
- PRINTED CELLULOSE

FORBES  **LITHOGRAPH CO.**
 P. O. BOX 513 • BOSTON

NEW YORK CHICAGO CLEVELAND ROCHESTER DETROIT

Regarding color, bear in mind at all times that the design will be enlarged many times. The colors, therefore, must be kept clean and strong in their relative values. Furthermore, the artist preparing the poster sketch should realize that a poster remains on the poster panel, out in the weather, for a period of at least thirty days. Therefore, a minimum of so-called "flecting" or "fugitive" colors should be used. Certain types of pinks, purples, blues and greens, with which every poster artist should be familiar, have a tendency to fade when exposed to sunlight, and they should be kept out of any large color areas in the poster design. True, some of these colors can be matched and their life guaranteed for thirty days, but the extremely high price of the ingredients make the inks very expensive when compared with ordinary inks.

Another factor for the experienced artist, and production man also, to keep in mind is that the poster ultimately is to be cut into sections for posting.

When we refer to these giant posters as 24-sheet posters, we are using a term that is a "hangover" from the days when presses were smaller and twenty-four lithographed sheets were necessary to complete a full poster. Today a 24-sheet poster is lithographed on ten large sheets, size 44" x 60". The design is so laid out that these ten sheets can be cut and arranged as a total of twelve or fifteen pieces for economical and practical manufacturing and posting. Various layout arrangements are illustrated herein, and these indicate ways in which cuts and laps are planned so as to escape certain areas where their appearance would be particularly objectionable.

Where it is possible to do so, it will be advantageous to consult a reliable lithographer before the final sketch is made, letting him see the roughs. He may be able to suggest slight changes in layout that will eliminate poor matches and extra printings, without destroying the value of the poster. Also, he many times can make suggestions as to proper strength of colors, slight changes in tones of color, etc., all of which may mean considerable saving in the final price.

Lithographing the Poster

Just as soon as the finished poster sketch arrives in the lithograph plant, the ideal section and sheet divisions are determined and indicated on tissue overlays. A large number of layout arrangements is possible, there being but one restriction—that the poster be so cut as to necessitate no more than five separate sections; and these sections must run from top to bottom of the poster in vertical lines. The horizontal divisions can vary, but each section is 2½ sheets high.

Naturally the layout of the sections and sheets is controlled by the design of the poster—the aim being to get the most faithful reproduction with a minimum number of printings. A greater number of printings may not necessarily mean a better reproduction—it may mean an uneconomical and inefficient layout.

The next step varies depending upon

• *... ideal section and sheet divisions are determined and indicated on tissue overlays."*



whether the poster is of a type that will be drawn by poster artists or of the type that will be photographed directly onto the printing plate.

For posters which are to be drawn by poster artists, an engraved key is made on gelatine of the entire sketch. This key consists of lines cut with a sharp point into a gelatine sheet laid over the sketch, outlining all the various colors—solids and tones—that appear in the copy. These lines are then filled with an opaque to make them solid lines on a transparent surface. This gelatine key tracing then is projected to full poster size and the projected key lines are drawn in on blank poster sheets with special crayon.

These sheets are rubbed down on prepared printing plates and the lines on the plates are traced with a greasy crayon—or tusche—after which the plates are prepared for printing so that sufficient sheets can be printed from the key plates to serve as keys to the artists for the various colors to be drawn on final printing plates—a plate for each color. That is, if there are to be five colors on a given poster sheet, five printing plates are prepared—one for each color; and, naturally, these various plates must lithograph so that the various colors fall in register and produce the true color values.

In a few of the better lithographic plants, in order to reproduce the poster sketch in all details of color and design, keys are made involving all the colors. Many lithographers, however, key only the black and try to fit the other colors to that key. This is a time saver, but cannot permit accurate and high-quality reproduction.

Today, in the more progressive lithograph plants, the better posters are prepared photographically. After the proper section and sheet layout is determined and indicated, the sketch is photographed many times in order to provide a negative of each color of each printing sheet area. Then each negative is enlarged photographically directly onto a metal press plate, the surface of which carries a light-sensitive coating. Each press plate is then developed and poster artists make adjustments thereon

in the tone values by reducing the size of the halftone dots or by adding work where necessary.

In either case—whether working from keys or working on plates prepared photographically—the trained poster artist has his job to do in preparing the plate so that all of the design and all of the color value of the poster sketch will appear on the finished poster. It is the skill and the trained judgment of the poster artist that play the vital part in the production of a true reproduction of the sketch.

Posters are lithographed on rotary lithographic presses, either offset presses or direct presses, depending upon the nature of the design. Because of the fact that great strength of color is required in large areas on posters, direct presses are used in the greater number of instances.

Fundamental Principles of Lithography

It may be well to digress for a moment to inform those who are not familiar with lithography just how the process differs from type (or letterpress) printing. In letterpress printing the printing surface is a raised surface consisting of halftone dots, solids, type letters or lines. Ink applied to this raised surface is transferred to the paper by direct contact. In lithography, however, the printing is done from a plane, or flat, surface—the theory of lithography being that water and grease will not mix.

The lithograph plate (on the press) first comes into contact with a series of water rollers so that it is entirely moistened except where the designs appear, these designs having been prepared with greasy ink which repels moisture. Then, as the plate continues on its way on the revolving press cylinder, it comes in contact with the ink rollers. These rollers apply ink to the designs but not to the moistened parts of the plate. The plate then meets the paper and the ink is transferred from plate to paper, reproducing on the paper that particular color in the design. This is lithograph printing on a direct press.

On an offset press, an additional cylinder is built into the press around which



Introducing *a superior* **OFFSET BLANKET**

WE WANTED A BLANKET THAT WOULD MATCH THE QUALITY REPUTATION OF OUR INKS. To this end we have been working for months with the GOODYEAR TIRE and RUBBER COMPANY, who have been willing to pool their vast experience in rubber compounding with our special knowledge of inks.

This new blanket has been built and perfected in the Goodyear plant and tested, not only by them and ourselves but also in a number of the leading Lithographic Plants throughout the country, all of whom have declared it the best they have ever used.

We now have a complete stock and offer immediate service.

Sinclair and Valentine Co.

INKS

FEATURING



**TENSILE STRENGTH
SMOOTH SURFACE
OIL RESISTANT
QUALITIES
MINIMUM STRETCH
CLOSE REGISTER**



**FREE FROM
TACK, SWELLING
AND EMBOSSING**

MAIN OFFICE AND FACTORY: 611 WEST 129th STREET, NEW YORK, N. Y.

Service from Coast to Coast!

Albany
Baltimore
Boston
Chicago

Dayton
Dallas
Cleveland
Jacksonville

New Haven

Kansas City
Los Angeles
Miami
Nashville

Birmingham

Philadelphia
San Francisco
Seattle
New Orleans

is stretched a specially manufactured rubber blanket, known as an offset blanket. On this type of press, the lithograph plate, after being moistened and inked, comes into contact with the offset blanket. The inked design is transferred to the rubber blanket and then to the paper from the rubber blanket.

No proofs are pulled and submitted of 24-sheet posters—neither time nor method of production will permit. The proving and adjusting are carried on as the job progresses on the presses.

As stated before, posters are made up of ten lithographed sheets, and each color on each of these sheets must match exactly the same color appearing upon adjoining sheets. Several presses must be utilized simultaneously in turning out a poster—therefore utmost care and continual checking must be exercised to insure that sheets and sections match.

Paper and Ink

Posters are required to exhibit their picture and story to the public over a period of at least a month, out in the open, exposed to driving rain, sleet or snow, to blistering sun, and to freezing and thawing temperatures; and it is essential that they appear just as fresh and sparkling at the end of thirty days as the day they originally were posted. The use of proper paper and ink determines to a large extent the successful completion of this task by the poster.

Inks must be employed that will withstand all these ravages of the elements in order that the accurate portrayal of the poster sketch will be maintained over the entire posting period. Forbes laboratory men continually check and test all inks, and all ingredients that go into those inks, that only the best shall be employed. New dry colors are developed, from time to time, that surpass in performance similar dry colors previously determined to be "tops." Careful and continual color checking is the only sure way of discovering and certifying those new developments in dry colors, lithographic varnishes and other ingredients.

As the lithograph job progresses, the lithographed sheets are piled in trays—a few sheets to a tray—to permit thorough drying of the colors in between printing operations and after final printing, before folding and collating. This thorough drying is highly important, because of the large areas and heavy deposits of ink necessary on those large 24-sheet posters. Furthermore, if the lithographer has been allowed sufficient time to turn out a first-grade poster, this proper drying of colors between printing operations will go a long way toward insuring bright and powerful color effects.

The paper also is of prime importance, and in recent years attention has been directed to the back, or pasting surface, of posters. Papers have been developed with a rough back which, because of this roughness of the back, have greater affinity for the paste. As a result, the various poster sheets cling more securely to the poster panel and

to the other sheets over which they are lapped along the edges of the sheets. In this way that aggravating and unsightly condition known throughout the trade as "flagging" has almost been eliminated—where rough back poster paper has been used. "Flagging" is the peeling away of the edges and corners of poster sections due to the action of rain, sun and temperature.

Collating and Shipping

Following the actual printing of the poster by lithography, the sheets are then trimmed, and those sheets which carry half sections are cut. Then the sheets are inspected, folded and collated.

The proper collating of the poster sheet is of vital importance to the billposter. The poster sheets are folded to a size of about 12" x 31" and collated so that sheet No. 1, which is the sheet that is to be pasted in the upper left-hand corner of the poster panel, is on the outside. Then, if properly collated, the billposter next finds sheet No. 2, which pastes below sheet No. 1, and then sheet No. 3, etc. The billposter pastes the sheets from top to bottom in each section and progresses from left to right by sections. Sheet No. 1 also has a small layout stamped on the back, showing the billposter at a glance the number of sections and the number of sheets in each section, so that he may plan his posting when he starts.

Now that the posters have been lithographed and collated, they must be shipped all over the posting area. This posting area may be a local territory, a specific section of the country, or a complete coverage of the entire country; depending upon the nature of the product being advertised and the scope of merchandising activities of the manufacturer. In any case, plans must be formulated by the lithographer when work on the poster is started, so that all work will be scheduled to the end that posters will be completed, shipped and in the hands of the bill posting companies on or before the contracted date of posting.

There must be no lapse of time—poster panel space is a valuable medium of advertising and every minute of posting time must be utilized.

Types of Posters

In addition to the 24-sheet poster, there are posters of various sizes and shapes ranging down to small window posters. In between there are the 1-sheet, 2-sheet, 3-sheet and 4-sheet posters, seen most generally in and about the stations of transportation lines; wagon posters, pasted in panels on the delivery trucks of manufacturing concerns and express companies; station posters that make their regular appearance on panels located at the service stations of most of the large oil companies, and wall posters that are being used more and more on the walls of retail stores.

Poster designs can be developed so that, with but little re-arrangement, they can be used on the various types of posters, and orders to the lithog-

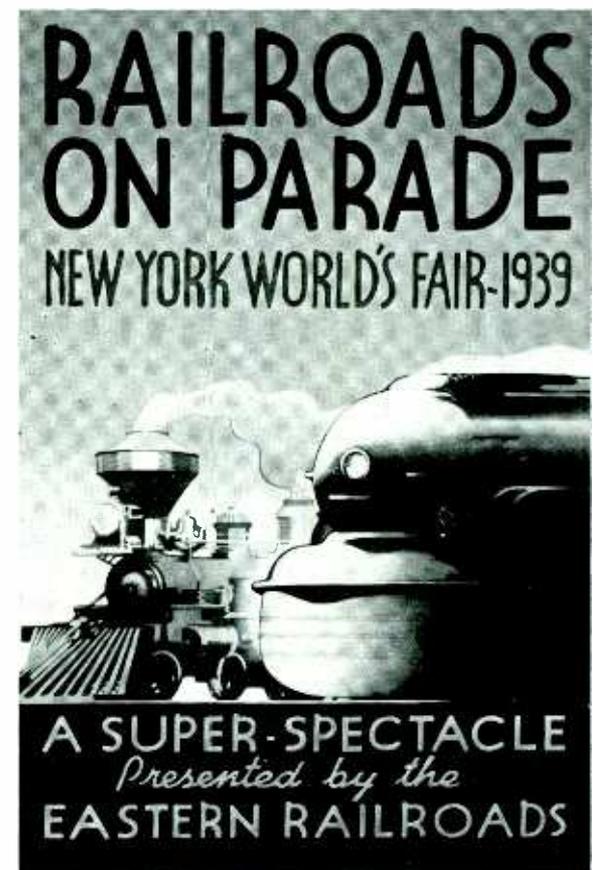
raphers for posters many times embrace not only the 24-sheet but also several of the other sizes and kinds of posters, all to carry the same poster design.

Direct Color Photography

The use of the color camera is becoming more and more a factor in the development of poster sketches. The American public today certainly is camera conscious and readily appreciates the realism inherent in advertising messages that are illustrated by direct color photography. Now that the poster-making technique has progressed to the point where all of the colors in the poster can be handled photographically, even including the making of the press plate, the original lifelike realism caught by the color camera is retained on the finished poster, even in the gigantic 24-sheet size. In recent months some very striking posters have made their appearance carrying direct color subjects, and in some cases these posters have incited spontaneous responses from consumers. It is a phase of poster technique that should be watched very carefully and progressive advertisers will lose no time in availing themselves of this newest development.

Summary

There is no mystery entailed in making a 24-sheet poster; and the foregoing outline is necessarily a very limited one, touching upon only a few of the many steps and operations incident to



• A very interesting 1-sheet poster, striking by reason of the powerful and very modern wash drawing treatment by the artist, Leslie Ragan. Lithographed by Forbes.

the complete production of a 24-sheet poster. The work, all the way, is extremely intriguing and interesting; and it's highly technical and exacting, too, involving the services of skilled artists and trained craftsmen — men whose years of practical experience have endowed them with the vision and the judgment so essential to this type of reproduction.

In order, however, that the skill and judgment of these artists and craftsmen may be permitted full sway, and the advertiser thus derive a bumper crop of benefits from his poster advertising, there are two prime factors to

be considered—namely, time and price.

By all means every effort should be made to allow the lithographer sufficient time in order to do full justice to the poster sketch. Also, a price should be allowed for the job that is commensurate with the results desired.

The price differential between an inferior poster reproduction and one of the highest quality is but a few cents when you consider the money that is involved in the preparatory sketch costs plus the cost of the space that the poster will occupy for thirty days; and it is quickly evident that the actual cost of the poster alone is but a frac-

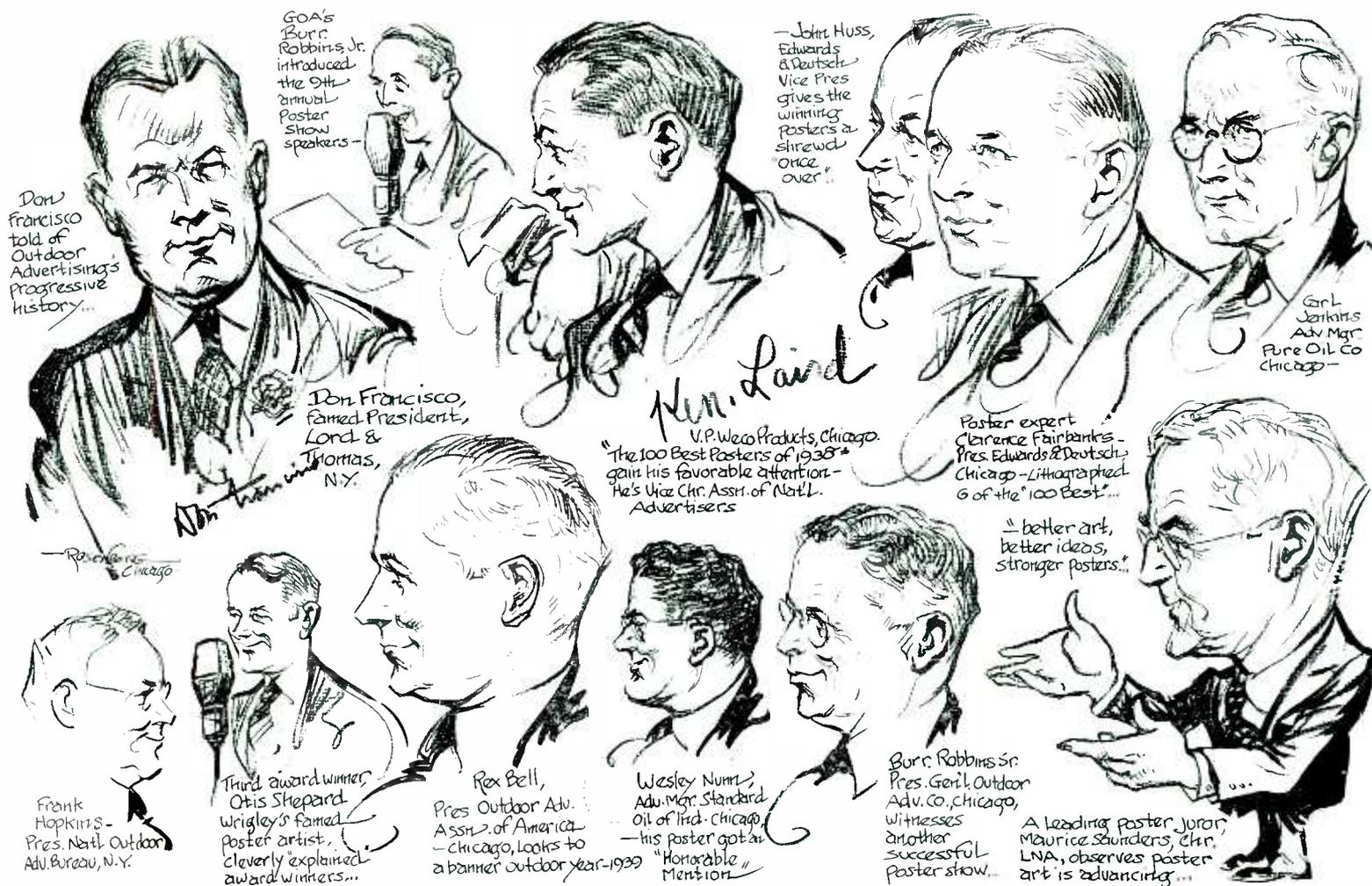
tion of the total cost. In other words, the total cost of an individual posting averages from \$10 per poster, upward; and that is the amount being gambled when poster orders are placed on price differentials of a few cents.

The advertising profession is rapidly becoming conscious of the fact that only the best in poster reproduction offers the surest path to increased consumer good-will and acceptance. More and more is there coming to be the closest understanding and co-operation between the advertiser, the agency, the artist and the lithographer.

SHEPARD • SAUNDERS • SCHAEFFER • NUNN • POUND • LUCKMAN • TRACEY • SEELIN • JAMES • BROWN • BROWN • ROBBINS



• This striking poster design created by Lord & Thomas, Los Angeles, for California Fruit Growers Exchange, was 1938's best poster, in the opinion of these nationally famed judges. It was exhibited as ace of "100 Best posters", at the GOA Show in Chicago.



POSTER SHOW ... Outdoor and other ad-world Personalities noted at the Chicago Exhibition of the nation's 100 BEST posters for 1938. Sketches by Mann I. Rosenberg, Editor of The ADVERTISER.

PHOTO-LETTERING . . .

A new and practical development for display lettering which is entirely independent of typesetting or hand-lettering

By C. E. RUCKSTUHL

President Typographic Service Co., New York

IN the past there have been just two ways of getting words into print . . . by the use of type . . . and hand-lettering.

Type was economical . . . hand-lettering expensive. Type, though economical, is not flexible . . . it is stubborn. Standing on its metal pedestal it has defied us to change it.

Photo-lettering is a new and practical process for headlines which cannot be handled in type and would otherwise call for hand-lettering.

It is a method which aids the artist aesthetically and does away with drudgery. Among its many features are flexibility and speed, and the consequent economy in cost as compared with hand-lettering.

By use of previously designed alphabets, an important phase of every job is carefully thought out even before the job is started and yet no alphabet is arbitrary. Spacing and color are clearly visualized (without perspiration) before the artist commits himself. Modifying the alphabet in most any manner is done logically and precisely through the use of prisms and lenses, while rendering is always clean, sharp, black and even.

Today it is generally conceded that Photo-lettering has made a definite and progressive contribution to the field of commercial art.

The process is a combination of special layout and camera work, with only one character or letter handled at a time, giving the operator great scope in producing a complete line of lettering that is perfectly spaced, weighted and proportioned in accordance with the result desired.

The photo-lettering process re-

quires only a rough sketch, tracing or Photostat showing size and style of lettering desired, weight or color, and exact area.

From this sketch a special working layout is prepared which indicates the master plate to be used, condensing and expanding requirements, adjustment of weights, and justification control.

The working layout is then fastened to the control board of the photographing machine. This machine is then prepared for operation. The film is inserted and the glass master alphabet plate selected is placed in the machine. A great variety of modern character alphabets have been constructed covering the mass of lettering requirements. By means of prisms the image of the characters on the master plate is displayed on the layout before the operator. He then makes use of numerous devices on the machine which adjust the weight, slant, changing proportions, etc., of the image until it conforms with the layout. A simple touch of the control then exposes the character. By photographing each character separately the operator constructs the complete line of lettering perfectly spaced, weighted, and proportioned to the indication of the client.

When all the characters have been imposed the film is removed, developed and mounted. Since only one character is handled at a time, intricate spacing and extreme flexibility is not a problem to photo-lettering.

Photo-Lettering, Inc., New York, is supplying photo-lettering to an increasing number of advertisers and others who seek to obtain distinctive lettering inexpensively.

**UNTIL YOU SEE WHAT
RCA HAS COMING!**

AMERICA'S *FIRST* GIN IS
EXTRA DRY
[NOT SWEET]

**MERCURY
OWNERS
WRITE
AN AD!...**

**BUILT TO
GO PLACES!**

**MY HEAD'S HEAVY
ENOUGH TO
ANCHOR THE
QUEEN MARY!**

A Brand New Blend of Rich Havana



WE CROSS OUR **t**'S

It's the strong penchant for detail that makes our entire organization a meticulous group of "T-crossers."

Every detail of your job is first studied from every angle before the type is set. Advertising typography cannot be judged as a separate entity: type should be appropriate to the purpose for which it is to be used and for the background in which it is to appear. Our typographers have the ability to foresee the printed result, and thus your layout and instructions act as a direct challenge to their creative ability.

This attention to the details of each job has allowed us to become the largest and most modern advertising typographers in the country. The facilities of Typographic Service Co. and Independent Typesetting Co. have just recently been combined for the purpose of rendering still better service. Here composition by

hand, by monotype and by linotype is at your disposal, supervised by a type-conscious personnel that knows the best technique for every kind of work.

PHOTO-LETTERING

In the past, there have been just two ways of getting words into print: by the use of type, and hand-lettering. Type was economical—hand-lettering expensive. Photo-lettering is a new and practical process for headlines which cannot be handled in type and would otherwise call for hand-lettering. Among its many features are flexibility and speed, and the consequent economy in cost as compared with hand-lettering. Learn about this new development in lettering from our representative. He will show you an illustrated portfolio explaining this process in detail.

TYPOGRAPHIC SERVICE COMPANY

305 East 45th Street, New York



D I V I S I O N S O F E L E C T R O



WE DOT OUR **i**'S

A dot may seem an infinitesimal element to discuss, but in electrotypes dots prove mighty important. They spell the difference between a perfect reproduction of an engraving or just another electrotype. As the size of each dot determines the highlights, middletones and shadows in a halftone, it is our job to reproduce from the original each identical dot on the electrotype.

This we can do in our exclusive Vacuum Process. Ordinary electrotype shells are laid on a heated surface and backed up by pouring the molten metal. This naturally causes a surface distortion due to the intense heat. In Reilly Vacuum Electrotypes the shell is placed on a ground surface through which an intense vacuum is created. This vacuum anchors the shell during the pouring operation and remains throughout the cooling period. Thus, the shell cannot contract or expand, and

produces an absolutely true printing surface, assuring the perfect reproduction of the type matter and illustrations of the original engraving.

In Vacuum Electrotype Plates, fine detail, tone values, exact register and perfection to the last one-thousandth of an inch are *built* into the shell, not *pounded* into the plate in the finishing room.

Vacuum Electrotype Plates are but one of the complete list of Reilly electrotype products. In our new plant we offer the most complete electrotyping service in the metropolitan area, including mats, stereotypes, electrotypes and Reillytypes (exact duplicates of original engravings made by electrolytic deposition). We invite you to visit our new plant to see the precautions taken to insure Reilly perfection, or, a representative will call on you to explain these products in detail.

REILLY ELECTROTYPE COMPANY

305 East 45th Street, New York



G R A P H I C C O R P O R A T I O N

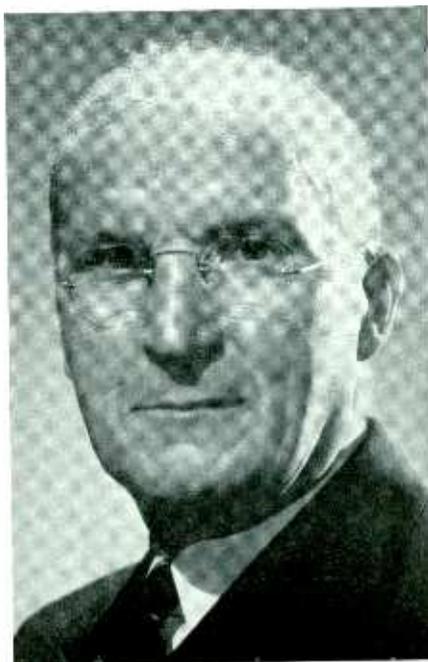
A Resume of the Progress of Reillytypes...

TEN YEARS AGO, when duplicate plates made by electrolytic deposition were first introduced as substitutes for duplicate engravings, there was a natural antipathy toward their use on the part of publishers, printers, advertising agencies and national advertisers. Publishers were loath to accept this untried product when they could demand originals from which to mold their electros. Printers, whose work is so open to criticism, refused to play the role of guinea pigs. Advertising agencies, intent on holding their accounts, were skeptical although they realized the possibilities of using electrolytic duplicates. Even the advertisers themselves, who would benefit tremendously from the appreciable price saving, continued using the costlier duplicate original plates.

This cool reception did not dampen our enthusiasm, for our tests had proved that these duplicate plates made by electrolytic deposition were, for all practical purposes, exact duplicates of the originals. We knew that perfect lead-mold electrotypes could be molded from electrolytic duplicates; just as deep and equally as sharp as from the original copper engraving. During the ensuing ten years we have proved our claims by actual demonstration in magazine printing plants throughout the country.

Today even those connected with the graphic arts cannot distinguish between a reproduction from an original copper engraving and one from an electrolytic duplicate. As electrolytic duplicates are used only by national magazines read by the general public, it is safe to say that only one reader in a million could notice the difference if given two tear sheets and a magnifying glass to study them.

It is obvious that the two strongest arguments for the use of electrolytic duplicates are their economy



Editor's Note: Joseph Reilly has had a preeminent career in the field of electrotyping, vastly important to Advertising. In this article he explains his invention's economic values.

(saving more than 50% on duplicate plate costs) and their speed of manufacture.

National advertisers whose schedules require the same advertisement to appear simultaneously in two or more magazines with the same mechanical requirements, now deliver electrolytic duplicates to the publishers for molding their electrotypes. The following are some typical examples of the savings effected by the use of electrolytic duplicates both on color plates and black-and-white.

The cost of duplicate originals for a recent $9\frac{3}{8} \times 12\frac{1}{8}$ four-color page advertisement was \$283.83. By using electrolytic duplicates these same plates would cost \$107.56. The difference of \$176.27 represents a saving of 62%.

On another four-color page advertisement, size $8\frac{1}{4} \times 11\frac{1}{2}$, the duplicate original engravings cost \$277.88. One complete set of electrolytic duplicates would cost \$86.82. The difference of \$191.06 is a saving of 69%.

The duplicate originals on a typical $4\frac{5}{8} \times 12\frac{1}{8}$ black-and-white half-page cost \$43.40. Electrolytic duplicates for this same advertisement would cost \$18.64, a saving of \$24.76 or 57%.

On engravings containing extras such as silhouetting, surprints, color Bendays, staging and re-etching, the cost for duplicate originals is, naturally, higher; and the saving by

Duplicate Plates Made by Electrolytic Deposition—The Biggest Achievement in Electrotyping During the Past Decade.

By JOSEPH REILLY

Pres. Reilly Electrotype Co., N. Y.

using electrolytic duplicates increases, being sometimes as high as 150%.

Advertising agencies, with deadlines to meet, were quick to realize the advantages of electrolytic duplicates. After the original plates have been made, it requires an average of 3 to 4 days to manufacture electrolytic duplicates and have them en-route to the publisher. Here is a saving in time on rush jobs and with less chance of error.

Laboratory tests proved unquestionably that electrolytic duplicates measured up to the originals in every way. Measurements by means of a microscope and a depthmeter were made of corresponding dots on an original and an electrolytic duplicate. Dots in highlights, middletones and shadows were all measured and were found to be exactly the same. It was evident that no difference existed between the surfaces of the two plates.

Rockwell hardness tests were made of the deposited copper in the electrolytic duplicate and showed a score of 65; that of a coined penny is only 70. These plates are more than adequate to resist the pressure of lead-molding. In our tests as many as 40 perfect molds were made from one electrolytic duplicate and undoubtedly twice that number could have been made if the test were continued.

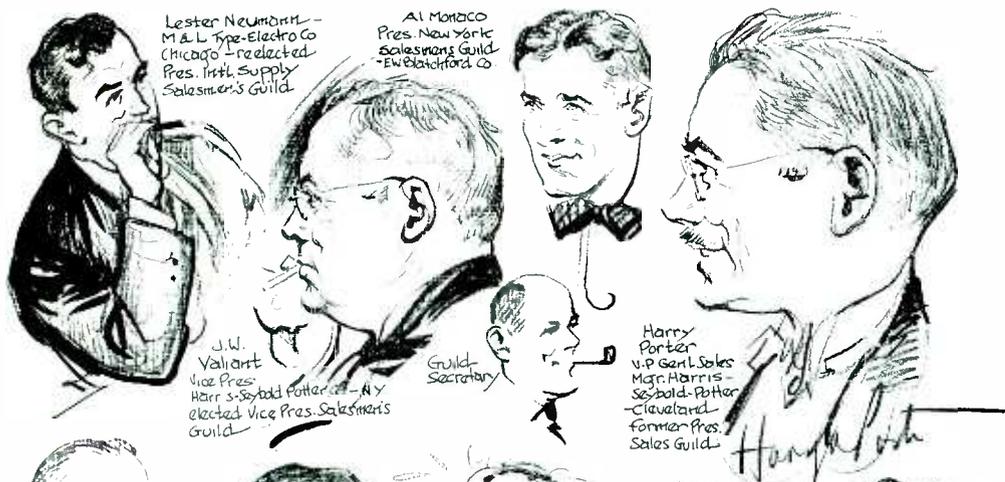
The list of national advertisers now using electrolytic duplicates is a veritable who's who of industry. Publishers, printers and advertising agencies are no longer skeptical, but agree that, on the basis of time and money saved, electrolytic duplicate plates are an indispensable adjunct to advertising production.

After 10 years, Reillytype duplicate plates have finally achieved universal acceptance in the advertising field and I am proud of the part I have played in this latest electrotyping advancement.

The newest cameras have special multiple backs for step-and-repeat work of small subjects. Manufacturers of crowns or bottle caps and label houses find these cut their press plate making time by more than half as multiples of thirty or forty or more can be quickly made on the camera and transferred to the plate in one exposure instead of individually.

Presses have been speeded up and register is more closely controlled. With respect to register, research by the paper manufacturers has shown that "it isn't the press, it's the humidity." Paper's susceptibility to varying humidity has always been known. Recent tests, however, have disclosed the startling fact that a sheet of paper may change size as much as a sixteenth of an inch in twenty minutes! Try to register that one. Air conditioning, the ultimate in humidity control, is beyond the reach of many due to its high cost. Less expensive humidifying devices, although helpful, rarely did a thorough job so one was invented operating on a new steam-electric prin-

• Graphic arts supply men, lithographers, Naval Secret Service Offset Division men at a Washington, D. C., meeting of Photo-Lithographers. Sketched in action (save for the lower center figure) by The ADVERTISER'S ubiquitous editor.



Lithography's advancement is due in a large measure to its host of aggressive Graphic Arts Supplymen. In this group of sketches we note many of the leaders in their field, who have contributed much towards the betterment of their products. Sketches by Manuel Rosenberg drawn at the Boston convention of the Intl. Assn. of Ptg. House Craftsmen.

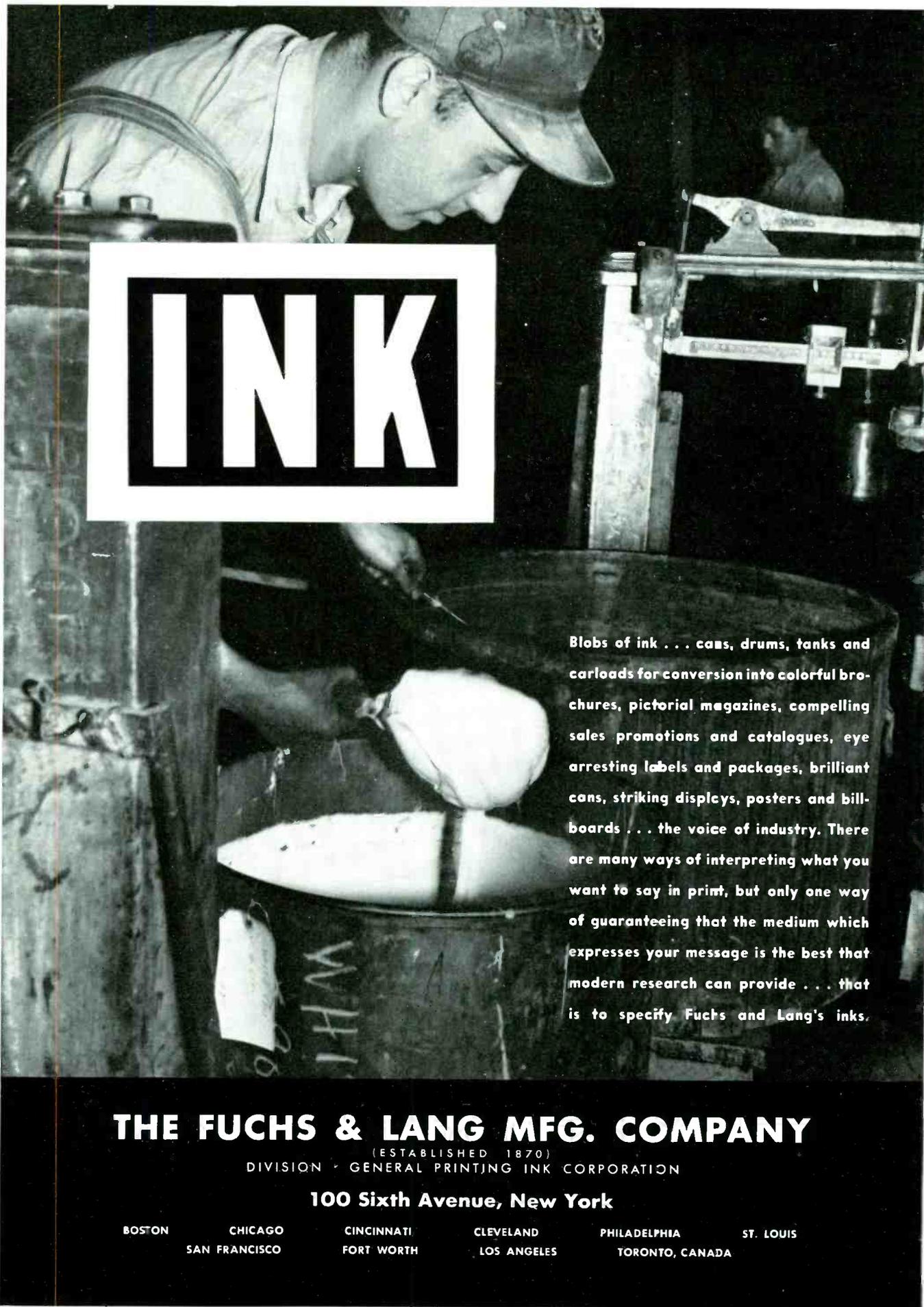


inciple with no moving parts. These units, with two to five times the capacity of other devices, seems to have solved the humidity problem.

The fast pace set by the ink chemists and machinery engineers has been closely followed by the supply men. Chemicals are now refined to meet the requirements of the lithographer and it is no longer necessary to purchase the expensive "C. P." grade or take a chance on the "technical" grade. A new plate base has been developed which works apparent miracles and has opened the eyes of many old-time pressmen and plate makers. Deep etch plates, almost unheard of five years ago, are now used by nearly all lithographers. A new plate coating makes possible direct projection to the press plate with the speed of a photographic emulsion.

Whether business is good or bad, research laboratories are always busy for the inexorable rule of the successful manufacturer is to anticipate a demand as well as to answer one.

Verily, lithography marches on.



INK

Blobs of ink . . . cans, drums, tanks and carloads for conversion into colorful brochures, pictorial magazines, compelling sales promotions and catalogues, eye arresting labels and packages, brilliant cans, striking displays, posters and billboards . . . the voice of industry. There are many ways of interpreting what you want to say in print, but only one way of guaranteeing that the medium which expresses your message is the best that modern research can provide . . . that is to specify Fuchs and Lang's inks.

THE FUCHS & LANG MFG. COMPANY

(ESTABLISHED 1870)
DIVISION - GENERAL PRINTING INK CORPORATION

100 Sixth Avenue, New York

BOSTON

CHICAGO

CINCINNATI

CLEVELAND

PHILADELPHIA

ST. LOUIS

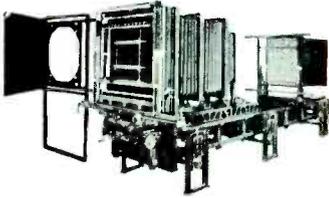
SAN FRANCISCO

FORT WORTH

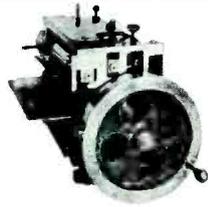
LOS ANGELES

TORONTO, CANADA

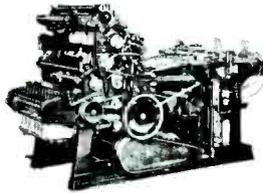
STEP AND REPEAT CAMERAS



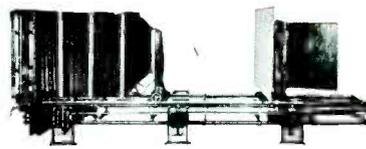
LABORATORY COATING MACHINES



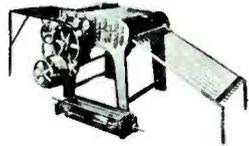
OFFSET PRESSES



PROCESS CAMERAS



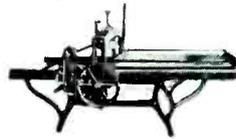
PRESS PLATE WHIRLERS



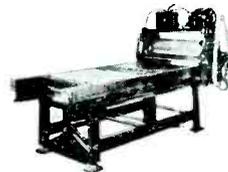
FLAT TIN BRONZING MACHINES



LICENSE TAG COATING MACHINES



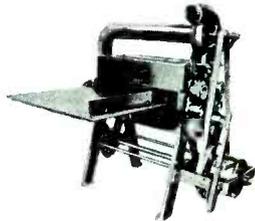
LITHOGRAPHIC HAND PRESSES



OFFSET COLOR PROVING PRESSES



VACUUM FRAMES



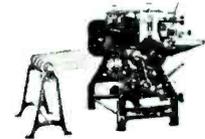
METAL DUSTING MACHINES



ROLLER EMBOSsing MACHINES



"STREAMLINE" SPOT COATING MACHINES



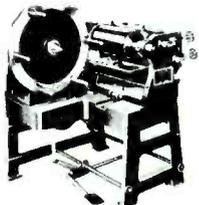
"STREAMLINE" METAL COATING MACHINES



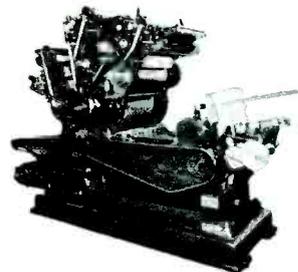
SUCTION ENLARGING BACK FOR FILM OR PAPER NEGATIVES



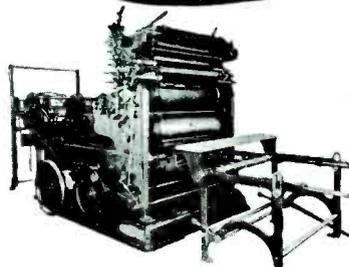
RUBBER TRANSFER CYLINDER HAND PRESSES



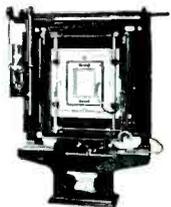
COLLAPSIBLE TUBE COATING MACHINES



SPECIAL MULTI-COLOR DRY OFFSET PRESSES



"STREAMLINE" ROTARY METAL DECORATING PRESSES



JUNIOR PHOTO COMPOSING MACHINES



WHIRLERS FOR GLASS PLATES



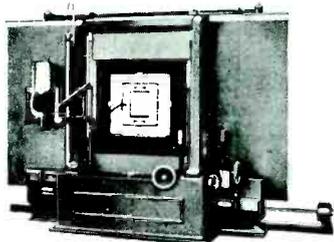
TWO COLOR TUBE COATING MACHINES



PHOTO-LETTERING MACHINES



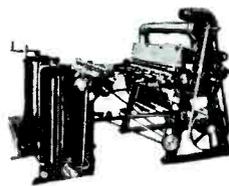
GRAINING MACHINES



PRECISION PHOTO COMPOSING MACHINES



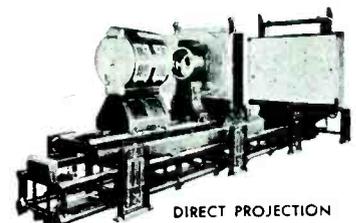
AUTOMATIC SUCTION PILE FEEDERS (attached to Coating Machine)



AUTOMATIC PILE LIFTS (attached to Dusting Machine)



MULTI-COLOR COLLAPSIBLE TUBE PRINTING MACHINES



DIRECT PROJECTION MACHINES



CONSULT

Rutherford
for
EQUIPMENT

The equipment illustrated on this page represents but a portion of the manufacturing facilities of the Rutherford Machinery Company. Special machinery designed upon request.

RUTHERFORD MACHINERY COMPANY

DIVISION GENERAL PRINTING INK CORPORATION

NEW YORK CHICAGO SAN FRANCISCO

ESTABLISHED 1870

Toledo...

(Concluded from page 175)
 000 Public Library are typical of what has been going on in the public building field.

With aid from the federal government, several new buildings have been added at the campus of University of Toledo.

Housing has been a field in which a transformation is taking place. Many hundreds of old homes have been razed in the last decade. More than 500 home units in two large apartment developments are being provided by the Metropolitan Housing authority. It soon also will en-

ter the field of individual home units for lowest income groups.

Toledo's closely connected metropolitan area contains a population of about 325,000. Banks have total deposits of \$100,000,000. Annual business volume is about \$1,400,000,000.

Toledo ranks twenty-sixth in population, twenty-fourth in retail sales, twenty-second in automobile sales and twenty-second in food sales. It has two newspapers, the *Blade* and the *Times*; two radio stations, WSPD and WTOL; and a branch of the Central Outdoor Advertising Company.

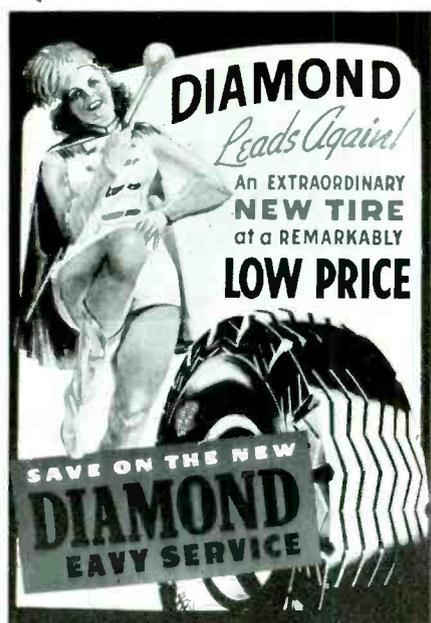
Some of its leading national advertisers are: Willys-Overland Motors, Inc., Libbey-Owens-Ford Glass Company, Owens-Illinois Glass Company, Champion Spark Plug Company, Electric Auto-Lite Company, The DeVilbiss Company, Hickok Oil (Ohio, Michigan and Indiana), Toledo Scale Company and a number of substantial trade paper advertisers.

Toledo ranks first in glass, spark plugs, scales, paint spray equipment, and coal shipping. It is the third railroad center and is one of the most important automotive parts centers.



Baggage Label Art...

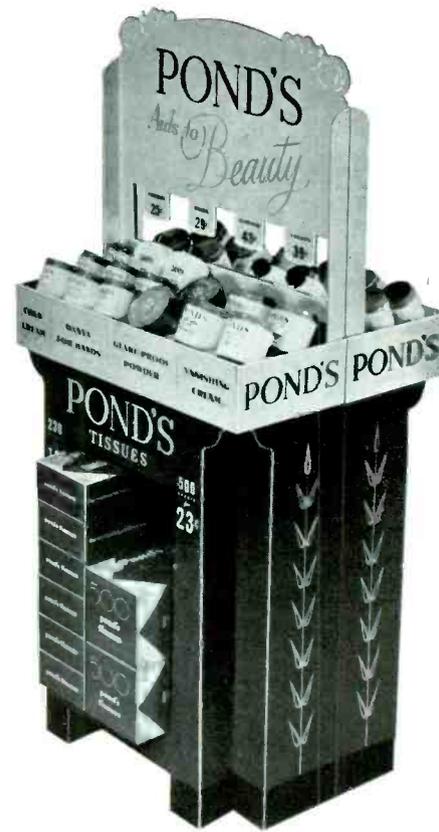
There ought to be more ART in label designs, observed the flying Adv. Mgr. of a famed Cinema corporation, just in from a tour of foreign branches... as the individual grip amply indicates. Tom Moellman, V.P. of Continental Litho Corp., Cleveland agreed—and contributed the Normandic label from his stateroom bag. Your editor ransacked his own collection from visits to some 30 foreign lands and the best of all countries—the U.S.A. The top left—from our stay at Hotel Europe, Leningrad, Russia; and top right—Englischer Hof, in pre-Nazi Frankfurt, Germany.



• Life-like-attractive . . . Strobridge Litho Co., Cincinnati.



• This does a merchandising job . . . Forbes Litho. Co., Boston.

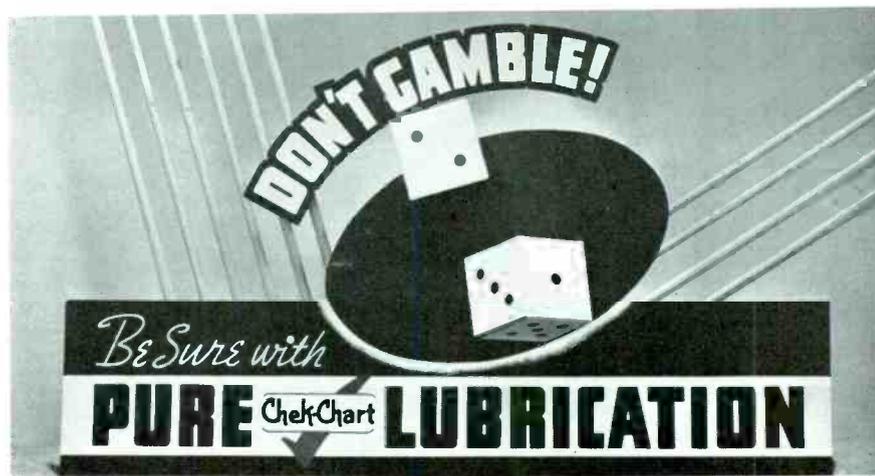


• Singly . . . or a double merchandising floor stand ("Siamese-twins")! A big sales pusher, created by Oberly & Newell, N. Y.



• Many national advertisers employ from 3 to a score and more of timely displays thruout the year. Broton & Williamson, Louisville, in this clever tie-up with its radio schedules, shown at WLW, Cincinnati, exhibits a sextette of attractive point-of-sale display units produced by various lithographers.

• Fisher Displays Service dress many Chicago windows. Here's a clever Stemar Displays creation.



See also Kindred, MacLean & Co., page 185, Milprint, Inc., Milwaukee, page 121, and other displays, elsewhere in this volume. Also in the 1937 and 1938 editions of *The ADVERTISER'S Sketch Book*.

DISPLAYS Complete Advertising-Merchandising Program . . .

Perfect Collaborative Medium With Radio And Publication Schedules . . . Wide Variety of Sales Producing, Merchandising Forms, Designs, At Advertiser's Command

By ARTHUR COLES

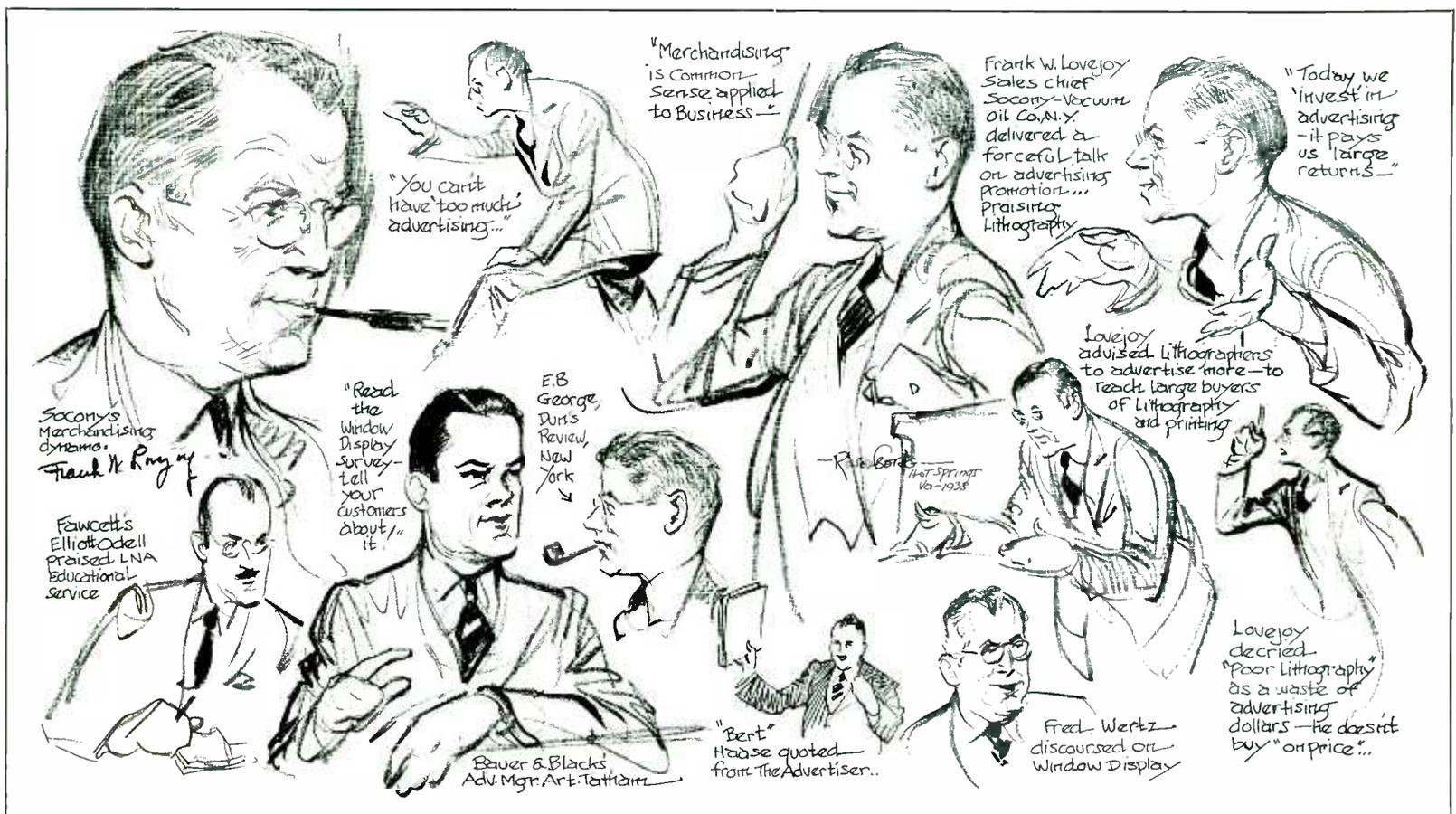
IN covering markets thruout the nation the alert advertiser employs all forms of advertising, notably window and counter displays at the Point-of-Sale. There is a wide variety of materials and patterns to choose from and some indeed clever forms that actually push sales without the aid of the

retail dealer's sales force. That is the ideal merchandising point in any sales and advertising manager's dream.

On this page we present a few of the displays that have registered sales and repeat sales and have doubly registered impressions that have been made via advertising dol-

lars spent on the air waves, in newspapers, magazines, on Outdoor postings and via direct mail. These displays meet the customers as they are about to spend their share of their dollars which every advertiser seeks . . . and must get to meet over-head and remain in business.

The Siamese twin floor stands



• Champions of Advertising and Merchandising, these famed executives presented their collective experience in the art of selling via the use of all forms of advertising . . . especially tied in with lithographic materials. Art Tatham, one of America's foremost authorities on window-displays, is now Chicago head of the Young & Rubicam agency. Sketches drawn at Hot Springs, Va., by Manuel Rosenberg, editor *The ADVERTISER*.

created for Pond's by Oberly-Newell, New York, scored tremendously and repeat orders for the floor stands have kept O-N's presses busy.

Those dice are a stopper—and they did a selling job: Stemar, Chicago, created the display.

A pretty girl is always an eye catcher . . . and Strobridge Lithograph Co., Cincinnati, lithographs them so life-like they fascinate—like the real, live article.

Forbes Litho Co., Boston, have scores of patents for displays that are merchandising pushers. Alka Seltzer and a host of other clients use them regularly.

Continental Litho Co., Cleveland, have produced many clever displays. We especially like this one—and it took 5,000 bamboo rods, smuggled out of war torn China, to complete the display.

Clarence Fairbanks, Pres., Edward's & Deutsch, Chicago, a noted cartoonist in his *leaner* days, cleverly indulges in displays for Beatrice Creamery, Chicago, and other national firms. (See *The ADVERTISER'S* Sketch Book—1937-1938).

Quite a number of lithographers maintain first class staffs to create point-of-sale advertising material. In each issue of *The ADVERTISER* one or more are shown. Many of our major national advertisers use from 3 to a score and more displays thruout the year. Notably Kroger Grocery & Baking Co., Cincinnati (see page 157), Procter & Gamble, Colgate, Palmolive, Peet, Swift & Co., Armour, Bristol Myers, Borden's, Coca Cola, West-



inghouse Electric, General Electric, Schenley, Seagram's (page 185) Calvert (page 140) et al.

The latter trio have State restrictive problems to meet with, which fortunately no other business employing displays, encounters. How they have met this problem is told in an article by Gollin of Calvert, on page 140.

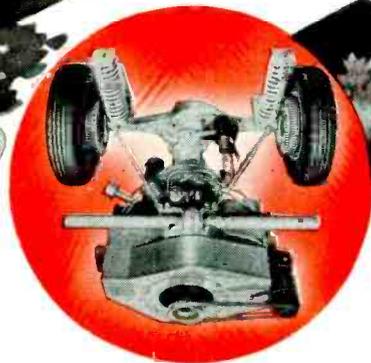
On page 185, the clever treatment of a display highlighting each State won long periods in windows, for Seagram Distillers, Kindred MacLean & Co., N. Y., conceived and lithographed the display, a compact design of some 20 individual parts.

Verily point-of-sale material is a merchandising-advertising must, if you would assure fullest success to your national advertising campaign. And best of all you can actually check its effectiveness in each local market, boosting areas that need the sales stimulating influence of effective, lithographed displays.

• The customers bite on this . . . Continental Litho., Cleveland, produced it

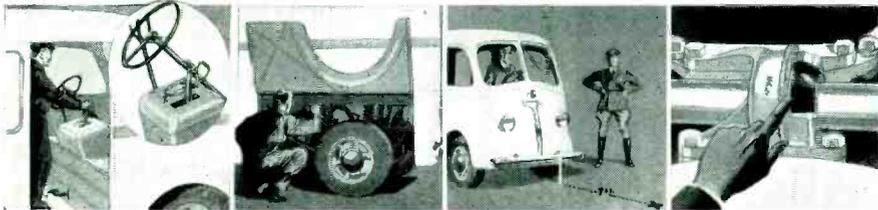
Now! a million trucks are out-of-date!

THE **White Horse** IS HERE!



EXCLUSIVE AIR-COOLED AVIATION TYPE 4-cylinder engine. Amazing fuel economy. No anti-freeze bother or expense. Mounted with the rear axle, clutch and transmission, easily removable as a unit. Speeds possible up to 45 m. p. h.

Copyright 1939, The White Motor Company, Cleveland, Ohio



EXCLUSIVE! ONE LEVER, ONE PEDAL work clutch, gears and brake. Independent mechanical emergency brake.

EXCLUSIVE! HINGED BODY APRONS give instant accessibility to power unit. Easy as raising your passenger car's hood.

EXCLUSIVE! SAFE DRIVING VISION! Driver can see all the way down to the ground less than seven feet ahead.

EXCLUSIVE! "RUBBER BALL" & COIL spring engine mounting. protects fragile loads, adds years to vehicle life.

Tomorrow's Way to Deliver Goods **TODAY!**

At Less Cost . . . in Less Time . . . in Better Condition

● So new and improved it out-modes a million trucks now in service!—Bakeries, dairies, laundries, dry cleaners, groceries, department stores, newspapers, florists . . . *all* types of city route delivery service *need* its new time and money saving advantages.

THE WHITE HORSE delivers goods home-to-home *at less cost* because its *air-cooled* aviation type engine runs up to 25 miles on a gallon of gasoline! Idles 6½ hours on a single gallon!

It saves time because it is so nimble in traffic, so simple to drive—from either a standing or seated position—and so easy to get in and out of, that it increases by 20% the number of stops an hour a driver can make!

Goods reach the home in better condition because they ride in a fully insulated, all-welded, *fume-proof* body. Fragile loads have the extra protection of being cradled on rubber and coil springs.

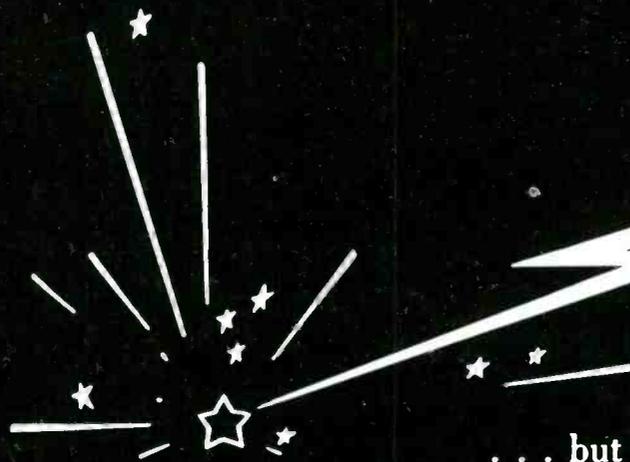
THE WHITE HORSE is priced at \$1260, complete with body, 99" wheel-base unit (illustrated) at Cleveland, plus taxes. Backed by nationwide service and the greatest name in trucks.

Get in touch with your local White Branch or Dealer today for a WHITE HORSE demonstration or, if more convenient, write direct for illustrated folder, The White Motor Co., Cleveland, Ohio.



Say You Saw It In The ADVERTISER'S Sketch Book—Vol. III . . . Please

NOT BLACK MAGIC . . .



. . . but the kind of magic that moves merchandise off back shelves and from preferred display space into market baskets . . . that excites dealers and inspires salesmen. That's the kind of magic in the words "...produced in the studios of the Nation's Station." And to create this magic no strange abracadabra is used . . . no witches' potions are concocted by the light of the moon . . . but into the WLW cauldron is carefully stirred and skillfully blended one part imagination, one part showmanship, one part facilities and three parts conscientious and sincere effort. The resulting elixir will bring results whether you're planning a test campaign or a full network presentation. In either case, consider the value of those magic words . . . "produced in the studios of the Nation's Station" . . . the hallmark of premium radio production at lower costs.

During the first week of February, 1939, WLW originated 157% more commercial network quarter hour units than it did during the first week of September, 1938 . . . proof that more and more national advertisers are realizing the magic of WLW production.





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TWO
VARIETY
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