

MARKETS of AMERICA . . .

Published Annually By The ADVERTISER . . . Edited By MANUEL ROSENBERG

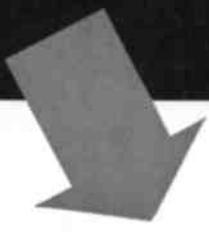
Vol. 4

THE U. S. A.
AKRON
BALTIMORE
BOSTON
BUFFALO
BUTTE
CHARLESTON, W. VA.
CHATTANOOGA
CHICAGO
CINCINNATI
CLEVELAND
DAYTON
DETROIT
DULUTH-SUPERIOR
FARGO
FARM MARKET
GREENSBORO, N. C.
HARTFORD
INDIANAPOLIS
JACKSONVILLE
KANSAS CITY
LOUISVILLE
NASHVILLE
NEW ENGLAND
NEW YORK CITY
NORFOLK
PHILADELPHIA
PITTSBURGH
PROVIDENCE
QUAD CITIES
RALEIGH
ROCHESTER, N. Y.
ST. LOUIS
SAN FRANCISCO
SAVANNAH
SCHENECTADY
SHREVEPORT
SIOUX CITY
SPOKANE
SYRACUSE
WASHINGTON
WINSTON-SALEM
WORCESTER

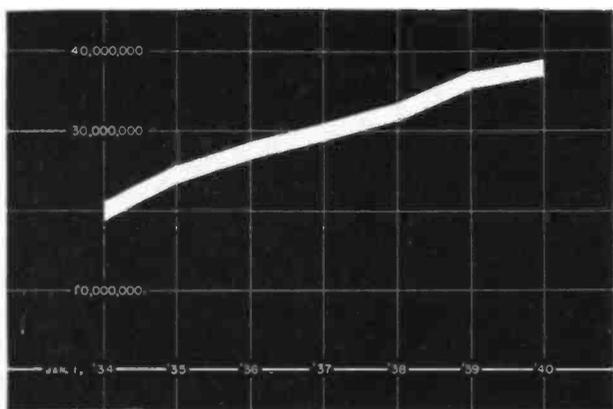


A. O. BUCKINGHAM, Vice Pres., Merch. Dir., Cluett, Peabody & Co., N. Y., as Chairman of the Association of National Advertisers, he heads an organization whose members avidly seek Markets thruout America. Their collective advertising budgets exceed \$300,000,000

Something **BIG** has



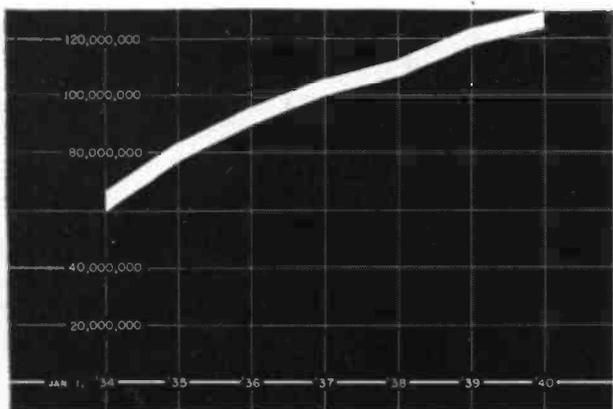
Year after year, radio plays a bigger and **BIGGER** role in advertising, in selling and in the life of the nation. Here's exactly what has happened in radio during the past six years... years of brilliant and sustained growth for this medium that has proved so *vital* to our people.



Increase in Home Radio Sets 1934 to 1940

Radio Set Sales—UP 85%

During the “uncertain” years from 1934 through 1939, household budgets wavered up and down. But budgets for home radio sets went steadily up. U. S. radio set ownership increased 85%... climbing from 20 million to over 37 million home radios. Plus 6,500,000 automobile radios. Plus over 1,000,000 portable radios.



Increase in Radio Listening 1934 to 1940

Radio Listening—UP 98%

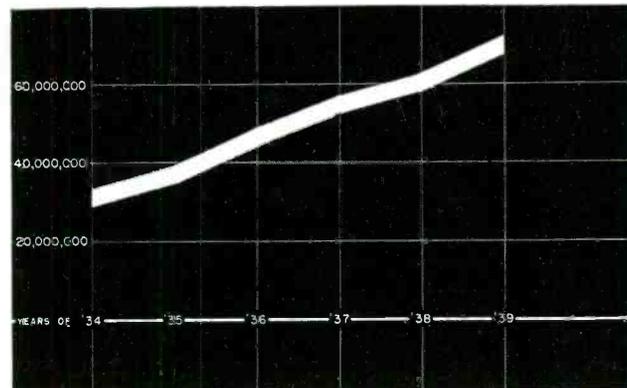
Radio has taken its place as America's *First Activity!* The carefully taken testimony of the public shows radio first in *preference* over all other forms of entertainment—and first in *hours of attention* each day. Every year—from 1934 to 1939—the amount of daily *home* listening by America's radio families went up and up from the 1934 high of over 62 million family-hours a *day* to the amazing high of 123,000,000 family-hours of listening *each day*—an increase of 98%!

C O L U M B I A B R O A D C A S T I N G

happened to Advertising!

Radio Advertising—UP 126%

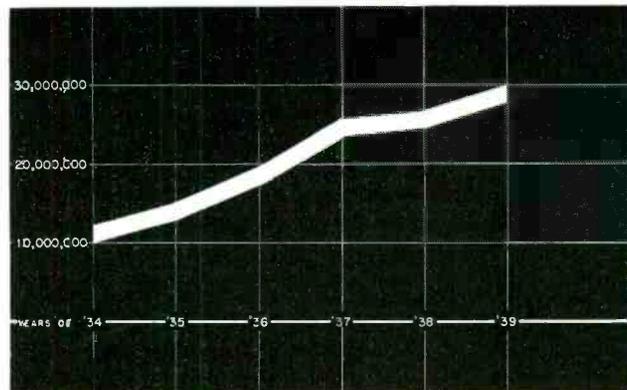
Advertisers have been quick to take advantage of radio's unique coverage of the "whole market" for merchandise in America. Following not the uneven cycle of industry but the steady upswing of radio set ownership and radio listening...not down but UP...the nation's hundred leading advertisers *increased* their network radio appropriations month after month, year after year... spending 126% more for network time in 1939 than in 1934.



Increase in All Network Advertising 1934-1939

CBS Advertising—UP 158%

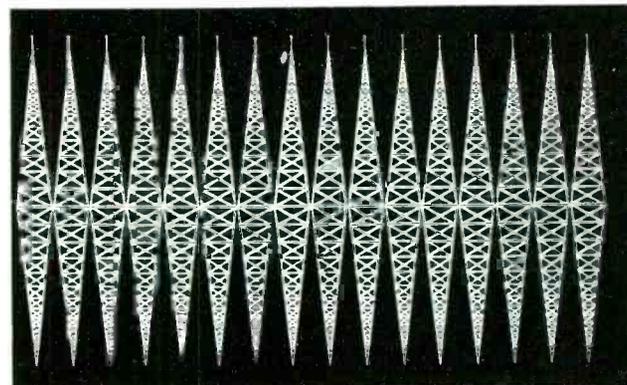
As the use of all radio networks by the nation's leading advertisers increased, so, too, has their use of the Columbia Network. *But faster!* CBS has outpaced all radio's swift climb—increasing its billing from the hundred largest advertisers—from 1934 to 1939—by over 158%. And this year, month after month, the CBS curve swings upward—new highs upon highs—setting the pace for all networks—carrying a greater volume of business than *any* other network.



Increase in CBS Advertising 1934-1939

CBS Facilities—Up, UP and UP

In one fast-paced year—1939—CBS increased the *number* of its outlets to 119, in 117 cities. In addition, 91 CBS stations made major *improvements*, which resulted in increased signal strength and 30 CBS stations increased their *power* in 1939. Today, there are 16 CBS 50,000 watt stations—more maximum-power U.S. stations than in any other network.



For detailed analysis of CBS technical advances, write CBS

SYSTEM, 485 Madison Avenue, New York City

Contents . . . Vol. 4

MARKETS of AMERICA

Published Annually By *The ADVERTISER*
 Edited By MANUEL ROSENBERG

Markets

The World's Number One Market . . . The U.S.A.	24
By COL. DON R. JASON	
AKRON Population: 364,897 Retail Sales: \$122,146,000	
Rubber's Mecca Displays New Enthusiasm, Enterprise, Alertness	26
By M. K. JESSOP, <i>Pres., Jessop Adv. Co., Akron</i>	
BALTIMORE Population: 961,209 Retail Sales: \$386,692,000	
A Depression Proof Market That's Worth Cultivating	32
By KIRK DUGDALE, <i>Vice Pres., Van Sant, Dugdale & Co., Inc., Baltimore</i>	
What Do You Know About Baltimore?	36
By LOUIS F. CAHN, <i>Pres., Cahn, Miller & Nyburg, Baltimore</i>	
BOSTON Population: 2,834,939 Retail Sales: \$1,150,000,000	
America's Old City With New Sales Opportunities	40
By E. D. PARENT, <i>Executive Vice Pres., John C. Dowd, Boston</i>	
BUFFALO Population: 820,573 Retail Sales: \$245,000,000	
Thirty-one Facts That Prove Buffalo's Importance As A Major Market	46
By HENRY W. COMSTOCK, <i>Vice Pres., Addison Vars, Inc., Buffalo</i>	
BUTTE Population: 146,300 Retail Sales: \$137,000,000	
Montana's Richest Area Offers a Market Loaded With Copper, Gold, Silver and Ambition to Buy	51
By EDWARD B. CRANEY, <i>Pres., Station KGIK, Butte, Montana</i>	
CHARLESTON, W. VA. Population: 640,000 Retail Sales: \$135,000,000	
West Virginia's Capitol Takes An Expansive Stride	54
By ALBERT D. WILLIAMS, <i>Agency Head and Advertising Executive</i>	
CHATTANOOGA Population: 168,559 Retail Sales: \$57,000,000	
The City At the Big Crossroads	58
By JOHN E. FONTAINE, <i>Vice Pres., Nelson Chesman Adv. Agency, Chattanooga, Tenn.</i>	
CHICAGO Population: 4,396,685 Retail Sales: \$1,481,794,000	
A Badly Publicized City Offering 4,000,000 Prospects To National Advertisers	60
By ROBERT G. JENNINGS, <i>Vice Pres., H. W. Kastor & Sons Adv. Co., Chicago</i>	
CINCINNATI Population: 759,464 Retail Sales: \$300,000,000	
A City That's Healthy, Wealthy, and Buys!	68
By C. M. ROBERTSON, JR., <i>Radio Dir., The Ralph H. Jones Co., Cincinnati</i>	
CLEVELAND Population: 1,314,255 Retail Sales: \$550,000,000	
Great Industrial Plants Make Cleveland A Superb Market	74
By RALPH LEAVENWORTH, <i>Vice Pres., Fuller & Smith & Ross, Cleveland</i>	
DAYTON Population: 492,300 Retail Sales: \$165,000,000	
City of Super-Wealth, Super-Ideas, Super Progression	82
By RALPH KIRCHER, <i>Pres., Ralph Kircher Co., Dayton, Ohio</i>	
DETROIT Population: 2,116,054 Retail Sales: \$725,000,000	
The City That Has Changed the World's Pattern of Life	86
By LOUISE C. GRACE, <i>Director of Research & Media, Grace & Bement, Inc., Detroit</i>	
DULUTH-SUPERIOR Population: 137,576 Retail Sales: \$106,713,000 (Trade Area—559,000)	
Head-of-Lakes Market, Linking East With Northwest Offers Rich Half-Million Trading Area	96
By P. JAMES BARRY, <i>Adv. Dir., Duluth Glass Block Store, Duluth, Minn.</i>	
FARGO Population: 47,000 Retail Sales: \$22,000,000 <i>Red River Valley, N. D. Population: 500,000 Retail Sales: \$146,000,000</i>	
Famed Red River Valley Annually Creates Vast "New" Wealth and Buying Power	100
By NORMAN D. BLACK, <i>Publisher, The Forum, Fargo, N. D.</i>	
The FARM MARKET Population: 60,000,000 Retail Sales: \$8,250,000,000	
Opportunity Knocks	103
By DON E. KELLEY, <i>Sales Prom. Mgr., Radio Station WLS, Chicago</i>	
GREENSBORO, N. C. Population: 913,360 Retail Sales: \$171,819,000	
Why Look to South America? You Can Double Your	

Sales in Southern U. S. A. And We Speak English	104
By KARL LJUNG, <i>Adv. Mgr., Jefferson Standard Life Insurance Co., Greensboro, North Carolina, Pres., Life Advertisers Assn.</i>	
HARTFORD Population: 500,000 Retail Sales: \$148,829,000	
Connecticut's Shopping Center	109
By FREDERICK E. BAKER, <i>Pres., Baker, Cameron, Soby & Penfield, Inc., Hartford</i>	
Insurance and Industry Make Hartford A Steady Pay-roll Market	112
By WILBUR RANDALL, <i>Pres., The Randall Co., Adv. Agency, Hartford</i>	
INDIANAPOLIS Population: 425,884 Retail Sales: \$180,000,000	
The Consistent Loyal Market	115
By HAL R. KEELING, <i>Pres., Keeling & Co., Indianapolis, Ind.</i>	
JACKSONVILLE, Fla. Population: 138,037 Retail Sales: \$55,000,000	
The City That Primes Its Own Pump Thru Diversified Industries	116
By M. T. NEWMAN, <i>Pres., Associated Advertising Agency, Inc., Jacksonville, Fla.</i>	
KANSAS CITY, Mo. Population: 621,380 Retail Sales: \$256,228,000	
Western Missouri's Metropolis Lifts Its New Face to the Sun	118
By C. C. "DAN" TUCKER, <i>Executive, Ferry-Hanly Co., Kansas City, Mo.</i>	
LOUISVILLE Population: 396,471 Retail Sales: \$152,936,433	
Industries, Tobacco Crops Make Racing's Mecca Safe Bet for National Advertisers	122
By DOUGLAS D. CORNETTE, <i>Louisville Courier-Journal & Times, Louisville Ky.</i>	
NASHVILLE Population: 257,000 Retail Sales: \$90,000,000	
Business Is Steadily "Up" in Cultured, Aggressive, Tennessee Capital	124
By VIRGINIA PREWETT, <i>Nashville Market Authority</i>	
NEW ENGLAND Population: 8,166,341 Purchasing Power: \$3,579,056,000	
Six States That Offer Many Markets in One	129
By EDWARD YOUNG, <i>Executive, Harry M. Frost Co., Boston</i>	
NEW YORK CITY ... Population: 10,921,217 Retail Sales: \$4,182,742,000	
The New York Market Is As Big As It Is Rich—Here's How You Can Tackle It!	134
By R. H. LEDING, <i>Manager of Research, Lord & Thomas, N. Y.</i>	
NORFOLK, Va. Population: 594,825 Retail Sales: \$102,000,000	
Anchor At Norfolk, A Calm, Assured Harbor for Sales	144
By RALPH S. HATCHER, <i>Director of Sales Promotion, WJAR Radio Corp., Norfolk, Va.</i>	
PHILADELPHIA Population: 3,137,070 Retail Sales: \$2,500,000,000	
A Time-Proved, Mellow Market	148
By THOMAS H. GILLIAM, <i>Vice Pres. in Charge of Service, Philadelphia Office, N. W. Ayer & Son, Inc.</i>	
PITTSBURGH Population: 2,086,988 Retail Sales: \$1,000,000,000	
World's Workshop City Again Is "In the Black"	152
By LEON D. HANSEN, <i>Vice Pres. and Director, Batten, Barton, Durstine & Osborn, Inc., Pittsburgh, Pa.</i>	
PROVIDENCE Population: 707,511 Retail Sales: \$221,522,000	
Wheels Hum in Capital City of Nation's Smallest State	158
By LAWRENCE LANPHER, <i>Treasurer, Lanpher & Schonfarber, Inc., Providence, R. I.</i>	
Moline, East Moline, Rock Island, Ill., Davenport, Iowa Population: 154,491 Retail Sales: \$63,434,181	
The Quad Cities—A Midwestern "Must"	164
By FRED A. HINRICHSEN, <i>Pres., Fred A. Hinrichsen Advertising Agency, Davenport, Iowa</i>	
RALEIGH, N. C. Population: 1,055,741 Retail Sales: \$185,000,000 (Trading Area)	
"The Balanced State's" Capital Market Has Buying Power	168
By E. N. POPE, <i>Advertising Manager, Carolina Power & Light Co., Raleigh, North Carolina</i>	
ROCHESTER, N. Y. Population: 417,000 Retail Sales: \$175,064,000	
Snapshots of the "Above the Average" City	172
By L. WELLS SIMONDS, <i>Executive, Hughes Wolf & Co., Rochester, N. Y.</i>	
ST. LOUIS, Mo. Population: 1,404,500 Retail Sales: \$500,000,000	
A New Spirit of Renovation Grasps Missouri's Metropolis, The Nation's Central Market	176
By JAMES M. DAUGHERTY, <i>Pres., Jimm Daugherty, Inc., St. Louis, Mo.</i>	
SAN FRANCISCO Population: 1,893,169 Retail Sales: \$801,000,000	
Pacific Coast Metropolis Proves Economically Sound	178
By CARL J. EASTMAN, <i>Vice Pres. and Pacific Coast Manager, San Francisco Office, N. W. Ayer & Son, Inc.</i>	
SAVANNAH Population: 425,000 Retail Sales: \$50,000,000	
Industry Joins History, Building Fascinating Eastern Georgia Market	182
By DWIGHT JAMES BRUCE, <i>Authority on Savannah's Social, Industrial Developments</i>	

2,500
Join the parade
to new profits!

Through PICTURE PLAY—The Film Magazine for Moderns. Many smart advertisers are now using this powerful sales producer . . . because they realize that:

PICTURE PLAY

—answers the demand of young women everywhere for a fashion magazine of their own; for youthful fashions in good taste; for sparkling but practical beauty advice—at prices that respect their pocketbooks.

—presents Hollywood and the movies—with plenty of allure and complete editorial fashion authority.

—is read by over one quarter of a million eager, susceptible young women shoppers. And circulation is consistently rising.

—is being promoted by hundreds of alert, profit-wise department stores throughout the country . . . because more and more young women are asking for merchandise as featured and advertised in PICTURE PLAY.

—sells merchandise . . . as it is fast becoming the practical buying guide for thousands of budget-minded young women.

—has advertising acceptance . . . the May, 1940 issue of PICTURE PLAY being 44.1% over May, 1939 in advertising linage.

That's why smart advertisers are now using PICTURE PLAY—The Film Magazine for Moderns. And why you should include this authoritative new fashion magazine in your campaign. Incidentally, the PICTURE PLAY rates are amazingly low . . . only \$400 per page.

Picture Play THE FILM MAGAZINE FOR MODERNS

NEW YORK: 79 SEVENTH AVE.

CHICAGO: 410 N. MICHIGAN AVE.

ATLANTA: 19 ELEVENTH ST. N. E.

LOS ANGELES: 1031 S. BROADWAY

BOSTON: 32 BATCHELDER ST., MELROSE, MASS.

SCHENECTADY	Population: 100,625	Retail Sales: \$47,286,000	
"The City That Lights and Hauls the World" 186			
By WINSLOW LEIGHTON, Partner, Leighton & Nelson, Schenectady, N. Y.			
SHREVEPORT	Population: 115,000	Retail Sales: \$39,933,000	
One of America's Most Receptive Markets 188			
By LEON BOOTH, Pres., Booth Pelham & Co., Inc., Shreveport, La.			
SIOUX CITY, Iowa	Population: 1,688,810	Retail Sales: \$135,000,000	
The Gateway to the Shopping Center of Four States 190			
By WILLIS F. FORBES, City Editor, The Sioux City Journal, Sioux City, Iowa			
SPOKANE	Population: 658,941	Retail Sales: \$230,282,000	
An Area of Opportunity 194			
By A. H. SYVERSON, Pres., A. H. Syverson Advertising Agency, Spokane, Wash.			
SYRACUSE	Population: 560,000	Retail Sales: \$97,973,000	
At the Crossroads of the Empire State 197			
By ARNOLD F. SCHOEN, Service Director, WSYR, Central New York Broadcasting Corp., Syracuse, N. Y.			
WASHINGTON, D. C.	Population: 930,000	Retail Sales: \$618,000,000	
Federal Payrolls Make Nation's Capital Premier Market 200			
By ALVIN Q. EHRLICH, Vice Pres., Kal Advertising, Inc., Washington, D. C., Pres., The Advertising Club of Washington, D. C.			
WINSTON-SALEM, N. C.	Population: 225,000	Retail Sales: \$75,000,000	
The City That Never Sleeps 204			
By LEONARD W. WILSON, Space Buyer, The Chatham Advertising Co., Siler City, N. C.			
WORCESTER	Population: 541,896	Retail Sales: \$169,000,000	
More Than 400 Diversified Industries Stabilize Worcester 208			
By C. JERRY SPAULDING, Pres., Otis Carl Williams, Inc., Worcester, Mass.			

Media

Radio Sets Up New Market Boundaries 80			
By HOWARD BARTON, Sales Manager, Station WTAM, Cleveland			
With the Agencies By HBT 212			
How to Create Layouts That Fit the Copy 214			
By HALSEY DAVIDSON, Art Director, Campbell-Ewald Co., Detroit			
How World-Wide News Is Gathered 226			
By FRED A. McCABE, Sales Promotion Director, United Press, Inc., N. Y.			
Showmanship Pays 228			
By RICHARD A. "DICK" RUPPERT, Sales Promotion Manager, WSAI, Cincinnati			
Tuning in On Radio By Cress Little 231			
How CBS Makes . . . And Breaks . . . Sales Records 232			
By VICTOR M. RATNER, Director of Sales Promotion, Columbia Broadcasting System, N. Y.			
What Makes the MUTUAL Network Different 239			
By LESTER GOTTLIEB, Publicity Director, Mutual Broadcasting System, Inc., N. Y.			
Modern Trucks Put Advertising On the Move 242			
By GEORGE H. SCRAGG, Advertising Manager, The White Motor Co., Cleveland			
What Makes the NBC Network "Click" for National Advertisers 245			
By E. P. H. JAMES, Adv. Mgr., National Broadcasting Co., N. Y.			
The Case for Electrical Transcriptions 250			
By FREDERIC W. ZIV, Pres., Frederic W. Ziv, Inc., Cincinnati			
What Has Become of the Window Display Study? 262			
By ALBERT ERICSEN HAASE, Executive Director The Window Display Study, For The ANA, AAAA and LNA, N. Y.			

Graphic Arts

Advertising & Publicity Spotlighted by Printing's 500th Anniversary 18			
By DOUGLAS C. McMURTRIE, Director of Typography, Ludlow Typograph Co., Chicago, Chairman, Invention of Printing Anniversary Co., Chicago, Chairman, Invention of Printing Anniversary Committee, International Assn. of Printing House Craftsmen			

Editor's Note: Credit Lines .

MARKETS of AMERICA
Vol. 4
Page 4

MARKETS of AMERICA hereby extends credit to all who have contributed to this issue, in the form of excellent articles and artful photography. The editors would like to personally single out each one deserving credit lines, but unfortunately this information, in many instances is indefinite or lacking.

To give our readers a graphic picture as well as word pictures of the nation's major markets, last year in Vol. 3, of MARKETS of AMERICA, we featured unique air-views of these cities. This 1940 volume features, in addition to many air-views, the plants of corporations that rank as "the World's largest" in their respective fields, and are headquartered in that very market locale.

To the end that we may not overlook giving credit to the firms of those alert photographers—and we hope we have not overlooked any of them—we herewith record the names of their firms:—American Airlines, Inc.; Aerial Surveys, Inc.; Aero-Graphic Corp.; Eastern Air Lines, Inc.; United Airlines; Fairchild Aerial Surveys, Inc.

To our efficient staff also we extend credit for an exacting job well done.

The Renaissance of Dealer Advertising Cuts 221	
By JOSEPH REILLY, Pres., Reilly Electrotype Co., N. Y.	
The "X" Method of Type Casting 224	
By C. E. RUCKSTUHL, Pres., Typographic Service Co., N. Y.	
Offset Printing Volume Today Exceeds \$200,000,000 Annually 252	
By H. A. "HARRY" PORTER, Vice Pres. In Charge of Sales, Harris-Seybold-Potter Co., Cleveland	
Making Posters Human and Keeping 'em That Way 256	
By MERLE D. PENNEY, Sales Promotion Director, The Forbes Lithograph Co., Boston	

General

The World's Number One "Local" Advertiser 15	
An Interview with D. H. ODELL, Asst. Director Advertising Section, General Motors, Detroit By COL. DON R. JASON	
"and Getting Credit For It" 17	
By BERNARD LICHTENBERG, Pres., Institute of Public Relations, N. Y.	
EDITORIAL Page . . . Advertising Need No Defense, It Needs Explanation 12	
A Timely Editorial Plea On: AMERICANISM and American Business 13	
By NORMAN ROSE, Adv. Mgr., The Christian Science Monitor, Boston; Pres. Advertising Federation of America, N. Y.	
In the Day's Mail 99	
TOM PATTERSON'S NEW YORK Letter 142	
WASHINGTON Notes . . . By E.M.J. 203	
With the Advertising Agencies . . . By H.B.T. 212	
The Effectiveness and What Not of Comic Advertising 216	
By A. O. BUCKINGHAM, Vice Pres. In Charge of Advertising and Market Research, Cluett, Peabody & Co., Inc., N. Y.; Chairman, Association of National Advertisers, N. Y.	

Sketches

Drawn from Life by MANUEL ROSENBERG, Editor MARKETS of AMERICA . . . The ADVERTISER Association of National Advertisers (ANA-1939) at Hot Springs, Va. 142-251	
The Philosopher of Advertising 235	
Boston Advertising Club, Boston, Mass. 42	
Lithographers National Assn. (LNA-1939) Hot Springs, Va. 266	
National Association of Broadcasters, (NAB-1939) Chicago 10	
NAB—Atlantic City—1939 52	
NAB—Atlantic City—1939 185	
New York Time Buyer's "Bull" Sessions 139	
Time Buyers at KDKA Dedication, Pittsburgh 157	
Time Buyers En-route to KDKA, Pittsburgh, Dedication 236	
United Typothetae of America, (UTA-1939) New York City Convention 253	

Camera Art

Camera Record of Graphic Arts Conventionites 175	
Columbia Broadcasting System's Sales Staff, N. Y. City 232	
Mutual's Executives 238	
WHO'S WHO At National Broadcasting Company 244	

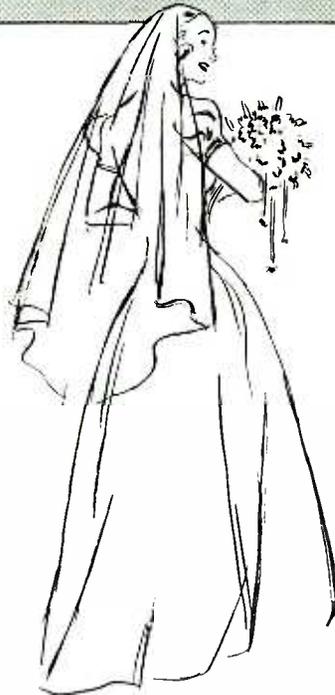
We're there while Girls become **WOMEN**



1. Flat heeled, smudgy crepe sole shoes come galumping into LIFE... 1,800,000 women-to-be become adolescent each year.



2. Skirts down (a bare trifle)...legs trimmer...which Joe Cooley, basketball captain notices...but she doesn't notice Joe too much...Clark Gable, YES!



3. She bought lipsticks, mascara, the smartest frocks and gadgets she could afford...while she studied domestic science, dressmaking...and it was Joe, not Clark, who met her at the altar.



4. A mother, she's still a born romanticist...she still loves to dance...unwilling to settle down to being a housewife...yet she HAS to be a housewife—see what we mean?

Are you there while they become **CUSTOMERS?**

Fawcett Women's Group offers the largest single unit of young women's circulation —with the largest "on demand" sale—at the lowest rate of all women's media.*

*Based on Publishers' Statements to A.B.C. for last 6 months of 1939

FAWCETT WOMEN'S GROUP

TRUE CONFESSIONS
ROMANTIC STORY

MOTION PICTURE
MOVIE STORY

SCREEN LIFE
HOLLYWOOD

FAWCETT PUBLICATIONS • INC

NEW YORK

• CHICAGO

• HOLLYWOOD

• LOS ANGELES

• SAN FRANCISCO

Advertisers' Index . . . MARKETS of AMERICA—Vol. 4 . . .

PUBLICATIONS *The ADVERTISER*, New York, Chicago, General Office: Cincinnati 94-95

Akron Beacon Journal, Akron, O. 27

American Home Magazine, New York 25

Buffalo Courier Express, Buffalo, N. Y. 47

Charleston Gazette, Charleston, W. Va. 55

Christian Science Monitor, Boston, Mass. 128

Fargo Forum, Fargo, North Dakota 101

Fawcett Women's Group, New York 5

Moline Daily Dispatch, Moline, Ill. 165

National Register Publ. Co., Chicago, N. Y. 63

Popular Mechanics Magazine, Chicago 14

Providence Journal, Providence, R. I. 159

Radio Daily, New York 147

Rock Island Argus, Rock Island, Ill. 165

Scripps-Howard Newspapers, New York 7

Sioux City Journal, Sioux City, Iowa 191

Spokane Spokesman-Review, Spokane, Wash. 195

Picture Play, Street & Smith, New York 3

Winston-Salem Journal & Sentinel, Winston-Salem, North Carolina 205

★

BROADCASTING Columbia Broadcasting System, New York
Second Cover & Page 1

KDKA, Pittsburgh, Pa. 153

KGIR, Butte, Montana Broadcasters 53

KGO-KPO, San Francisco, Cal. 179

KMBC, Kansas City, Mo. 119

KSCJ, Sioux City, Iowa 191

KWKH, Shreveport, La. 189

Mutual Broadcasting System, N. Y. 22-23

National Broadcasting System, N. Y., Institutional 8-9

NBC-BLUE, New York *Insert Facing Page* 58

NBC, RED, New York *Insert Facing Page* 80

NBC Managed & Operated Stations, N. Y. 217

Radio Corporation of America, N. Y. 193

RCA Manufacturing Co., Camden, N. J. 11

United Press Radio News, New York 123

WBAL, Baltimore, Md. 33

WBIG, Greensboro, North Carolina 105

WBNY, Buffalo, New York 49

WBZ, Boston, Mass. 41

WCOP, Boston, Mass. 43

WDRG, Hartford, Conn. 113

WEBC, Duluth, Minn. 97

WFBR, Baltimore, Md. 37

WFIL, Philadelphia, Pa. 149

WGY, Schenectady, N. Y. 187

WHAM, Rochester, N. Y. 173

WHIO, Dayton, Ohio 83

WHK-WCLE, Cleveland, O. 77

WJAS, Pittsburgh, Pa. 155

WJZ, New York City 135

WJW, Akron, Ohio 29

WLAC, Nashville, Tenn. 127

WLS, Chicago 61

WLW, Cincinnati, Ohio *3rd Cover and Page* 268

White Motor Co., Cleveland 163

WORL, Boston, Mass. 45

WPEN, Philadelphia, Pa. 151

WPRO, Providence, R. I. 161

WPTF, Raleigh, North Carolina 169

WRC, Washington, D. C. 201

WSAI, Cincinnati, Ohio 69

WSJS, Winston-Salem, North Carolina 207

WSM, Nashville, Tenn. 125

WSYR, Syracuse, New York 199

WTAG, Worcester, Mass. 209

WTAM, Cleveland, Ohio 75

WTAR, Norfolk, Virginia 145

WTIC, Hartford, Conn. 111

WTOG, Savannah, Georgia 183

WWJ, Detroit, Mich. 89

WXYZ, Detroit, Mich. 87

Yankee Network, Boston, Mass. 130-131

Frederic W. Ziv, Inc., Cincinnati, O. 143

★

Central Outdoor Adv. Co., Cleveland, O. 79 **OUTDOOR ADVERTISING**

Morton Outdoor Adv. Co., Baltimore, Md. 39

Outdoor Advertising Incorporated, N. Y. 219

Piedmont Outdoor Adv. Co., Greensboro, N. C. 107

★

Continental Lithograph Corp., Cleveland, O. 141 **LITHOGRAPHERS & PRINTERS**

Forbes Lithograph Mfg. Co., Boston, Mass. 202
Insert facing page

Oberly & Newell Lithograph Corp., N. Y. 265

Reynold & Reynolds, Dayton, O. 85

★

Advertising Typographers of America 213 **SUPPLIERS GRAPHIC ARTS**

Arvey Corporation, New York, Chicago 263

Champion Paper & Fibre Co., Hamilton, O. 259

Cincinnati Process Engraving Co., Cincinnati, O. 73

Electrographic Corporation, New York 222-223

Reilly Electrotype Co., N. Y.
Typographic Service Co., N. Y.

Fuchs & Lang Mfg. Co., New York 254

Harris-Seybold-Potter Co., Cleveland, O. *Back Cover*

Ludlow Typograph Corp., Chicago 225

Rogers Engraving Co., Chicago 64-65

Rutherford Machinery Co., New York 255

Sinclair & Valentine Co., New York 261

★

Anheuser-Busch, St. Louis, Mo. 31 **GENERAL**

Calvert Distillers Corp., New York 133

Chevrolet Motor Co., Div. G. M., Detroit 98

Kirkeby Hotels, Chicago, New York, Los Angeles 67

La Driere Studios, Detroit 91

Patterson Artist Bureau, Inc., New York 137

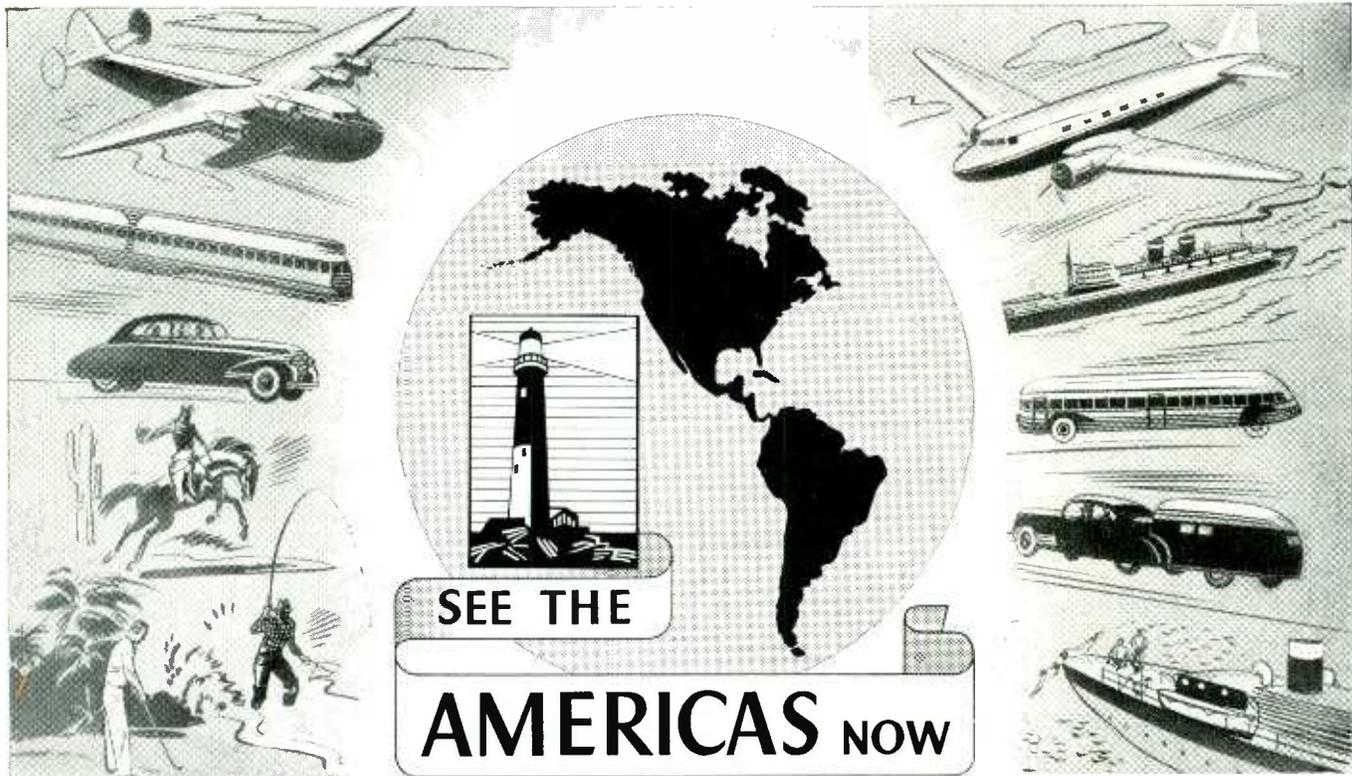
Sales Art Studios, Cincinnati, O. 71

Seagram Distillers Corp., New York 237

Southern Governor's Conference, Atlanta, Ga. 117

COPYRIGHT NOTE . . . We have had many requests for permission to reprint in full, or to quote from pages in *MARKETS of AMERICA*. This permission is freely granted to publications who desire to use this material for *EDITORIAL* purposes, providing due credit is given: *MARKETS of AMERICA—Vol. 4*, Published by *The ADVERTISER*. . . .

Privilege to reprint specific *MARKET* articles is freely granted to advertisers in this edition, first in order of request received by *The PUBLISHER*. All other requests must be made, likewise in writing, to *The PUBLISHER*, and will receive due consideration.



We Started Something! Like a snowball rolling downhill, the hemisphere-wide "See the Americas Now" program initiated in September, 1939 by Scripps-Howard Newspapers, is growing bigger with every turn. 1940 will be a record travel year.

Already more than 200 firms and organizations in America have used half-a-million seals on literature and mail. South American countries are interested . . . steamship bookings have magically increased . . . more people than ever before traveled to Winter Sports areas . . . Southland resorts have been filled to overflowing. Watch Scripps-Howard Newspapers for a calendar of major events, and interesting stories of places near and far.

The President of the United States has proclaimed 1940 as "Travel America Year". Hundreds of thousands of people are "Seeing the Americas now",

millions more are planning summer and fall trips. They'll get a new conception of America . . . and equally important, they'll keep many millions of extra travel dollars in circulation.

Travel to the "good neighbor" countries of North and South America creates more foreign exchange for the purchase of our products . . . builds friendlier relations . . . benefits the travelers who scan new horizons. Travel at home benefits thousands of hotels, camps, transportation lines, the automotive industrials and suppliers in many lines.

Small three-color seals are available FREE to firms that wish to cooperate by using them on outgoing mail. Write: Travel Promotion Bureau, Scripps-Howard Newspapers, 230 Park Avenue, New York City.

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 *Evening* edition of *Cincinnati Post* MEMPHIS *Press-Scimitar* HOUSTON *Press* EL PASO *Herald-Post*
 KNOXVILLE *News-Sentinel* EVANSVILLE *Press*

National Advertising Dept., 230 PARK AVENUE, NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT • MEMPHIS • PHILADELPHIA



SCRIPPS-HOWARD

OUT IN FRONT-

On every count, NBC is the broadcasting leader!

LEADERSHIP in anything is earned. And NBC has earned its leadership in broadcasting with performance. The kind of performance that has firmly welded the word "radio" with "NBC" in the minds of America's millions.

NBC's leadership covers all phases of broadcasting. On every count, NBC is out in front. And this "all the way" leadership is due in large measure to the fact that NBC draws freely on the experience, research and resources of the Radio Corporation of America, the only organization in the world that makes and does everything in radio and sound!



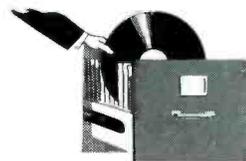
NBC—out in front with PROGRAMS

During 1939 more than 55,000 programs were broadcast by NBC. These were sent out on the Red and Blue Networks, both of which were—and still are—on the air for an average of 18½ hours a day—a total of 37 hours. These programs were put on the air for some 26,000,000 radio families in the U. S. to hear—free. In addition, many of them were heard by other millions in foreign lands via short wave and through arrangements with broadcasting organizations in other countries. For 13 years the majority of America's most popular programs—both day and night—have been heard over the Networks of the National Broadcasting Company.



NBC—out in front in SPOT and LOCAL ADVERTISING

"Vital Spots" indeed are the territories covered by NBC Managed Stations. And Spot advertisers have discovered the economy of using these stations to cover large areas at low cost. Most of the NBC Spot stations are superpower transmitters on clear channels covering major markets. Their combination of adequate power and favorable frequency enables advertisers to get complete coverage in markets with buying power.



NBC—out in front with TRANSCRIPTIONS

The new NBC ORTHACOUSTIC transcriptions . . . an achievement of RCA and NBC engineers . . . provide the "truest recorded sound you've ever heard"—literally sound like Live Studio Broadcasts.

For national spot advertisers, NBC Radio—Recording Division produces custom-built and syndicated programs—and supplies recording facilities for agencies, program producers and artists. NBC Thesaurus Service is used by more than 200 radio stations.



NBC—out in front in SHORT WAVE

Sixteen hours a day—every day in the week—NBC short wave stations are on the air . . . broadcasting in six languages to more than 80 foreign lands. The tremendous amount of fan mail from these far away countries is indicative of the intense interest NBC has awakened in listeners . . . an interest that has built at NBC the largest short wave broadcasting staff in American radio . . . an interest that is now being offered as a profitable advertising medium to commercial sponsors.

ALL THE WAY!



NBC—out in front with NETWORKS

There are two NBC Networks—the Red and the Blue. The Red is the world's leading advertising medium—some \$35,000,000 having been invested in it by advertisers during 1939. Its facilities and programs are unexcelled—and with them, it attracts and holds the biggest listening audience in the world.

The NBC Blue Network enables advertisers to reach a vast coast-to-coast audience in the "Money Markets" at lowest cost nationally. Splendid buy that it is, NBC keeps making it *better* by constantly improving station facilities. These are the reasons why Blue Network advertisers keep coming back for more—year after year!



NBC—out in front in ARTISTS SERVICE

NBC Artists Service is one of the largest talent organizations in the world. It offers a variety of top-flight artists second to none—plus the unmatched experience of NBC as a program building background. Not only does it provide artists with personal management and valuable guidance, but has them available for every type of entertainment, public and private. NBC Artists Service offers radio advertisers and their agencies talent specifically suited to the advertisers' problems—talent that successfully answers the sales and program plans he has in mind. The service also furnishes program ideas and complete casts.



NBC—out in front "IN THE PUBLIC INTEREST"

"Radio is a public service." That is an NBC creed and NBC tries, at all times, to operate its networks accordingly. That is why both sides of important public questions always have been presented. (Most noteworthy example is the famous "America's Town Hall" program—an NBC feature.) It is also why news of national and international significance is swiftly and skilfully reported. NBC broadcasts "in the public interest" have played a major part in making Americans the best informed people in the world . . . have done much to increase the pleasures of modern life.



NBC—out in front in TELEVISION

As this is written, NBC has been on the air with regular television programs for 12 months. Months marked by outstanding progress.

On the air 12-15 hours a week, Wednesday through Sunday (Monday evening through Saturday afternoon beginning May 15), NBC is bringing viewers the matchless thrills of major sporting contests, the finest productions of stage and screen, news events as they happen—and a variety of other splendid programs.

Television has gone far under the guidance of NBC. Seeing is believing—"it's yours for the viewing"!

NATIONAL BROADCASTING COMPANY

*The World's Greatest
Broadcasting System*

A RADIO CORPORATION OF AMERICA SERVICE

MARKETS of AMERICA . . .

Published Annually By The ADVERTISER
Edited By MANUEL ROSENBERG

Advertising Needs No Defense—It Needs *Explanation*...

WE were looking over our files one evening and chanced upon a very striking advertisement entitled "The Old Man." It was written by a noted advertising executive, O. B. Winters, one of the heads of Erwin Wasey, and to our notion it fits in perfectly with today's problem of Advertising and the cry of a need of its defense.

ADVERTISING, like the "Old Man", needs no defense—it does need explanation to the young bloods who have come up and are under the spell of malcontents who would destroy rather than build up.

Advertising is in much the same boat as is "The Old Man" who built the vast plant he heads and from his window spots the agitator denouncing the old man's efforts and achievements. Certainly without the aid of advertising many a great corporation giving employment to thousands would today be naught but a small enterprise hardly doing business beyond the county line. Advertising aided it to attain volume sales throughout the nation—even world-wide—and thus to create greater competitive position, permit more income for its workers and assure not alone those workers who gain 85% of this income but likewise give to the world the benefits of mass production.

Advertising has made it possible for one great corporation doing

\$249,000,000 annually to pay an increase of 25% in wages to its steadily employed staff of more than 15,000 workers, all during these past 10 and more depression years. So we learned from the President direct. We likewise were informed of the power of advertising from many another great industrial leader.

We have yet to learn from a defamer of advertising what he would offer as a substitute for the sales force of advertising. He has none to offer, for to date there is none extant to equal it in a Democracy. However, there is one power and that is the unthinkable one of the force of a Dictator's will. In Nazi Germany, Hitler's orders, Fascist Italy's Mussolini's demands and in Bolshevik Russia Stalin's imperious direction accomplish the equivalent effect in moving products. BUT who, that loves freedom, would care to trade positions and methods? Most assuredly not one in his right mind!

Advertising does need explanation. It is a mystery, even to those who use its force in economic endeavor. Thus it must be a greater mystery to, and therefore subject of to base false interpretations by those sick and innocent minds that seek to unravel dark deeds out of economic mysteries.

From time to time—advertisers should tell the public and their own

employees—what it costs to sell their products via advertising. How really comparatively little the *per* product cost is in the sale price of the article—in 99 and 44/100th instances. And, too, not to overlook the fact that the sale price would have to be so much great with lowered volume inevitable after the elimination of advertising adding to unit manufacturing cost.

Such advertising copy should be written for the public—in language and figures the public will readily comprehend. Even the critics of advertising will take a back seat and dash for the door when they learn the facts, especially such facts as inform them that their package of cigarettes costs more for tax charges than product charges and that advertising costs less than the package wrapper. That the same is true in the instance of many another product.

Media should help this cause with a continuous, concerted campaign—by running editorials, carrying programs, posting 24-sheets, etc., in the necessary job of awakening America to the beneficial force of advertising. There is not a hamlet, farm or great city that does not profit from the force that is called advertising.

Such explanations if well presented would be very well received, for advertising and its activities, its superb accomplishments, presents thousands of economic romances. The life of such firms as Procter & Gamble, General Motors, Kellogg's, Chrysler, DuPont, General Mills, Campbell Soups, Heinz, General Foods, Crosley, General Electric, Westinghouse, Lady Esther, etc., etc., lend themselves to strikingly vital romantic material—as short or as long as desired.

Give the nation such stories for a change—and sandwich the story of advertising's part in the progress of these and like firms—the many thousands of workers employed, enabled to buy of the products of other workers—all because of the advertising oil that keeps our economic machinery running smoothly . . . and we shall end the base accusations and the fallacies the agitators and the unenlightened public talk about anent advertising's place in our economic picture. Once again advertising will regain its rightful place in public esteem—and all America will benefit thereby!

AMERICANISM *and American* BUSINESS . . .

THE American people have a great deal to be thankful for and a great deal to be proud of. By no means least among our objects of pride is the great achievement of American business in so utilizing inventive thought, natural resources, and management ability that we all may enjoy such a great share of the world's goods. As an indication of how we stand we have in this country 71 per cent of the world's automobiles, 52 per cent of all the telephones, and 40 per cent of the radios. We consume one-half of the world's production of coal, and we use one-half of all the electric power developed. All this when we have only 7 per cent of the world's population within our borders. We consume one-fourth of all the sugar produced in the world, and three-fourths of the silk.

Such figures are more or less common knowledge, but how can we explain them? The reason is not merely that we possess rich soil and large mineral deposits. There are other nations with resources comparable to ours but they have not turned them into usable wealth and high standards of living to the extent that America has.

The economic achievements in this country are due simply to the enterprising spirit and optimistic initiative of individual Americans, which are inherently characteristic of our business system. It is through the workings of business that America has won economic leadership. Without our highly developed business mechanisms 45,000,000 willing workers could not have produced our unparalleled standard of living, not even if all the earth's riches were be-



With the skill that won him fame as a journalist, he pleads for a greater respect for the things that have made our Nation great.

neath our soil and if all our farmland were the most fertile in the world.

Collectively, business is merely the production and exchange of commodities. Individually, businesses in this country are a million separate enterprises, producing, selling, and transporting things and financing the flow of trade. Businessmen are the people who make a living by conducting these million separate enterprises and who take the risks of owning them. From the corner grocery to the big steel company each independent unit in our business system is working hard for that success which can be gained only by serving and satisfying its customers.

Business is good when these million separate businesses are busy making and exchanging their products. They do this when costs and prices are in proper balance and when there is optimism and confidence for the future, and a reasonable prospect that good ventures and good management will bring their reward in profits.

Business is good when the existing purchasing power is actively being used by consumers and by industries in buying from one another. Businesses stimulate buying activity by offering better merchandise and more attractive values and by advertising them widely. This is the way new industries have been built. It is the way business operates normally in building prosperity. In all this, the characteristically American institution of ad-

Able President of the Nation's Foremost Advertising Association, Rose Makes a Strong Plea for Americanism . . . Points to Our Country's Industrial Greatness and the Large Part Advertising Plays Therein.

By NORMAN ROSE

Adv. Mgr. The Christian Science Monitor, Boston, Pres. Adv. Fed. of America, N. Y.

vertising plays a tremendously important part, stimulating economic processes and insuring freedom of the market place.

Whatever else may have helped, the American spirit of business enterprise has been the mainspring of our progress. That spirit is one of our most valuable national assets and it is definitely a part of that concept called Americanism. That is why Americanism has no room for the doctrines of defeatists who believe that the era of expansion has come to an end, that private enterprise will never again bring about full employment and new high levels of prosperity. Some of these defeatists are so eager to impose the rules of collectivism upon business that they would welcome a complete demoralization of business in order that their theories might then be applied as a last resort.

In recent years there has been a determined assault upon business. I refer not only to groups of politicians and bureaucrats, but to a considerable class of intellectuals who operate in other fields.

This campaign to undermine the American system of free enterprise had its beginning long before any of the so-called intellectuals began tinkering with the government. More than ten years ago, certain groups of progressive educators took it upon themselves to undertake a reform of our social system. They conceived the idea of weaning our youth away from the traditional beliefs of their parents. Old stereotypes must be broken up, they said. They told teachers that the educator must reach for power—that the school must help to build a new social order.

The technique for building this new order rests upon breeding in the youthful mind a distrust and

Turn to page 167

Dealer Influence

A MAGAZINE with dealer influence does two things—reaches many dealers and many consumer prospects for the goods advertised. Right? Then consider the dealer influence—or merchandising value if you wish—of Popular Mechanics for any goods men buy or have a hand in buying.

Take automotive products—from spot to tail light. A check among dealers in four big cities showed 43% reading Popular Mechanics. A check among dealers in small cities showed 63%—with only 84% reading any magazine. That's dealer circulation. And 88½% of the more than half a million subscribers and newsstand buyers own cars, with 23% owning more than one, and they buy new cars at 2½ times the national rate. That's consumer circulation. This combination of dealer and customer circulation gives dealer influence at a most economic figure.

In the sports field, an advertiser reports not only high consumer response, but two-thirds as many dealer inquiries from Popular Mechanics as come from the top trade journal.

One more—in the home utility field. This manufacturer in his Popular Mechanics advertising invites dealers to write. Among those who did was one who ordered, and paid for, over \$50,000 worth of merchandise. That's the kind of dealer influence advertisers look for.

In any plan for selling goods or service direct, Popular Mechanics comes quickly to mind. In any plan for selling through dealers it should come to mind just as quickly. It did, in 1939, with 177 advertisers who sell through retail outlets. That's more than twice as many general advertisers as used the magazine five years ago. When aiming for sales at low cost use Popular Mechanics. You can tell your sales story to a responsive market with buying means at less than \$1.50 per page per thousand.

POPULAR MECHANICS

Magazine

200 East Ontario Street, Chicago, Illinois • New York • Detroit

MARKETS of AMERICA . . .

Copyright 1940, by Manuel Rosenberg, The ADVERTISER

Published By The ADVERTISER Vol. 4 Edited By MANUEL ROSENBERG

The World's NUMBER ONE "Local" ADVERTISER . . .

None Other Than General Motors, the
World's Largest Advertiser . . . Odell
Emphasizes Their "Local" Attributes

An Interview With D. H. ODELL, Asst. Director Advertising
Division Section, General Motors, Detroit. By COL. DON R. JASON

"WE, at General Motors, although using all different kinds of advertising media, consider ourselves primarily as 'local advertisers'", commented General Motors Asst. Dir. Adv. Section astute amiable D. H. Odell, in an interview granted *The ADVERTISER*, at his Detroit office, in the vast General Motors Building.

This declaration seemed quite astounding coming from the advertising representative of the world's largest advertiser. It is a well known fact that this two billion dollar corporation and its sales divisions spend quite a few million dollars annually in advertising. General Motors is considered one of the great "national" advertising accounts, and yet here I was being

told that it considered itself primarily a "local advertiser."

"How come?" I asked.

And Mr. Odell elaborated his thinking as follows:

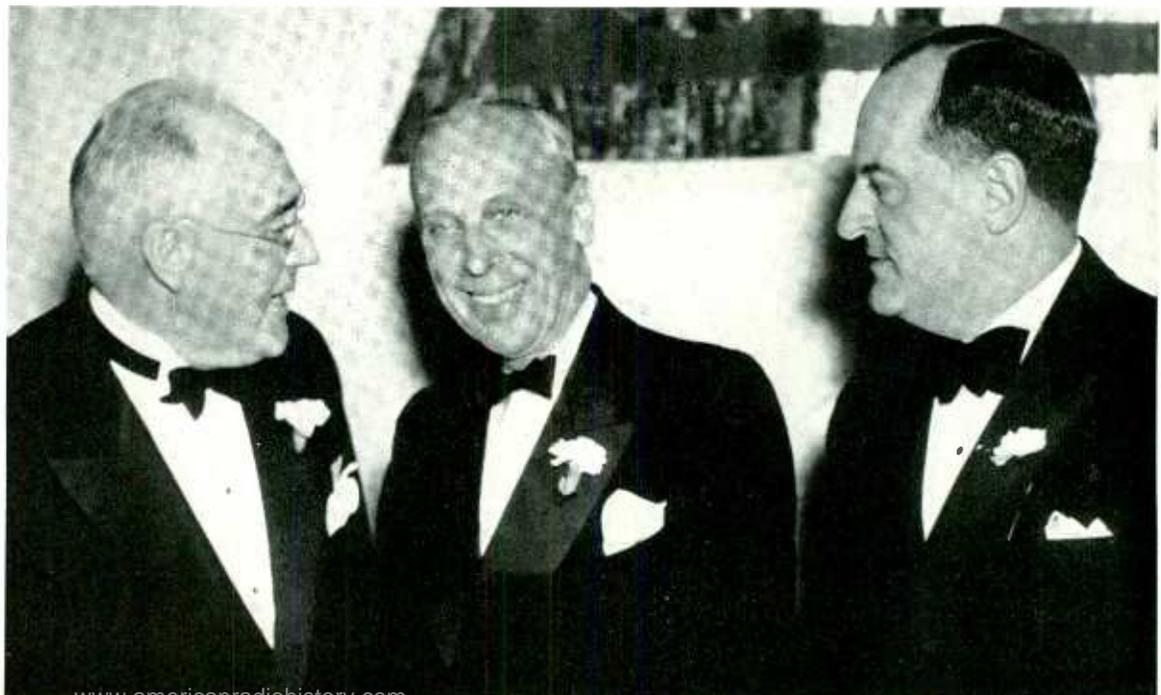
"Naturally, General Motors requires outlets for the sale of its various products in all markets where those products are salable. In the case of its automotive prod-

ucts, that means nigh everywhere.

"Its policy is to distribute such products through the medium of independent merchants, or dealers, who, within certain broad limitations of policy, operate on their 'own' capital for their 'own' profit, in such a manner as they themselves may determine.

"Thus our business is entirely de-

The World's largest advertiser, GM's Chairman Alfred P. Sloan (center) and Chevrolet's Pres. M. E. Coyle (left), with the world's foremost Genl. Sales Mgr., Chevrolet's Wm. Holler, at Detroit, concluding 1940-41 discussions on GM's largest advertising unit. And do those smiles indicate they added another million to the schedule?—quite probably!





The Motor World's Largest Advertiser is Chevrolet . . . Astute Adv. Mgr. C. P. Fiskin, in a special camera shot (for The ADVERTISER, Oct. 1939 edition), is seen presenting to student sons of Chevrolet's dealers, the story and evidence of their advertising operations throughout 1940 in magazines and "local" newspapers . . . which will result in moving more than 1,000,000 cars.

pendent on the success of our local dealers who spend money and hire labor in their communities, pay taxes there and operate, in essentials, like other local merchants.

"If they make good—we make good.

"So, it is logical and natural in following up this thinking that we try to create and place our advertising efforts with the thought in mind that we are doing a local selling job.

"Most of the newspaper advertisements are signed by the dealers

or dealer of the community in which the newspaper advertising is done.

"Fundamentally we do not buy newspaper advertising on a national coverage basis. We buy it on a local coverage basis. Every place we have a dealer, we use local newspaper advertising. When there is no daily newspaper, we use the local weekly newspaper.

"If the advertising on behalf of such dealer is not 'local' advertising, I would like you to tell me what 'local' advertising is!

"This does not mean, however, that we do not use national advertising, such as magazines and radio; but what I wish to stress is that newspaper and outdoor advertising together constitute our major effort.

"If you talk to a local dealer about advertising you will soon come to the conclusion that he is primarily interested in the advertising that goes into his local newspaper and on his local outdoor boards. Naturally—and primarily—this is because his name is usually attached to such advertising—and he considers it 'his' advertising.

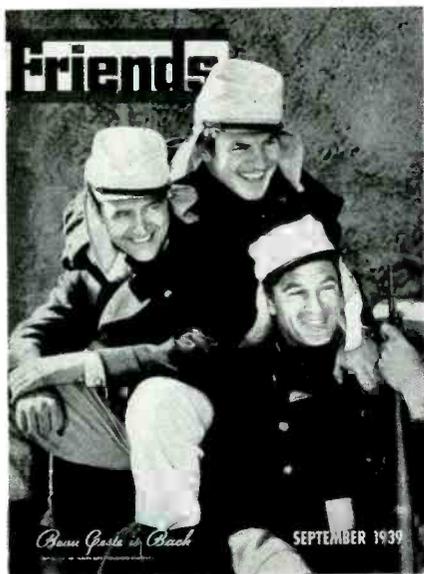
"The dealers know that national background advertising is necessary and appreciate what it does for

them, but they look upon it more or less impersonally.

"Dealers also use direct-by-mail advertising, which is sent out over their signatures to prospects selected by them. Another activity they like is the user's magazine, such as the "Buick Magazine", and "Friends" which is published in the interests of the Chevrolet dealers. Olds and Pontiac also publish similar magazines. All these are bought in large quantities by the dealers for mailing to customers, and carry the dealer's imprint.

"It is because of this reasoning that we in General Motors consider ourselves primarily 'local' advertisers.

"You know, of course, that we use magazines—general, trade and farm; and radio, national and spot, at different periods. Naturally, advertising of this nature on a national scale is most vital as background of over-all institutional selling. In fact the records show that we are one of the largest users of national advertising media in the world. In 1939 we were first in national magazine and farm paper advertising. But, as I said before, fundamentally, we are 'LOCAL' advertisers."



GM appreciates the power of well-edited house organs. Nigh each of their motor units issues one—Buick, Oldsmobile, Pontiac . . . and this is Chevrolet's pictorial "Friends."



BERNARD LICHTENBERG

Cites importance of letting the public know of friendly public and employee relations

Editor's Note—Of all experts in public relations, Ben Lichtenberg needs least introduction to advertising men. Here he reports "in eight words, all short" a discovery in public relations work now being made by all the top business men he counsels as president of the Institute of Public Relations, Inc. . . . This discovery, he predicts, will prove like a South African diamond field to those able advertising men who fully explore it.

A CLIENT came to me recently, smiling like Christopher Columbus in the full flush of discovery.

"Public relations are the most discussed business subject today, aren't they?" he asked.

I agreed.

"And will be the most discussed subject for ten years, or as long as the American democratic system wants to fight against the various forms of bankruptcy so evident abroad?"

Again I agreed.

"But there is general confusion about the real meaning of public relations in practice," he said. "I

"—and Getting CREDIT For It"...

Three Main Highways Into Public Understanding . . . Public Relations Chief Tells How It's Done

By **BERNARD LICHTENBERG**,

Pres., Public Relations Institute, New York City

have found the meaning from our company's own experience. Now I can define public relations in eight words, all short."

I waited for the discovery, and he said:

"It's **GOOD CONDUCT** — and **GETTING CREDIT** for it."

This conversation is worth quoting, not just because a business man hammered out a phrase that would do some credit to an advertising man. It is because this business man, a top executive in a very big company, has made a discovery that is leaping from one business leader to another. When it sinks in, everywhere, it will lead to happier, better compensated and more secure lives for all able advertising men.

Consider the ranking business man. The bigger he is, the more successful effort he is giving in the five complex fields of financing, accounting, management, production, and marketing.

Add up what he has to know and do in each field, multiply by five, and it is a day's work. His "good conduct" in each field is his own responsibility. But the not less important matter of "getting credit for it" is something he must leave to professionals who have a full day's work of their own.

To make this abundantly clear, even to those few surviving business men who still think that good will is a wild-flower which needs no cultivating, merely scribble the only three main highways over which the story of business can be put into the public mind. Take them in any order, for instance:

1. *Publicity*. Once this field was dominated by concocters of flashy stunts, wholly cynical in motive, but

often amusing as a side-show in American life. After them came the less imaginative army that merely twirled mimeograph cranks, on the principle that if enough press releases are showered forth, some will get in the papers.

But now, in this field, has emerged a serious minority of men with full journalistic training and discretion. These men know news values. They can write short, and to the point. So their services are eagerly retained by the very big companies, trade associations, and professional societies which have much news to publish.

With few exceptions, these big institutions in the past have had only the dimmest idea how to make and maintain mutually helpful or even cordial relations with the press. Now they are seeking and finding competent men, to the great advantage and relief of the press itself.

2. *Educational activities*. This is another main highway into the public mind. But how lacking it was, until just yesterday, in great teachers who could prepare useful textbooks on business and economics; how lacking in men who had mastered the real technique of motion pictures and radio in the educational field; and how lacking, too, in men who had the gift of teaching effectively in classes ranging from consumer-retailer-producer groups all the way to university business schools.

These lacks are being met. Many a business man now realizes that he has to go on a still-hunt for the services of the finest teachers and the ablest technicians who can be found. Once he provided merely

Turn to page 171

Advertising and Publicity *Spotlighted*

By Printing's 500th Anniversary . . .

Famed Typographer Authoritatively Clears Background Surrounding One Of World's Most Momentous Inventions . . . Credits Advertising With Effecting Typographical Renaissance

By DOUGLAS C. McMURTRIE

Director of Typography, Ludlow Typograph Co., Chicago, and Chairman, Invention of Printing Anniversary Committee, International Association of Printing House Craftsmen

EVERYONE who today uses the printed word to tell a story, whether he be advertiser, author, magazine publisher, or newspaper man, cannot fail to be inter-

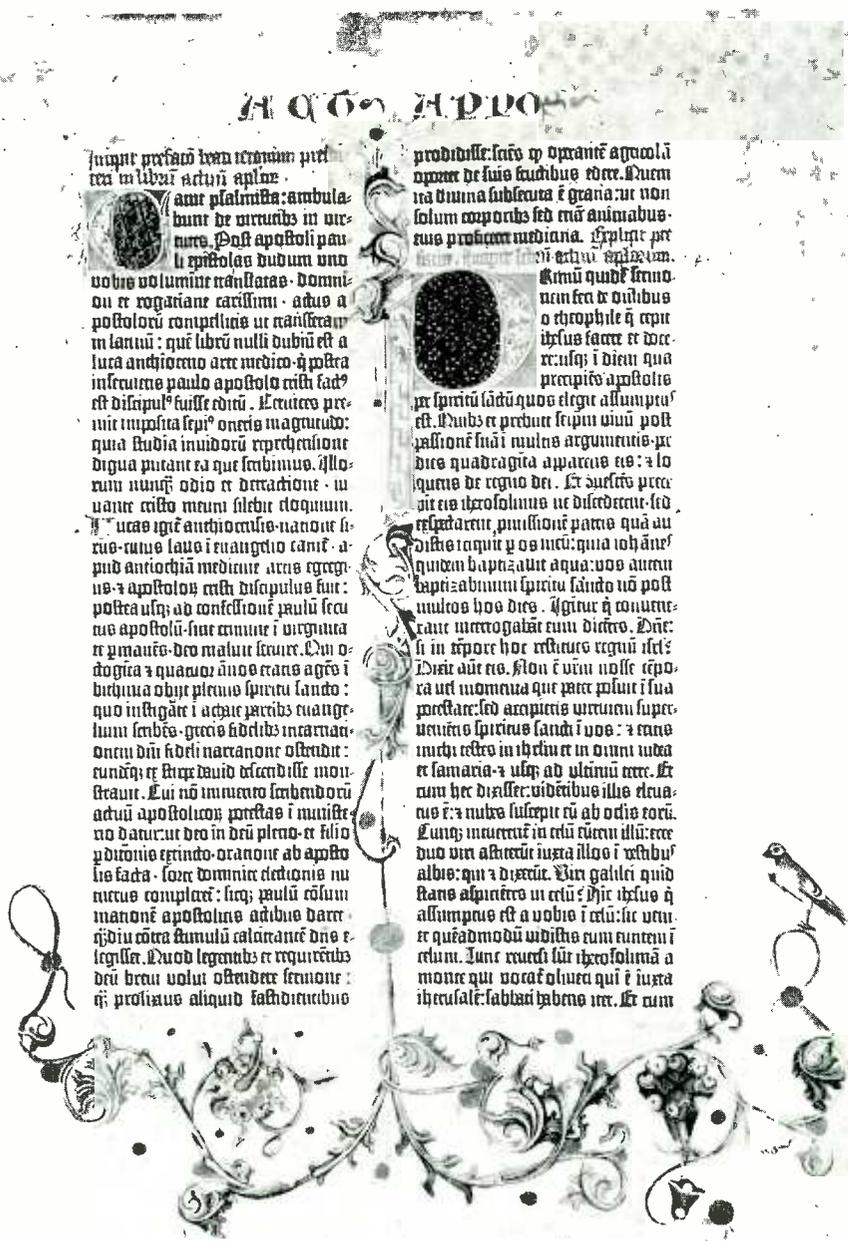
ested in the 500th anniversary of the invention of printing, which is being commemorated the world around during the current year of 1940.

This subject is of more than antiquarian concern, for the lively public interest being manifested in the anniversary of the first European printing with movable types gives all of us in the graphic arts field a fine opportunity to publicize the noteworthy service that printing has always rendered—and is still rendering—to the community.

Authorities, in a position to know, credit printing with a large degree of the progress which the average man has made toward universal literacy, a high standard of technical skill, informed opinion, individual liberty, and representative self-government. With reason Victor Hugo, the great French novelist, wrote "The greatest event in the history of mankind was the invention of printing."

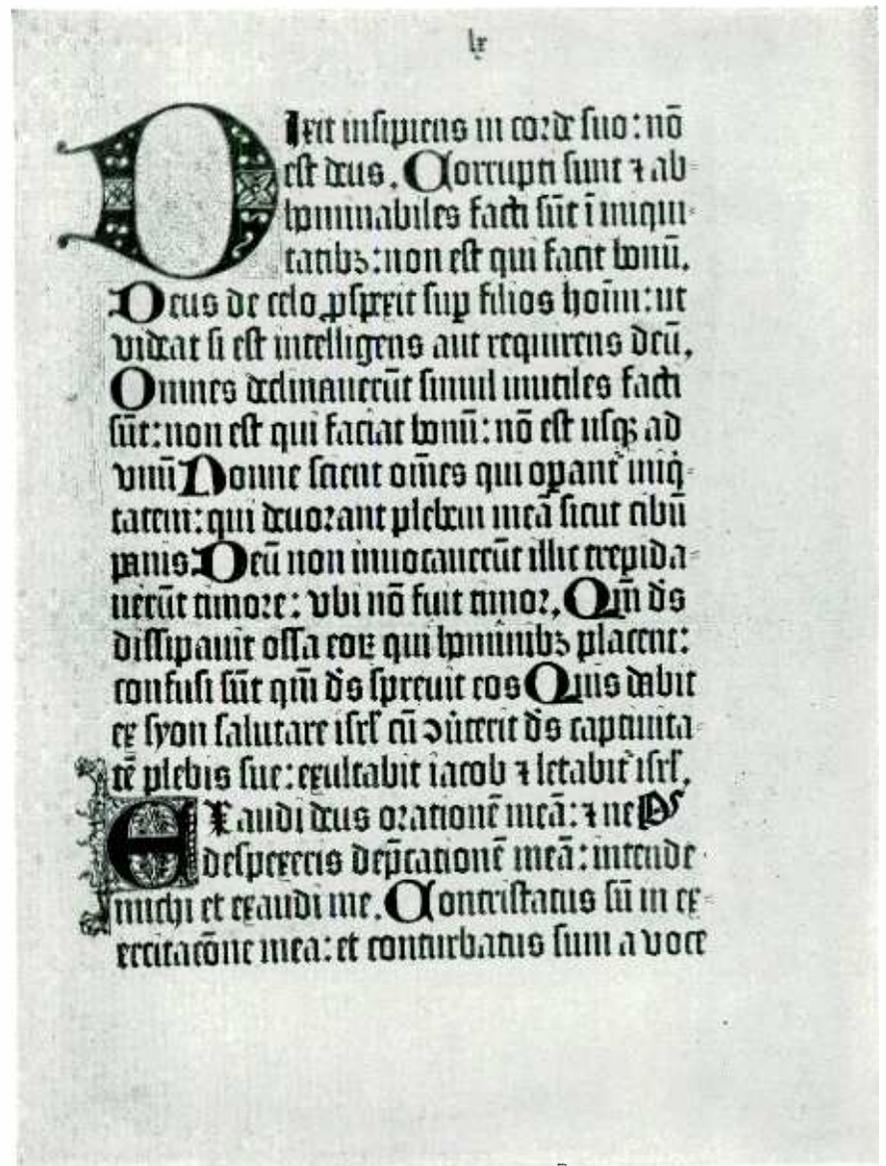
For these reasons, advertising clubs and organizations throughout the country should participate actively and enthusiastically in commemorations of this anniversary being arranged by civic committees or by local clubs of Printing House Craftsmen, in various cities. The activities of the latter clubs are being stimulated and aided in practical ways by a committee of the International Association, which provides lantern slides, material for lectures, an informative booklet, and publicity material.

In cities in which no commemorative activities are being planned, the local organization of advertising men might well take the



A page of the 12-line Bible embellished with lettering and ornamentation by a "rubricator" and "illuminator."

A page of the magnificent Psalter produced by Johann Fust and Peter Schöeffer in 1457.



initiative. The Craftsmen's international committee will be glad to cooperate in such efforts and provide helpful materials.

Confusion of Facts

Many of the popularly circulated statements regarding the invention of printing are hopelessly confused and inaccurate, and based on legend rather than fact. The article on the subject in one recent edition of the most important encyclopedia had to be radically revised in a succeeding edition. A recent coast-to-coast broadcast telling the story of the invention was more fable than fact.

The reason that there is such confusion in statements on the subject published in English is that a Dutch writer in a book published in 1588, just 158 years after the event was presumed to have taken place, reported that printing was invented at Haarlem, Holland, in 1430. This writer was the first to name Lourens Janszoon Coster as the inventor.

Such remote claims proved unworthy of dependence, and today almost no historians in Holland claim the invention for Coster. But the claims had wide circulation, and because England had close commercial and cultural relationships with Holland, the stories were brought back by travelers and given wide currency in the English press. It will undoubtedly take many years to replace these legends by facts.

Recent Scientific Research

Fortunately for those who value facts, active scientific research into the documentary record of early printing has been in progress for the past fifty years, accompanied by painstaking examination of the

extant specimens of early printing, to see what secrets they would yield regarding the processes of their production.

As a result of study along these two lines we are today in position to state with reasonable confidence the facts regarding the invention.

Printing from woodcut blocks was practiced in China as early as the eighth century. Even movable types were invented in China in the eleventh century. But because of the multiplicity of the characters in the Chinese language, the latter invention was not particularly significant.

So movable types had to be invented anew in Europe by Johann Gutenberg, at Strasbourg or Mainz, about 1440. The date is approximate only, but it is not far from right. Gutenberg is known to have been experimenting with a process believed to be printing as early as 1436. The earliest extant piece of printing with movable type is dated

1445 by the authorities. So 1440 or 1441 would be a median year, when the process passed from the experimental into the practical stage. A factor contributing to choice of 1940 for worldwide celebration of the 500th anniversary is that all previous centenaries were celebrated in the fortieth year of the respective centuries.

Printing's Inventor

Johann Gutenberg was born in Mainz, Germany, of patrician parents, some time between 1397 and 1400. When his family was exiled from Mainz, due to an uprising of the tradesmen against the aristocrats, Gutenberg went to live in nearby Strasbourg. The record of a lawsuit discloses that he was here, between the years of 1436 and 1439, experimenting with several mechanical trades, the most important of which appears to have been printing.

Gutenberg's most difficult prob-



• Earliest known "portrait" of Johann Gutenberg.

lem was to find the way to cast types square enough and accurate enough in body size and height to paper to range in lines and lock up in a page, and durable enough to be printed, and then distributed and set up again, in another sequence to print another page. It apparently took years of patient experimenting to perfect a practicable process of typesetting.

Most of the early publications printed by Gutenberg were editions of the *Donatus*, an elementary Latin grammar, which had been used by schoolboys for a thousand years. It seems likely that it was the pressing need for economical production in quantity of this essential tool of education that started Gutenberg on his life work, the object of which was to bring books within the reach of everyone who needed them.

In 1454 was produced the first piece of job printing, an indulgence to be filled in by hand and given to those who contributed to the campaign against the Turks, who had, during the preceding year, captured Constantinople, and were threatening to overrun Europe.

The "Gutenberg Bible"

There appeared from a printing office in Mainz, about 1455, the world's most celebrated printed book, a Bible which is generally known as the "Gutenberg Bible." Because there are 42 lines of type in each column, the book is known to specialists as the "42-line Bible."

Once more the records of a lawsuit throw light on Gutenberg's activity. We find that he had in 1450 borrowed the large sum of 800 *gulden* from a capitalist named Johann Fust, to enable him to produce some large book, which in the light of other evidence only can have been this 42-line Bible. But apparently the funds were frittered away and the book was not printed, for, in 1452, Gutenberg went back to the capitalist for another large loan. The additional money was advanced, but from this point on Fust actively participated in the operations to make sure that the printing of the book was pushed through to completion. During this period Fust apparently became dissatisfied with Gutenberg's direction of the enterprise, foreclosed on his

loans and squeezed the inventor out. Fust took Peter Schoeffer, one of Gutenberg's helpers, into partnership with him, and these two carried through to completion the great Bible which Gutenberg had planned and started into production.

This partnership went on to print many fine books, among them an edition of the Psalter, completed in 1457, which was printed throughout in three colors, in perfect register. This Psalter is unquestionably the most beautiful book of the fifteenth century.

Gutenberg apparently printed another Bible, completed four or five years after the first one, which is known as the 36-line Bible, because there are 36 lines of type in each column. This edition is far more rare than the more celebrated earlier edition of the scriptures.

In later printing activities Gutenberg did not prosper financially. When, early in 1468, he died, he had literally not a piece of type to his name, for a friend promptly claimed "the printing equipment used by Johann Gutenberg" which "was and is mine."

Gutenberg's Record

But though Gutenberg reaped no reward in worldly wealth for his invention of inestimable benefit to mankind, he must have taken

• DOUGLAS C. McMURTRIE

Writes authoritatively on Printing and Typography's fascinating history.



deep satisfaction in the eagerness with which printing was accepted, in the rapidity with which it spread, and with the variety of uses to which it was put.

Before his death he saw two printers, trained in the shops at Mainz, set up the first press in Italy. Another printing office had been established at Basel, Switzerland. Mentelin was printing actively in Strasburg, the scene of Gutenberg's early experiments. And a printer, apparently not trained in the Mainz school, was actively at work in Holland.

In the last months of his life he probably heard of a great compliment to the art he invented by the great University of Sorbonne at Paris, which was making overtures to three Mainz-trained printers, with the aim of bringing them to the French capital to set up the first press in that country.

Spread of the Press

Since those days, printing has indeed "marched on." Printers with their presses have penetrated to the farthest corners of the earth.

As early as 1539 a printing press began work on this side of the Atlantic in Mexico City. And just a hundred years later, the first printing was done, in 1639, in English-speaking North America at Cambridge, Mass. In 1640 was produced there the first book printed in what is now the United States, the *Whole Booke of Psalmes*, which was newly translated out of the original Hebrew by the ministers of the gospel living in that tiny village on a far frontier. Recall that this happened just 300 years ago!

The newspaper was coming into a position of importance late in the seventeenth century—an importance which has since been progressively enhanced.

Mechanical Improvements

Eventual success in developing a mechanical method of typesetting, when Ottmar Mergenthaler's linotype was installed in 1886 in the composing room of the *New York Tribune*, marked the beginning of a new era in printing. But a few years later Tolbert Lanston invented the monotype, but it was not until 1916 that the third typesetting machine to be invented in America, the Ludlow, was success-

fully developed, and put into operation.

The nineteenth century was a period of spectacular improvement in printing processes, which continuously became larger and faster. All other phases of the printing industry have made great strides toward improvement of quality and speeding up of production.

Typographical Renaissance

The rapid growth of the profession of advertising has had a highly beneficial influence on contemporary typography. Advertisers and their agents demanded typefaces in better taste and greater variety, and provided a market to stimulate their production by the typefounders and composing machine manufacturers.

The first three decades of the twentieth century have shown signs of representing a typographical renaissance. Most of the meritorious traditional types have been revived during this period and many new and original designs of merit have been produced. The United States has made some noteworthy contributions to typography during these years.

We have, on the other hand, de-

rived much typographic inspiration from European sources, particularly in connection with the "modern" or "elementary" typography and layout, which has effected so marked a revolution in printing style during the past two decades. To European example we are indebted for the two characteristic type-faces of this era: monotone sans serifs and monotone flat serifs.

A third modern typeface family, a sans serif with variation in weight of strokes, is of American origin. I refer to the Radiants, designed and produced by Ludlow. This family is being watched with interest by many typographers.

Printing's Service Today

Today printing touches our life and activity in a thousand different ways. It is an essential, of course, in every business operation. From printing we have learned almost everything we know, and this situation seems likely to persist.

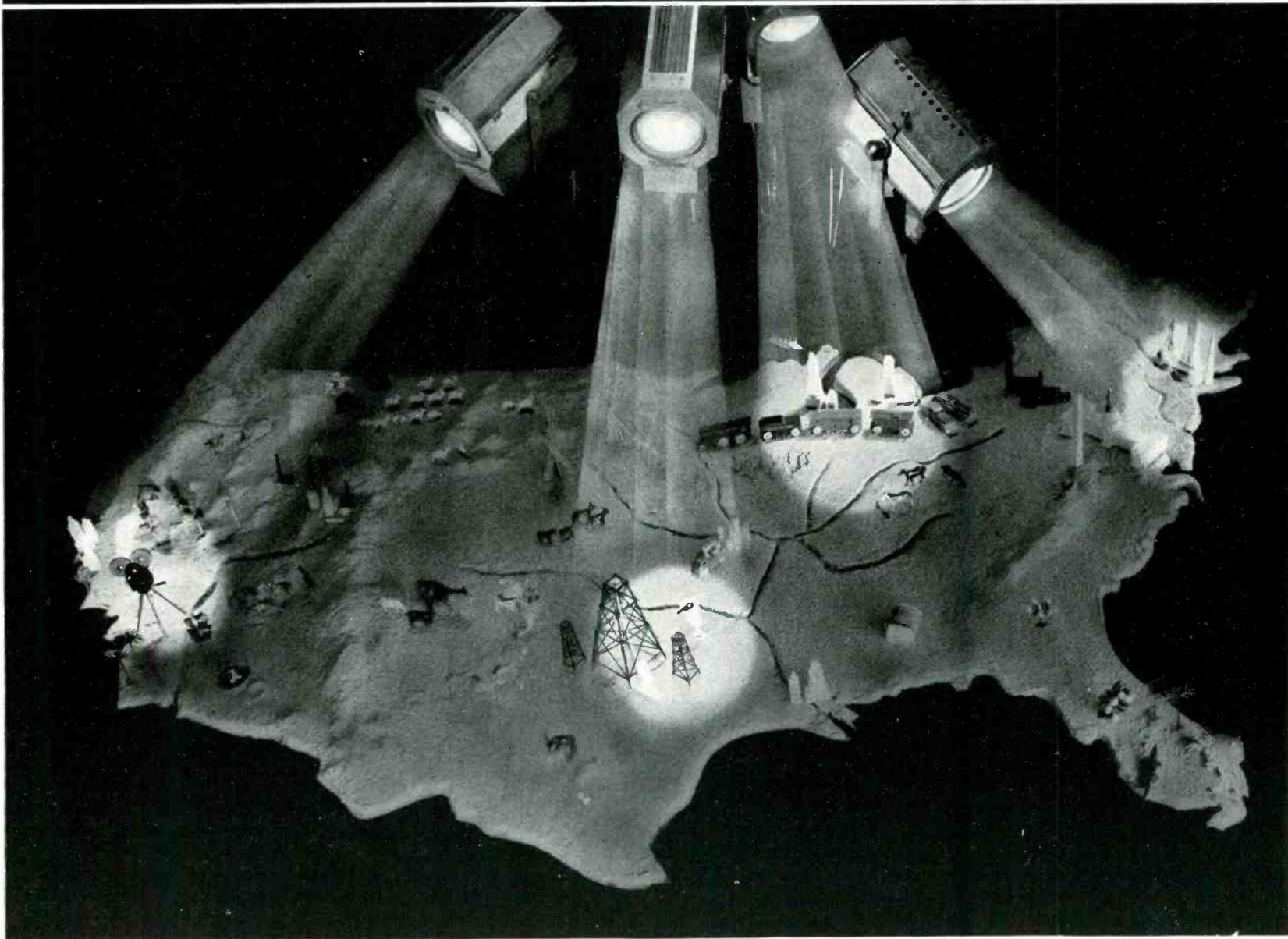
So it is appropriate that we should give thought this year to the man who invented this useful art, and to the magnitude of the service he thereby rendered to his fellowmen.

* * *



One of the printed papal indulgences of 1455—the earliest known specimens of job printing.

Which will you have... **SEARCHLIGHT**



There are really two kinds of advertisers...

One needs sales searchlights, the other, sales floodlights. For one advertiser wants fingers of light pointing to that section or those cities; while another requires a vast flood of light to cover the country so that every crossroad counter and every cash register on Main Street stands out sharp and clear.

By adding floodlight coverage, Mutual now offers *both* types of approach.

Mutual's floodlight broadcasting is scoped for full-sized advertisers who want year-round

advertising on a guaranteed-time basis. It delivers big coverage...beginning at 76 stations. And it uncovers savings of *a third and more*.

The Biggest Broadcasting Bargain

You can now talk to 17,250,000 radio families...can floodlight 225 of the nation's leading 300 cities for only \$3,400 an evening half-hour. *This same coverage would formerly have cost \$1,500 more each broadcast.*

Suppose, to be extremely conservative, only 5% hear the program. Assuming the very low average of two listeners to a family, that's still five prospects for each penny!

... or **FLOODLIGHT** ?



Mutual Is Everybody's Network

Searchlight...or floodlight...take your pick.

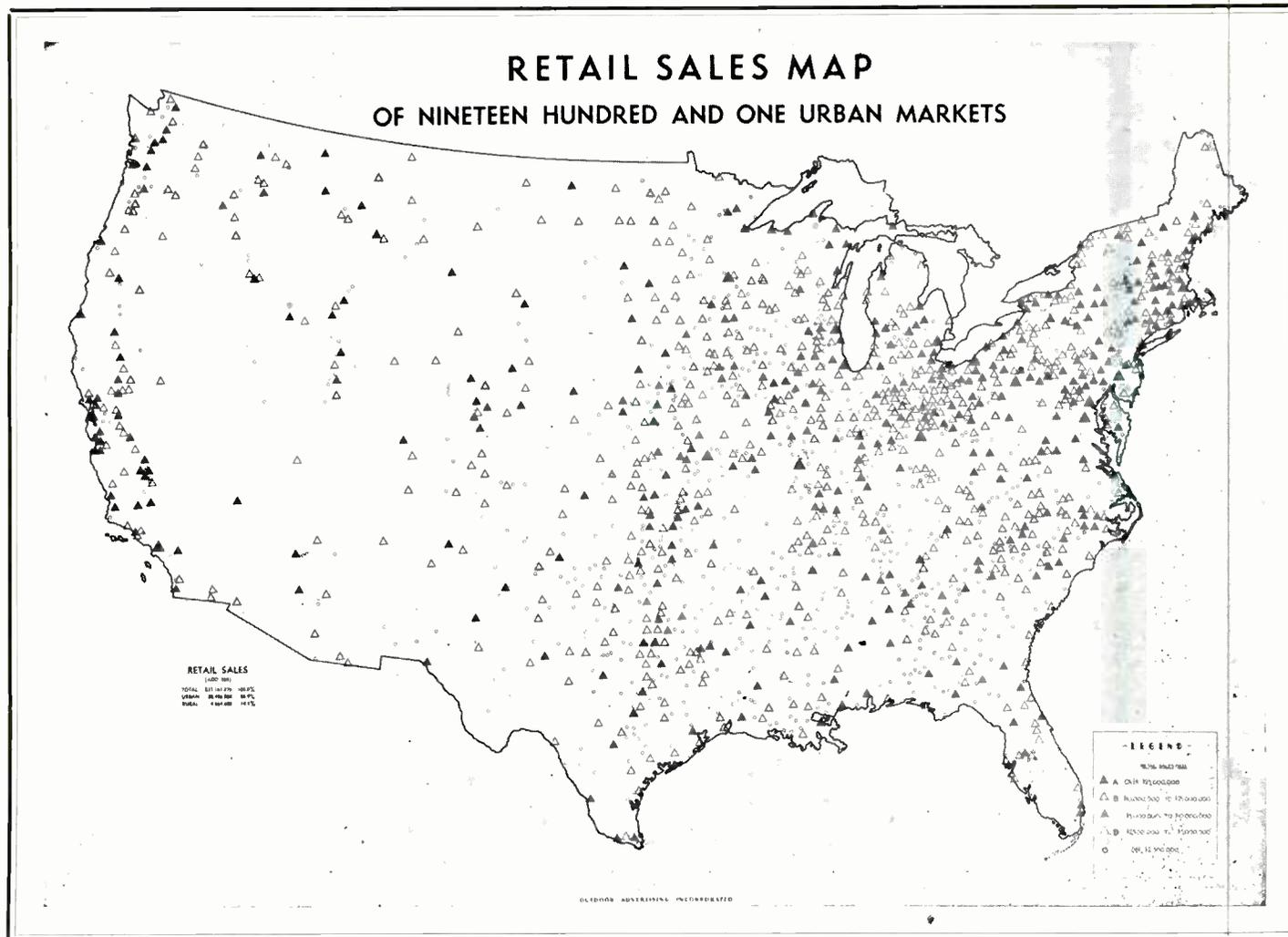
There's nothing limited about Mutual's selling searchlight. You can make it follow your sales plans and your budget just as closely as the Hollywood movie camera follows every step of the stars.

Or now, with Mutual's vast floodlight coverage, if you are a big advertiser you have an economical network that can match you sales-stride for sales-stride, clear across the country.



MUTUAL BROADCASTING SYSTEM

WHERE YOUR NEEDS DETERMINE YOUR NETWORK



Triangles spot the important Markets of America on this map, an able study developed and graphically presented by Outdoor Advertising, Inc., N. Y.

THE WORLD'S NUMBER ONE MARKET ... The U.S.A.

Peace and Highest Living Standards Have Made
Our Nation Economically Preeminent . . .
Many Vast Markets Thereof Offer Opportunities For
All To Increase Profits Through Good Advertising

By COL. DON R. JASON

THE importance of markets is attested by the superb efforts of our Secretary of State Cordell Hull, in his plan of reciprocal trade treaties. However, in seeking these markets many American manufacturers overlook the fact that they have hardly scratched the surface of the greatest of all markets—the U.S.A. A new theme, a new slant, a greater advertising effort may readily bring vastly more sales than foreign markets can possibly offer and at far less cost per sale . . . with assurance of payment for the manufacturer's products.

We have repeatedly noted products taking on new sales life by a change of sales theme, a change of advertising pace and a change of media employed.

Today advertisers have their choice of Newspapers, Magazines, Radio, Outdoor, Direct Mail, and

other mediums to reach a market of 130,000,000 who at the worst stage of the Depression lived in greater economic advancement than did many of our foreign "markets" at the height of their prosperity.

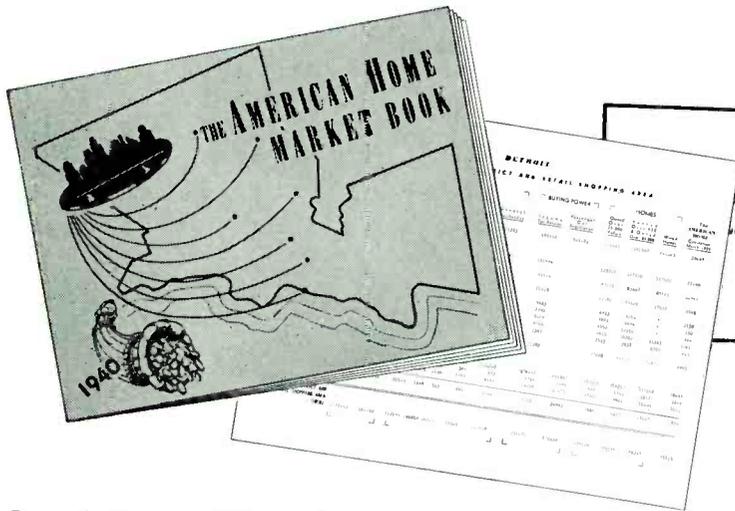
We do need foreign markets for our surplus, but thinking in individual terms,—every manufacturer for himself—truly this great market of America is without peer and is never so "completely saturated" that a new sales wrinkle will not unfold an additional volume of sales.

To that end it behooves us to spend time and brain power—and advertising dollars—on creating new efforts to win the World's Number ONE Market. And we then need never worry about the opportunities offered us by the "green" hills beyond our economic frontiers.

In the following pages of this edition of *MARKETS of AMERICA* a careful reading of the information offered by advertising men who live in the markets so ably described will inform and stimulate—and inspire—our readers to greater appreciation of the superb markets our nation presents. Knowing these markets intimately gives sales and advertising executives a better opportunity to analyze and develop sales plans and advertising for gaining greater volume sales results in those markets. This service *The ADVERTISER*, through our annual edition—*MARKETS of AMERICA*, is happy to render our readers—the nation's foremost advertisers—who are ever seeking to develop the U.S.A. into a yet greater and grander Number One Market of the World.

PLAN A MORE EFFECTIVE 1940 SELLING CAMPAIGN

SEND FOR THIS NEW BOOK NOW!



Population and Sales Data never before co-ordinated is now available to Sales Executives in The New 200-Page American Home Market Book . . . Specially drawn Marketing Maps (in two colors) . . . MANY OTHER EXCLUSIVE FEATURES



Reserve
your copy
now—
Edition is
LIMITED

Advertisers and Advertising Agency Executives who make their requests on their own letterheads will be furnished copies free (one copy to an individual), as long as they last . . . To others, the price is \$10 a copy—(and worth it!)

THE DETROIT METROPOLITAN DISTRICT

America's 6th Richest Market . . . Typical of the NEW Easy-to-see, Easy-to-use 2-color Maps in The American Home Market Book . . .

	Central City of Detroit	Metropolitan District
Population	1,568,662	2,177,343
White Families	342,956	480,526
Retail Sales (\$8,000 omitted)	\$ 543,690	\$ 702,151
Income Tax Returns	151,694	198,210
American Home Circulation	23,148	34,089

The figures above are selected from the new *American Home Market Book* of THE METROPOLITAN DISTRICTS OF THE UNITED STATES and their Retail Shopping Areas — a complete analysis of population, sales, income and magazine circulation.

THAT political boundaries are often artificial, can disappear overnight, is no news to alert, businessmen students of present-day Europe. That here in America, by peaceful means, the same process has been going on with U. S. cities' economic, social boundaries will be news to many.

Executives must change their thinking and sales planning to allow for the fact that in 10 years prior to the last U. S. Census, suburban population increased 39% . . . three times as fast as the rest of the U. S. Altogether, almost 22 million people, formerly classified as "small city," "town" or "rural," actually live within these new "greater city" Metropolitan Districts.

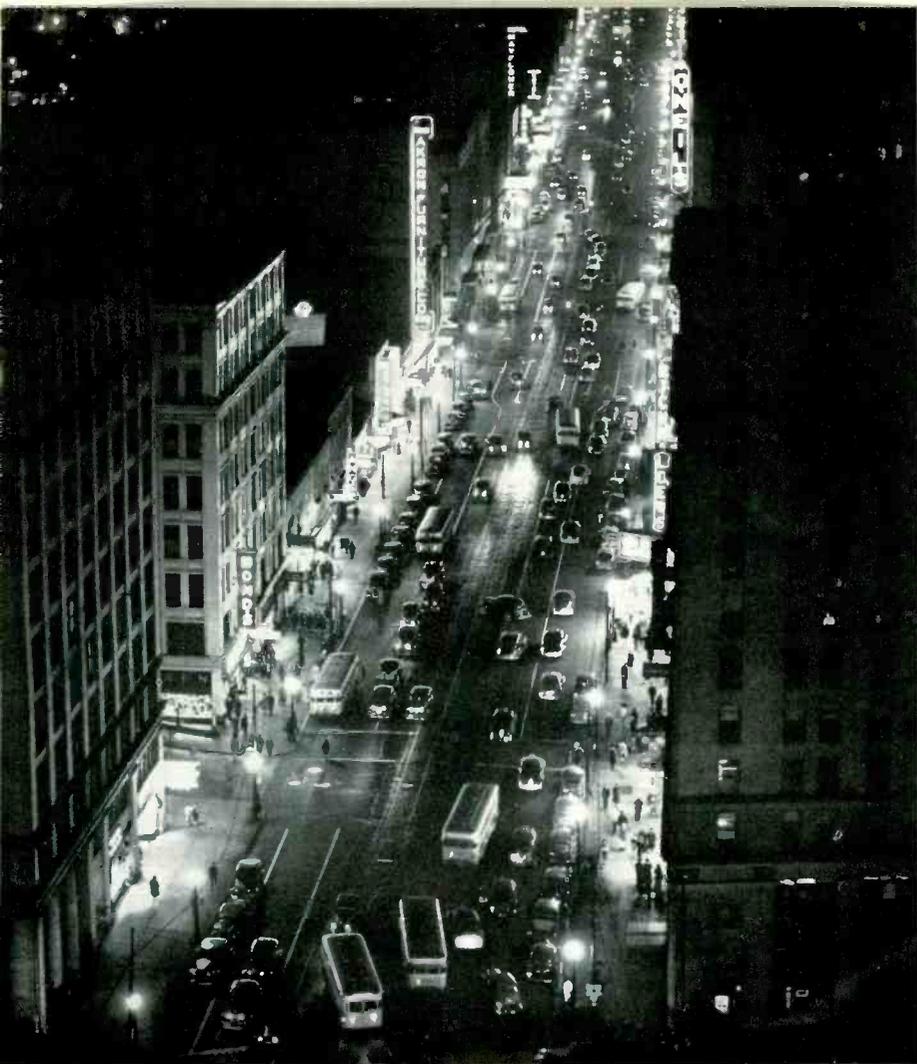
The new *American Home Market Book* not only covers the 94 Census-defined Metropolitan Districts and their Retail Shopping Areas, but all U. S. cities of 25,000 population or more. These areas comprise 60% to 85% of the total U. S. market for most

products. Twelve basic population, income, sales and home-market factors are shown for each market.

Sales and Advertising Executives who write on their own letterheads will be furnished a free copy of this new book as long as they last . . . To others, the price is \$10 a copy—(and worth it!). Address The American Home . . . 444 Madison Avenue, New York . . . Chicago, Boston, St. Louis, Seattle, Los Angeles, San Francisco.

The AMERICAN HOME

CURRENT CIRCULATION OVER 1,850,000



Akron's Main Street is a broad, brightly lighted busy thoroughfare, its merchants doing a record business in 1939-40 . . . The gigantic rubber plants are operating full time. Seen from the Jessop Agency's window.

Akron...

POPULATION: 364,897 RETAIL SALES: \$132,000,000

Rubber Mecca's Market Displays New Enthusiasm, Enterprise, Alertness...

Retail Store Sales Indicate Great Volume Increase Due To Industrial Peace And Prosperity's Return... Produces World Wide Tire Needs, Other Products, Sold Everywhere

By M. K. JESSOP

President, Jessop Advertising Co., Akron, Ohio

AKRON, second industrial city of the great industrial state of Ohio, has come back!

To realize just how far she's come, you've only to chat with the big downtown merchants, who took a flyer on Santa Claus at Christmas time and hit the jackpot . . .

With the men in the front offices or the men in the pits of the huge rubber factories, bustling along toward pre-depression peaks . . .

With the steady-eyed truckers who move great caravans of freight in and out of the city on truck-trains . . .

With the man on the street, who doesn't know how Roger Babson gets his answers, but who DOES know that things are picking up, and PLENTY!

To know Akron, you've got to understand that Cleo, the Goldfish, and Mastodonic Minnie, the antarctic snow cruiser, and Funk's flying flivvers are sisters under the paint job.

Cleo, the Walt Disney character from "Pinocchio" is one of a half dozen Disney characters rolling off the production belt at Seiberling Latex.

Minnie the snow cruiser, shod

with huge Akron tires, is currently bumbling her way across the Antarctic wastes on an errand for an admiral.

The Funk flying flivvers are rolling off the production line at the new factory near Akron airport, to invade the light plane market with a super-safe, fast little ship that may become the flying Ford of the future.

All three are symbols of Akron's amazing versatility . . . of the town's eagerness to grasp a good idea and plant it in fertile soil somewhere within the limits of the seven hills on which the city is built.

Akron is a paradoxical city . . . a bustling new town built on a conservative old city . . . a northern industrial city filled with warm-hearted, hospitable, free-spending folks from the South.

And above all, it is a high-wage town . . . geared throughout its business and commercial structure to the wage level set by the dollar-plus per hour rubber worker.

For the advertiser with something to sell, Akron looms through 1940 and beyond as one of the brightest opportunities on the national horizon.

For Akron likes to live . . . it likes to spend its money freely for the good things in life. Unlike many so-called "factory" towns in its population bracket, it houses the main offices and administrative staffs of its major industries.

Its industrial chieftains live in Akron and are a part of its civic fabric. The foreign representatives of its far-flung rubber empires are frequent visitors, and there is a constant movement of Akron executives to and from the executive posts in other parts of the country, in Europe, and in the far places of the world.

This constant leaven gives the city a cosmopolitan viewpoint . . . a consciousness of national and world movement unusual in the so-called "industrial" town. It makes Akron a better market for the good things of life.

Most important, Akron's working man gets more out of life than the traditional factory laborer. For the most part, your Akron rubber worker is a few years or at most a generation removed from the individualistic existence of the small towns or the farms of the near South.

first

In Total Advertising
AMONG ALL OHIO NEWSPAPERS

SETTING THE PACE IN

OHIO

15,151,973 Lines
A Lead of 1,771,238 Lines
over Ohio's second Newspaper
An Enviably Record for 1939



The SUPREME test of Pulling Power of one of the country's most influential newspapers! Let the Beacon Journal carry your sales messages to the entire alert, free-spending Akron market. For coverage, economy, and *results* this newspaper is an advertiser's ideal medium . . . that's why it leads Ohio in lineage!

★

Here are the 1939 totals from Media Records for Ohio's six leading newspapers

AKRON BEACON JOURNAL	15,151,973
Columbus Dispatch	13,380,735
Cleveland Plain Dealer	13,162,860
Cleveland Press	11,595,677
Dayton News	11,417,571
Youngstown Vindicator	11,376,200



AKRON BEACON JOURNAL

ESTABLISHED 1839

Represented by STORY, BROOKS & FINLEY, New York, Philadelphia, Chicago, Cleveland, Los Angeles



Where Akron gets its Cognomen—"The Rubber City"

- *The world's largest tire and rubber plant, the vast Goodyear trio of factories—the Zep-pelin field beyond (top, center).*



- *The extensive Fire-stone tire and rub-ber mills at Akron.*



- *The massive Good-rich Tire and Rub-ber Co. plant, in downtown Akron.*



- *The major unit of the General Tire plant.*

He goes for sports of all kinds. In his spare time, and his 30- to 36-hour shift gives him a lot of that, he likes to hunt and fish in the tradition of his home country . . . to engage in or watch a half-dozen forms of athletics . . . to putter around his house . . . and 58 per

cent of Akron's population owns its own home as against a national average for metropolitan areas of 33 per cent home ownership. Your Akron worker likes to own the best radio he can afford . . . he wants a piano for his wife and the kids . . . and he buys the best home

furnishings he can afford, and he owns a good car, sometimes two. Frankly, your Akron rubber worker isn't as thrifty a citizen as the average industrial cog. He doesn't hoard his money like the foreign-born worker . . . he spends it to live, and he lives well according to his income level.

Above all, Akron is a town that worships new ideas, new gadgets, new adaptations of standard products and this stems, I think from the very nature of the town's growth.

In 1910, Akron was a city of 69,000 souls. In 1920, it had a population of 208,000, in 1930, 255,000. Those figures reflect an amazing industrial boom that made Akron, for a time, as wild a town as any western oil boom town . . . a town in which factory laborers wore silk shirts and slept in shifts in overcrowded boarding houses . . . a town in which real estate men grew rich overnight and any man with two hands and two legs could make a mildly opulent living.

To a great extent, that terrific boom period was responsible for the sudden gloom that descended upon the city when depression suddenly murdered the goose that had been dropping golden eggs thicker than German mines in the North Sea.

Faced by something approximating normalcy, Akron immediately stopped believing in Santa Claus and dashed for the wailing wall. The wailing wall, as a matter of fact, became as crowded as the boarding houses of a decade before.

The growing pains of the rubber unions curdled things a little more, and for a time, the more lugubrious citizens were positive that by 1940 there would be a full stand of timothy in the streets and a full quota of ghosts haunting an empty town.

Gradually, the citizenry began to think things over, to open their minds again to the possibility that all might not be over. They began to feel as silly as did the followers of a minor prophet of the nineteenth century . . . a chap named Miller . . . who predicted the world would come to an end in the early 1880's, and who led his flock, on the appointed date, to a hillside near Akron to await Gabriel's toot.

Above all, they began to remember that Akron's boom was built by a number of earnest young men who had big ideas and small resources, and who worked like the very devil.

Akron Again Listed In Best Sales Spots

Akron is again listed by Forbes magazine, in the Feb. 1 issue, as one of the best places in the United States for concentrating sales activities, for collections and other promotion operations of business.

Akron is the center of the second best high-spot territory in the United States today. Six other nearby cities make up the territory. For the territory which includes Akron, the median gain over last year has recently been 20 per cent.

FOR SALES in AKRON USE WJW

Here is proof that, when merit is considered, WJW is getting the business. Listeners prefer the better programs of this rejuvenated station. The survey below is one of many proofs that your prospects in Akron tune to WJW. The telegrams indicate that analytical agencies and advertisers disregard wave length, power, and even network affiliation when it comes to local sales effort and select radio stations on the basis of LISTENING audience. Do that — and you, too, will use WJW in Akron.

WESTERN UNION (18)

CLASS OF SERVICE: This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS:
DL - Day Letter
NL - Night Letter
LC - Deferred Cable
NY - Cable Night Letter
Ship Radiogram

KRB62 61 DL COLLECT=GA NEWYORK NY 29 226P
EDYTHE FERN MELROSE=
RADIO STATION WJW 41 SOUTH HIGH ST=
BOND NEFF-ROGOW WILL PLACE AN ORDER IMMEDIATELY FOR 6:00 PM NEWSCAST IF SURVEY PROVES FAVORABLE. CAN YOU DETERMINE PERCENTAGE OF LISTENERS DURING THIS NEWSCAST BY MAKING ABOUT 250 COMPLETED PHONE CALLS WHEN RADIOS ARE TURNED ON. NEFF WANTS YOU TO WIRE BACK IMMEDIATELY IF YOU CAN DO THIS AND HAVE RESULTS IN NEWYORK WEDNESDAY WHEN HE WILL SEE CLIENT=
LESTER BLUMENTHAL HEADLEY REED CO. 6:00 250



WESTERN UNION (53)

CLASS OF SERVICE: This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS:
DL - Day Letter
NL - Night Letter
LC - Deferred Cable
NY - Cable Night Letter
Ship Radiogram

KRB26 12 COLLECT=GA NEWYORK NY 5 1119A
MISS EDYTHE FERN MELROSE=
RADIO STATION WJW=
BOND SPONSORSHIP OF 6:00PM NEWSCAST STARTS MARCH 4 LETTER FOLLOWS=
LESTER BLUMENTHAL HEADLEY REED CO.

340 FEB 5 AM 11 57

TELEPHONE SALES SERVICE
Metropolitan Building - Blackstone 077
Akron, Ohio

January 31, 1940

Edith Fern Melrose
W J W
South High Street
Akron, Ohio

Dear Miss Melrose:

As you requested, we have completed a coincidental radio survey for you.

The results are tabulated below:

Date:	January 29, January 30
Time:	6:00 P.M. - 6:15 P.M.
Percentage of persons interviewed, sets in operation,	49.5%
Station	Percentage of Available Audience
W J W	43.3%
W A D C	38.3%
W T A M	15%
ALL OTHERS	3%
NO RADIOS	4

As usual, this survey was conducted on an impartial basis, the name of no station being mentioned nor any program contents suggested. Actual telephone numbers called will be on file and available for a period of 30 days for verification.

We are also enclosing a complete breakdown of the actual figures. You would like to call your attention to one specific feature on the breakdown sheet. You will note that a number of the calls were made to tap rooms, restaurants, bars and lunch rooms (places that might be expected to have a radio). Only 4 of the above mentioned establishments had no radio. Of the balance, more than 50% were in operation at the time the survey was conducted and over 66% of the sets in operation were tuned to your station.

Very truly yours,
W. D. Mollitor
TELEPHONE ANSWERING SERVICE

The photo at left shows the survey being made, as the result of one analytical agency's desire to buy the most "listeners" for their client's money.

Men like Harvey S. Firestone, who started his Akron rubber venture in a rickety old building in South Akron, and who housed his family, for years thereafter, in a \$35-a-month rented house.

Men like Frank Seiberling, who built Goodyear from a tiny shop to the world's greatest rubber company, and then, at 60, cut loose and built himself another rubber empire, virtually from scratch.

The rubber industry itself contributed to Akron's change of morale. True, it took fewer men to build more tires, and the natural evolution of business had decentralized a portion of the industry's production in Akron, but new uses were being found for rubber constantly.

Rubber went into a hundred new friction and vibration points in your motor car. It went into new fabrics and new materials. Goodyear developed the pliofilm family and Goodrich the Koroseal clan and Firestone went into Controlastic.

Joe and Howard Funk came along about then with their flivver plane. Joe and Howard were a couple of boys who liked to build things in their garage. They got an idea for building a better light plane for less money.

They built the fuselage and the wings and the control surfaces of scraps they picked up here and there and they took an old Ford four-cylinder motor block and fitted it with a heavy crankshaft and automobile pistons and valves and after a while they had an aviation engine built of parts made on an automobile production line. It was a good engine, they proved, and it was cheaper than any aviation engine, built as stock aviation engines must be, on a small quantity basis.

They took their idea to a friend and he helped them organize a company. Akron, which will always turn out 100,000 citizens to watch an aviation show at its fine municipal airport, bought enough stock to launch the enterprise in jig-time.

Six months or a year before, the town might have turned a deaf ear to the Funk project. The town's response was an excellent indication that the tide had turned.

Today, Akron has come into a new municipal maturity. It is a solid, more stable town, looking forward to a future of slow but consistent growth. Akron doesn't look forward to any more wild booms and frankly, it doesn't want any.

Given adequate natural, geographical and industrial advantages, the measure of a town's potential progress is found in its leadership and its morale.

Akron has tremendous advantages in proximity to material, in its supplies of fuel and raw water, in its nearness to the nation's major markets. And any observing Akronite can tell you that its leadership and its morale have never been better. Akron has its second wind, and it is far along the come-back trail.

National observers bear out this diagnosis. The January issue of Forbes magazine rated Akron at the top of the list of cities in which business has shown outstanding improvement in recent months.

Roger Babson singled out Akron, in its 1940 prospects, as one of the brightest spots on the business horizon. "I am setting the sights high for this city," he said, "I am willing to forecast that first-quarter business will run 15 per cent above the first three months of 1939 (and his prediction was right). Given favorable conditions at home and abroad, I would not be surprised to see the 1929 peaks broken during the year."

And rubber isn't the only industry to which Akron looks for progress toward prosperity. There are 400 industries in the city, and 89 more in adjacent suburban communities. Akron produces cereals, fishing tackle, salt, clay products, steel tire rims, tire building machinery and molds . . . a score of other products.

General industrial improvement has greatly improved the employment situation. During 1939, the Ohio State Employment Bureau placed 7,305 men and women in jobs, as against 4,630 in 1938. Social security figures indicate a 25 per cent increase in payrolls during 1939. Sales tax revenues were up nearly three-quarters of a million dollars for 1939 over the 1938 total of \$1,867,517.

Recently, the Ohio Bell Telephone Co. installed its 60,000th phone in Akron, setting an all-time phone use record here and far surpassing its pre-depression peak.

Lon G. Tighe, general manager of the Ohio Edison Company, declared, "All previous records for peak capacity and output of the Akron division of the Ohio Edison Company have been exceeded during the latter part of 1939. With the impetus of present business in the

industrial field, we look for a good first quarter. The great number of new major appliances such as ranges, refrigerators and hot water heaters connected to the company's lines during 1939 and especially during the Christmas season should further increase the average use for domestic consumers. . . . Many stores here have taken advantage of new methods of store and window lighting so we look forward to an increase in the commercial field as well. 1940, from all indications, should be a banner year.

Merion S. Richardson, energetic president of the First Industrial Bank, pointed out recently that substantial increases in bank deposits reflect greatly improved industrial and business activity.

John Rutledge, president of the Akron Merchants association is highly optimistic about the future. "Those in the retail trade," he says, "felt encouraged about the substantial increase in sales for the first quarter of this year."

Replacement tire business, points out Paul W. Litchfield, president of Goodyear Tire & Rubber Co., reached the unexpected total of 37 million casings in 1939, a gain of six million units over the preceding year, and definitely indicates higher production for the next few years. "Other branches of the industry," he points out, "particularly in the mechanical goods division, fared well in 1939 and look ahead to continued improvement. Production gains . . . as measured in tonnage . . . is evidence of the growing number of new uses of rubber for mattresses and the upholstering of automobiles and furniture."

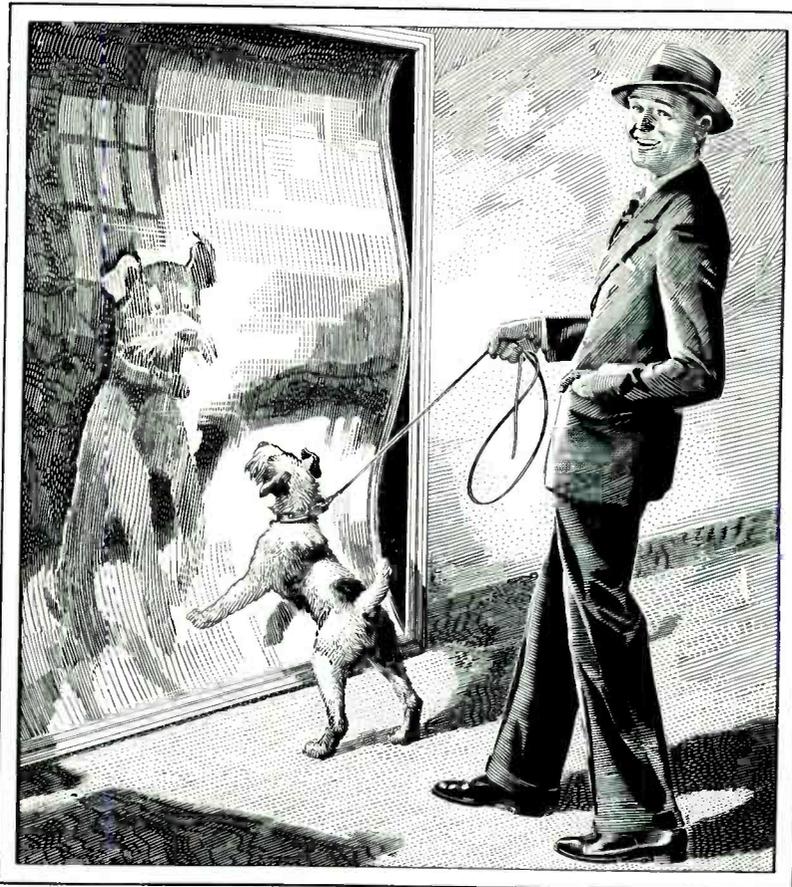
William O'Neil, president of General Tire and Rubber Co., sees a "continuation of the business activity that gave us our best year in our history in 1939."

John W. Thomas, president of Firestone Tire & Rubber Co., "Our company has never been in a more favorable position to take advantage of the upward trend of business in the automotive and transportation fields. We are looking forward with confidence."

John Hearty, president of the Imperial Electric Company, says: "The rubber industry uses Imperial Motors and Generators regularly, but the increase in new equipment for the past year and prospects for the remainder of 1940 surely indi-

Turn to
Page 192

It's all in the Point of View



America, too, may be viewed in a distorted mirror. But thanks to those who see with understanding, our country has grown great. In this land blessed with boundless energy and skill . . . rich in human as well as natural resources . . . the successful man of tomorrow will give credit to



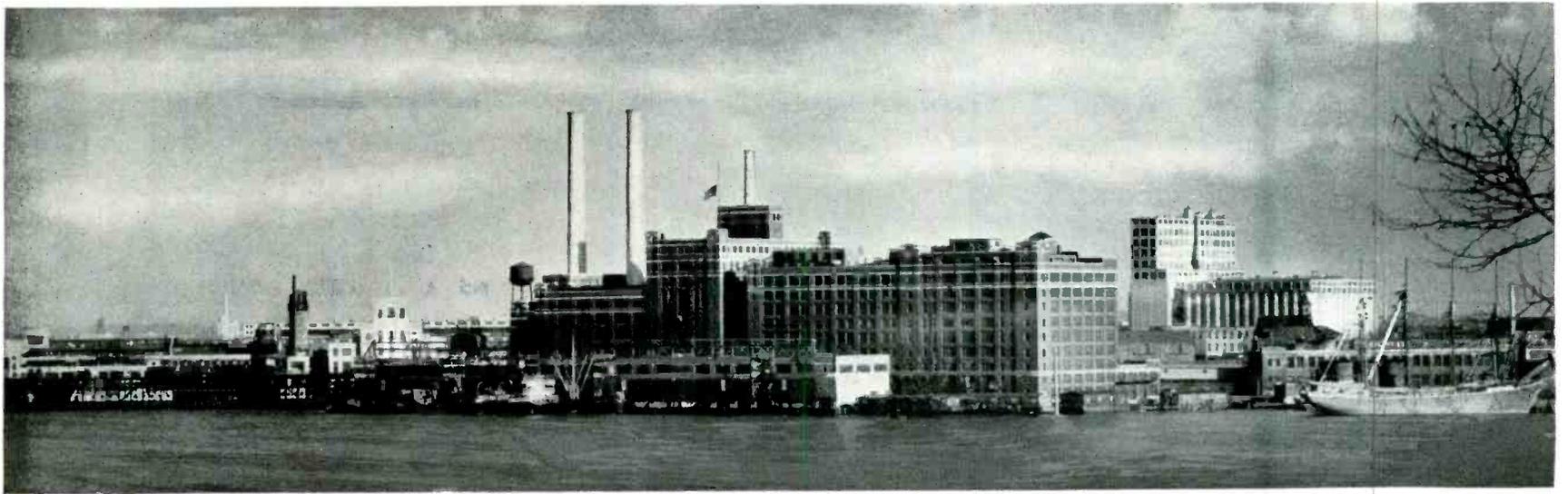
his clear understanding of today. New opportunities invite us daily to share by doing our share . . . to have courage for day-to-day problems and confidence for long-range planning. Such is the program of those who are young in heart and viewpoint . . . and it is they whom America rewards.

*Live Life . . . Every golden minute of it
Enjoy Budweiser . . . Every golden drop of it*

ANHEUSER-BUSCH . . . ST. LOUIS

MAKERS OF THE WORLD-FAMOUS BUDWEISER . KING OF BOTTLED BEER

COPR. 1939, ANHEUSER-BUSCH, INC., ST. LOUIS, MO.



• Abutting the harbor basin, the National Sugar Refining plant—the world's largest—is but one of the many "world's largest" plants of which Baltimore can boast.

Baltimore... POPULATION: 961,209 RETAIL SALES: \$386,692,000

A Depression Proof Market That's Worth Cultivating...

Institutions Of International Renown Offer Steady Payroll Income To Baltimoreans...One Of America's Greatest Port Cities, Increasing In Shipping Volume

By KIRK DUGDALE, *Vice Pres., Van Sant, Dugdale & Co., Inc., Baltimore*

Editor's Note: We are pleased to present two views of the great city of Baltimore—by a duet of eminent advertising agency leaders who know their city intimately—from the viewpoint of the national advertiser who seeks opportune markets for his products. Each paints an informative portrait of a truly great market. The second article appears on page 36.

MY father used to take me fishing when I was a boy and it was he who taught me something about fishing for fish which applies equally well to "fishing" for customers.

His philosophy went something like this: "The fish that are easiest to catch and the least worth having are in the sluggish, muddy water. There you'll find plenty of catfish, suckers and eels. But the fighting, small-mouth bass are hardest to catch and one of the best fish that swims; lives only in the fast, cold water up-stream. That's the kind worth fighting for."

When it comes to markets—Baltimore—with its nearly 200,000 families, 100,000 owned homes, more than \$530,000,000 effective

buying income, a total population of over 961,000, and a surprisingly high rate of steady employment is, like the wily bass, "worth fighting for."

Baltimore, the eighth largest city in the United States on the basis of total population, is one of the country's outstanding industrial and commercial centers. Its retail trading district, which extends somewhat beyond the city's ninety-two square miles of area, has an estimated population of more than one million persons.

The site of some of the largest industrial enterprises of their kind in existence, Baltimore offers unexcelled rail transportation facilities which, with regular domestic and overseas steamship services to all principal seaports, insures rapid and convenient access to all markets and sources of raw material. Due to advantageous geographical location and favorable meteorological and other operating conditions, the city has developed into a great aeronautical center.

Besides its industrial, shipping and aeronautical activities, Baltimore has long enjoyed distinction in the character of its banks and financial institutions, and is a recognized leader in the field of casualty insurance and bonding. The city occupies a prominent place, likewise, in the fields of wholesale and retail distribution.

Geographical Location

Baltimore's superior geographical position is the community's chief economic asset. By virtue of a central location on the Atlantic seaboard, near the head of navigation on Chesapeake Bay, Baltimore is closer to the great industrial districts and the rich agricultural lands of the Middle West than any other Atlantic Coast port.

The city lies within the zone of major trade routes between United States and the densely populated countries of western Europe. Proximity to these and other important avenues of commerce, with short-line rail connections to the interior of the United States, has enabled

WBAL

*means business
in Baltimore*



KIRK
DUGDALE

*Presents facts indicating the breadth
and grandeur of economic Baltimore.*

Baltimore, through its great natural harbor, to become the second seaport of the country in volume of waterborne traffic. Furthermore, Baltimore's favorable situation permits the shipment of all classes of freight in the coastwise and intercoastal trades at minimum transportation costs.

Among the advantages which Baltimore enjoys on account of its excellent geographical position is the location there of many large enterprises which require waterside factory sites and low-cost water transportation. The list of manufacturers which operate extensive facilities along its waterfront includes such nationally known concerns as Bethlehem Steel, American Sugar Refining, Western Electric, and Procter and Gamble.

Rail Transportation

Rail transportation has always been a fundamental factor in the industrial and commercial growth of Baltimore. America's first railroad—the Baltimore & Ohio—was founded here in 1827. The city is now served by three trunk line and three smaller railroads. The Baltimore & Ohio, the Pennsylvania, the Western Maryland with their network of connection lines, provide direct rail transportation to virtually every part of the United States.

An outstanding transportation advantage is Baltimore's freight rate structure as compared with other eastern cities, on both foreign and

domestic business, particularly to and from the Middle West. On traffic moving through the port from this territory, Baltimore enjoys rate differentials under the northern ports of one to eight cents per 100 pounds. On domestic shipments, those of local origin or delivery, the freight rates are generally on a distance basis and are even more favorable to Baltimore, ranging up to more than twenty cents per 100 pounds under New York, for example, at various midwestern points.

Industrial Diversification

Unlike many of the important industrial centers of the country, Baltimore's economic welfare is not dependent upon any one industry or group of industries. The broad diversification of the community's industrial structure is shown partly by the fact that the 1800 factories located in the city and environs manufacture hundreds of separate classes of products. The local plants normally afford employment for over 100,000 wage earners and 15,000 salaried employees, and the aggregate value of their annual output, according to the 1937 Federal Census, exceeded \$925,000,000. The combined expenditures in that year for materials, fuel, power, and supplies for use in manufacture, amounted to more than \$573,000,000, while the total outlay for wages and salaries was nearly \$160,000,000.

In or near the city are located the world's largest copper refining plant, bichromate factory, sulphuric acid plant, industrial alcohol works, tin decorating plant, and spice and extract factory. Baltimore's huge steel plant, the largest on tidewater, has an annual ingot capacity of 3,000,000 tons, and gives employment to approximately 20,000 workers.

Industries in which Baltimore produces a substantial portion of the national output are, to mention a few, vegetable canning, bottle stoppers and sealing devices, fertilizers, men's clothing and furnishing goods, tin containers, aircraft, refined copper, portable electric tools.

World Port

For over two hundred years Baltimore has served as an inter-

national seaport. Her long kinship with the sea had its origin in the necessity of finding foreign markets for the surplus agricultural products of colonial Maryland. Just as the nation that was to be had its inception in colonies dependent upon trade, Baltimore grew out of a port of entry established nearly a quarter of a century before its founding. Around shipping activities has unfolded the cultured industrial city, its progress measured largely by trade.

A great world port, connected with all principal American and foreign ports by regular sailings in the coastwise, intercoastal, and overseas services, Baltimore has a high national standing in volume of port business. In total waterborne commerce it has attained the rank of second seaport of the United States; it is second in foreign trade tonnage, second in imports, and first in intercoastal shipments westward through the Panama Canal. Approximately 28,000,000 tons of cargo, valued at more than one billion dollars, were handled in 1937.

The great natural harbor has about forty miles of deep water frontage, with a minimum ship channel depth of thirty-five feet dredged to many of its modern piers and marine terminals. The facilities and equipment, utilized by shippers in thirty-eight states and the Dominion of Canada, represent a total investment of more than \$150,000,000, with about 15,000 employees required to load, unload, and service an average of 4000 ships a year.

Recently, Baltimore was brought twenty-four hours closer to north Atlantic and European ports by the enlargement of the Chesapeake and Delaware Canal to admit deep-draft ships.

Baltimore is one of the important centers for both domestic and international air transportation. The new \$5,000,000 municipal airport at tidewater is one of the principal Atlantic operating bases for the trans-ocean service of Pan-American Airways between the United States and Europe. A year-round passenger service between this city and Bermuda is also operated by Pan-American from this terminal, and there are daily air schedules connecting Baltimore with all leading American cities by Eastern Air Lines, Pennsylvania Central Air-

lines, and American Airlines.

Located near the outskirts of the city is the extensive factory of the Glenn L. Martin Company, one of the largest in the world devoted to the manufacture of airplanes. In this modern plant are built a diversified line of commercial and military aircraft.

Wholesale and Retail Trade

Baltimore has long been one of the leading wholesale and jobbing markets of the country. Its 1600 establishments, handling all lines of merchandise, have an annual sales volume of approximately \$500,000,000. The city's location, favorable with respect to economical land and water transportation, has enabled it to compete successfully with the aggressive efforts of other important distributing centers. The principal items sold by the local wholesale houses include groceries, dry goods and general merchandise, farm implements and supplies, beer, wines and liquors, machinery and electrical goods, and tobacco products.

The retail trading area of Baltimore embraces roughly all the territory situated within a twenty-mile radius from the center of the city. The community's 13,600 retail outlets, ranging from large department stores and specialty shops to small neighborhood stores selling convenience goods, do a total business of more than \$386,000,000 annually. These stores employ over 40,000 full-time workers who receive upward of \$38,000,000 yearly in wages and salaries.

Banking and Savings Institutions

While the banks and investment houses of Baltimore do not compare in size with some of those located in the nation's primary financial centers, they have nevertheless played a conspicuous role in the community's economic progress. From the beginning of the city's export and import trade, early in the Eighteenth Century, to the founding of the Baltimore and Ohio Railroad in 1827, and ever since, the business leaders of Baltimore have demonstrated again and again their courage and resourcefulness in financing sound business enterprises. Many important manufacturing, merchandising, transportation, and

mining corporations were financed here.

Baltimore not only is the outstanding financial city in the Fifth Federal Reserve District, but south of Philadelphia and east of the Mississippi River it is the largest banking center in the country. The gross deposits of the city's 19 commercial banks and trust companies in March, 1939, exceeded \$456,785,000, and their total resources were slightly more than \$511,808,000. The volume of business handled last year by local commercial banks and trust companies, as measured by the sum total of debits to individual accounts, was almost four billion dollars.

The resources of Baltimore's ten mutual savings banks provide another large reservoir of capital for investment in stocks, bonds, and mortgages. The total deposits of these institutions in March this year amounted to \$220,173,337, while their entire assets were valued at \$246,947,488. There are operating in Baltimore, besides, approximately 800 building and loan associations with combined resources estimated at about \$200,000,000.

In the field of investment banking, Baltimore has many reputable underwriting and brokerage houses which maintain complete facilities for the distribution of stocks and bonds and for the handling of security and commodity transactions of all kinds. Perhaps the largest and most noteworthy investment house with headquarters in the city is the partnership of Alexander Brown & Sons. Established nearly 140 years ago, this firm is the oldest private banking institution in North America.

Baltimore's prestige as a financial community is due in no small degree to the location here of the principal office of the Commercial Credit Company, one of the largest sales finance concerns in the world. Although specializing in time payment financing of automobiles, refrigerators, radios and other articles of a durable nature, the Company's activities also include the financing of open accounts and the underwriting of credit risks. Its services are offered through more than 200 branches in the principal cities of the United States and Canada, and it purchases an aggregate of over \$500,000,000 in amount of receivables annually.

Casualty Insurance and Bonding

Baltimore is widely known for its outstanding importance in the bonding and casualty insurance fields. The United States Fidelity & Guaranty, the Fidelity & Deposit, Maryland Casualty and New Amsterdam Casualty, four of the more important companies which write casualty insurance and fidelity and surety bonds, maintain their home offices in Baltimore. These companies employ more than 3000 men and women in Baltimore alone, and have over 25,000 branch offices or agency representatives in all the large cities and in every county seat in the country. Their annual business volume, measured by gross premiums paid by policy holders, amounts on the average to \$100,000,000.

The national advertiser seeking new markets to conquer wants to know something about the probable stability of a market before he plans his campaign.

In this respect, Baltimore, while one of the toughest markets to "crack," is also frequently referred to as a "depression-proof" market due to the much less violent fluctuation in the buying power of its population in times of great economic disturbance.

The reason for this condition is that Baltimore is a city of homes with practically half of its families living in homes to which they, not some landlord, own the title.

Our ground rent system has had a lot to do with this, making it possible for a family to own its own home and to pay a small annual rental for the ground.

Baltimore's families are permanent families. Sell them once and the chances are you've sold them for a good many years to come.

You can put it down as a fact that if your product is right, and your advertising is right, Baltimore is a permanent, depression-proof market that's worth cultivating.

•

Editors Note... An intimate portrait of Baltimore is offered in the following pages. The writer, one of the city's ablest advertising men and a world traveler, gives his reaction to questions and presumptions of his city's offerings.

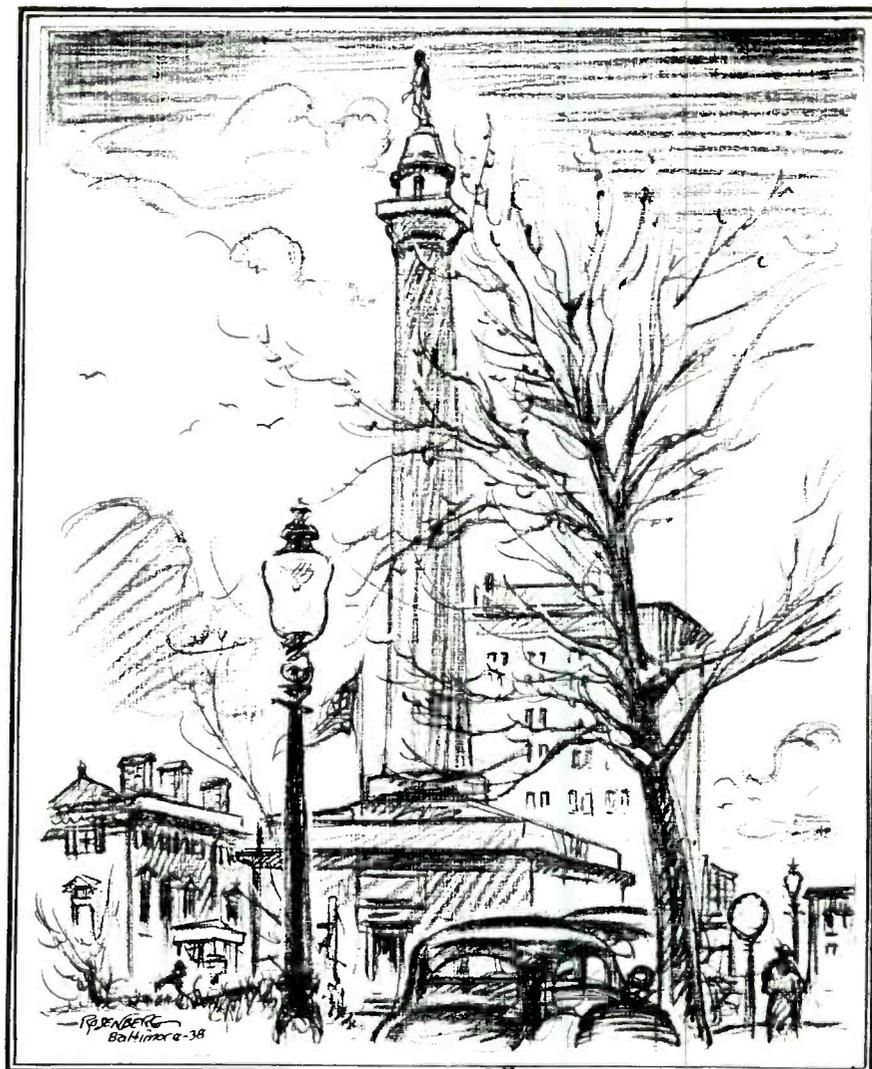
What Do You Know About Baltimore? . . .

Famed For A Number Of Things, Baltimore Is One Of America's Ten Most Vital Markets...A Grand Place In Which to Live And Operate

By LOUIS F. CAHN

Pres., Cahn, Miller & Nyburg, Baltimore

• Washington Monument, atop Mt. Vernon Place, Baltimore, overlooks a 300 year old diversified market



I DO quite a lot of traveling. And when I meet people on cruises or abroad and tell them I'm from Baltimore, I usually get one of the following reactions:

1. Oh—yes—that's the place that Wally Simpson came from
or
2. Oh—Baltimore—that's where Johns Hopkins Hospital is located
or
3. Why yes—Baltimore is where the Pimlico Race Track is located—and where the Maryland Hunt Cup steeplechase is run
or
4. Say—you certainly get wonderful seafood in Baltimore. . . . all of which is very flattering. But, unfortunately, the glamorous repu-

tation of Baltimore as the best place to go for a wife (testimonial from Royalty on request), the capital of medical progress, the mecca of horse lovers, and the headquarters for gustatory thrills, is so brilliant that, by contrast, it obscures the more prosaic but more vital role of Baltimore as one of the ten greatest **MARKETS** in the United States.

If you *visit* Baltimore, the writer will be glad to introduce you to some lovely girls, or tell you about his operation, or take you to the races, or feed you oysters and/or crabs until your vest buttons pop. But on these cold pages of type and paper, let me restrain my enthusiasm to what Baltimore has to offer for the advertiser's dollar.

There are *three* important things to remember about Baltimore as a market:

- (a) Baltimore is a **BIG** market
- (b) Baltimore is a healthy, **GROWING** market; and,
- (c) Baltimore is a **STEADY** market, less subject to business fluctuations than most large cities.

Baltimore—A Big Market

Two factors determine the size of a market: The number of *people* and the number of *dollars*.

The Baltimore market covers a population of 961,209, or in round figures, *one million*. The retail sales for 1939 are rated at approximately \$386,000,000. Baltimore, compared to the national index of 100 is up 17%.

The population "breaks down" as follows:

Native white	73%
Foreign born white	9.2%
Negro	17.7%
Other races	0.1%

If you really want to know ALL about Baltimore as a MARKET, as an INDUSTRIAL CENTER and as a PLACE TO LIVE, we can't hope to give you all the information in a page or two. However, we have gone to the most authoritative source, in order to draw up for you a quick bird's-eye-view of the market. The CONSOLIDATED GAS ELECTRIC LIGHT AND POWER COMPANY of Baltimore has just published a 132 page report entitled, "Second Industrial Survey of Baltimore—a quarter of a Century of Progress in the city of Industrial Advantages, 1914-1939." The figures in this brief market study of Baltimore are drawn from that survey.

CASH IN ^{ON} A GROWING MARKET!

Here's how Baltimore stacks up against other leading Eastern metropolitan markets:

Just 3 little statistics. . . . but they tell a wow of a story that no marketer can afford to ignore - - read 'em:

1. Here's what happened to the NUMBER OF MANUFACTURING WAGE EARNERS in twenty-five years (1914-1939):

In Philadelphia, they DECREASED 12.3%	In Boston, they DECREASED 20.5%
In New York, they DECREASED 11.5%	In Baltimore, they <u>INCREASED</u> 31.7%

2. Here's what happened to MANUFACTURING PAYROLLS (1914-1939):

In Philadelphia, they increased 93.1%	In Boston, they increased 52.0%
In New York, they increased 80.3%	In Baltimore, they increased 216.7%

(More than double New York's record; four times Philadelphia's increase!)

3. Here's how the VALUE OF MANUFACTURED PRODUCTS increased:

In Philadelphia, they increased 94.9%	In Boston, they increased 56.7%
In New York, they increased 76.8%	BUT, in Baltimore, they increased 211.4%



INVEST IN A GROWING MARKET . . . Baltimore; use WFBR, Baltimore's FIRST CHOICE radio station!

**IN BALTIMORE
THEY LISTEN TO -**

MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK



LOUIS F. CAHN

World traveler, he cites and answers erroneous conceptions of economic Baltimore

Incidentally, 94.9% of the population are under 65 years of age—so “Ham and Eggers” pass by Baltimore for more fertile fields.

Bank deposits in Baltimore total \$669,976,836—with just about one-third of this total in mutual savings banks. This is a significant fact—for savings deposits can be mobilized for either spending or investment whenever the urge is sufficiently strong. It is also a substantial cushion against the impact of “lean years.”

To get a quick picture of the Baltimore market:

The per capita annual retail sales: \$393
 The per capita savings bank account: \$219
 Multiply by one million!

Baltimore—A Growing Market

When you invest in securities, you look for “accretion” value as well as return. When you spend advertising dollars in a market, you are also making an investment. The “accretion value” of that investment depends on whether or not the market is a *growing one*. In the case of many markets, determination of that factor is compounded of 10% facts, 60% guesswork and 30% hope. But in Baltimore, you have *facts*—a scientific collection of data based on exactly comparative surveys made in 1914 and 1939, a twenty-five year span—a period *long* enough to iron out irregularities and show a definite *trend*—a

period *short* enough to belong to the immediate present.

Twenty-five years ago, not many cities had attempted to collect facts on anything like a comprehensive basis. But in Baltimore, in 1913, Mr. J. E. Aldred who was then President of the Consolidated Gas Electric Light and Power Company initiated what is considered to have been the first industrial survey of any major American city. The objectives of the survey were *not* to build a “selling story,” but to “reveal actual conditions in the Baltimore Industrial District, to expose such serious defects as are a menace to healthy commercial development and to provide means for elimination and improvement.” Upon its completion in 1914, the survey was submitted to an advisory committee composed of two outstanding business men and the professor of Political Economy of Johns Hopkins.

In 1939—a quarter of a century later, under the same auspices and using the same procedure, an *exactly parallel* survey was made, which gives us a factual, authentic basis for computing 25 years of Baltimore’s growth as a market.

This growth may be summed up briefly as follows:

1. Population grew from around 700,000 to one million.
2. Retail trade grew from 150 million dollars to 372 millions.
3. Bank Deposits tripled.
4. Bank resources grew from 300 million to 750 million.
5. The value of manufactured products grew from less than 300 million to more than 900 million.
6. Manufacturing payrolls grew from 40 millions to 125 millions.
7. The taxable basis of the industrial area grew from less than 1,000,000 to 2,200,000.
8. Water borne commerce of the port of Baltimore increased from less than 400 million to 1,000,000,000 tons.
9. Although during the 25 years studied, Baltimore showed a definite trend toward becoming an *industrial* center rather than a wholesale center, wholesale trade itself *more than doubled* in volume.

The trend is unmistakable—Baltimore is growing at a steady, healthy rate and the market you cultivate today will be a bigger market tomorrow.

Baltimore—A Steady Market

It is very flattering to brand Baltimore or any other market as “depression proof.” But it is very definitely true, that Baltimore, because of its extreme DIVERSIFICATION of industry and trade, never either rides the topmost crests of the waves of prosperity nor is it plunged into the nadir of depression. Diversification means “spreading the risk” in industry as well as investment. And with 201 *different* industrial classifications to spread the risk, Baltimore keeps business conditions much more nearly level than most large markets. True, Baltimore boasts the largest aircraft plant in the U. S., ranks first in straw hats, ranks high in steel, men’s clothing and canning. But should any or all of these industries be stricken, there still remain 196 other industrial classifications to take up some of the slack.

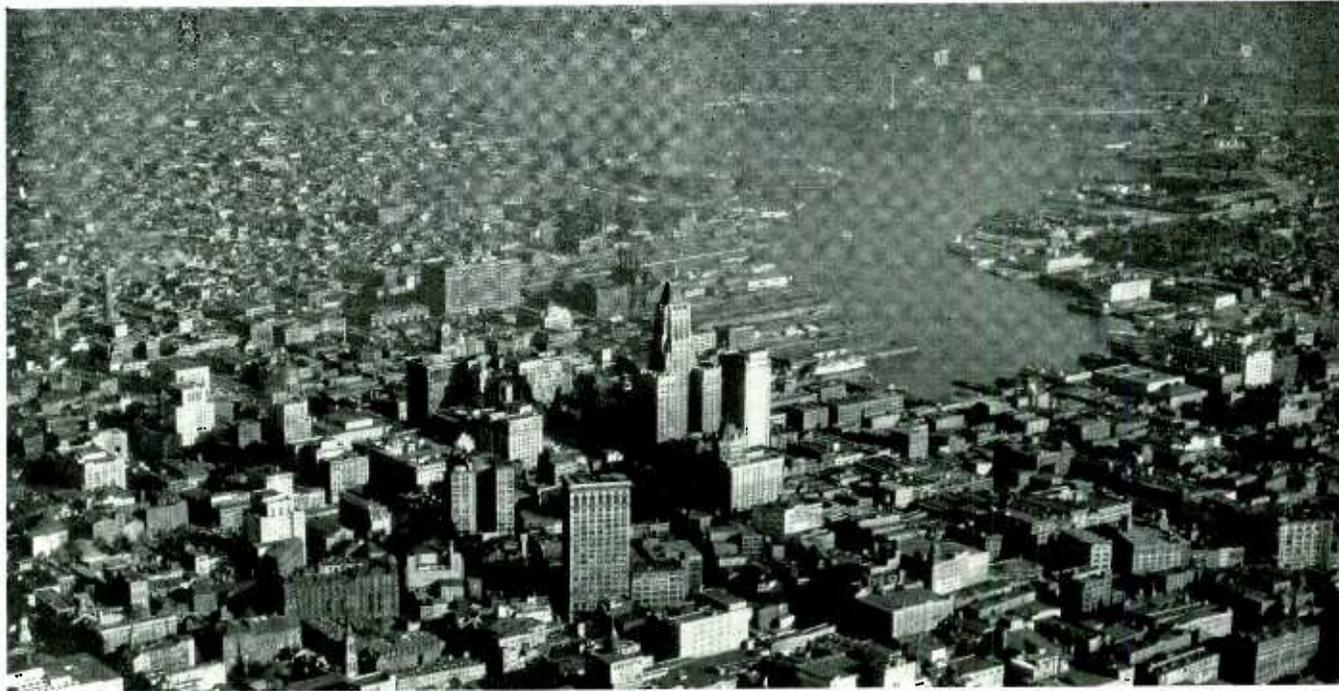
It is this factor of steadiness—of lack of violent business fluctuations—that makes Baltimore such a valuable “test-tube” city for “test campaigns.” If there is one important merchandising development in the past decade, it is the growth of the “pre-test” idea in advertising. We test the product; we test the copy; we test the layouts; we test the media; and we test the markets.

But to be of value a test must be a “fair” one—made under conditions most nearly reflecting the actual conditions of selling, and made in a market that *most nearly approximates conditions to be met in all the markets in which the product is to be sold.*

Baltimore measures up as an ideal “test-tube”:

1. The city and trading area contain one and a half million people—which makes the test big enough to be conclusive.
2. The 201 industrial classifications give diversification and absence of violent fluctuations, reflecting and balancing the reactions of 201 “one-industry” markets.
3. Baltimore is surrounded by miles of rich and varied *farming country*—a half million farmers added to a million urbanites compose the greater Baltimore marketing area covered by the circulation of its radio stations, newspapers and outdoor plant.

For the executive who says—“*All right—I’ll admit Baltimore is a big Turn to market, a GROWING market and page 146*”



OUTDOOR BALTIMORE

Complete Coverage

THE MORTON COMPANY offers the national advertiser complete coverage at a minimum cost of .09½ cents per thousand (T. A. B. Representative Showing). This low cost in metropolitan Baltimore, offers a market that has a retail buying power of over a quarter billion dollars.

Constant improvement and rebuilding of Poster Panels have made the Morton Plant one of the very finest and most productive plants in the country. All panels are exceptionally well located both in the city and on all national and alternate highways, leading in and out of Baltimore.

Baltimoreans are really spending money. Labor conditions here are, and always have been, unusually satisfactory. Get your share of this market by placing a showing on the Morton Plant.



For additional information, spotted territory maps, address

The Morton Outdoor Advertising Co.

3001 REMINGTON AVENUE

BALTIMORE, MD.

Glimpse of Massachusetts' State Capitol atop Boston's sedate Tremont Hill. It overlooks a rich city and a market that spreads far and wide, beyond the city's political boundaries.

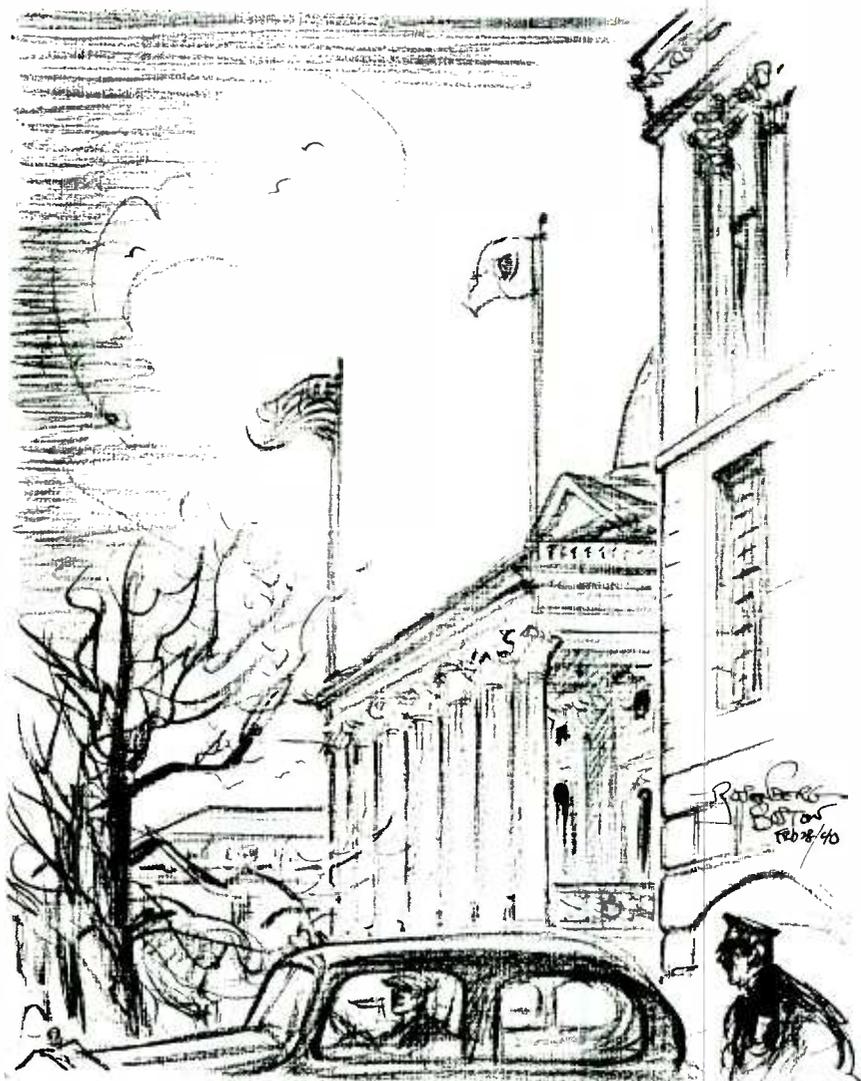
Boston...

POPULATION: 2,834,939

RETAIL SALES: \$1,150,000,000

America's Old City With New Sales Opportunities...

A Metropolitan Market of Nearly 3,000,000 People... Leads the Nation In Individual Buying Power, Wealth, Savings.



By E. D. PARENT, *Executive Vice President, John C. Dorel, Inc., Boston*

GAZETTEERS and government census figures tell us Boston is a city of 781,188. That is *political* Boston. From a sales manager's viewpoint, no figure could be further from the truth. The Boston *sales* market is a market of nearly three million people—a market made up of 152 cities and towns—all directly within the trading area of Boston—all as much a part of Boston business as the city itself.

Within the boundaries of Greater Boston—occupying less than fifteen per cent of the state's area—seventy per cent of the population of Massachusetts, and more than one-third of the entire population of New England is concentrated. Boston is the financial, commercial, and industrial metropolis of this important section of the country.

Greater Boston is America's fourth market in population, third American commercial center, third in financial importance, second in ratio of income tax payers to popu-

lation, first in individual buying power, first in per capita wealth and savings, and unsurpassed in the measurable factors pertaining to education, community resources and progressive living.

A recent Associated Press News release ranked Boston tenth among all cities in family buying power with an "effective buying income per family" of \$3,431. Among larger cities, however, Boston ranks second, being topped only by New York City.

From a sales standpoint, Boston is a most important American market. In volume of sales at retail, the Boston area is exceeded by the New York and Chicago trade territories by virtue of their much greater population; but no other metropolitan area in any state, whether of larger population or not has so great an annual sales volume as the Boston market.

Within this Boston retail trading area, retail sales exceed those of thirty-nine different states and ex-

ceed the combined sales of ten states. The city of Boston alone far outshadows all other large cities in consumer purchasing capacity. Boston's per capita sales at retail amount to \$562 compared with \$388 for New York City, \$344 for Philadelphia, \$335 for Chicago, and an average of \$385 for all cities of over 500,000 population. For the United States as a whole, per capita retail sales amount to \$185—or less than one-third of the Boston average.

Leading all cities in the sale and distribution of many essential articles, Boston is third among all American cities in total sales of merchandise at wholesale. Boston ranks . . . as it has done since Colonial days . . . as one of the great trading centers of the world.

The 1935 business census, compiled by the Department of Commerce, records total sales at wholesale in Boston of \$1,327,290,000—a gain of more than thirty-five per cent over the previous census year



WBZ



BOSTON'S 1940 LEADER

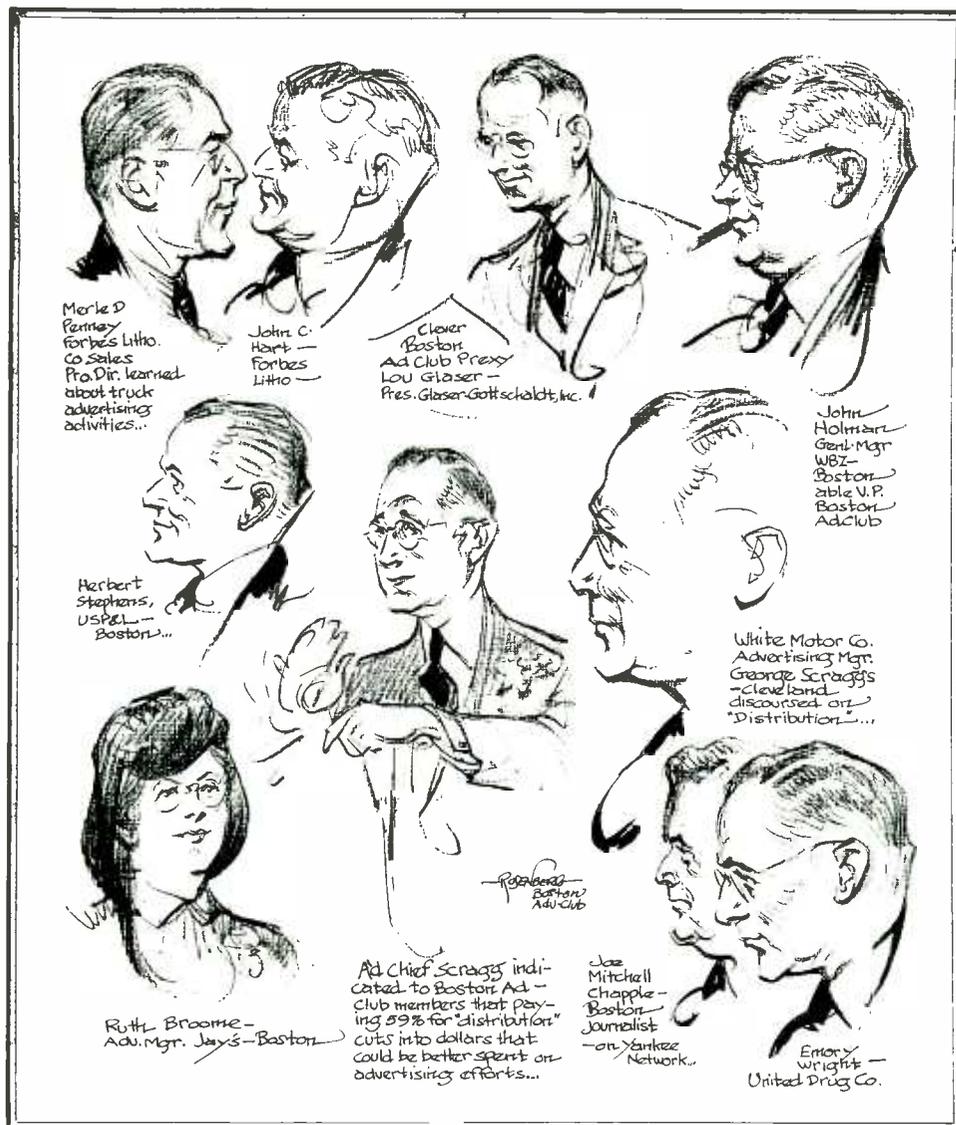
WESTINGHOUSE STATIONS WBZ-WBZA
51,000 Watts (990 Kc.)

Programmed by

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
BOSTON & SPRINGFIELD, MASS.

Boston Ad-Club Personalities...

Under an able leader—Lou Glaser—the Advertising Club has achieved much fame and is well attended. Popular broadcaster John Holman, WBZ's Chief, is scheduled to succeed Glaser. Sketches drawn in Boston by Manuel Rosenberg. The largest tea house in the United States is located in Boston . . . Salada Tea. Going through the plant of this large user of newspaper space is akin to wandering through a Chinese museum—rare Buddhas, ornaments, everywhere.



at one time, team tracks for bulk freight deliveries, permitting the placement of one thousand three hundred fifty cars at a time for loading and unloading, and large storage yards to meet the needs of modern business. Delivery yards are equipped with overhead electric cranes and special platforms to facilitate the loading and unloading of automobiles.

The Boston Terminal market permits wholesale fruit and vegetable dealers to inspect, display, and sell their merchandise in carload lots, under the most favorable conditions.

The Boston Terminal of the Boston and Albany Railroad includes accommodations for three thousand eight hundred twenty-two cars, and the Boston and Maine Railroad offers the facilities of modern freight houses, a storage warehouse, team track accommodations for eight hundred thirty-two cars, classification and receiving tracks for three thousand one hundred ninety-nine cars, waterfront piers permitting thirteen ships to berth at one time, and waterfront grain elevators with a storage capacity of 1,500,000 bushels.

Boston's leading rank as a food center of the nation is shown by the fact that it supplies a large part of the food for the more than eight million people of the New England states. It is the first American fishing port, one of the great potato markets, the pioneer market for bananas, one of the largest meat packing centers, the third largest receiving point for fresh fruit and vegetables, and the fourth in the production of bread and other bakery products. The greatest cranberry producing section in the world with a crop value of close to \$5,000,000 is within the Boston market area.

Behind the virile throb of its manifold business activities, Greater Boston provides an unrivaled abundance and variety of opportunities for better living. This is understandable, to an extent, because the modern Boston goes deeper into the roots of American history and

of 1933. And these figures are for the city of Boston only. An additional \$300,000,000 should be credited to the Boston area, with substantial volume of sales recorded for Somerville, Cambridge, Brockton, Chelsea, Everett, and a score of other suburban municipalities in the Boston district.

Boston is America's largest primary market for fresh fish, the foremost wool market in the country—producing one-fifth the total wool supply of the nation, and the distributing center for the greatest leather, boot and shoe and shoe accessory manufacturing district in the United States. Boston, and its sister city, Cambridge, are among the two or three greatest confectionery shipping centers in the country.

In the sale of clothing and furnishings, dry goods and other textile products, Boston is among the leaders. Boston's wholesale merchants, in fact, sell more clothing and other articles of apparel than those of any other city in the coun-

try except New York. Similarly, Boston wholesale merchants lead the country, New York excepted, in the sale of furniture and house furnishings.

Boston ranks among the leaders in the country as a cotton market and a grain market. Likewise it holds close to top rank in the sale of coal and coke, the distribution of drugs and drug sundries, chemicals and paints, beverages, and a host of other essential commodities.

The transportation needs of Boston are served by three large railroad systems, twenty-one steamship lines, a national air line, and numerous operators of highway motor vehicles. Direct steamship service is maintained to and from the more important coastal cities along the Atlantic, Gulf and Pacific coasts. The Boston terminal of the New York, New Haven and Hartford Railroad is one of the largest in the United States. Its facilities include two large piers on the waterfront, twelve freight houses with facilities to handle six hundred cars

WCOP is your best bet for results at low cost. That's why New England's biggest Advertisers use this Station to corner sales in our profitable daytime market. A 13-week "sentence" with us will convince you, too!

Complete Coverage — Metropolitan Boston

WCOP

- ★ WCOP is the Boston radio station that will sell your goods at *lowest cost* — in the fourth largest market in America!
- ★ WCOP is the one station built especially to fit the metropolitan Boston market — with the *only* transmitter inside the city limits!
- ★ WCOP sells goods far *beyond* the metropolitan Boston area — but WE call that *bonus coverage*, and we're *one* station that doesn't charge you for it!
- ★ WCOP's rates are lower. WCOP sells harder. WCOP gets better results for less money!
- ★ READ the actual case histories at the right. Then send right now for complete coverage data, market information, and WCOP rates!

1120 Kilocycles
267.7 Meters
500 Watts

Transmitter: Brighton District



BROADCASTING STATION

WCOP

In Beautiful Copley Square

... MASSACHUSETTS BROADCASTING CORP.
STUDIOS AND OFFICES...COPLEY PLAZA HOTEL
BOSTON, MASSACHUSETTS

*Read These —
then Wire for Rates!*

Unsolicited, a leading Boston advertising agency writes:

"Last year a local 2500-watt station was used 26 times and produced slightly over 2600 inquiries, an average of 100 per week. We have been using 500 watt WCOP with the same program, and other conditions equal. During the first 15 WCOP broadcasts, 1107 inquiries have been received, an average of 73 inquiries per week. Inquiries from the first station cost 59c apiece, a very low figure. On WCOP, inquiries have cost us 34c apiece. We feel that WCOP has proved itself extraordinarily efficient."

★

A confectionery account using one-hour periods once weekly at a time-and-talent cost of \$100 per broadcast, produced 39,249 five-cent wrappers in 13 broadcasts, an average of 3,019 per broadcast.

★

Compare these FACTS with your present radio advertising costs! More cases on request!

WCOP ADVERTISERS INCLUDE Jordan Marsh Co. ☆☆☆ Community Opticians ☆☆☆ Nature Food Centres ☆☆☆
Beacon Non-Rubbing Wax ☆☆☆ Kane Furniture Co. ☆☆☆ Golden Bell Cleaners ☆☆☆ H. P. Hood & Sons ☆☆☆
R. H. White Co. ☆☆☆ S. S. Pierce Co. ☆☆☆ Joyce Brothers ☆☆☆ I. J. Fox ☆☆☆ Filene's ☆☆☆

National Representatives HEADLEY-REED CO. New York . Chicago . Detroit . Atlanta



Salada Tea's imposing plant, in the heart of Boston...

One of the world's largest tea houses, the sales interior has the atmosphere of an Art Museum . . . Rare Chinese vases, Buddhas, tapestries, ornate mandarin costumes, etc., are seen everywhere—attractively presented.



E. D. PARENT

"Good markets, like all good things, are hard to get," opines this Boston agency executive who presents the New England metropolis as a super market that welcomes national advertisers and their good products.

tradition than any other community. It offers, therefore, the charm of rich and mellow experience, coupled with all the advantages which succeeding ages of business, civic and social improvements have contributed. But it is due also, in a large measure, to the innate stability of a people willing to adapt themselves to new ideas which are sound, but quite as ready to question or reject the specious fads which masquerade as progress.

It was in Boston that higher education in America began and, today, Boston is recognized as one of the world's foremost cultural and educational centers, rich in the resources and facilities that contribute to progress in art, science, industry, and finance.

In neighboring Cambridge we find the oldest American university, Harvard, founded in 1636, and Massachusetts Institute of Technology, one of the world's foremost technical schools. Tufts College, Boston University, Radcliff, Simmons, and many other nationally famous institutions are all within the Greater Boston area. In the Greater Boston area, over 450,-

000 pupils are receiving instruction from 16,000 teachers in 1100 public schools. In keeping with the needs of a great industrial community, the public schools of the area are abundantly equipped for training in vocational, trade, technical, commercial, and mechanical activities, and fullest opportunity is available as well for development in cultural pursuits.

Boston is a city of homes—as is shown by the fact that within the Boston market area there are more single family homes than in the City of New York or Chicago, and more than the cities of Cleveland, St. Louis, Milwaukee, and Cincinnati combined.

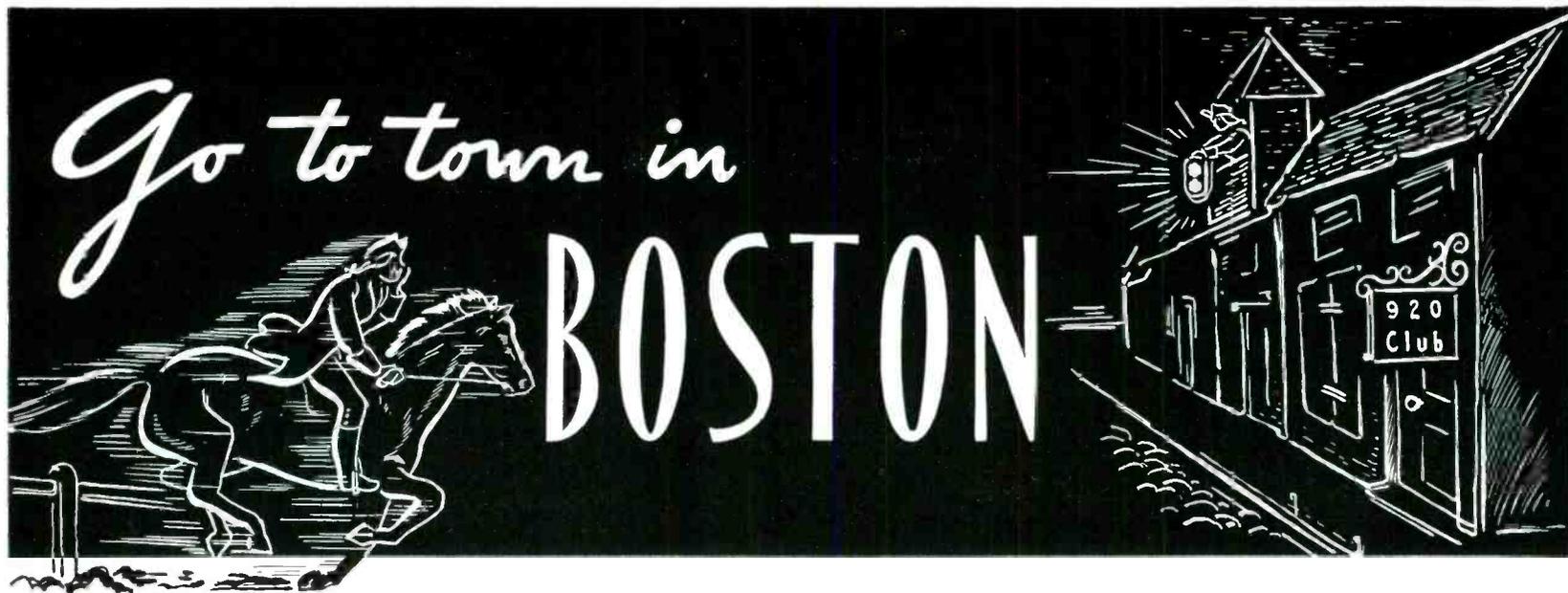
Boston is indeed the "Hub"—and spokes from this hub reach out and compactly hold together a population which makes up America's fourth largest community—a market that is *first* in per capita *spending* among all the larger markets of the country.

Sales and advertising executives often look at Boston with wrinkled brows. For some unknown reason they like to say—"Boston is a tough market to reach—its people are dif-

ferent—its media structure is complex." Don't be deceived—the differences in the Boston market are all in its favor. It is a more compact market than other of similar size, hence easier to cover from a sales standpoint. It is a wealthier market—as is evidenced by per capita income and per capita savings; and it is a more responsive market as is shown by the fact that it has the highest per capita retail sales of any large American city.

Now—what is so complex about Boston's media structure? It has good newspapers, both morning and evening which adequately cover the marketing area with a combined circulation of 1,518,853. Radio is well represented with station outlets of the three major chains—NBC Red Network, NBC Blue Network, and Columbia, as well as five additional independent stations. Outdoor advertising is represented by one of the finest plants in the country.

So, don't let the bogey man scare you. Boston is *not* a tough market—it's just a good one—and, you know the good things are sometimes hard to get.



920 Club

ONCE UPON A TIME "cracking" sales resistance in Boston was a major problem. Boston was America's "hard-to-sell" city.

That was before the days of WORL, and before such WORL programs as the 920 CLUB. Times are different now. We can prove it by the following:

JAMESWAY, INC., ADV., BOSTON: "The 920 CLUB pulled nearly as many requests for Pepsinic Seltzer as three major stations and a 16-station network combined."

CHARLES C. COPELAND COMPANY INC., MILTON, MASS.: "The first week that we were on the "920 CLUB", our sales jumped 20% and they continued to show an increase of 20 to 30% each week thereafter. At the end of our cider season, we had sold 12,000 gallons of cider over any previous year."

P. A. STARCK PIANO CO., CHICAGO: "Your station has proven to be one of the best mediums for advertising available in Boston."

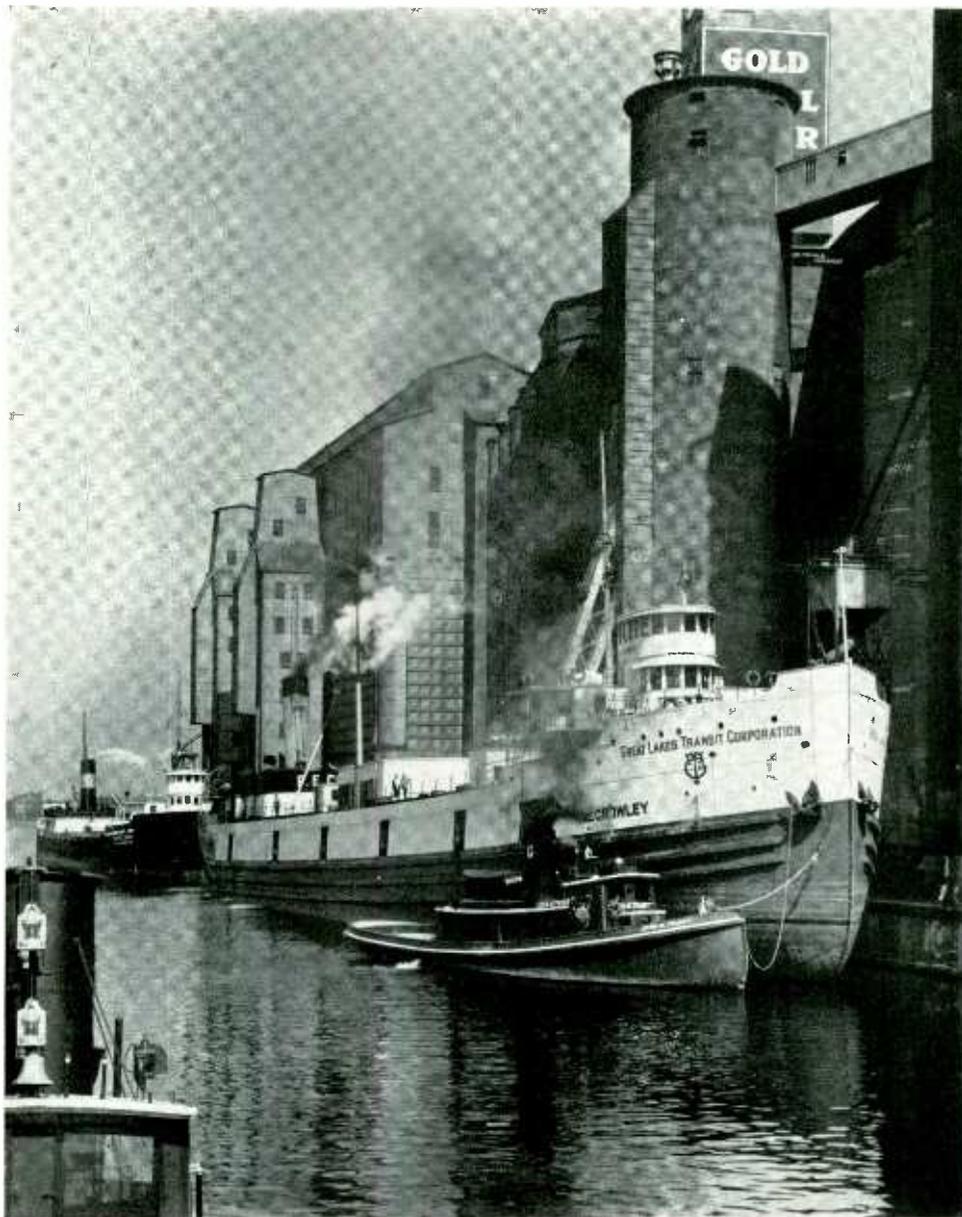
For further proof of WORL results, write for an abstract of page 46, July 1 issue of BROADCASTING Magazine, and for 15 outstanding success stories.

**National and Regional
advertisers specify WORL**

Here are a few of them:

Bulova Watch Co.	Massachusetts Motors
Feenamint	Morris Plan Bank
Ex Lax	Fuller Lumber Co.
Ford Motor Co.	Pepsinic Seltzer
Starck Piano Co.	Matchless Brand Food
Pacquin's Hand Cream	Boston Consol. Gas Co.

920 Kilocycles **WORL** Boston, Mass.



New York's 2nd city is a veritable granary, industrial site and major port at the mouth of the chain of Great Lakes. Comparative facts indicate the market importance of Buffalo in every National Advertiser's program.

Buffalo...

POPULATION: 820,573

RETAIL SALES: \$300,000,000

Thirty-One Facts That Prove Buffalo's Importance As A Major Market...

\$250,000,000 Of U. S.-Canadian Commerce Clears Buffalo, One of the World's Ten Greatest Seaports . . . Vastly Diversified Industries Maintain Steady Flow of Wages For Purchase of Advertised Products.

By HENRY W. COMSTOCK, Vice Pres., Addison Vars, Inc., Buffalo

THE FIRST THING that concerns a national advertiser in considering any market is whether the market can use, buy and pay for his merchandise. I could ramble for pages with descriptive phrases concerning the beauties of Buffalo, its ideal year-round climate, its miles of luxurious parkways, its educational facilities, its devotion to the cultural side of life as evidenced by its Museums, Art Galleries, Music Halls, etc. But other than indicating that Buffalonians live a contented, energetic life, it would not present the type of concrete evidence so necessary to an advertising or sales manager in figuring sales potentials.

Therefore, I am going to confine this article to facts, figures and statistics which I believe will be en-

lightening to any who contemplate entering the Buffalo market.

Among facts of general interest showing the progressiveness of Buffalo and the reason why Buffalo is such an "above the average city," I list the following facts:

1. Eighty per cent of population are *native born* Americans.
2. Buffalo is the 13th largest city in the United States.
3. Industrially—Buffalo is the ninth largest city in the United States.
4. By diversity of industry—Buffalo is the *first* city in the United States.
5. Buffalo is one of the ten greatest Seaports in the *entire* world.
6. In value, Buffalo is the *greatest* inland port in the world.
7. Buffalo is the 2nd largest rail-

road center in the United States.

8. Buffalo is the *largest* grain distributing port in the world.

9. Buffalo mills 60,000,000 bushels of wheat annually.

10. Buffalo has 29 grain elevators with a capacity of 51,000,000 bushels.

11. Buffalo (since 1930) has been first city in flour milling.

12. The largest flour mill in the world is located in Buffalo (produces 20,000 barrels daily).

13. Two-thirds of the people of the United States live within 300 miles of Buffalo.

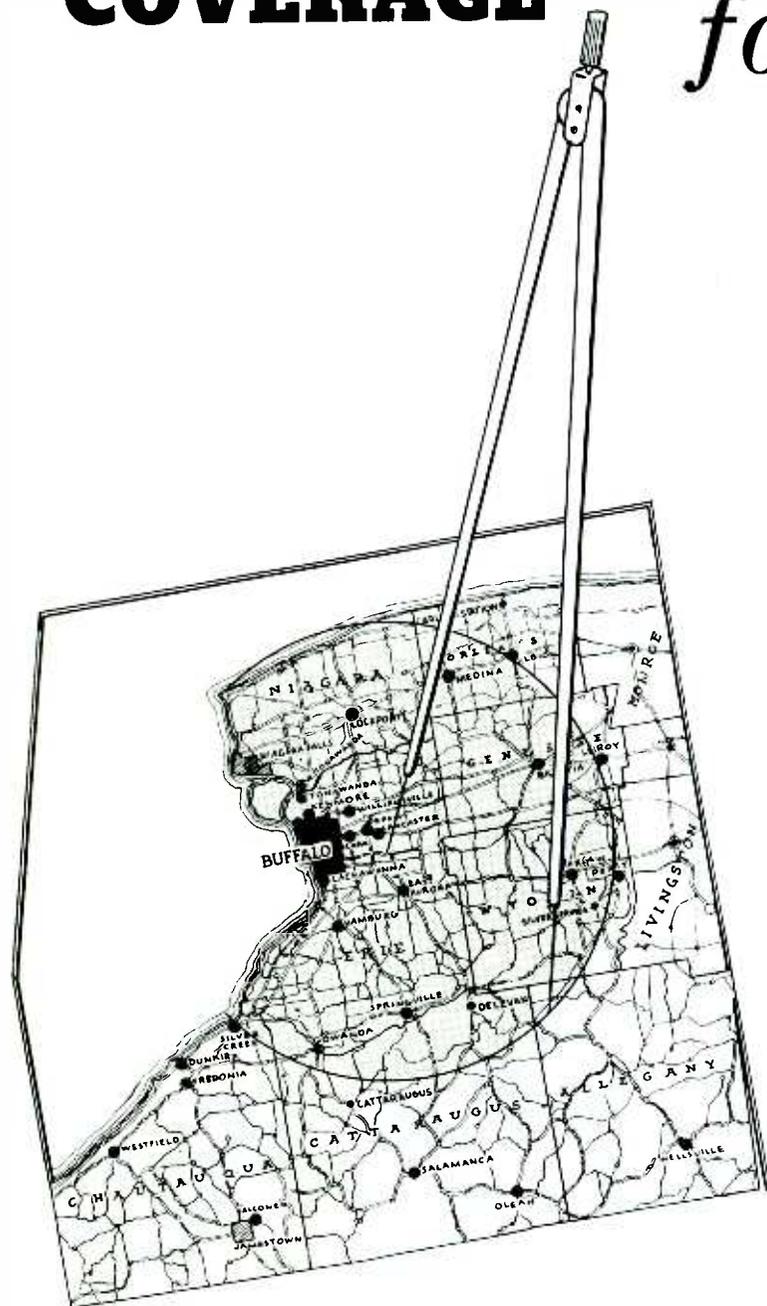
14. Buffalo is a world-famous power supply.

15. Buffalo spends 48% more per capita than the United States average.

16. Buffalo earns 52% more per capita than the U. S. average.

"BULL'S EYE" COVERAGE

*for productive
advertising*



Concentrated coverage in the Buffalo market is the profit road to sales—volume sales. As the reading habit of 201,424 families, the Sunday Courier-Express directs 98% of your advertising messages into New York State's second richest trading area.

In Buffalo itself, 123,584 families are effectively reached.

Your advertising in the Sunday Courier-Express intensifies your selling to all those who may buy your products in this "better than average" market—it's concentration, plus. There's a wealth of additional marketing data, in our files, about the Buffalo area. You may find it helpful in answering specific problems. And we'll be glad to send you a large map of the eight Western New York counties which show the "bull's-eye" coverage of the Sunday Courier-Express.

98%

CONCENTRATION

IN NEW YORK'S 2ND RICHEST
TRADING AREA

The daily Courier-Express surrounds your advertising with the powerful editorial influence of Buffalo's only morning newspaper. Evidence of leadership is reflected in the figures for 1939 apparel advertising. Among all morning newspapers in the nation, the daily Courier-Express ranked third in lineage, and eighth among all newspapers in that significant classification.

Buffalo COURIER-EXPRESS

National Representatives: LORENZEN & THOMPSON, INC.



HENRY W. COMSTOCK

One of the world's 10 greatest seaports, Buffalo also boasts of a \$137,000,000 annual volume in chemicals; operates world's largest flour mill, is world's largest grain distributing port, he writes.

17. Buffalo is the third largest city in the United States in radio ownership.

18. Buffalo area leads the United States in the Electrochemical and Metallurgical Industry.

19. Buffalo manufactures one-third of all the linseed oil in the United States.

20. Buffalo is the home of the largest manufacturer of molding compounds.

21. Buffalo area does a \$137,000,000 annual Chemical Business.

22. Buffalo is one of the largest meat-packing centers in the East.

23. Buffalo—gateway to Canada. \$250,000,000 of commerce from Canada goes through Buffalo.

24. Thirty-seven per cent of Buffalo families own their own homes.

25. Buffalo owns 20% more cars per capita than the United States average.

26. Buffalo does an 89 million dollar business in automotive industry.

27. Buffalo does a 10 million dollar business in Engines and Turbines.

28. Buffalo is the fourth largest market in the United States for high grade bonds.

29. By land, air, and water, Buffalo is one of the most easily accessible cities in the world.

30. Buffalo's airport carries United States government's highest rating.

31. Buffalo's New Convention Hall is equipped to handle the largest kind of conventions.

With the above facts as a background, let me now turn to the sales possibilities in Buffalo and substantiate my claim that Buffalo is an "above the average city." As a matter of fact, Buffalo is 25.9%—almost 26%—above the average in the twenty-one factors which I analyze below:

From the figures below it is apparent that Buffalo is slightly below the average in both percentage of Foreign Born and in percentage of Non-English Foreign Born.

A word about the geographical definition of the Buffalo market. Metropolitan Buffalo includes the townships of: Buffalo, Hamburg, East Hamburg, Aurora, Lackawanna, West Seneca, Cheektowaga, Lancaster, Amherst, Tonawanda.

SALES POSSIBILITIES
Showing Position of Buffalo, N. Y.

	Average of U.S.	Buffalo	Buffalo Above Average
Income Tax Returns per 1,000 People ..	31	47	51.6%
Spendable Money Income	\$2,049	\$2,370	15.7
% Rentals Over \$50.00 Monthly	17	18	5.9
Median Rent	\$27.15	\$33.64	23.9
1933 Av. An. Wage Factory Workers ...	\$901	\$1,022	13.4
% Homes with Radios	71.9	93.3	29.7
% Cover. 23 Lead. Magazines per Family	1.39	1.30	6.9
Newspaper Coverage per Family	1.23	1.75	43.3
Wholesale Sales % of Total848	37.4
Retail Sales % of Total745	20.8
Total Retail Sales per Family	\$837	\$1,016	21.4
Retail Food Sales per Family	227	307	35.2
General Mdse. Sales per Family	130	187	43.8
Apparel Sales per Family	64	107	67.2
Furniture and Household per Family ...	32	45	40.6
Drug Sales per Family	35	37	5.7
Automotive Sales % of U. S. Total78	26.4
Automotive Sales Under \$650	69.9	67.4	3.7
Automotive Sales \$650-\$850	22.5	24.0	6.6
Automotive Sales \$850-\$1,250	5.7	7.2	26.3
Automotive Sales Over \$1,250	1.7	2.0	17.6
Average of 21 Factors			25.9

Much has been said concerning the break down of Buffalo's population. Let me quote the latest figures comparing Buffalo with the twelve cities which exceed her in population:

Wheatfield, Niagara Falls, and Lewiston—all within a radius of twenty-five miles. The population of Metropolitan Buffalo is 820,573 retail sales exceed \$300,000,000.

The eight counties of Western

FOREIGN BORN POPULATION
Comparing Buffalo With Other Metropolitan Cities

CITY	Total Population	Total For. Born %	Non-English For. Born %			
			German	Italian	Polish	
New York	6,930,446	33.1	27.7	3.4	6.4	3.4
Chicago	3,376,438	24.9	21.3	3.3	2.2	4.4
Philadelphia	1,950,961	18.9	14.2	1.9	3.5	1.6
Detroit	1,568,662	25.5	16.2	2.1	1.8	4.2
Los Angeles	1,238,048	14.6	9.4	1.5	1.0	.6
Cleveland	900,429	25.5	22.0	2.5	2.6	3.6
St. Louis	821,960	9.8	8.5	2.7	1.2	.6
Baltimore	804,874	9.2	8.1	1.7	1.1	1.3
Boston	781,188	29.4	15.5	.7	4.6	1.3
Pittsburgh	669,817	16.3	12.8	2.2	2.7	2.3
San Francisco	634,394	24.2	17.7	2.9	4.3	.5
Milwaukee	578,249	18.9	17.9	7.1	.9	3.4
Average (12 Cities) ..		20.9	15.9			
Buffalo	573,076	20.6	14.5	3.3	3.4	4.6

NEWS COMES FIRST

at

W B N Y



Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Trans-radio Press service provides many outstanding beats . . . all Western New York follows WBNY's newscasts.

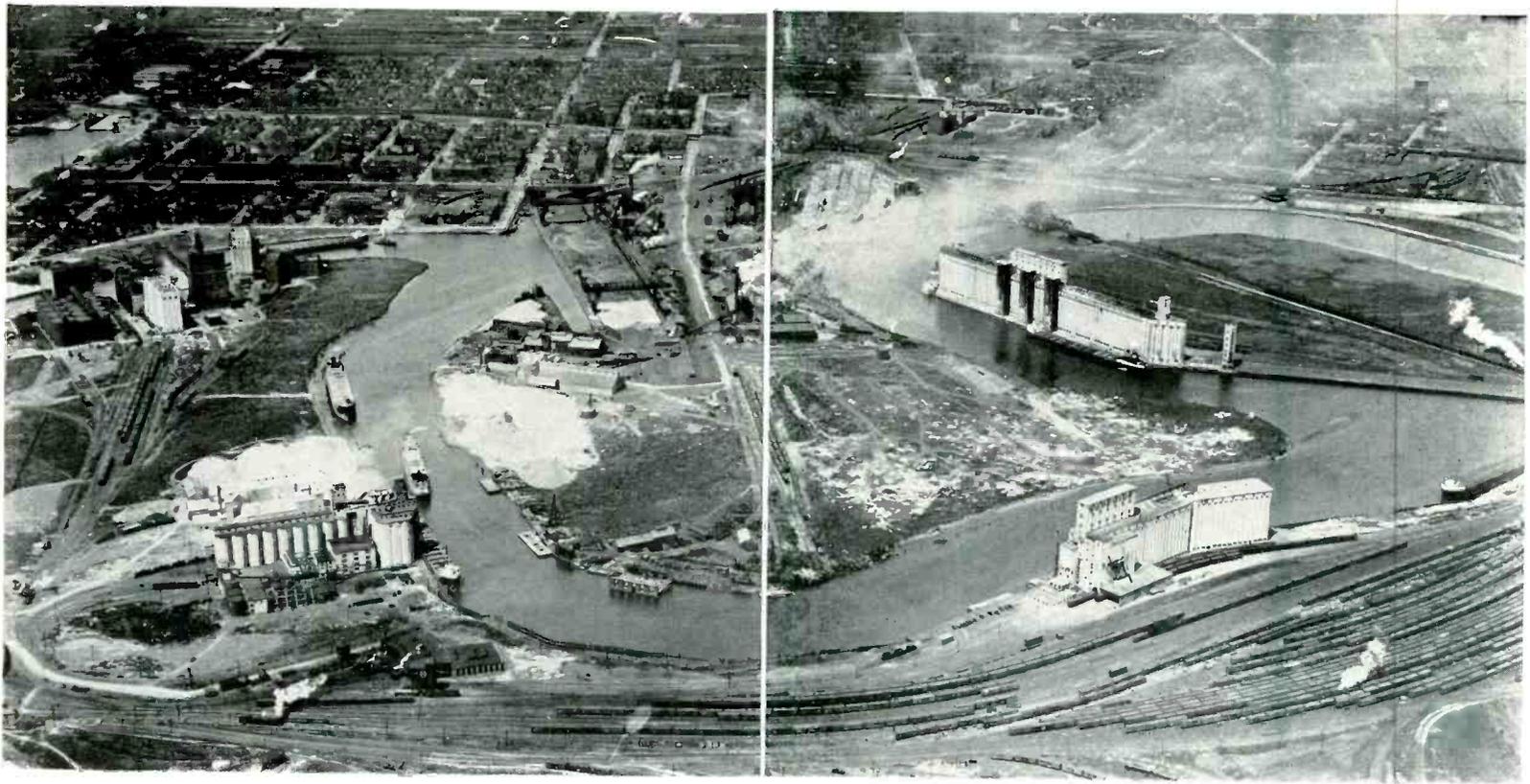


W B N Y

Owned and Operated by
ROY L. ALBERTSON

485 Main Street

Buffalo, N. Y.



Nature, with millions of years of time as its tool, has fashioned a port for Buffalo that has gained it tonnage and world-wide rank... iron ore and grain its major shipments.

New York of which Buffalo is the buying center and which are covered by Buffalo media include: Erie, Niagara, Orleans, Genesee, Wyoming, Allegany, Cattaraugus, and Chautauqua. The total population of this trading area is 1,250,000 and retail sales approach \$500,000,000.

The "Buffalo Industrial Area" (which comprises no more and no less than Erie and Niagara Counties) is tenth among the 33 such industrial areas established by the United States Census. Here is how the first ten areas rank. Percentages relate to the United States whole.

1. New York, Jersey City, Newark 11.14%
2. Chicago (six counties) 7.76%
3. Detroit 5.61%
4. Philadelphia - Camden 3.87%
5. Pittsburgh 2.88%
6. Boston 2.44%
7. Cleveland 2.00%
8. St. Louis 1.98%
9. Los Angeles 1.98%
10. Buffalo 1.78%

Buffalo is very fortunate in the diversification of its industry. Whereas other markets which precede Buffalo in value of manufactured products show as high as 50-60% in one particular branch of industry, Buffalo's business breaks down as follows:

Steel Works and Rolling Mills	11.38%
Chemicals	8.66%
Flour and Grain Milling ..	8.65%
Prepared Feeds, Animal and Fowl	5.92%
Motor Vehicle Bodies and Parts	5.92%
Meat Packing	2.67%
Bakery Products	2.02%
Other Machinery	2.00%
Paper	1.79%
Electrical Machinery	1.78%
Book Printing and Publishing	1.39%
Newspapers and Periodicals	1.07%
	53.25%

The balance, or 46.75%, is split up with no industry having more than 1% of the total. The foregoing figures are the explanation of why Buffalo is practically depression-proof and why Buffalo has suffered no major bank failure during the past twenty-five years.

Present conditions in Buffalo reflect graphically the general pick-up of business. In the past six months payrolls have increased 30% and factory employment has jumped 24%.

Among the many industries contributing to these figures are the following important plants having over 1,000 employees:

- American Radiator and Standard Sanitary Mfg. Co.
- Bethlehem Steel Co.

- E. I. duPont de Nemours & Co., Inc.
- Dunlop Tire and Rubber Co.
- Houde Engineering Corp.
- Lake Erie Engineering Co.
- American Brass Co.
- Chevrolet Motor Corp.
- Worthington Pump and Machinery Corp.
- Republic Steel Co.
- Curtiss-Wright Corp.
- Wurlitzer Co.
- Fedders Mfg. Co.
- National Aniline and Chemical Co.
- Remington Rand, Inc.
- National Steel Corp.

In conclusion, the Buffalo advertising media present a perfect picture for the National Advertiser. One Morning paper, one Evening paper and one Sunday paper completely dominate the market. Buffalo also has the largest Polish daily newspaper in the world. In no city in the United States have the newspapers done a more complete job in analyzing market conditions. Hundreds upon hundreds of vital statistics are available to National Advertisers and their agencies. One publication has gone so far as to put out the retail sales of leading department and other retail stores by City addresses! In addition, Buffalo has a variety of sectional and religious papers and five radio stations, carrying all the major network programs.



A solid mountain of copper is this famed hill that is part of Butte, keeps 3 smelters working night and day at Anaconda, Great Falls and Helena, accounts for 50% of the market's pay-roll.

Butte...

MONTANA

POPULATION:

Trading Area 146,300

RETAIL SALES:

\$137,000,000

Montana's Richest Area Offers a Market Loaded With Copper, Gold, Silver *and Ambition to Buy..*

Craney Briefly Portrays Treasure Area...

Ranching Important Source Of Rich Income

By EDWARD B. CRANEY, *President, Station KGIR, Butte, Montana*

MINING alone — the major reason that Butte is Montana's largest city—is by no means the only reason. Adjacent to Butte are the Big Hole, Beaverhead, Deer Lodge, Madison, Jefferson and Gallatin Valleys—all rich farming and ranching areas. Butte at about 6,000 feet above sea level is more or less the hub of a great wheel with these rich valleys as the spokes.

From Montana's largest packing plant—located in Butte—roll Eastward yearly trainload after trainload of "meat on the hoof," and "processed" cattle, sheep and hogs raised in these rich valleys.

In the Butte area enough ore is mined to keep smelters at Anaconda, Great Falls and Helena working night and day. Copper is the chief ore produced; zinc, silver and gold rank not so far behind. Some 5,000 miles of tunnels—at depths down to 4,300 feet—honeycomb the strata beneath the city.

Sixty per cent of Montana's entire population lives within 100 miles of Butte; and earns 90 per cent of the state's payroll.

Uncle Sam claims Butte has but 39,000 people, but its retail trading area includes a population of 146,300—the greatest concentration of people between Minneapolis and Spokane.

Good roads pointing to Butte from all directions plus aggressive

policies of merchants play large roles in making this Montana's greatest city. Butte is the only Montana city served by four transcontinental railroads.

Butte is the state's wholesale center; here, too, are some of Montana's largest retail outlets.

NOTE TO THE EDITOR—from Ed. Craney,
Pres. KGIR, Butte

(The reader will readily appreciate the power of radio well applied
—as well as Ed Craney's ability and aggressiveness.—Ed. note)

THREE years ago the state Chamber of Commerce known as Montanans, Inc., was making a lot of noise about advertising the state of Montana via newspapers—they talked about the \$17,000 they were spending in newspapers, and that this was by far the best method of advertising; they talked about the great results they were getting. Well sir, I couldn't stand it!

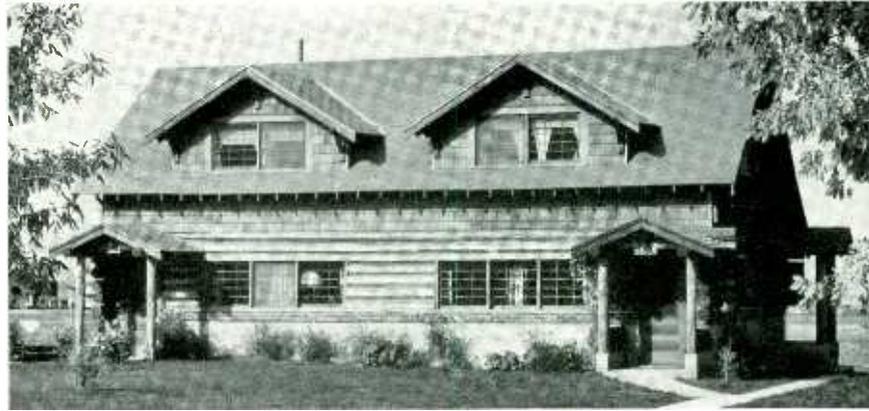
To me, there are two things that advertise Montana better than any other things: 1, copper; 2, Charlie Russell pictures.

In 1938 I decided we should use some copper in publicizing the state. After all, I had used it and found it was "great stuff" for my own business. I went to see if I could get some of

"the powers that be" to use copper—no soap. I decided to turn out 50,000 copper windshield stickers myself. I did, but found the cost was darn high, so I devised a way to pay for it. I sold time on the air; printed up a folder and put a Charlie Russell picture on the front of it; gave the stores that took on the distribution of the folders and windshield stickers a listing in the folder—and the thing went over BIG!

In 1939 I decided to go outside my own coverage area with a bigger and better idea. We found that the copper windshield stickers if they were not put on windshields very carefully would get air under them and oxidize; then too, we found that out-of-state people wanted two stickers for one folder, as they wanted one sticker for

Picturesque broadcasting studios of KPFA, Helena, a stone's throw from the State Capitol structure. One of the two bonus stations an advertiser gets when he buys KGIR.



Now 5,000 Watts, full time, the KGIR station (an NBC outlet) blankets the most important sectors of Montana. in its primary area. Bonus stations —KPFA — Helena and KRBM—Bozeman.

their car and the other to take home. So in 1939 we decided to make a copper colored paper sticker; turn out a copper souvenir; print a folder on Montana that would list the firms co-operating in the campaign, and also tell something about the state . . . that was fine.

I bought time on 24 stations in 14 states other than Montana, and on six stations in Montana. I offered to send Montana Souvenirs to all who wrote and asked for them. Things worked fine—except that I lost money on it.

The thing was so "hot" though, that Montanans, Inc. came around and wanted to take it over. They found that where their costs were around 35c per inquiry. I was getting them in for around 8c by radio. I am turning over mail I am getting on this year's campaign to them, and so far they have received from me more mail than they have ever before taken in at this time of year.

I have a campaign that can be put on "BY RADIO" in any state. I have prepared a display card for firms that go in on the campaign, also an "individual membership set" (composed of a copper colored buffalo windshield

sticker, a copper buffalo souvenir and a letter written on copper inviting the receiver to come to Montana) this we send to anyone free of charge—if they live outside of Montana; in the state they pay 10c. The firms that sign up display large copper buffalos in their windows. They also have available for sale the Montana Booster Copper souvenirs as well as colored pictures by Montana's famed cowboy artist Charles Russell. Our broadcasts will continue to October 1. Any firm signing up must agree to go for the whole campaign.

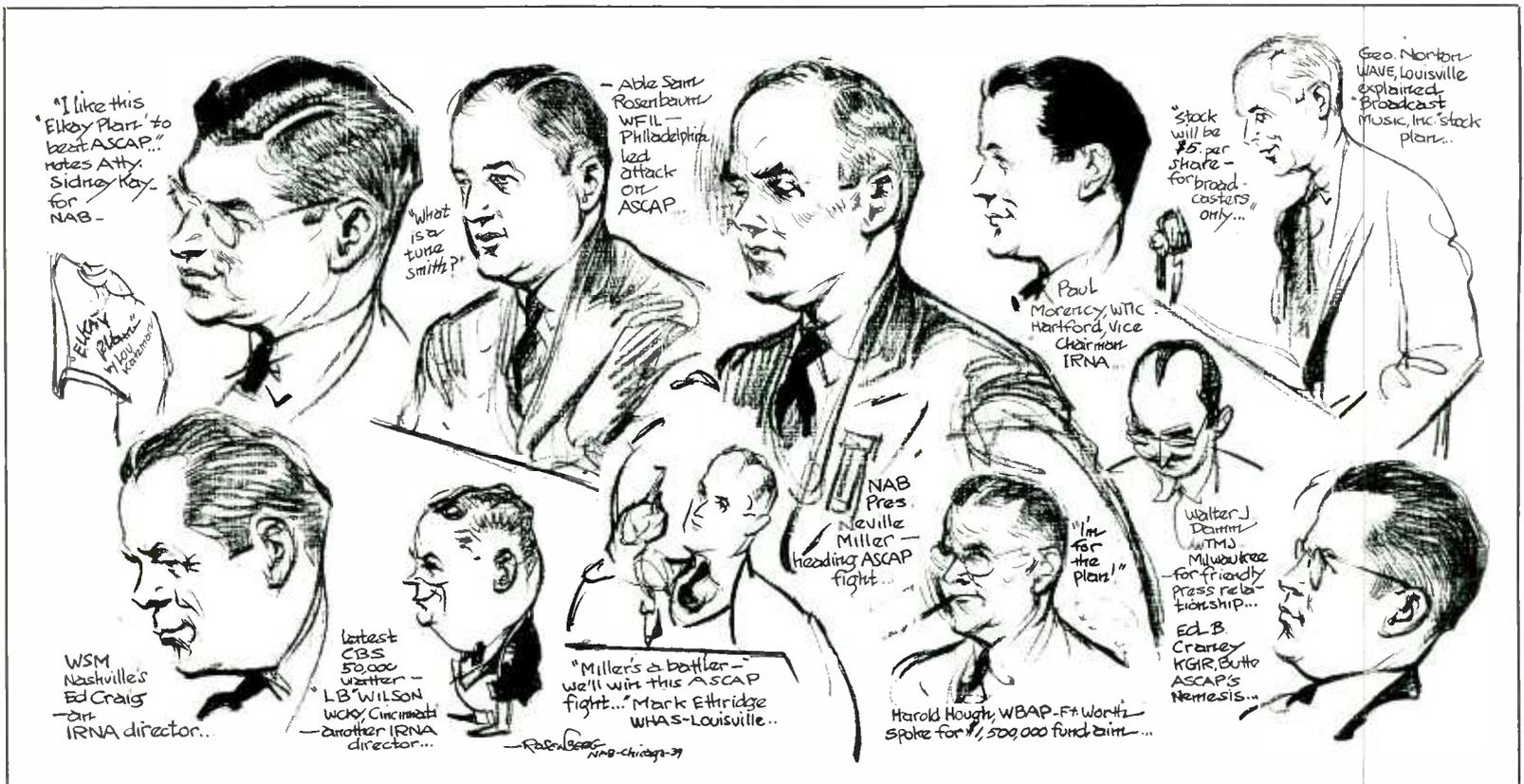
Our programs are designed to build up "individual membership" in the booster organization. When tourist travel is on, our programs tell about places to go and things to do in Montana. Then we build up the idea that the firms displaying the large copper buffalos are the real firms to go to in Montana; these firms thereby cash in for giving their support to the program. This year's type of campaign can be run at any time, and has no deadline to it. It is adapted to radio from start to finish.

We are running one morning program, one afternoon program daily

five days a week, and a late broadcast from 10 P.M. Saturday to 4 A.M. Sunday. We have sent publicity on this latter show to 1,000 radio editors, to every station in the country, to all State newspapers, to firms all over Montana and to many listener groups in the State. Five programs have been on the air, and the mail return is above 1,000 letters per program from outside the state, per week. Every state, every province—Cuba, Hawaii, Alaska; even New Zealand and Australia—have reported on the program. It is surprising how many folks write they are coming to Montana this summer and want information on the state. The thing is "clicking" far better than any of our other campaigns. For 1941 we will probably turn the thing over to the State Chamber of Commerce.

Radio has proven that it can do a job in a field of advertising it hasn't been able to "crack" before.

No other copper souvenirs have ever been sold for less than 25c each in Montana, and Charlie Russell pictures have never brought in less than 50c each, so you see we really HAVE a campaign.—Ed.



One of the most active members of the Natl. Assn. of Broadcasters, Ed Craney (lower right) has fought ASCAP tooth and nail. Sketches drawn at the Chicago NAB sessions—1939—by Manuel Rosenberg, editor MARKETS of AMERICA.

MONTANA BROADCASTERS

SALES ORGANIZATION

BOX 1956

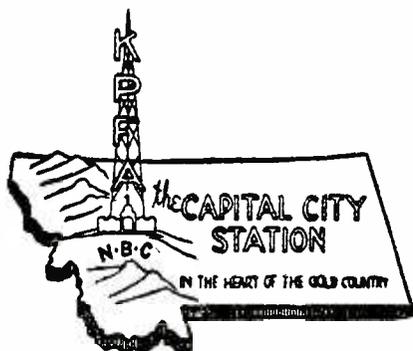
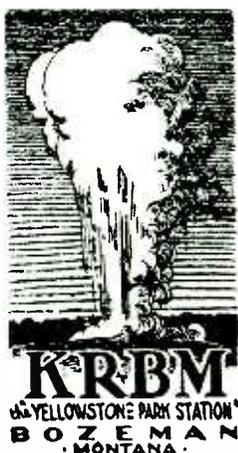
BUTTE, MONTANA

AIR COPY



STATION	DATE	TIME	ANNOUNCER
<u>Z</u>	March 30-40	6:15 P.M.	<i>EAB</i>

FOR: THE PEOPLE OF MONTANA



Your ADVERTISING DOLLAR

has MORE CENTS

and SENSE

when spent for Radio in MONTANA!

Your RADIO DOLLAR

will produce FAR GREATER RESULTS

in MONTANA

when spent on these three stations

of the Z NET

whose PREDOMINANT SIGNAL AREA

COVERS OVER 10,000 MORE RADIO HOMES

than the predominant signal area

of any other station

with coverage in MONTANA.

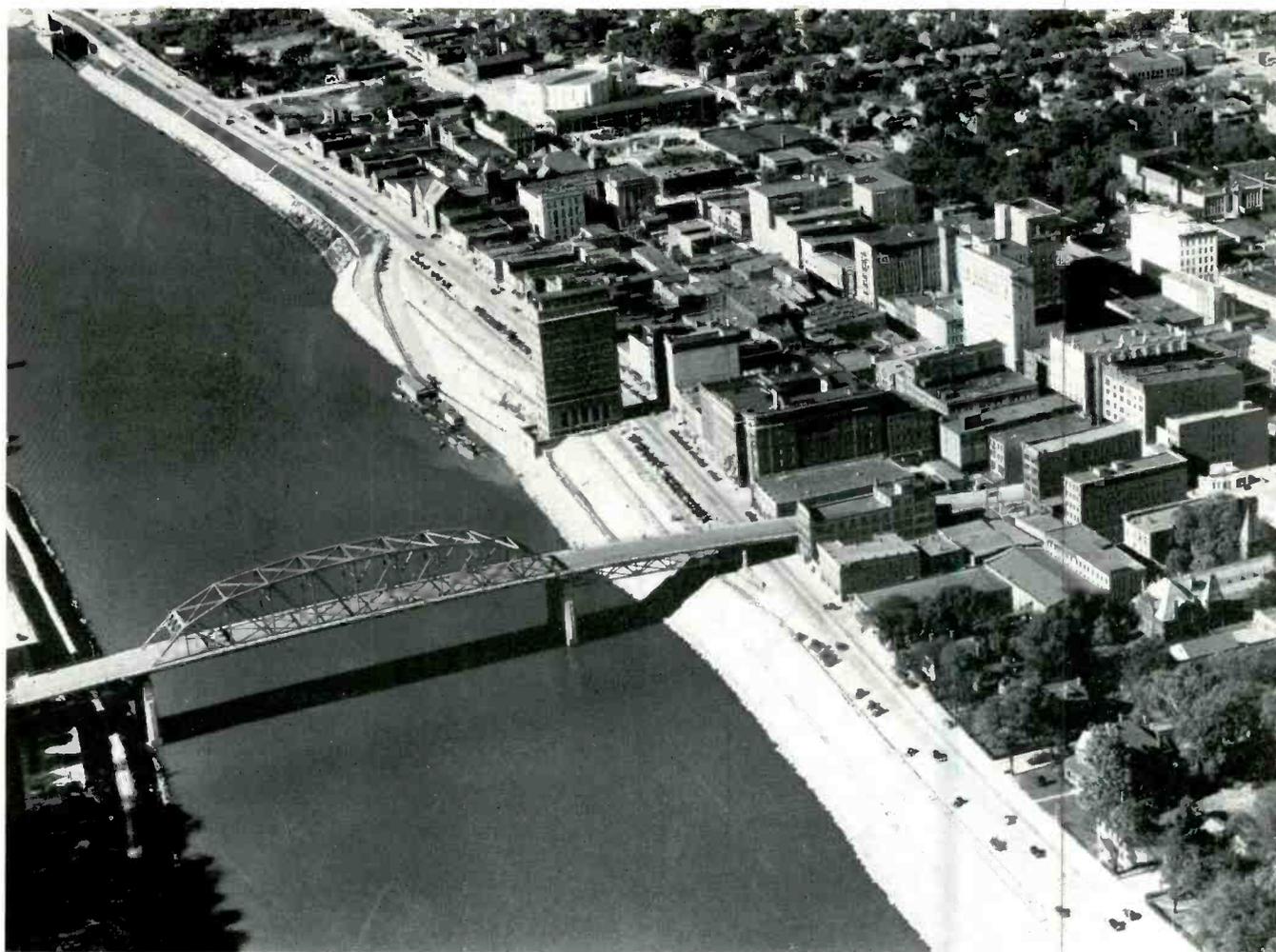
3 STATIONS FOR THE PRICE OF ONE.
 3 STATIONS CONNECTED BY PERMANENT LINES.
 3 STATIONS WHOSE COMBINED COVERAGE REACHES 60 PERCENT OF MONTANA'S POPULATION WHO EARN 90 PERCENT OF MONTANA'S PAYROLL.

A portion of the new \$4,000,000 five lane river front boulevard, part of Charleston's \$15,000,000 public building program. The peaks of the city's structural edifices rise to the right.

Charleston, WEST VIRGINIA...

POPULATION:
640,000

RETAIL SALES:
\$135,000,000



West Virginia's Capital Takes An Expansive Stride...

Industrialized Area, Center Enjoys
Amazing Economic Growth... Big, Im-
portant, Rich, It Phenomenally Outstrips
Antiquated Federal Population Figures

By ALBERT D. WILLIAMS, *Agency Head and Advertising Executive, Charleston, W. Va.*

TWENTY years ago I headed for New York but I never got there.

New York's opportunities in the advertising and publishing field had drawn me from my home in Missouri. But I dropped off the train in Charleston, West Virginia, for a "short stay"—and in Charleston I have remained ever since.

What made me stay?

I must confess that my primary reason for coming to Charleston was to accept a proffered stop-gap job—one that would put a bit more experience under my belt and

possibly line my purse for an assault upon Manhattan's ramparts of fame and fortune.

But a year rolled by, and things began to happen in Charleston. Not only in Charleston but the Great Kanawha Valley and throughout southern West Virginia. Prior to 1920 principally a coal center, Charleston in the early 20's began to witness the development of a new industry: chemicals and their myriad offshoots. People like the duPonts, the Monsantos, companies like Carbide and Carbon, Viscose and Westvaco began to arrive, dig

in, build, spend, stay.

People with the same pioneering spirit as those who previously had passed to the north or the south of Charleston to settle the West began to discover new frontiers to *industrialize*.

On the site of the salt wells where in George Washington's second term Elisha Brooks set up 24 kettles in a double row and tended them carefully to make 150 pounds of salt a day, there arose a great chlorine-producing industry.

The spot where the Ruffner Brothers, drilling deeper wells in

Well-timed silence Hath more eloquence than speech

TIME AFTER TIME in picking up a piece of newspaper promotion you are assured almost in the first breath that "this is not the usual Chamber of Commerce hoopla." Whereupon that essayist launches into a panegyric on his market that would make even the most fulsome booster of the native heath hang his head in shame.

In the facts and figures marshalled on this page there is not a single item from the

Chamber. Shown below are our sources, all recognized as impartial fact-finding bodies as well as absentees from the Charleston scene.

"Well-timed silence hath more eloquence than speech." So said Martin Farquhar Tupper in his *Proverbial Philosophy* a hundred years ago. So without further ado we bow out and leave you with the facts.

Charleston Compared with 100,000-plus U.S. Cities

Population 1930 Census	City's Retail Advertising Linage 1939	City's Total Bank Debits 1939	Retail Sales Volume 1938	Wholesale Sales Volume 1938	Effective Buying Income 1938	Effective Buying Income Per Family 1938	Income Tax Returns Per 1000 Population 1938	
Chattanooga	119,978	11,848,719	535,469	48,119	73,583	75,402	2,585	42
Erie	115,967	9,690,916	321,720	41,541	21,971	56,930	2,019	57
Evansville	110,249	11,078,751	361,246	30,945	47,422	54,827	2,132	46
Jacksonville	125,549	9,655,688	913,784	54,692	144,464	98,345	3,036	54
Knoxville	105,802	10,129,819	368,219	46,070	56,679	58,935	2,425	48
Norfolk	129,710	9,875,320	587,702	56,125	98,779	84,522	2,653	56
Peoria	104,969	11,639,278	667,438	47,637	80,236	78,210	2,952	78
Reading	111,171	10,418,435	463,343	54,607	34,527	61,846	2,236	63
South Bend	104,193	5,458,583	439,850	35,086	27,718	56,290	2,196	52
Tampa	101,161	7,259,756	340,332	37,010	67,827	53,136	2,124	39
Utica	101,740	9,732,016	382,122	47,052	45,238	64,755	2,605	57
Wichita	111,110	8,698,777	529,977	51,878	76,660	80,833	2,700	62
CHARLESTON	60,408	10,648,718	559,306	33,473	50,750	35,702	2,538	97

Charleston's Rank When Compared with 12 100,000-plus Cities Shown Above.

13th 4th 4th 12th 8th 13th 7th First

Charleston Compared With 60,000-plus Cities In Charleston's General Geographical Area

Huntington, W. Va.	75,572	7,483,488	196,851	25,625	33,415	33,115	1,850	48
Wheeling, W. Va.	61,659	10,649,280	350,105	28,295	36,500	35,588	2,288	79
Charlotte, N. C.	82,675	9,851,694	735,237	33,654	131,955	55,170	2,867	68
Roanoke, Va.	69,206	6,501,805	317,386	31,690	28,839	38,378	2,414	65
Winston-Salem, N. C.	75,274	5,749,371	485,142	25,056	35,437	41,841	2,440	39

Charleston's Rank

When Compared with five 60,000-plus Cities Shown Above

6th 2nd 2nd 2nd 2nd 4th 2nd First

The Charleston Gazette

CHARLESTON'S RANK Regardless of Size AMONG FIRST 200 U. S. CITIES

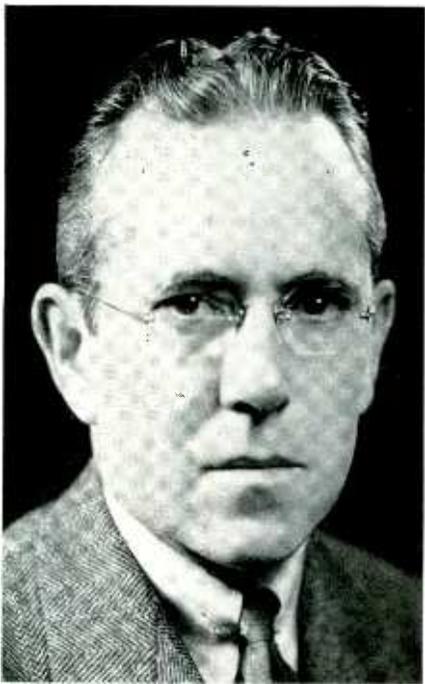
Population	152
Food Sales	129
Telephones	93
Retail Sales	101
Income Tax Returns	88
Bank Deposits	97
Wholesale Sales	74
Drug Sales	104
Automobile Sales	82
PER CAPITA	
RETAIL SALES	12

Sources: ¶ Population—U. S. Census 1930. ¶ Total retail advertising linage—Index of Retail Activity in 79 Important Markets, as carried by *Advertising Age*, and from direct inquiry upon newspapers or their representatives. ¶ Total bank debits—Federal Reserve Board reports. ¶ Retail sales volume, Wholesale volume, Effective buying income, Effective buying income per family, and Income tax returns per 1,000 population—*Sales Management's* Survey of Buying Power, issue of April 10, 1939. ¶ Charleston's rank regardless of size—U. S. Department of Commerce, 1935 Census of Distribution.



CHARLESTON, W. VA.

REPRESENTED BY: SMALL, BREWER & KENT, INC. NEW YORK • CHICAGO • DETROIT • BOSTON



ALBERT D. WILLIAMS

Writes on the growth of Charleston, due to its locale amidst amazing natural resources.

search of stronger brines, were bothered with "slime and vapors" became the heart of a tremendous "oil and gas" producing area.

Not far from where the "burning springs" were first harnessed commercially to bake pottery, now stand two of the largest glass plants in the world, representing a modern-day union of natural gas and glass-sand clays.

And suddenly to the stream of new people who came to Charleston to man and guide these new industries, there were added the families of eastern capitalists who with their money had helped develop the coal industry but who considered Southern West Virginia as too harsh a frontier for their children. Gradually they learned that Charleston, West Virginia, had much of the culture of Charleston, South Carolina, plus a great deal more drive and things to drive for.

I, along with all the rest, found a rapidly growing city and region, inhabited not so much by highly fictionalized mountaineers and polyglot miners as by representative people who not only go in for ice skating, badminton, baseball or wrestling but also like their civic music concerts, their forum talks in a half-million-dollar municipal auditorium, their Atlantic Monthly and Reader's Digest as well as their True Story and pulps.

Along with all the rest, I, too, found a tremendously cosmopolitan city, with half of its population coming from 47 states—forming an

ideal blend of southern hospitality, Yankee ingenuity and the open-handed manner and frankness of the West. So, I have stayed on in Charleston. Why shouldn't I? All the factors that make for continued growth, success and wealth are here.

Consequently, I find myself going about puncturing a lot of false notions about Charleston and southern West Virginia.

Principal among the misconceptions about Charleston is one regarding its size. The city is big, important and rich out of all proportion to its 10-year-old federal population figures. Long penalized by an antiquated corporate limit, its real importance could be easily overlooked by other than the most alert sales managers.

Charleston exceeds several 100,000-plus cities in a number of salient marketing factors. The city is a highly compact and industrialized center densely surrounded by dozens of smaller communities economically belonging to it.

Charleston in all current atlases draws third ranking in population within the state, but outstrips by wide margins in practically every bracket the two "larger" West Virginia cities—outranking the nearest by \$5,000,000 in retail volume, with more electric meters, more gas meters, more telephones, and, most important of all, *has bank debits larger than the other two combined!*

To indicate the strength of Charleston's claim to the 100,000 bracket, let's compare it to several other cities, some more than twice its size. Local advertising volume is, for instance, a reliable index of retail activity. Charleston with 10,650,000 lines in 1939 led such cities as Seattle, Des Moines, Norfolk, Grand Rapids, Bridgeport, Akron and Youngstown.

In bank debits it ran ahead of such larger centers as Chattanooga, Knoxville, Erie, South Bend and Tampa.

With a population ranking of 13th among twelve such representative cities as Chattanooga, Erie, Knoxville, Norfolk, Wichita and Reading, Charleston ranks 4th in Retail Advertising, 4th in Bank Debts, 12th in Retail Sales, 8th in Wholesale Volume and *FIRST* in Income Tax Returns per thousand population.

Such advertising volume is largely attributable to the fact that Charleston possesses the two outstanding separately-owned newspapers in the state, with a combined circulation of 95,000, twice that of any other West Virginia city. Two fast-growing radio stations likewise add their effectiveness to the city's amazing news-advertising progressiveness.

Ranks High in Wages

While most areas are still shooting at 1929 payroll records, Charleston's city-county 1937 manufacturing wages jumped \$4,000,000 ahead of that pre-depression year, thus winning the rank of 119th among the nation's 153 counties which according to a survey made by Secretary Harry Hopkins especially to assist distributors and jobbers in marketing, *alone accounted for 75% of all manufacturing wages in the United States!*

Just what concentration of industry in the Kanawha Valley means to national market-seekers is dramatically demonstrated by the fact that more than 50% of West Virginia's total wages are centered within Charleston's trading area—over 16% is concentrated within the city-county! These figures are augmented by the fact that 17 counties beginning with and lying south of the Great Kanawha river, 10 of which are in Charleston's immediate trading area, pay more taxes than all the state's remaining 38 counties combined!

With banking institutions rated among the country's "First 300," deposits of \$50,000,000, and 1939 clearings of \$560,000,000, Charleston ranks up among the nation's leaders in per capita wealth.

I am indebted to the Phoenix (Ariz.) Republic Gazette for a very interesting study on the nation's "First 200 Cities," regardless of size: Though standing 152nd in population (1930), Charleston ranks 12th in per capita Retail Sales—*exceeded by only two cities of equal size in the country!*—71st in Wholesale Sales, 88th in Income Tax Returns, 93rd in Telephones, 97th in Bank Deposits, 129th in Food Sales.

Charleston ranked third in the nation in 1939 per capita automobile sales, representing a 40% increase over 1938, according to *Printer's Ink*.

Such figures as these are not surprising when it is realized that few United States cities are so strategically located from a trading area standpoint. Unlike most cities of its size, Charleston is not overshadowed by any metropolitan area. Instead it is a clearly-defined, self-contained market within its own right—the nearest major city being 200 miles away, making it the key distributing center between Washington and Cincinnati.

The Charleston trading zone numbers more than 640,000—131,566 families (.5231% of nation), with a retail volume of almost \$135,000,000 (.3733% of nation), and an effective buying income of almost \$213,000,000 (.3362% of nation). The percentage of buying power is .3717, far above the national average, while the buying power index is 8% better as a quality market than for the nation. The population density is 183.3, indicating a compactness that makes for sales development.

Three trunk line railroads, two airlines, bus and truck systems, and river navigation to the Gulf of Mexico combine to insure adequate transportation facilities in keeping with the intensity of this compact area's business-industry.

Charleston itself, restricted in corporate border as it is, shows a retail sales volume of \$33,473,000, or almost 10% of the entire State's volume. This indicates that Charlestonians absorb an average of \$558 per capita against a national average of \$293. A wholesale volume of \$50,750,000 evidences sales over a wide buying area. The city's estimated buying power is almost \$36,000,000 or 6.4% of the entire State, while the buying power per family is \$2,538 or \$286 above the national average. It likewise is outstripped by few cities in the country with 97 income tax returns per thousand population.

Empire of Great Natural Wealth

What are some of the vital reasons for these striking figures? Charleston is in the heart of a region of great natural wealth, the variety and adaptability of which probably is equalled in few places in the world.

Quoting no less an authority than C. C. Concannon, Chief of Chemical Division, United States

Department of Commerce; "There seems to be no other location where so many natural advantages are found in such close proximity and profusion." The three great natural resources—Coal, Oil and Gas—not only fire the furnace of industry here and in the eastern half of the United States, but lend themselves admirably to the manufacture of myriad by-products here at home. When tossed into industry's crucible with salt, glass-sand, clay, ores, timber, limestone and many another component, these fuels have made a veritable forge and cauldron of this area.

Coal, naturally, is the bellwether of the flock and the State's economic shock absorber. Approximately 40,000,000 tons of bituminous coal—almost half the entire state's output, which in itself ranks No. 1 in the nation—is produced within the city's immediate trading area from deposits capable of supplying the entire United States for 250 years to come, according to the Encyclopedia Britannica. This industry alone releases some \$150,000,000 annually in wages.

Natural gas, the State's second source of natural wealth, and a big portion of which is produced in Charleston's zone, merits fifth ranking in the nation. It likewise enables this community to offer residents and industry one of the lowest gas fuel rates in the country.

The Nation's "Chemical Capital"

The salt brine deposits which made the Kanawha Valley one of the great salt producing centers more than a century ago, paved the way for making Charleston today the near "Chemical Capital of the Country." More than 200 chemical compounds are manufactured here.

Plants of the duPont de Nemours, Carbide and Carbon Chemicals Corporation, Belle Alkali Company, Westvaco Chlorine Products Company, and Monsanto Chemical Company are among the community's nationally producing chemical assets. Two of the world's largest plants of their kind—Libbey-Owens-Ford sheet glass plant and American Fork & Hoe Company's axe factory—plus the Owens-Illinois Glass Company's second-largest-in-the-world bottle plant, give an idea what Charleston means industrially. And within a short distance

of the city there are seven other largest-in-the-world industries!

A \$15,000,000 Building Program

Probably no other city of comparable size has enjoyed such a face-lifting job as has Charleston within the past year. Fast on the heels of the completion of a \$10,000,000 capitol building, a \$15,000,000 public building program has been in progress for more than a year. This amount likely will reach \$25,000,000 within the next two years. The feature of this extensive program is a five-lane boulevard along the city's five-mile river front which alone cost \$4,000,000. A municipal auditorium, new schools, a new federal postoffice, low-cost housing units, deep-sewer projects and the paving of some half a hundred streets are other projects. Add to these \$1,500,000 for the building of 320 residences and half a million more for private apartments last year alone and one gains a concrete idea of the city's 1939 activity. In the State, heavy construction increased 77% in the first nine months of 1939, against a national average of but 13%.

Charleston is one of those cities that alert sales managers should not neglect in well-planned promotional efforts—an almost depression-proof city of vast wealth, unlimited raw materials, diversification of industry and an economic stability that give it that fortunate ability to both sell what it produces and buy what others have to sell. Shopping mecca for one of the largest and richest trade zones of any city approaching its size in the nation, with the buzz of industry backing up the story figures tell, Charleston is literally a point-blank answer to what Willard French advised in last year's *MARKETS OF AMERICA*: "No matter what the national business barometer says . . . to get the most from every hour of selling time and every dollar spent for advertising, you've got to go *where business is*." Facts prove there is enough business in Charleston to warrant its inclusion in any 100,000-population center campaign, and that the nucleus of any effort to attract West Virginia dollars *must* be centered in Charleston, nerve center of one of the nation's up-and-coming States.

THE BLUE SERVES UP SALES AT LOWEST NATIONAL COST!



Coverage Canape . . . The NBC Blue Network gives you coverage where it counts! You reach the important sales areas of the nation, with concentration in the "Money Markets" — the places where most of the country's radio homes are located. Where 70% of all retail sales are made. Where 72% of the effective buying income is located. Where 73% of all food, 69% of all drugs, 68% of all new cars are sold.



Economy Entree . . . The Blue Network not only gives you coverage that is focussed on the markets with the spending money — but does it at lowest national cost. The Blue's low cost, which is unmatched by any other national medium reaching the home, is the result of the now famous Blue Discount Plan, designed to enable advertisers to "go national" on an exceedingly modest budget.



Facilities Supreme . . . The Blue is up and coming! Facilities have been greatly improved. Coverage has been stepped up. The network has become a more and more attractive buy for advertisers — because the circulation increase of the Blue, resulting from these technical improvements, is offered to advertisers at no extra cost!



Satisfaction Souffle . . . Advertiser after advertiser has found that the Blue Network packs a real sales punch. The successful job this network has done for many canny, experienced buyers of network time is eloquently expressed in the fact that 70% of last year's Blue Network advertisers have come back for more — and 16 new ones signed up in the Fall of 1939.

It will be well worth your while to get all the facts about the Blue Network. It can do a big job for you at low cost. The details are yours for a phone call. National Broadcasting Company. A Radio Corporation of America Service.

NBC BLUE NETWORK

Sales through the air with the greatest of ease



Our Tennessee Valley is rimmed with mountain scenery of breathtaking beauty. Drives along the mountain tops reveal at every turn views which leave the visitor gasping for words to express his astonishment and admiration.

Most famous of these are the Moccasin Bend of the Tennessee River as seen from the point of Lookout Mountain and the Grand Canyon of the Tennessee as seen from Signal Mountain.

The fields on which were fought four of the Civil War's bloodiest battles — Chickamauga, Orchard Knob, Lookout Mountain and Missionary Ridge—are within a few minutes drive from downtown Chattanooga. With their hundreds of monuments and markers they are points of great interest to most visitors. Chickamauga Park is the Nation's largest military park. It is adjoined by Fort Oglethorpe, home of the 6th U. S. Cavalry.

Also helping to draw more tourists to Chattanooga is the spreading fame of the unimaginably vast Tennessee Valley Project, with its immense lakes, mammoth dams and other features upon which our government is spending countless millions.

As defined by the Congressional Act of May 18, 1933 which created the Tennessee Valley Authority, the purpose of this great project is five-fold: (1) To improve the navigability of the Tennessee River; (2) provide for Flood Control in the Tennessee Valley; (3) provide for reforestation and erosion control of its millions of acres; (4) provide for agricultural and industrial development and (5) provide for national defense by operating properties at Muscle Shoals and elsewhere.

Chattanooga is practically in the center of this fabulous development. Any improvement of any kind, anywhere in the Tennessee Valley is sure to benefit this city.

Within two miles of Chattanooga, is located the cyclopean Chickamauga Dam, its locks, power plant, etc., upon which before its completion there will have been expended more than 43 million dollars!

To her growing Tourist traffic and to the free-spending Tennessee Valley Authority Workers, Chattanooga is greatly indebted for her prosperous condition. But there's more to it than that!

Chattanooga is primarily a manufacturing city and the capital of a vast agricultural territory.

In Chattanooga there are 444 manufacturing plants turning out more than 1500 different articles, chief of which are hosiery, iron pipe, enamelware and medicines.

More than 15,000 workers in Chattanooga's manufacturing plants earn nearly 12 million dollars in yearly wages and their annual production exceeds 66 million dollars.

Within a radius of 50 miles of Chattanooga there is a population of over half a million; 85 per cent of them native-born white people; most of them with well above the average Southern income.

Each year, there is produced within this area, where it contributes to the income spendable in its leading city, agricultural products exceeding 30 million dollars in value and minerals to the tune of nearly 7 millions more!

The same good roads which make it easy for tourists to reach Chattanooga from every point of the compass also enable our rural neighbors to come to Chattanooga to trade.

Altogether, there are 10 principal highways leading into this city and over these highways are operated ten bus lines. 68 buses arrive and depart daily, carrying approximately 4,000 passengers.

In Chattanooga's 1826 retail stores, local, rural and tourist shop-

pers spend a total of nearly fifty-seven million dollars a year.

By an unusual coincidence, its 204 wholesale houses do an annual business amounting to just a little over the same figure of 47 millions of dollars.

Further emphasizing Chattanooga's position as the "Crossroads of the South" is the fact that it is served by main trunk lines of four railroads: The Central of Georgia, The Nashville, Chattanooga and St. Louis, The Southern and The Tennessee, Alabama and Georgia. Airmail express and passenger service is provided by Eastern Airlines.

All of these facts explain the present prosperity of Chattanooga and the returns which are received by those who advertise by means of newspaper, radio or direct mail to consumers within its trading area.

Brightest part of The Chattanooga picture, however, is the promise for her future development.

Her leaders are men of vision who have given her one of the lowest tax rates in America; helped to secure for her the first experiment in government supplied electric power; will insure for her full benefit from the great Tennessee Valley experiment; from the development of the mineral wealth of the area which is hardly scratched, and from every benefit accruing to the more than 5 million people who live within 150 miles of "the Big Crossroads."

Truly, Chattanooga merits the consideration of every secker of a good present market and a better future one!



JOHN E. FONTAINE

Quotes Gen. Grant and points to TVA as proof of and boon to Chattanooga's unique market position.



One of the most picturesque avenues to be seen on any Continent, Michigan Blvd., Chicago, in the foreground presents the Gothic structure of Chicago Tribune, "The World's Greatest Newspaper," the white towered edifice across the avenue is the Wrigley Bldg., headquarters of the world's largest manufacturers of chewing gum. The Chicago River bends before us, with the skyscraping Loop structures in the (right) background, topped by the Board of Trade Bldg.

Chicago...

POPULATION:

4,396,685

RETAIL SALES:

\$1,481,794,000

A Badly Publicised City Offering 4,000,000 Prospects To National Advertisers...

Has The Sun Already Set On The Best Days Of The Midwest's Greatest Metropolis? Or Is It The City Of Tomorrow—The City Where Industry Can Look Ahead To Greater Years?...Facts Indicate A Great Market Readily And Economically Reached

By ROBERT G. JENNINGS, *Vice Pres. H. W. Kastor & Sons Advg. Co., Chicago*

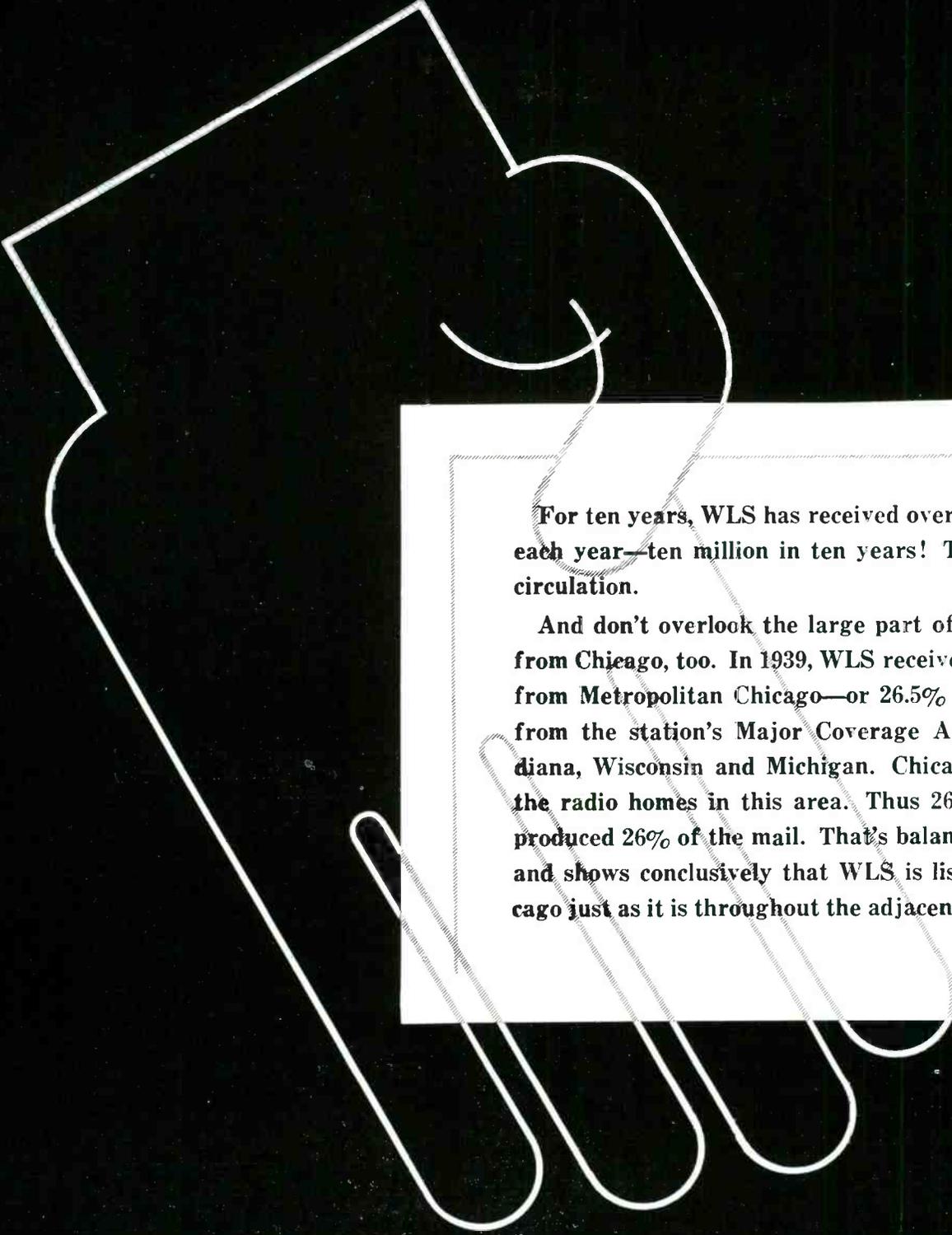
WITH the help of Westbrook Pegler, and a fellow named Capone, Chicago has established a reputation that has done little to stimulate industrial and business development. So strong has been the feeling among some industrial leaders that the sun has set on Chicago's best days, that it is possible to detect a note of pity in their remarks. Loose talk about political corruption . . . about the "hangover" that the city still suffers from the days when gangsters ran wild, and more pointed talk about the city's lack of civic initia-

tive, are responsible for this unwarranted depreciation of Chicago's business future.

National advertisers who allow these considerations to alter their judgment of Chicago's buying power are not looking at the facts. The city that has grown from less than 300,000 population to nearly 4,000,000 in seventy years; the city that packs \$410,000,000 worth of meat every year; that has a \$100,000,000 a year steel business; that prints and publishes nearly \$200,000,000 worth of newspapers, books, music, and periodicals every year;

that has a payroll of 317,000 wage earners who produce two and one half billion dollars worth of goods . . . is not a market area that can be easily dismissed. And this is all in Chicago proper. Consider the Chicago metropolitan area and you can enlarge your army of wage earners by 125,000 and the value of their productive labors by nearly a billion dollars.

To make this more realistic for the man who is planning an advertising budget, it might be well to look at a census of retail distribution. Chicago sells \$256,000,000



For ten years, WLS has received over a million letters each year—ten million in ten years! That's responsive circulation.

And don't overlook the large part of this that comes from Chicago, too. In 1939, WLS received 267,897 letters from Metropolitan Chicago—or 26.5% of all that came from the station's Major Coverage Area—Illinois, Indiana, Wisconsin and Michigan. Chicago has 26.3% of the radio homes in this area. Thus 26% of the homes produced 26% of the mail. That's balanced coverage . . . and shows conclusively that WLS is listened to in Chicago just as it is throughout the adjacent Mid-West area.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* (Chicago) Glenn Snyder, *Manager*

JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco*



Airview of a section of the famed Stock Yards of Chicago which presents the world's largest concentration of cattle and packing houses. The world's largest packing house—the Swift & Company plant—is seen spread out before us. Employing thousands, their annual advertising budget runs well into 7 figures—using ALL media.

worth of food every year—more than three per cent of the nation's total food sales. Its general merchandise bill is even more amazing. Over \$370,000,000 worth of general merchandise, eight per cent of the nation's total sales, finds its way into the homes and into the hands of Chicagoans. It spends \$104,000,000 a year on automobiles and this does not include the \$32,000,000 spent at filling stations. Its houses require \$41,000,000 worth of furniture. Its drug bill is \$55,000,000; its clothing bill is \$121,000,000. In all, it adds up to \$1,215,000,000 a year, and this, Mr. Advertiser, gives you something to shoot at. You can find nearly four per cent of the nation's sales concentrated in this one little area.

Chicago has loafed on its laurels for some years, but the horizon is bright. If a sun has set on one golden period in Chicago history, there is certainly a new sun rising for its next era of business and industrial development. The rumbling and the grunbling arousing business and civic interests is going to bring about that new era. The city's difficulties in providing an adequate

airport . . . its long delay in building its subway . . . its failure to build high speed thoroughfares through congested areas . . . these have been chronic faults.

Chicago's best doctor has always been time. The city will take a lot of punishment, but when it moves, it moves swiftly and effectively. Its park and boulevard systems stand as perennial memorials to this fact. The great utility of its lake front development blends with beauty and civic splendor to mold a singular tribute to its ability to do a job once the machinery is set in motion.

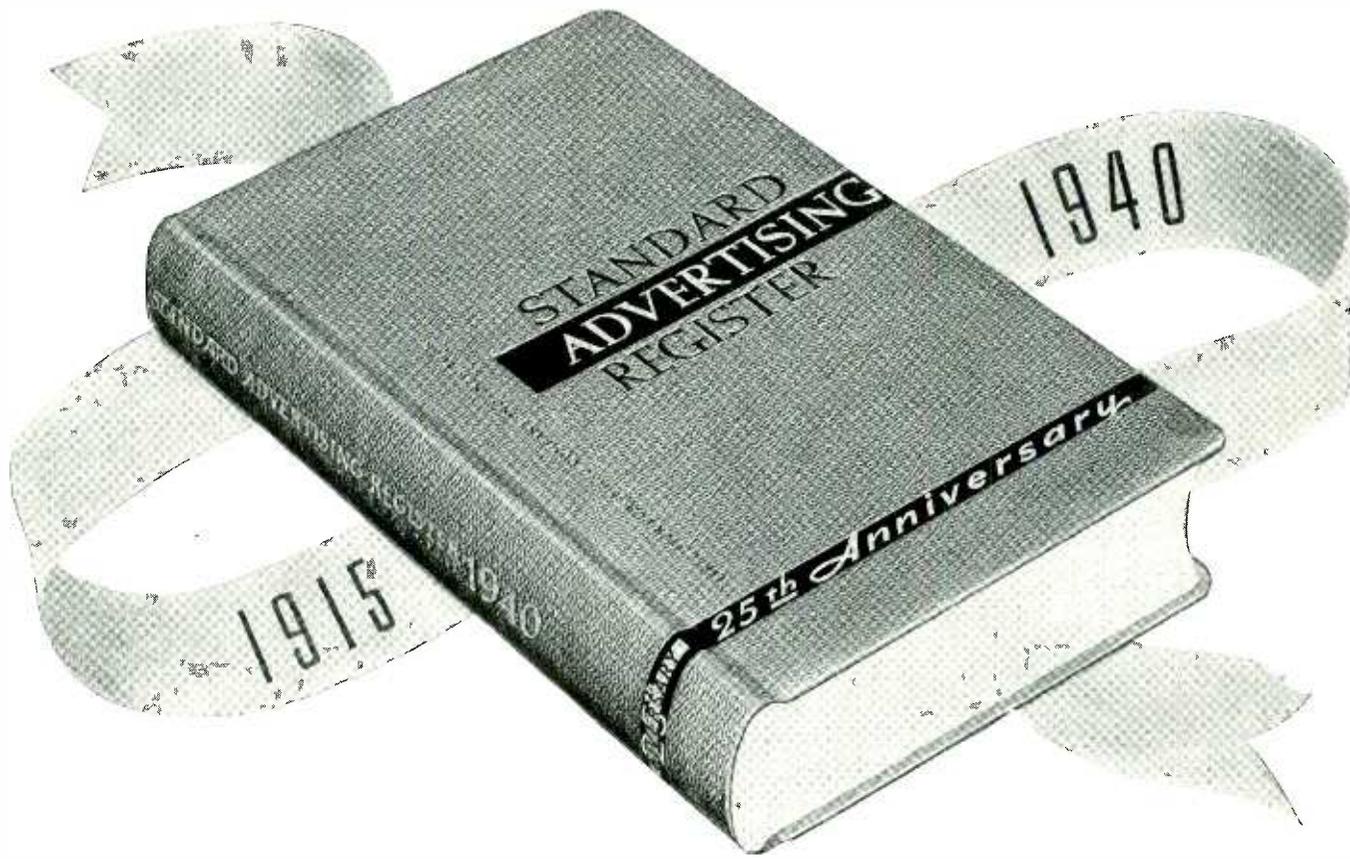
Those who despair of Chicago's development are not looking at the important aspects of its community life. Despite the handicap of a railroad track bisecting its potentially mammoth airport, Chicago's is the busiest airport in the world. When the patience of the city and its citizens is exhausted, the development of this splendid airfield will go forward.

Since time immemorial, Chicago has groaned about its transportation system. Yet in no other city in the world can one ride for one fare over his choice of 227 miles of ele-

vated track, 195 miles of motor bus service, and 1,233 miles of surface lines. This comprehensive transportation system is now to be supplemented by a primary subway plan, which will take the heaviest passenger loads from the most congested areas and will relieve downtown traffic. It is the hope and expectation of the city of Chicago that its subway system will, within the decade, become a fourth great useful transportation unit. Even as it stands today, it is possible to cover the miles that Chicagoans travel between work and home in surprisingly short periods of time. This transportation system extends not only from the loop district to the outlying district, but connects important residential districts with the many large and metropolitan-like business centers that have grown up as far as ten miles from the loop area.

The market research man who is looking for places to spend money for his product might well consider that there is a telephone for every four persons in the city of Chicago—that it is the financial metropolis of the Middle-West, with bank

25th Anniversary Number



25 Years of Dependability

STANDARD ADVERTISING REGISTER

DEPEND on the Standard Advertising Register service to give you complete and accurate information on advertisers and agencies. For twenty-five years it has been constantly enlarged and the scope of the data greatly increased.

The 1940 Register lists over 12,000 National and sectional advertisers. It gives the executive personnel of the advertiser, including advertising manager, sales manager, divisional managers. It shows the agency or agencies placing the account, in most instances with the agency account executive. It outlines the distribution of the advertiser's product and shows the

advertising media used and the time of year when advertising budgets are made up.

In fact, it gives all the necessary information to effectively solicit the advertiser or agency either by mail or in person. Get more information about this valuable service.

Write our nearest office

NATIONAL REGISTER PUBLISHING COMPANY

INCORPORATED

NEW YORK
330 W. 42nd Street

CHICAGO
333 N. Michigan Avenue

THE RED BOOK "THE ADVERTISING WHO'S WHO"



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

Page 64

Say You Saw It In MARKETS of AMERICA—Vol. IV . . . *Please*

OH, FOR GOODNESS SAKE! —AND I HAD SUCH A NICE START, TOO!

Think nothing of it, darling. Even experts have, at one time or another, ended up in a mess when they thought they were off to a prize-winning start. . . . With thousand dollar art work and "million dollar" copy they fashioned an ad that promised to change listless page-turners into feverish fans in one swift application. Then . . . they bought engravings. "Forty and ten" off seemed a sweet song when the salesman sang it, but temper-trying trouble and the deadline on \$6000 worth of white space turned it sour. . . . If you'd like to join the ranks of the hard-headed advertisers who never worry about "color-matching," about "tone values," detail reproduction, printable progs, deadline dates and invoice debates, Rogers will show you how easily it is done. Hundreds of mighty big names in the advertising world have been on their books for upwards of twenty years.

MASTER-CRAFTSMEN OF PHOTO-ENGRAVING • 2001 Calumet Ave. • Phone CALumet 4137 • **CHICAGO, ILL.**



ROBERT G. JENNINGS

With billings of many millions annually, his agency now ranks among the first 10 buyers of radio time. The budget for P&G's Teel, alone, now runs beyond the million figure. Kastor is a pioneer Chicago agency.

nize that Chicago is still a great progressive market center, have overlooked or forgotten that it is the city of eternal surprise.

They have been too much impressed with the city's berators and not enough aware of its material solidity. They are like visitors to New York who see the Bowery and Coney Island and call this city cheap and tawdry, without visiting upper Manhattan, Brooklyn, the Bronx, Queens or any of the sub-

stantial, middle class communities that really make up New York. Impressions of Chicago have been formed too much on hearsay and rumor, on newspaper headlines, and the city's bad boys. All this has little to do with the throbbing vitality of America's great middle western market. We can look to Chicago for a new tomorrow, a tomorrow in which a bright new sun will rise over Chicago's business and industry.

clearings totaling nearly twenty million dollars annually. And if the Chicago permanent market does not suffice, perhaps its million annual convention visitors will help to make it more interesting.

There are few cities today in the United States which offer such singular advantages to industry. With an average annual mean temperature of 49.3 degrees, the city is in a climatic zone where death rates are lowest, where pestilence is infrequent, where the leading markets of the world are found. Its advantages as a distribution center are so widely acknowledged that we scarcely need mention them.

To the industrialist it is important that excellent living conditions prevail for workers,—that it is possible to rent or own a home at reasonable cost. The recreational facilities include Lake Michigan's pleasant summer waters and miles of sandy beach,—the nearby Indiana Dunes, the vast park systems,—countless golf courses, tennis courts, swimming pools, bridle paths, playing fields, and of course, all the theatrical and cultural advantages of a large city.

In all, it has 208 parks, embracing more than 7,000 acres. Why, then, the diminishing respect for Chicago as a market area? It is my opinion that those who fail to recog-

The Chicago Advertising Federation, currently piloted by popular Elon G. Borton, Adv. Mgr. The LaSalle Extension Institute, Chicago, hears many an important ad-world speaker . . . boasts of many famed members. Sketches drawn in Chicago by Manuel Rosenberg, Editor
MARKETS OF AMERICA; The ADVERTISER.



THE GRACIOUS HOST
FROM COAST TO COAST



The Gotham



The Drake
The Blackstone

America's
Luxury
Hotels

A. S. KIRKEBY
Managing Director

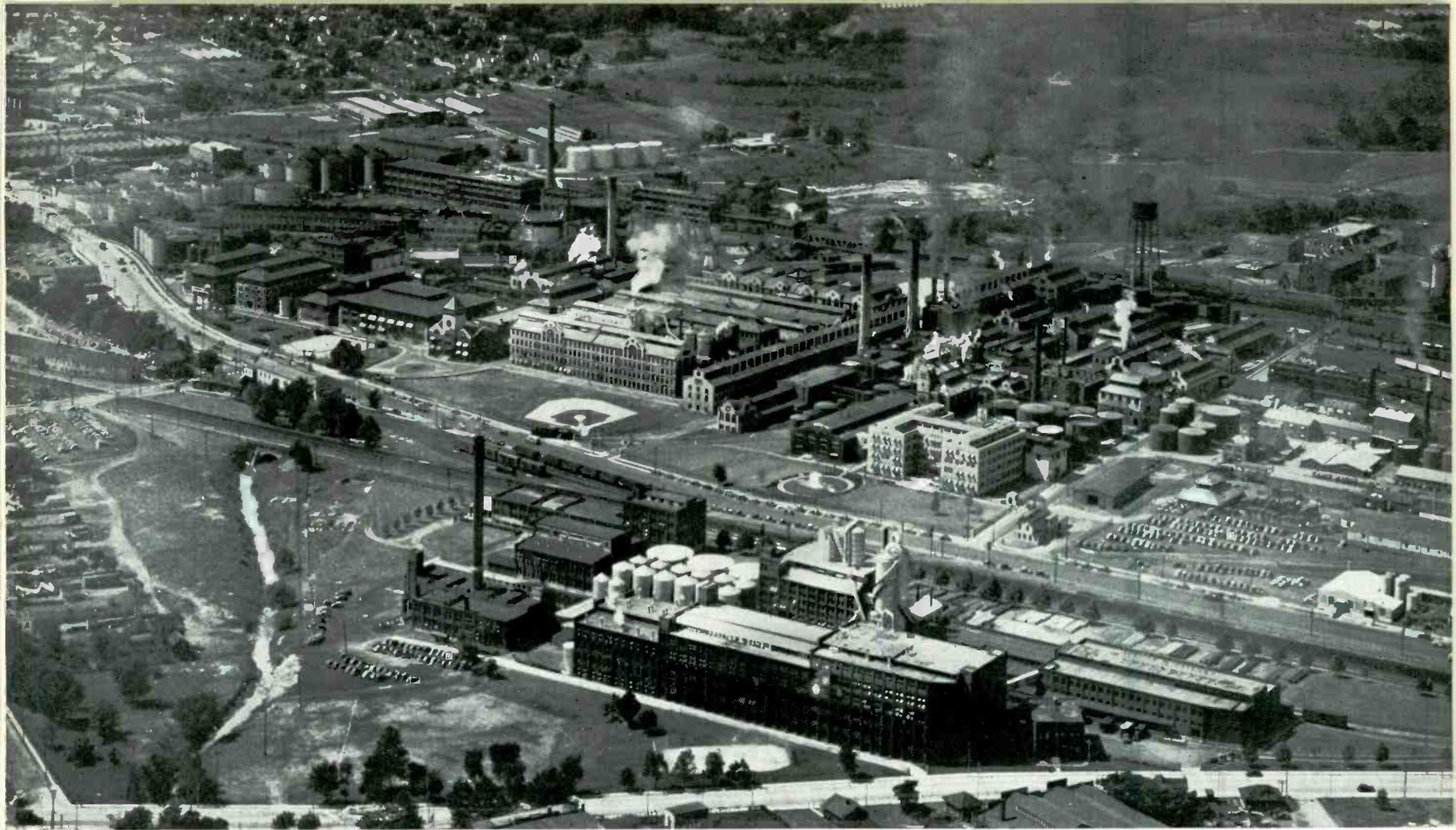


The Town House



Belleview Biltmore

KIRKEBY HOTELS



World's greatest single advertiser, (\$8,000,000 for radio, alone) Procter & Gamble manufactures many of its varied soaps and dentifrices in "Ivorydale", above, the World's largest soap factory, within Cincinnati. For more than 100 years, progressive P&G, employing 12,000, has been an economic bulwark in this market.

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

A City That's Healthy, Wealthy, *and* Buys!...

Queen City's Consumers Are Conservative, Thrifty...
They Save Their Money, They Spend It Carefully

By C. M. ROBERTSON, Jr., *Radio Director, The Ralph H. Jones Co., Cincinnati*

TOPOGRAPHICALLY, Cincinnati is a city of hills and valleys. Economically, those hills and valleys level out into a chart that should be of more than ordinary interest to the national advertiser with a straightforward, factual story to tell.

As scenario writers are wont to say, a lot depends upon the "angle," of course.

To those who are impressed primarily with art and beauty, it may here be stated that the Queen City of the West is indeed one of the

most beautifully situated cities in the country. To the student of sociology, as well, Cincinnati presents an interesting study. The residential districts, established securely on seven hills, might well be considered a city apart—yet even the most outlying residential district is much less than a gallon of gasoline away from the very heart of business and manufacturing. Here is Industrial Cincinnati; out there and there is Residential Cincinnati; each separate and distinct in itself.

For visitors there are sights to

be seen and interesting stories to tell.

Cincinnati boasts quite justifiably of its national recognition as one of the leading cultural centers in the United States. She is the proud possessor of the first endowed Art Academy in America, founded in 1859. Her May Festival Chorus, known from Coast to Coast, was founded in 1873. The Cincinnati Symphony Orchestra, now under Eugene Goossens, is the envy of many other cities.

Cincinnati, more than fifteen



2 GATEWAYS TO CINCINNATI

TWO gateways lead into the \$600,000,000 Cincinnati market. Arriving at the world's most beautiful railway terminal, pictured here, your item is in the city limits. . . . To get it into the homes and hearts and buying habits of Greater Cincinnati, use WSAI. Cincinnati's Own Station opens up the market for your item by getting your sales messages into Greater Cincinnati's 400,000 homes—by backing your program with thorough promotion. In short, by making your product a "must" on the buying lists of 1,600,000 consumers . . .

WSAI . . . *Cincinnati's Own Station*

REPRESENTED BY INTERNATIONAL RADIO SALES • NEW YORK • CHICAGO • LOS ANGELES

CHARLES M.
ROBERTSON

years ago, divorced herself from politician control — her Charter form of Government has long been a pattern, an example, for many a less fortunate metropolis. Physical advances have come regularly, surely. Streets have been widened. New buildings have risen. New hotels have sprung up and older hotels have been modernized. Many convention halls have been added and huge sums have been invested in making the city's largest auditorium up-to-the-minute in every respect. Colleges, Universities, educational advantages are modern and outstanding.

Cincinnati is an important railway center, with a Union Passenger Terminal unsurpassed by cities of larger size. The city is located on the Ohio River, half-way between the source at Pittsburgh and the mouth at Cairo, Illinois—making it an important point on the nine hundred mile link in a great inland waterway. The Municipal Airport is one of the finest in the country, only a twenty minute drive to the hotels. Street car, bus and taxicab facilities are uniformly excellent.

To the amusement minded, the Queen City of the West offers much.

National League baseball, after a score of years of semi-famine in Cincinnati, now enjoys its feast. Again after twenty years, the National League pennant waves over Crosley Field, home of the Cincinnati Reds, league champions. Cincinnati's Zoo is a place of entertainment, aside from its purpose as a huge garden for the exhibition of animals, birds, reptiles and plants. The Zoo is famous for its Grand Opera, with truly famous operatic talent. Band Concerts have always drawn crowds of lovers of good music. Cincinnati's Coney Island has been transformed into one of the country's outstanding summer amusement centers. Beautiful Latonia, only a few minutes into Kentucky, races at two meetings yearly the best of racing's thoroughbreds.

Cincinnati's people are friendly, hard working, thrifty. And—important in national selling and dis-



tribution — Cincinnati's population stays put.

Let's take a look at these good people, who, although as a group rank seventeenth in population, rank twelfth in total number of telephones. Which, of course, would indicate a small percentage of transients and a large percentage of folks whose parents and grandparents were also Cincinnatians.

Where and how do Cincinnatians live? Here again is another indication of stability. Figures from the latest census show 36.9% of the homes owned—61.6% rented. Truly, they don't "fold their tents like the Arabs."

How are they, normally, fixed for money?

Cincinnati, ranking seventeenth in population, ranked fourteenth in income tax returns—a definite indication of comfortable standards of living. Cincinnati ranked eighteenth in automobile registrations. And here again we see those seven hills leveling out into a smooth economic chart—a graphic indication that Cincinnatians are ultra-conservative in the matter of major investments.

What's here for the national advertiser?

Here is the market. A metropolis closer than any other large industrial city to the United States center of population and the center of industry. 120 miles east of the center of population—100 miles southwest of the center of industry.

He knows Cincinnati well, among other markets. His agency's clients use broadcast and newspaper advertising extensively.

Incredible as it may seem, almost one hundred million people live within a radius of 800 miles of Cincinnati—almost five million of them within a radius of 100 miles. The total annual consuming power of metropolitan Cincinnati is more than half a billion dollars. Of the Cincinnati Retail Trading Zone—more than six hundred million dollars.

Surveys reveal these significant facts. Basic industries are represented in the Cincinnati Industrial Area by about 1,700 manufacturing firms, employing considerably more than one hundred thousand persons and producing merchandise with a value at the factory of approximately eight billion dollars. Cincinnati is the bituminous coal center of the United States, receiving virtually all of its coal, at low river and rail transportation rates, from West Virginia and Eastern Kentucky mines. Cincinnati leads the world in the production of soap, machine tools, playing cards and electrotypes.

So there you have it—you gentlemen with products to advertise through magazines, newspapers and microphones. Cincinnati does have its mammoth industrial leaders. And—equally important to you—Cincinnati has its more than modest volume of smaller business. And by that is meant those manufacturers whose volume does not warrant phenomenal figures and fanfare, yet who steadily buy and make and sell, year after year, decade after decade. Steady, they are—as steady, as stable, as the Cincinnati people they serve.

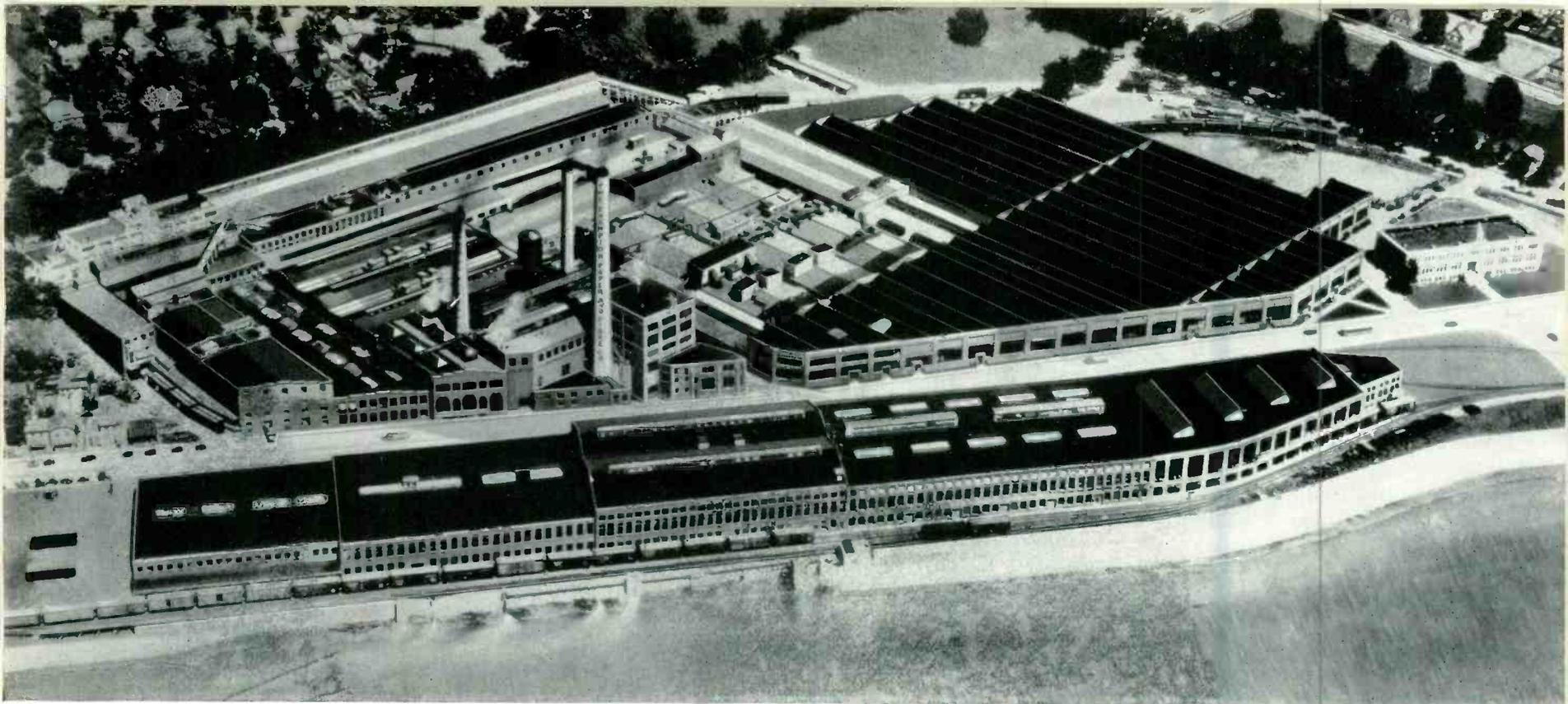
Mr. and Mrs. Average Cincinnati are thrifty folks. They spend less than they earn. Their ups are not high and their downs are not low. They are substantial; there is something *solid* about them. When they buy, they buy wisely and only after most careful consideration. You will find them amazingly slow to respond to oratory—or flash. They live in Ohio—yet your salesmen will be sure they're "from Missouri."

The "spellbinder"—or the man

SMALL OR LARGE... ILLUSTRATION • LETTERING • DESIGN

Sales Art COMPANY

CINCINNATI • DAYTON • OHIO



An air view of The Champion Paper and Fibre Co., Hamilton, Ohio. (45 minutes from Cincinnati). Champion's Hamilton Division manufactures coated and uncoated printers' and publishers' papers, coated and uncoated cardboards, and bond paper, to the extent of 650 tons daily. Its plant, the world's largest paper mill under one roof, covers 56 acres of operating floor space and employs approximately 2900 people. Champion has 10 paper-making and 1 cylinder cardboard machines at the Hamilton Division and a diversification of other equipment used in paper and cardboard manufacture.

who employs cheer-leading technique to stir up his prospects—may well put the City of Cincinnati on the bottom of his list. People have lived here a long time. Their emotions don't stir swiftly—they may, you'll find, prefer to "wait and see." But they are as friendly as they are frugal, as thoughtful as they are thrifty.

Make friends with them; they'll stay with you for a long, long time. Which is rather a wholesome situation, at that.

A little kettle that grew into a giant caldron, three stories high—a little shed that has grown into acres of factories . . . that is the story of The Procter & Gamble Company, with sales of over two hundred million dollars a year—a story of Cincinnati men and minds.

A food counter 40 miles long begins in Cincinnati. From a single little Cincinnati grocery store, back in '83, The Kroger Grocery & Baking Company has grown to a vast organization serving many millions in 18 states.

Machine tool men of Cincinnati

are credited with as many as 80 improvements in the production of automobiles. Throughout the world there is a recognition and a respect for the Queen City's machine tool production.

Eighty million shafts of sunshine are scattered each year from Cincinnati, in the form of Cincinnati-made greeting cards. A heartening

human record—a heartening business record.

Outstanding in radio. Long famous for her production of radio sets and parts, Cincinnati is one of only six cities in the United States supporting two 50,000 watt radio stations—WLW and WCKY. Other important stations are WKRC, WSAI and WCPO.



The Fuchs & Lang Mfg. Co. smartly employed this aerial view of Cincinnati to picture their new location, in a brochure to customers and prospects of this active branch of the famed New York ink firm.

MARKETS of
AMERICA
Vol. 4 . . .
Page 72



“The first impression from movable type”

THE print shown above is a picturization of Johann Gutenberg making the first impression from his movable types. It is presented as our contribution to the nation-wide observance of the 500th Anniversary of the Invention of Printing.

The original steel-engraved print was in the collection of Mrs. Frank H. Kemper of Cincinnati, having been a family possession for over a hundred years. In 1916, through the efforts of Mr. B. A. Baarlaer, President of The Cincinnati Typesetting Company, Mrs. Kemper presented the print to the Ben Franklin Club of Cincinnati.

We are indebted to Mr. Baarlaer and to the Franklin Typothetae of Cincinnati for the opportunity of making this halftone reproduction.

THE CINCINNATI PROCESS ENGRAVING COMPANY, CINCINNATI, OHIO



Vast Fisher Body plant at Cleveland, where General Motors Car bodies are made, employs more than 7,000 Clevelanders, is one of the many great plants that mark this the world's 2nd motor car city . . .

Cleveland... POPULATION: 1,314,255 RETAIL SALES: \$450,000,000

Great Industrial Plants Make Cleveland A Superb Market . . .

Standard Oil Of Ohio (Parent Rockefeller Corporation)
General Electric, Republic Steel, Et Al, Varied Basic
Industries That Create City's Superior Economic
Status...Ohio's Metropolis In Largest "Wet" County

By RALPH LEAVENWORTH, *Vice Pres., Fuller & Smith & Ross, Inc., Cleveland*

WHEN "Rosie" Rosenberg queried me about this story he wrote, "Obviously pay rolls and income are the main factors. Thus, a city that is as prosperous as yours is a natural for practically every national advertiser." He's almost correct. The only thing I've wondered about is the word "practically."

Despite all the talk you've heard in the past few months about Cleveland's "terrible" relief problem—and it has been a problem, but no worse than that of other big

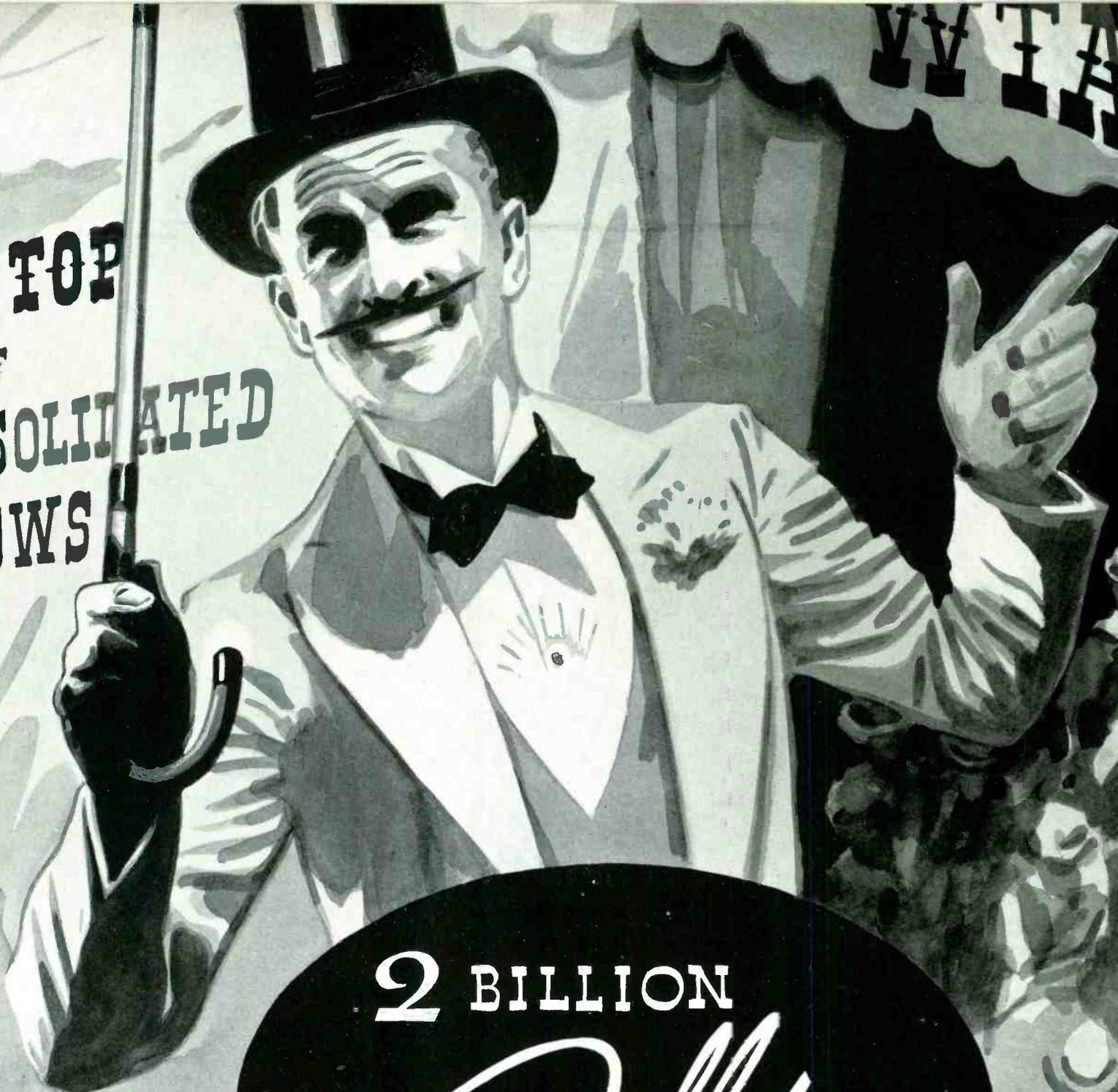
cities, only more publicized—Cleveland's 140,000 factory workers had \$3,200,000 more to spend during the last Christmas month than a year ago, which was an increase of almost 25 per cent. As an indication of how industry is booming, there were 53,400 fewer unemployed in November, 1939, than the November previous. And of course other employment is similarly affected. The problem of domestic help is reminiscent of conditions a decade ago.

And that isn't all. For quite some

time now, surveys show payrolls of industrial workers in Cleveland are running currently at the rate of \$4,200,000 per week as compared with \$3,400,000 a year ago, an "upping" of some \$800,000 a week over last year's level. Think what that means in annual sales of merchandise in this market.

Retail sales in Cleveland are \$450,000,000 a year. But Cleveland is the purchasing hub of an area of 30 counties with annual retail sales of one billion dollars. That is half the total for Ohio, and Ohio

**BIG TOP
OF
CONSOLIDATED
SHOWS**



2 BILLION
Dollar
GATE

No other Cleveland Station has a "big top" like WTAM'S. For the one "admission" you get a "combined show" of 4 audience attractions: Metropolitan Cleveland; 26 major cities; 477 small towns and 131,260 farms. All combined in one compact listening and buying UNIT.

In 1940, it is estimated these 1,253,600 WTAM families will buy nearly 2 billion dollars worth of goods at retail. Ask 'em to buy *your* brand. Reach them all . . . simultaneously through one single advertising medium . . . WTAM, Cleveland . . . at the lowest cost per family.

WTAM
C L E V E L A N D

RED NETWORK CLEAR CHANNEL 1070 KC 50,000 WATTS
THE NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE



One of the nation's finest Outdoor plants—Central Outdoor Advertising Co., a Packer Corporation unit, is located at Cleveland. Above is an example of the type of Outdoor spectaculars that have won this plant many important schedules . . . aided advertisers to merchandise in this great market.

is the fifth state in the country in retail sales.

In this 30 county area is found one of the greatest concentrations of population in the United States, 3,400,000 people. The department stores of Cleveland do 25 per cent of their volume with customers living outside of Cuyahoga County, and the Cleveland newspapers—and radio stations—circulate throughout the surrounding 30 county area.

The fundamental advantages that have influenced Cleveland's growth and that have brought the city steadily forward for more than a hundred years are:

1. Good location with respect to markets and sources of materials.
2. Good transportation facilities.
3. Good living conditions for labor.
4. Plentiful supply of good labor.
5. Low cost fuel and power.
6. Good factory sites and buildings at reasonable cost.
7. Good water supply at low cost.
8. Adequate banking facilities.
9. Reasonable taxes.
10. Efficient municipal services.

Cleveland as a market for national advertisers is built on a solid foundation, one that is made up of steel, automotive parts, paints, rayon, machinery and other basic factors so essential to industrial wealth and stamina.

Cleveland is on the direct line between the largest iron ore and the largest soft coal deposits in the world. Besides these, copper, stone and sand, lumber, wood pulp, hides, clay, wool and oils are brought to Cleveland from nearby sources at low transportation costs.

Cleveland is the manufacturing center at which these materials meet most cheaply.

Cleveland produces a great variety of primary products available for manufacturing and it is a city noted for its great diversity of manufacturing.

Strictly speaking, the production of iron and steel is Cleveland's largest industry, accounting for 11 per cent of the value of manufactured products. However if iron and steel products such as forgings, castings, bolts, stoves, hardware and the like are taken together it adds up to 17 per cent of the value of products. Likewise the production of motor vehicles and motor

vehicle parts and accessories together account for 14 per cent of the total value. While other important industries are electrical machinery, clothing, knit goods, paints and varnishes, printing and publishing and so on.

It is significant that while a few industries are mighty important to the whole scheme, none dominates Cleveland's industrial picture.

While all this makes for a substantial city, it's the people who live in Cleveland who give it personality, who buy your merchandise. Cleveland is noted as a good city in which to live, where people appreciate and use the things that make life pleasant.

Lake Erie does more than just furnish water to Clevelanders at a low cost. It serves to temper the extremes of both summer and winter. It's comfortable and the people of Cleveland like to be comfortable. That's why so many own their own homes. As far back as 1930 the census showed that 36.6 per cent of the homes in Cleveland were owned by their occupants and the new census should show even a greater degree of home ownership. And it's nice to sell to home owners. You get your money.

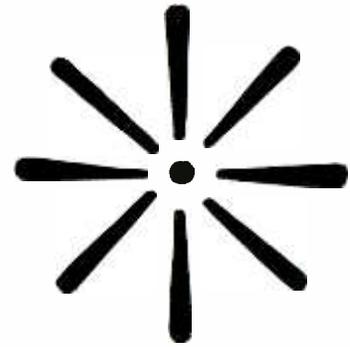
Bigger pay checks for Cleveland workers gave Cleveland retailers a 15 per cent better business during the holidays than over the preceding year. There's no reason to believe these increased pay checks will suddenly drop back to the former levels. Employment is up both in numbers of workers and in average hours per worker. Winter building hit a ten year peak.

In short 1940 looks like a banner year for business in Cleveland.



RALPH LEAVENWORTH

Formerly Westinghouse Gen. Adv. Mgr. he assays Cleveland from a "multi-million dollar" advertiser's viewpoint . . . declares he finds it a "top" market.



"GOT 'EM"

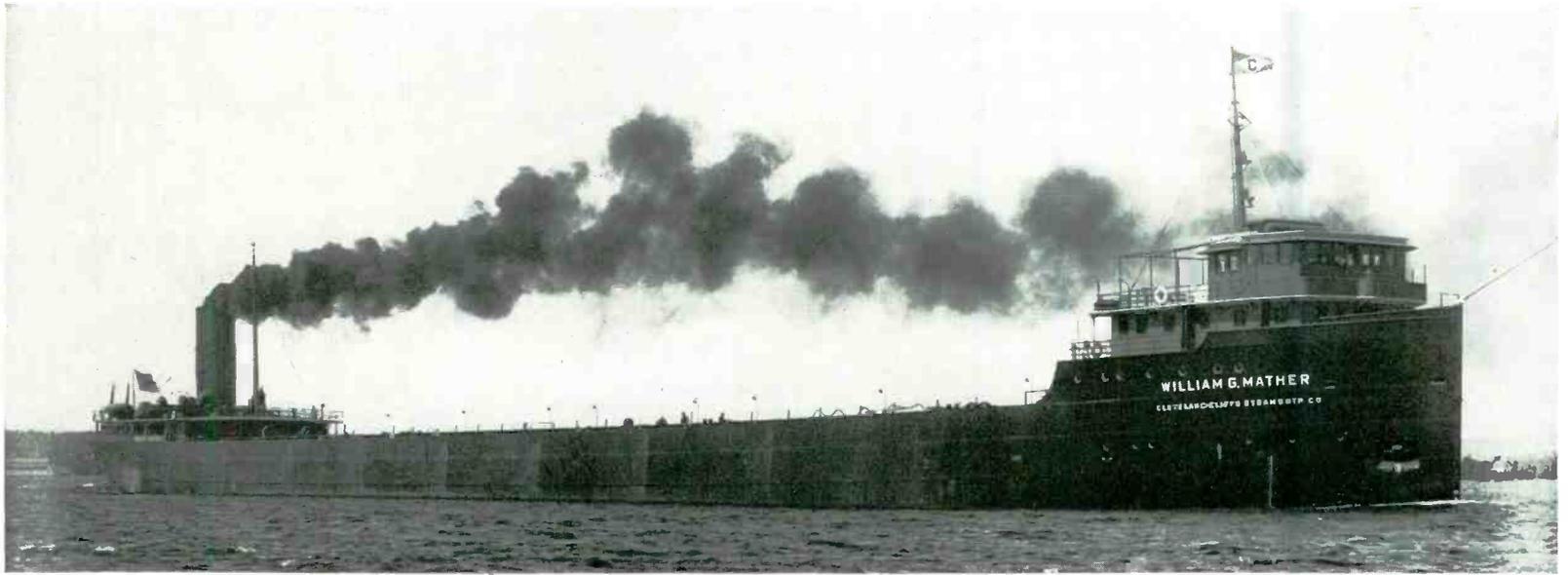
. . . sure we have . . . and lots of them. That is, WHK and WCLE have facilities for getting you Greater Advertising Results from the Northeastern Ohio Market.

WHK—WCLE Cleveland, Ohio

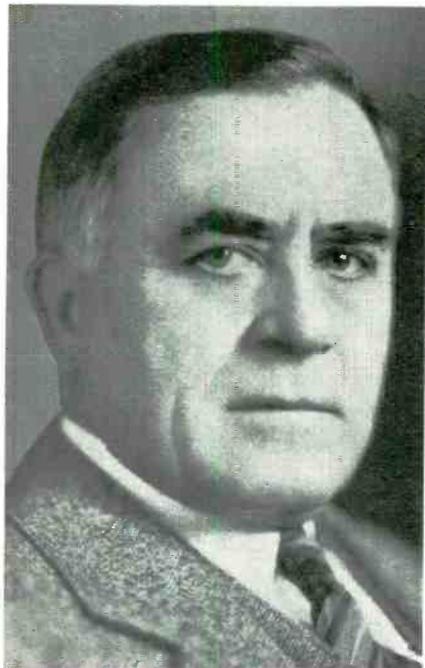
National Representatives
RADIO ADVERTISING CORPORATION



Illustration intended for this advertisement was Censored.



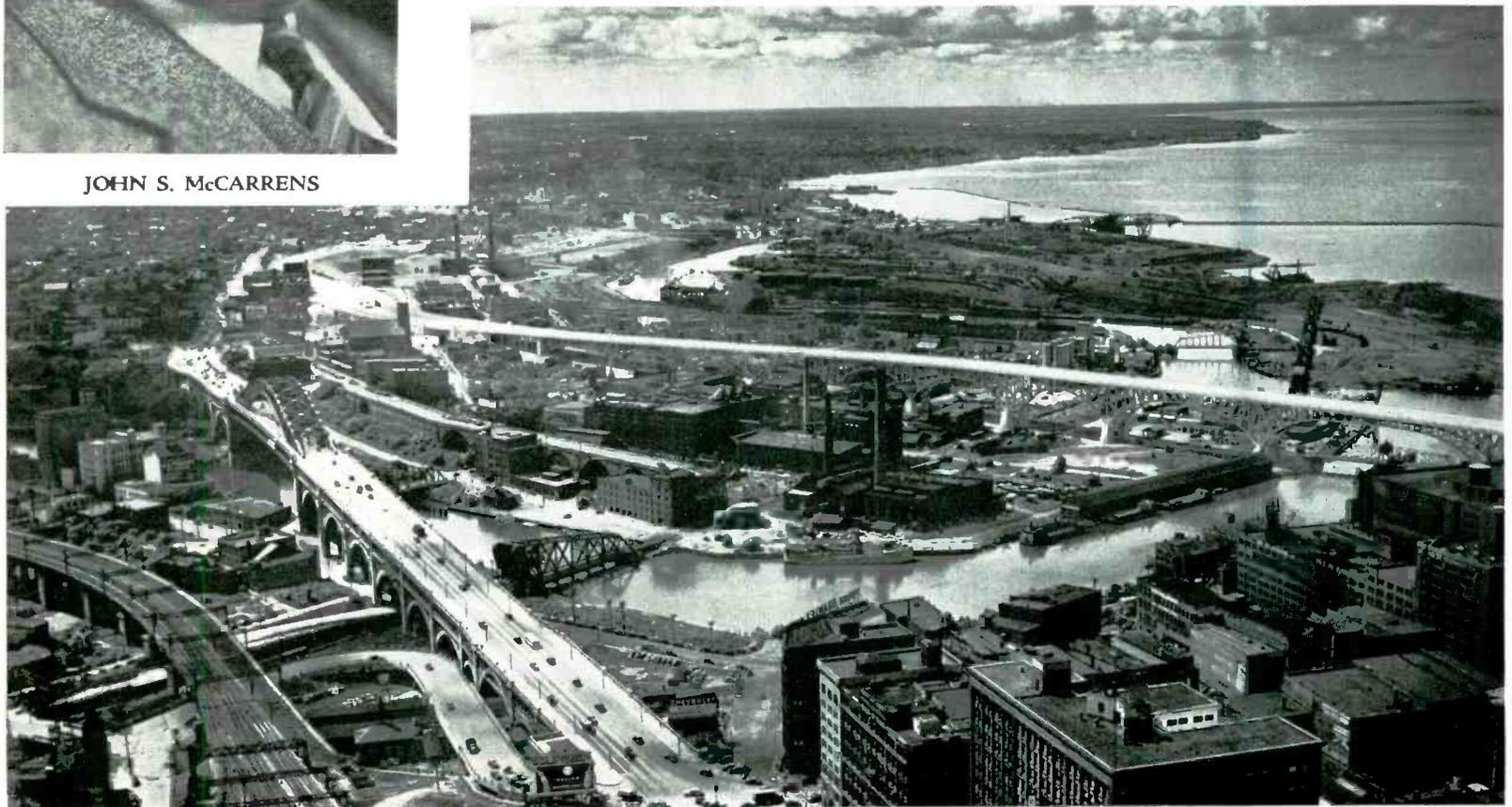
SHIPPING . . . *Cleveland directs three-fourths of all the American bulk shipping and owns a good part of it. In a big year lake freighters bring as high as eleven million tons of iron ore to Cleveland. This photograph shows the flagship of the Cleveland-Cliffs Co. fleet, the William G. Mather, which has a carrying capacity of 13,000 tons.*



NEWSPAPER PUBLISHER'S CHIEF . . . *The famed Cleveland Plain Dealer's dynamic Vice Pres. and Genl. Mgr., John S. McCarrens, was re-elected to fill a second term as President of the American Newspaper Publishers Association, at their April, 1940, conclave at the Waldorf-Astoria, New York City.*

CLEVELAND'S HIGHWAYS . . . *Transportation channels for shipment by rail, highway, river and lake lead into Cleveland. The ribbon of concrete on the right is the new Main Avenue Bridge, photographed just before its opening in October 1939. It has the new sodium lights with automatic control, and modern traffic separation. To the left is the heavily traveled Superior High Level Bridge, carrying traffic on two levels.*

JOHN S. McCARRENS



OHIO

**50%
COVERAGE**

**37%
COST**

Poster advertising facilities are available in Ohio communities representing a population of over 5,000,000. Over 50% of this population is concentrated in territories which are serviced by CENTRAL-PACKER Outdoor Companies at only 37% of the poster display cost of the entire state.

Cleveland, Cincinnati, Toledo, Canton and 180 cities and towns on principal highway routes contiguous to these important markets are covered by CENTRAL-PACKER service.

No national advertiser can afford to overlook this concentrated coverage in Ohio — a key state from a marketing standpoint.

Central

CENTRAL OUTDOOR ADVERTISING CO., INC.

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

Radio Sets Up *New Market Boundaries* . . .

Example Is The "New Western Reserve", Cleveland Area . . . Barton Presents Radio As Highly Effective "Big Six" Convenience Goods Marketing Medium

By HOWARD BARTON, *Sales Manager, Station WTAM, Cleveland*

FROM the standpoint of advertising efficiency, I think the chief characteristic of Radio is its extensive-intensive coverage.

For example: 92% of the people in Ohio own one or more radio sets. This means not only a potential but an actual circulation never before approached by any single advertising medium in the history of business.

I gladly admit the special merits and advantages of each advertising medium in turn but from this one standpoint of circulation alone no newspaper, magazine or class journal has even approximated the extensive-intensive circulation attained by Radio. Radio reaches *all* the people, city, small town and farm through the one single medium, at the same time.

Radio's capacity for universal coverage is not merely a technical phenomenon. It has affected the advertiser's conception of his own markets and his methods of servicing them. Before the days of Radio it was customary to support

a product's city distribution with newspapers and car cards; small town and rural distribution with weekly newspapers and farm publications. And, underneath this localized support was the familiar foundation of national magazines, outdoor posterboards and other media.

But today, Radio has created new market conceptions and new market boundaries which *coincide* with the influence of the medium. For example, the Cleveland wholesale market or trading area is now a unit. Entirely reachable by *one* medium.

. . . Radio. Citing our own 50,000 watt station, illustrated in terms of WTAM's influence, Radio has created here in Northern Ohio and Western Pennsylvania a new economic boundary within which the older geographical and occupational sub-divisions disappear. This new market contains 1,253,600 families. For the first time in advertising experience the great Metropolitan Center, the 17 major urban markets of the area, the 477 small towns and the 131,260 Farms are all fused in

one compact listening and buying Unit. All with the same daily needs, the same standards. All within easy reach of retail stores. All responsive to the same general appeals. And all reached *simultaneously* by one single advertising medium.

I have used WTAM to illustrate this new market conception. But the conditions are paralleled by many Radio Stations from coast to coast. That is, the logical boundaries of the trading area coincide almost exactly with the primary circulation of the Station. Without loss and without waste. The hand fits the glove. Efficiently.

Although most advertising men *already* recognize this combination of extensive-intensive circulation as the chief characteristic of Radio, some of them retain their old visual impression of the traditional market outlines and see the Cleveland market, for example, as Metropolitan Cleveland alone. Or, they may see the 17 other major cities of Northern Ohio and Western Pennsylvania as separate markets, perhaps;



CLEVELAND . . . Traffic at East Ninth

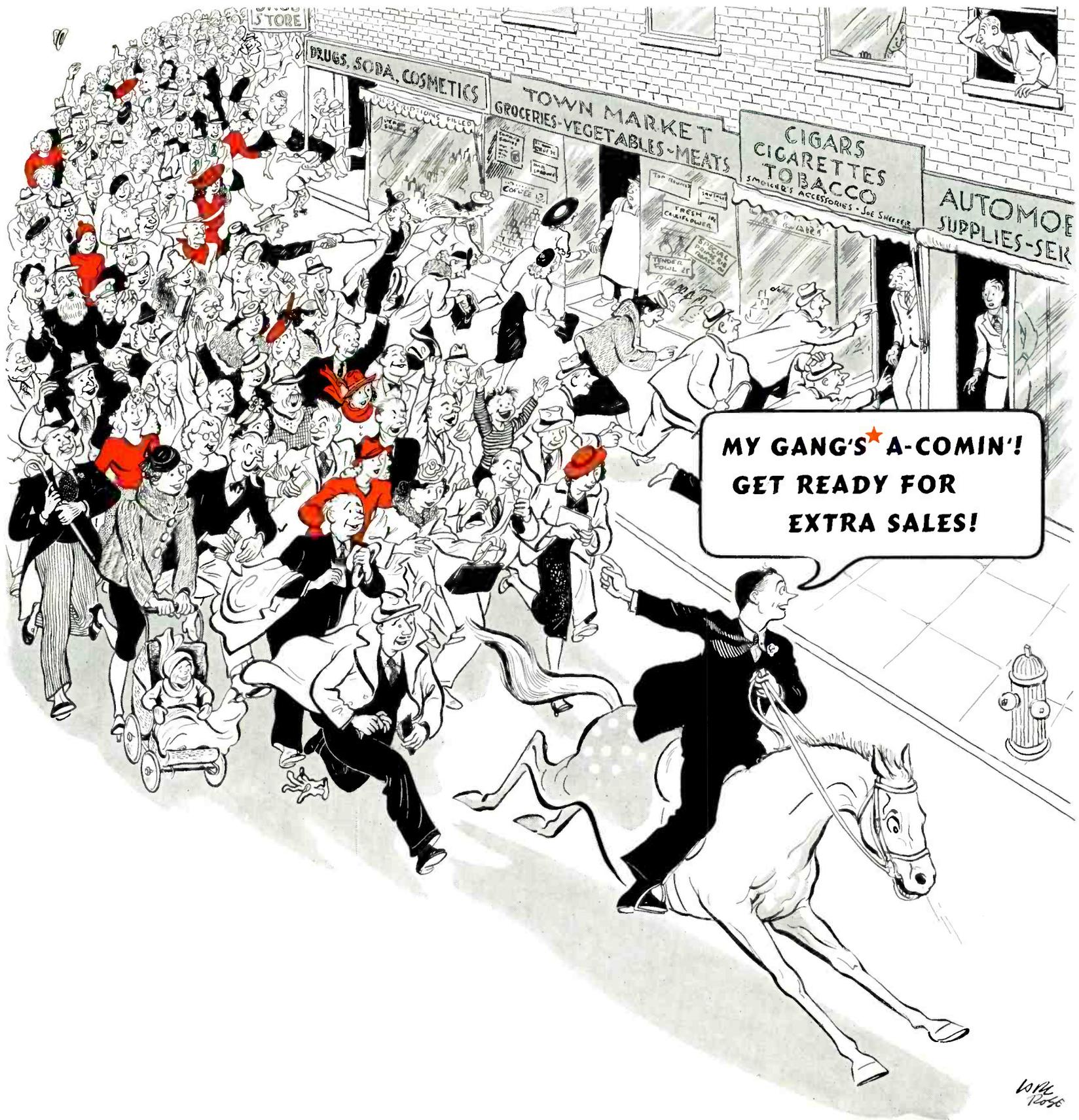


MANSFIELD . . . prosperous looking



YOUNGSTOWN . . . Shops and Shoppers

These camera studies tell the story of Radio creating NEW market boundaries . . .



Spreading the Good Word

★ One reason for the Red Network's ability
to produce extra sales results...



***Its Extra Audience
is One Reason Why the RED is
America's No. 1 Network!**

**There are other reasons too . . . reasons that prove why year after year the NBC Red Network is the country's No. 1 advertising medium!*

Take Audience . . . No other network offers advertisers a regular listening audience as large as the Red's. It's by far the biggest in the business. In addition, more families "listen most" to the Red than to any other network. *A CAB rating on the Red means a greater nationwide audience for a program than the same rating on any other network!*

Take Facilities . . . Not only does the Red Network offer you strategically located clear channel stations, which have been serving the radio audience with high power for years longer than any other network, but *better regional stations as well!* Modern, powerful stations that blanket the buying areas from the Atlantic to the Pacific. The kind of stations that build an audience with clean-cut, easy reception of popular programs.

Take Programs . . . Ever since network broadcasting began seventeen years ago, the Red has set the program pace. And ever since the CAB began checking program appeal in 1930, this network has broadcast the majority

of the most popular day and night-time shows. In addition, the Red—year in and year out, walks off with the overwhelming majority of honors in program popularity polls conducted by Radio Daily, Fame (Motion Picture Daily), the New York World-Telegram, the Cleveland Plain Dealer and others.

Take Selling Power . . . The volume of business placed with the Red Network by the country's leading advertisers is eloquent testimony to this network's selling power. Every year since the beginning of network broadcasting, leading advertisers have used the Red more than any other network. In 1939 national advertisers invested more money in the Red than was spent in any other single advertising medium in the world.

These facts are proof that the Red Network will bring *you* extra sales results!

NATIONAL BROADCASTING CO.
A Radio Corporation of America Service

NBC  NETWORK

The network *most* people listen to *most*

with the small towns and farms remote and apart for special treatment by special media.

This was good economics some years ago because it coincided with the influence of the media then available. But that was before the development of Radio as a primary advertising medium. Today, more than ever, the advertiser wants his intensive coverage of Metropolitan Cleveland. But he also wants the same intensive coverage in the great cities of Akron, Youngstown, Canton, Sandusky, Mansfield, New Castle, Sharon and so on down through the minor city markets of the Cleveland trading area. Moreover, he wants this intensive coverage in every hustling small town and village. In Radio he now has the medium that will reach them all, simultaneously and at minimum cost. Fortunately, he also has a system of hard surfaced roads that make distribution to any and all parts of the area not only possible but *easy* for any jobber worthy of the name.

Since 1914 there has been a gradual shifting of trade (in certain lines) from the small town and country stores to the nearby cities. Style clothes, furniture, furs, rugs, pianos and other finer merchandise are bought in the cities, especially the larger cities. Big purchases are worth the longer trip. (A tip to department stores.) *On the other hand*, the "big six" of Radio are bought in home markets. *Foods and laundry soaps, cigarettes and tobacco* are bought in the *neighborhood* stores. *Gas and oil* at the



HOWARD BARTON

A 3,500 mile trek thru the "New Western Reserve", with camera and notebook, gave him a more complete view of his powerful station's NEW market boundaries . . . Similarly ALL radio stations offer NEW boundaries, he cites.

nearest filling station. The local five and ten is the favorite for low priced *cosmetics and toilet goods*. And, since practically *half* of the radio audience live in small towns and rural communities it is of vital importance for the radio advertiser to reach *all* these people *in addition* to the people of the Metropolitan Center and the other cities in the area. Radio, with its extensive-intensive circulation is being used today to do just this. Reach *all* the people.

If you reach people and tell them about your brand, there are plenty of convenient places, these days, for them to buy. It is the people you *don't* reach who don't ask for your brand. They cannot ask for what they never heard of. Radio tells them ALL.

Here at WTAM, Cleveland, we believe the Station, with its 50,000 Watts of power, reaches into every bay and creek of this vast flow of human activity known to you as the Cleveland trading area. We see the picture and the market as it is. We know it and live with it every day. As consumers, we ourselves are part of it. On the other hand we realize that some advertising men, more familiar with the markets of the Atlantic seaboard, still think of our market much more vaguely than we do.

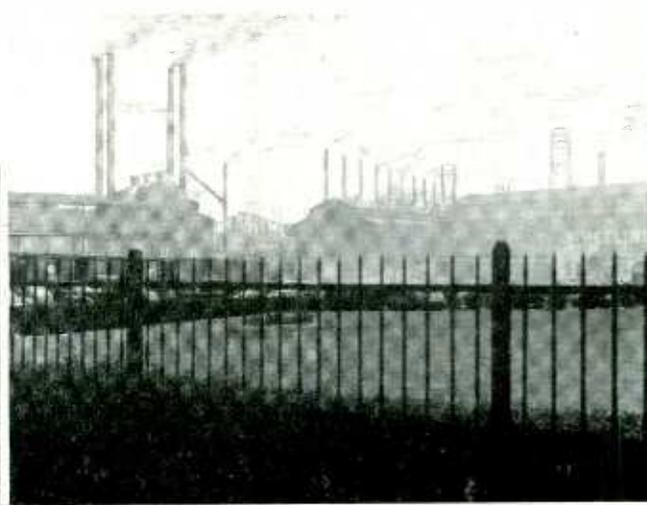
As a result, in an effort to make this "New Western Reserve," as we now call the Cleveland trading area, a living picture, we decided (since we could not bring you here in person) to carry the market to your desk. Accordingly, the men of WTAM recently traveled 3500 miles throughout the territory, took over 300 photographs and compiled thousands of market and social facts about the cities, towns, villages and farms of this region.

The whole study, with its photographs and 82 pages of market description and statistics, has been distributed to National Broadcasting Company sales offices, where it is available to all advertisers and agencies. The accompanying photographs on these pages are a few

Turn to page 211



ARK COUNTY . . . Wheat Harvest on Akron Rubber



STREUVILLE . . . Whirling Steel keeps a smokin'



CANTON . . . City Hall Square

Snapped on an extensive tour defining the vast WTAM, Cleveland, signal.



The Gem City is "home" to many of the nation's Commercial and Engineering Giants—Kettering, Wright, Cox, Col. Deeds, et al. Dayton rose from a washout flood (1913) to unique, industrial world importance. Here east National Cash Register, Frigidaire, Delco, and other great plants are centered, employing thousands.

Dayton, OHIO...POPULATION: 492,300 RETAIL SALES: \$165,000,000

City Of Super-Wealth, Super-Ideas, Super Progression...

High-Income Industrial City Captures
Three "Firsts" in Ohio Market Ranks
...1939 Showed Highly Increased Acti-
vity On All Counts of Market Worth

By RALPH KIRCHER, *Pres. Ralph Kircher Co., Dayton, O.*

DAYTON—forty-first city in the nation and sixth in Ohio—is best known to the man on the street as the place where they "held" the flood and invented the flying machine. To the man high above the street who ponders the perpetual problems of markets these same two facts have some significance.

When eighteen feet of water washed through downtown Dayton in the Spring of 1913 it cleared out everything that would float and

leveled much that wouldn't. Out of the indescribable rubble that remained a new city shortly emerged, built swiftly and well and at a cost that few communities could stand. Not satisfied with that, the city threw \$30,000,000 worth of dams across surrounding valleys. 1913 was an expensive year in Dayton and the point, so far as present purposes are concerned, is that Dayton had the money. Dayton has it today, whether for dams or doughnuts.

As for the airplane, it brought in

genuine copy-book fashion both fame and fortune to Dayton. Wright and Patterson Fields, for instance, are the center of the *material* and experimental divisions of the U. S. Air Corps and bring to Dayton a substantial population-plus of pilots, technicians and assorted air experts whose earnings are high. These same depots offer excellent employment to 3600 civilians, most of them drawn from Dayton and all of them spenders in the Dayton market. Add to this the brisk busi-

THE LISTENERS *know...*



... that WHIO is tops in entertainment, community service and friendliness. 1260 on the dial is "home" to these attentive listeners. Typically American in their loyalty, they prefer products advertised on their own station.

WHIO ★ **DAYTON**

NATIONAL REPRESENTATIVE
GEO. P. HOLLINGBERY CO. CHICAGO, NEW YORK
★ SAN FRANCISCO

5000 WATTS ★ BASIC CBS

ness now enjoyed by Dayton's plane-part plants and you see that Dayton's baby, the airplane, has done well by its home town.

The Dayton Market

Dayton is the hub of a market which, as defined by ABC, comprises 35 cities and towns in eight counties (Montgomery, Clinton, Darke, Greene, Miami, Preble, Shelby, Warren) covering an area of 800 square miles. While local media do, in many instances, reach far beyond these boundaries they can be accepted as designating the area dominated by Dayton and which is influenced largely by Dayton media.

Most of this surrounding area is arable, much of it being rich valley land producing uniformly good yields of wheat, corn, oats, tobacco, rye and livestock. The average farm within the Dayton market is worth \$5,900 (as compared with the U. S. average of \$4,823.00) and all of them produce in an average year (1938) a cash yield of \$42,250,000. When this money goes to town it goes to Dayton. Good roads and good transportation services facilitate the flow of farm dollars into Dayton.

Dayton's eight-county market has a population (1930 census) of 492,300—280,754 of it in urban territory. Family total for the market is 129,800. Of the \$280,000,000 of effective buying income a total of \$164,000,000 is represented in retail sales (1939). A further index of the current buying power in this market is revealed in comparative auto sales for 1938 and '39. In 1938 auto sales numbered 8305. In 1939 the total was 12,788, an increase of 53.9%.

This market, while large, is a compact and wieldy one from a sales promotion point of view. Dayton is both wholesale and retail center for the area, and Dayton media, as an investigation of the three daily papers and two radio stations will reveal, influences and stimulates it in an exceptionally thorough way.

The City of Dayton

In the 1930 census the City of Dayton reported a population of 200,982. Conservative opinion estimates that the 1940 count will reveal an increase of from 30,000 to 40,000. This better than normal

growth can be credited to the steady flow of new industry into Dayton, much of it attracted by the city's location near the population and industrial centers of the nation, to its wealth of skilled and semi-skilled labor, to its good transportation facilities, and to a civic point of view favorable to modern industry.

91.5% of all Daytonians are native white. Of the 52,700 families, 42 percent own their own homes. 65 percent of all workers are skilled or semi-skilled, a figure held high by the character of Dayton industry.

Dayton workers are currently pocketing paychecks totaling \$7,200,000 each month—this being a clearing house figure that does not take into account private and other sources of income. The effective city buying income is considerably higher.

An Industrial City

Dayton is the home of 450 industries producing 800 different products. Most famous of Dayton companies, and perhaps the best known of all American factories, is the National Cash Register Company. While it is true that the railroads no longer sponsor excursions for the express purpose of visiting NCR, as they once did, the immense plant is still considered a model of modern manufacturing methods. At NCR—as at the many other register plants including Ohmer, Standard and Egry—the payrolls are dominated by skilled workers commanding good incomes. In much the same

classification are other foremost Dayton companies including: Frigidaire, Inland Manufacturing Company, Dayton Tire & Rubber, The Stanley Mfg. Co., Lowe Brothers Paint, Master Motors, Duro Pumps and Water Softeners, McCall Publications, Aetna Paper, Kurz-Kasch Plastics. It is this wide diversity of industry that keeps Dayton's employment and income—\$2500 per family—high throughout the year. It is not a one-season, one-industry or one-sided market in any respect.

A Concrete Comparison

Dayton's position in relation to the nine other Ohio cities of larger or comparable size is worth considering. Following are nine classifications, year 1938, with Dayton's per capita ranking in each classification:

- Third in retail sales
- Second in food sales
- Second in restaurant sales
- Fourth in apparel sales
- First in filling station sales
- First in furniture sales
- Third in building material sales
- First in drug sales
- Second in miscellaneous sales

A market that can capture 3 firsts, 3 seconds, 2 thirds and one fourth position—and against such an impressive field—might be described, in the parlance of another kind of contest, as a "sure thing."

Where Is The Dayton Market Going?

Latest figures show healthy increases in all the activities that indicate the sales potentialities of a market. 1939's figures for Dayton, when laid beside those of 1938, show the following improvements:

- 16.4% increase in retail sales
- 30% increase in building permits
- 17.9% increase in car loadings
- 7.1% increase in telephones
- 5.6% increase in postal receipts
- 6.3% increase in bank debits
- 13% increase in general newspaper lineage

In Brief

Whether you are interested in a quick, thrifty and comprehensive test or are on the search of markets worthy of the "full schedule"—Dayton and its ABC area offer the double-barreled benefits of a high-income industrial city commandingly situated in a top-ranking rural and small town market.

"Dayton workers are currently pocketing \$7,200,000 monthly..."



**RALPH
KIRCHER**

C R A F T S M A N S H I P

THIS organization offers to manufacturers and advertising agencies the experience gained in seventy-four years of successful effort applied to the production of fine printing. Whether it be a leaflet or a complete direct mail campaign, we can show you the road to successful sales accomplishment through direct advertising.

»» ««

Letterpress and Offset printing . . . the two dominant printing processes . . . each has its place in presenting practicably and economically the pictorial sales promotional message.

»» ««

At REYNOLDS & REYNOLDS either one or both processes may be used to reproduce the piece or campaign in accordance with the desires of the customer and most appropriate.



Established



in 1866

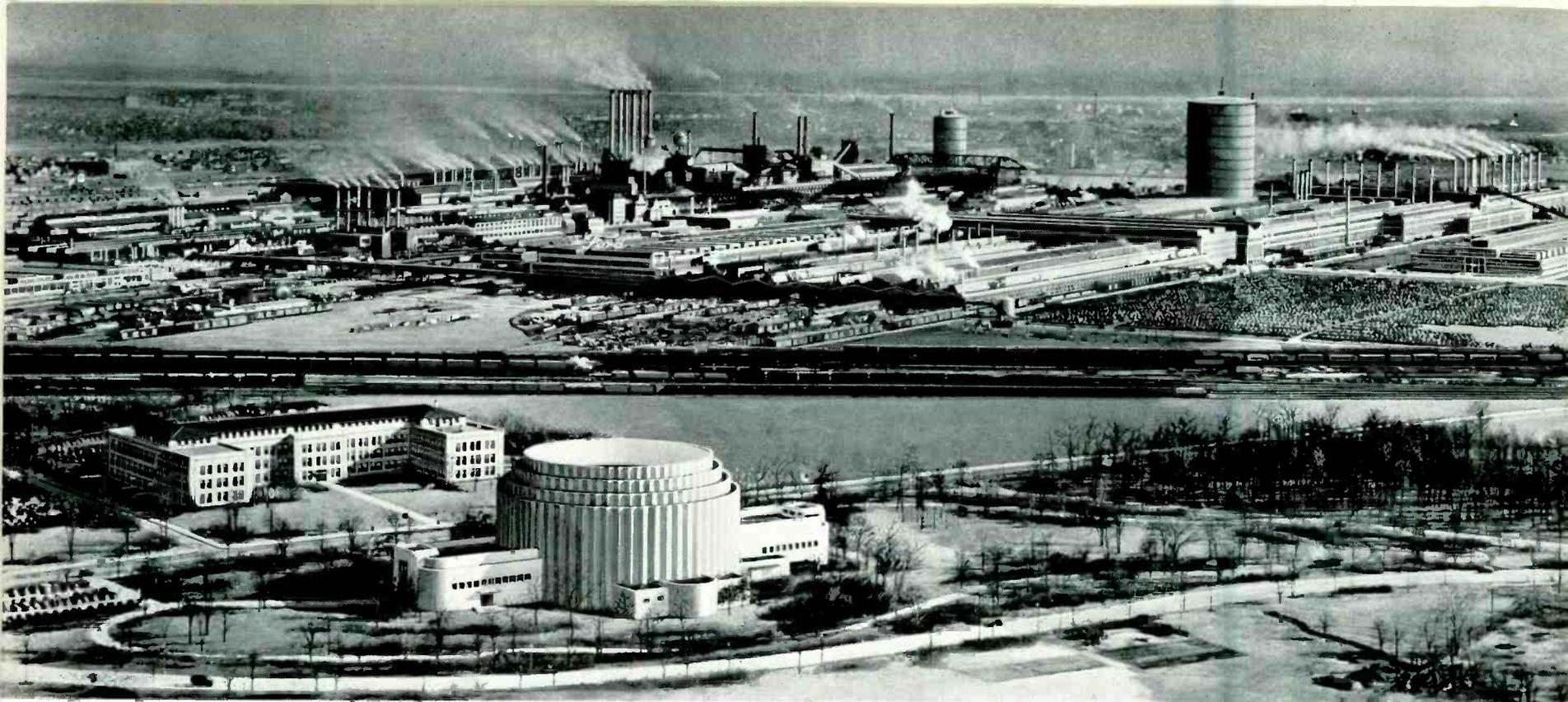
The REYNOLDS & REYNOLDS *Company*

ADVERTISING and COMMERCIAL PRINTERS and LITHOGRAPHERS

an ORGANIZATION offering a COMPLETE ADVERTISING
SERVICE CONCEIVED and PRODUCED UNDER ONE ROOF

WORLD'S LARGEST MANUFACTURERS OF STANDARD ACCOUNTING SYSTEMS

Home Office and Factory . . . Dayton, Ohio



World's largest industrial development, the super-fast Ford Motor Co.'s River Rouge plant at Dearborn, the corporate suburban city adjacent to Detroit. In the foreground is noted the modern, circular Ford exhibition building, same unique architectural design that was seen at the Chicago Century of Progress Fair, 1933-34. Back of it (left) is the Ford Engineering and Research structure and, beyond, the massive acreage of plants that have produced millions of Ford motor cars for world-wide sales.

Detroit . . . POPULATION: 2,116,054 RETAIL SALES: \$800,000,000

The City That Has Changed The *World's* Pattern of Life

Nation's Fourth Market Has Put The World On Wheels . . . Skilled Automotive Workers Earn America's Largest Payroll, Make Detroit Super-market For Nationally Advertised Products

By LOUISE C. GRACE, *Director of Research & Media, Grace & Bement Inc., Detroit, Mich.*

DETROIT, although one of the oldest cities in America, west of the original seaboard colonies, is motivated by the spirit of youth. A zest for living, the courage to do and dare, the fresh vigor which fights to win, have fashioned the pacemaker of the nation. Detroit's production activity is the gauge of America's prosperity.

By every yardstick of industrial supremacy, Detroit is the biggest purely industrial city in the world. The genius of its industrial leaders—their initiative, their creative and inventive ability, their vision, their skill in organization—is evidenced by the long list of industries in which Detroit ranks first.

In Detroit and within a radius of less than one hundred miles are produced more than 90% of the motor vehicles built in the United States. These passenger car and truck producers use annually approximately 20% of all steel consumed in the United States, 73% of all plate glass, 30% of the nickel, 46% of the upholstery leather, 40% of all mohair. The automotive industry leads as a user of gasoline and rubber. Many other materials are bought in substantial volume, every state in the union supplying at least one material.

Detroit developed the first practical vacuum cleaner. It is the birthplace of the electrical refrigerator and an important producer

of home appliances and electrical devices. It pioneered in the oil burner industry and is forging ahead in the manufacture of air conditioning equipment and plastics.

Detroit ranks at or near the top of the entire country in adding machines, alkali products, automotive parts and accessories, cigars, foundry products, machine tool accessories, paints and varnishes, pharmaceutical and biological products, pleasure boats, refined salt, seed packing, stoves and heating devices, trailers (commercial, house and camp).

During the past ten years, many steel mills have been established in the Detroit area because of the tre-

What it means to YOU!

The best radio buy in Detroit—based on greatly enlarged primary area day and night coverage resulting from WXYZ's new high power transmitter . . . at no increase in rates.



MORE MARKETS THAN EVER BEFORE . . .



MORE LISTENERS THAN EVER BEFORE . . .



MORE VALUE PER DOLLAR THAN EVER BEFORE . . .



WXYZ's new RCA transmitter and Blow-Knox vertical antennae located seven air miles from downtown Detroit has more than doubled the nighttime guaranteed good service area.



NO INCREASE IN COST

Key Station
Michigan Radio
Network

★
Basic Detroit
Outlet For NBC Blue
Network

★
5000 WATTS
Daytime

★
1000 WATTS
Nighttime

★
National Sales Representative
PAUL H. RAYMER CO.

LOUISE
C. GRACE



One of the nation's outstanding women in the field of Advertising, she ably portrays her home city . . .

mendous market offered by the automotive industry. This is rapidly making Detroit a steel center.

Another recent development which will bear watching is the location of glass plants in the Detroit area to take advantage of available silica deposits.

Detroit's History

It was in 1699 that Sieur Antoine de la Mothe Cadillac appeared before Louis XIV of France to plead for a grant of money, men and stores with which to establish a community in the New World. According to legend, Cadillac thus presented the natural advantages of his contemplated location:

"We call it Detroit—the Place of the Strait—a narrowing between two lakes, where French settlement would hold in check forever the English and their Indians. At Detroit nature is gentler than elsewhere in New France. Fresh waters hold fish and waterfowl enough to feed thousands. The country abounds in meat animals. This is the center of the best fur-bearing region.

"Through Detroit runs a straight line from Montreal to the head of Western Lake, the place of the Chicag. Also from Detroit we could penetrate the Ohio Country and outflank traders of Pennsylvania. Furs could be embarked for the East in large bateaux. Expense of importing trade goods would be reduced."

These arguments prevailed and with the one hundred Frenchmen allowed him, Cadillac in 1701 erected a palisaded fort on the north bank of the Detroit River and Detroit was founded.

Detroit's history and growth testify to the soundness of Cadillac's judgment. Even in those first early days, the annual fur trade in Detroit and surrounding territory was valued at thousands of dollars and with each succeeding generation, it has led in the commercial and industrial activities of the day.

Detroit Statistics

Detroit is the fourth largest city in the United States. Its estimated population is 1,695,000; for the

Metropolitan Detroit area, 2,220,000. It covers an area of 138 square miles and completely surrounds the two "island municipalities" of Highland Park and Hamtramck whose combined population is approximately 110,000.

It has ten miles of water front, with a total of twenty-four miles for the Detroit area. Its assessed valuation in 1939 was \$2,471,597,680. 74.1% of its people were born in this country, 66.4% of whom are white, 7.7% negro. The 25.9% foreign-born of its population includes Canadians, Polish, German, English, Italian, Scotch, Russian and Hungarian with a small percentage of miscellaneous nationalities. 57% of Detroit's families live in single houses; 31% in houses with two, three or four flats; 12% in apartments. 42% of Detroit's families own their own homes. 75% of Detroit's families own automobiles, and can, therefore, live some distance from their work. This tends to eliminate the slums usually found in large cities and has created many suburban developments.

The cost of living in Detroit declined 3.2% during the year ended June 15, 1939, by far the greatest decrease shown by any of the thirty-two large cities covered by the report of the Bureau of Labor Statistics.

Favorable Location

Detroit is the largest city and the metropolis of Michigan. It represents a big, highly concentrated market. It has 39% of Michigan's population within its corporate lim-

its and 48% in the metropolitan area, 57% of Michigan's gainful workers, 59% of Michigan's industrial plants and is responsible for 54% of Michigan's total retail sales and 65% of Michigan's income tax returns.

The city is located in the southern peninsula of Michigan on the west side of the Detroit River, which separates Canada from the United States. Detroit proper is approximately seven miles distant from Lake St. Clair and eighteen miles from Lake Erie.

It is favorably situated with respect to most basic raw materials used in industry. Oil and gas, gypsum, salt, bromine, magnesium, calcium and other chemical materials are readily available within a few miles of the city.

Water transportation makes possible the economical working of deposits of limestone, gravel, silica, clay and sand, and gives easy access to ample supplies of copper, iron ore and other products of Michigan's abundant natural resources.

Weather

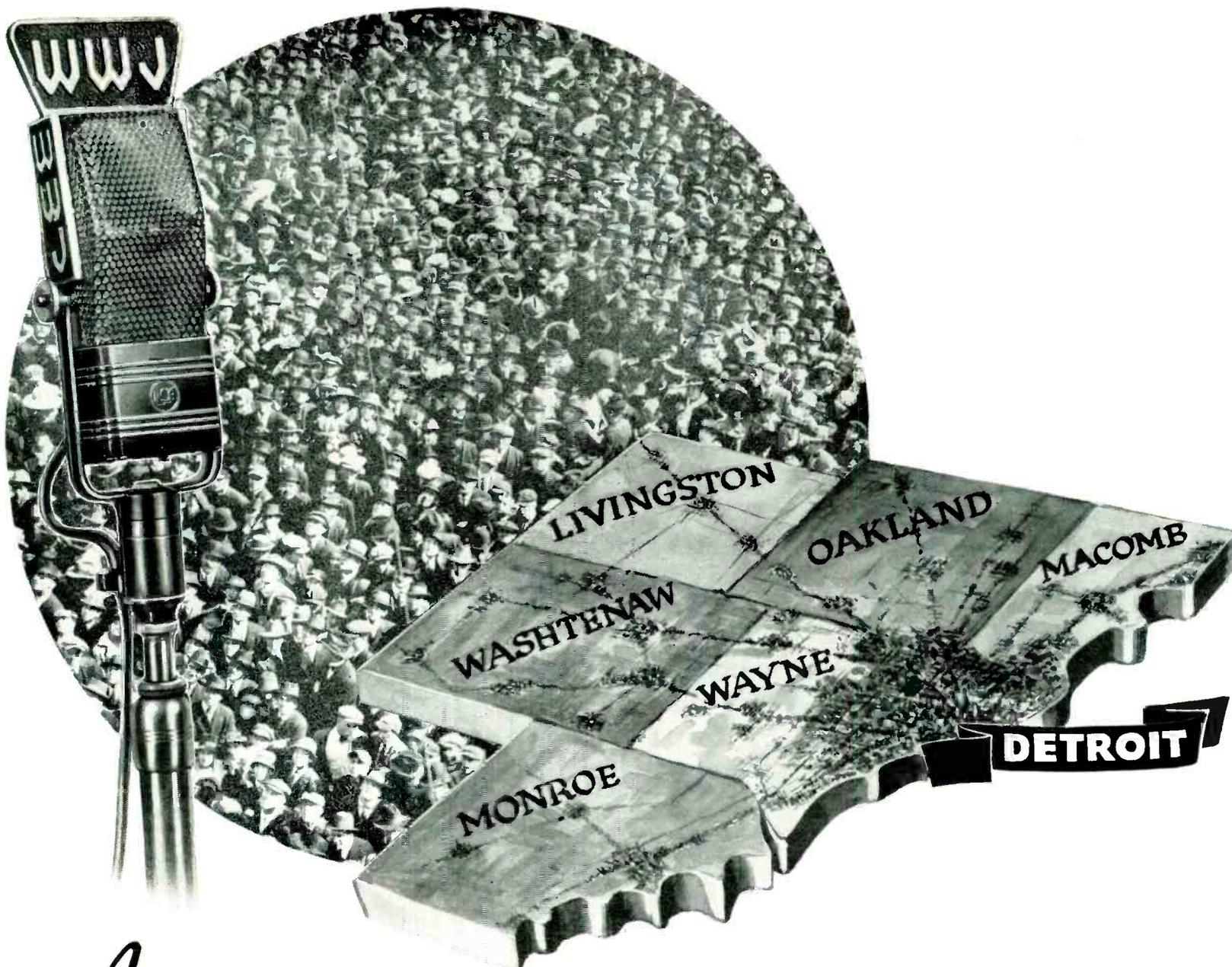
Detroit has a pleasant, healthful climate that is relatively free from extremes of heat or cold. January has the lowest mean temperatures of 24.4 degrees, July the highest of 72.1 degrees, with the average annual mean temperature 48.5 degrees. Up to the present Detroit has been spared visitations by flood, earthquakes and tornadoes.

The death rate is one of the lowest of any large city in the country. In 1938, it was only 7.8 per thousand inhabitants.

How Detroit Workers Earn Their Income

The 1930 U. S. census showed that of the 756,107 gainfully employed Detroiters, 55% were engaged in manufacturing and mechanical industries, 17% in trade, 10% in domestic and personal service, 7% in transportation and communication, 6% in professional services and 5% in miscellaneous occupations.

58% of Detroit's families derive their income from skilled and unskilled labor. 36% of the families

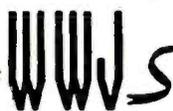


A Powerful Voice in a Great Market

Here is the established Detroit market. It consists of six Michigan counties within a radius of 50 miles from downtown Detroit. In these six counties reside more than 2,300,000 people, or 48% of the total population of Michigan! These six counties account for 54% of Michigan's total retail sales (\$744,000,000 annually); 57% of the State's gainful workers; 59% of the industrial plants, and 65% of Michigan's income tax returns. Wayne County (Detroit), one of the six trading area counties, was ranked by the U. S. Department of Commerce recently as NUMBER ONE (1) in industrial wages in the country. More recently, the U. S. Department of Commerce reported that Wayne

County led the whole country in recovery between 1929 and 1937. In fact, Wayne County was the only county in the United States to produce goods with a dollar and cents value greater than in 1929!

Here advertisers have a *proven market* capable of absorbing goods in vast quantity; a market that is available through a *single radio station*—WWJ—which has led all Detroit radio stations in listener interest by every survey that has been made for 10 years! Test your sales plan in this big, active market now. Let WWJ carry your message into the buying power homes.



National Representatives
George P. Hollingbery Company
 New York : Chicago
 San Francisco : Atlanta

*America's Pioneer
 Broadcasting Station*

*Member NBC
 Basic Red Network*



Chevrolet's noted President, M. E. Coyle, receives documentary evidence of production of the 25,000,000th General Motors car (a 1940 Chevrolet) at the Detroit Chevrolet plant, as General Motors' major chiefs, look on. GM's Pres. Wm. Knudsen (right) heads operations of all G.M. units, employing more than 135,000. Detroit is internationally important General Motors' headquarters city.

Left to right: C. E. Wetherald, Chevrolet General manager, Mr. Coyle, H. H. Curtice, Buick General Manager, A. P. Sloan, Jr., Chairman of the Board of General Motors, Fred Brozen, veteran Chevrolet employee, C. S. Mott, General Motors vice-pres., C. E. Wilson, executive vice-pres., and Mr. Knudsen.

represent skilled labor which has a high earning power.

Factory wages in the Detroit area are higher than in any other part of the world. In 1937, the average annual wage per worker was \$1594. The national average in that year was \$1180.

The higher productivity and skill of Detroit wage earners is shown by the fact that the per capita value of manufactured products turned out by the factories in the Detroit area in 1937 was \$1623 as compared to a national per capita value of \$495.

Because of the greater earning power of a large percentage of its citizens, Detroit in times when the country as a whole is reasonably prosperous, is consistently 15% to 30% ahead of the national average.

A national health survey made in 1935 showed that the percentage of families receiving less than \$1000 per year is normally lower in Detroit than in any other large United States city. The income of nearly one-half of the families in Detroit varies between \$1000 and \$2000 per year.

In 1937, the latest date for which figures are available, the total payroll for business and industry in the Detroit area was well over a billion dollars.

Industrial Detroit

The U. S. Census of Manufactures for 1937 credited the Detroit area (Wayne and Oakland Counties) with 2451 manufacturing establishments.

These establishments provided employment for 406,882 factory workers, to whom they paid \$648,515,254 in 1937. In addition to the wage earner payroll, \$112,489,711 was paid out to salaried employees, bringing the total payroll for both salaried employees and

wage earners for 1937 up to \$761,004,965.

The 1937 value of manufactured products in the Detroit area totaled \$3,409,350,809, while more than \$2,000,000,000 was spent by the factories for materials, fuel and electric energy.

From 1933 to 1937 Wayne County showed an increase of 170.5% in the value of manufactured products and an increase of 193.9% in its purchases of materials, fuel and power.

Of the eight counties producing one-fourth of the nation's manufactures in 1937 Wayne County (Detroit) was second only to Cook County (Chicago) in the value of manufactured products and was first in payroll and purchases.

Detroit has made greater industrial progress since the turn of the century than any other city in the United States. This has been due to many favorable factors which include the preferred location of the city with respect to raw materials, its supply of skilled workers, its excellent rail, water, air and motor truck transportation facilities, good government and reasonable taxes.

In 1859, Detroit-made products constituted only one-third of one per cent of all U. S. manufactures—in 1937, they were 5.11%.

During the process of this enormous growth, the type of Detroit's leading industries changed considerably. In 1860, copper smelting, the sawing of lumber and the manufacture of steam engines and other machinery led all other industries in the value of products turned out.

The Detroit motor industry was born in 1900. By 1904, the building of motor vehicles ranked fourth among local industries. Foundry and machine shop products were

first, druggist preparations second, and stoves and ranges third. Manufacture of chewing and smoking tobacco, flour and grist mill products, men's clothing, and furniture were also leading industries.

A Wholesale Center

Today the making of automobiles and of motor vehicle bodies and parts has reached such enormous proportions as to practically eclipse the tremendous size of the many other leading industries. Actually Detroit has within its area eighty or more different lines of manufacture.

Detroit is an important jobbing center. The 1935 U. S. Census of American Business listed 2333 wholesale distributors in the city whose sales in that year were \$950,734,000. The wholesale payroll in the Detroit area was \$42,379,000.

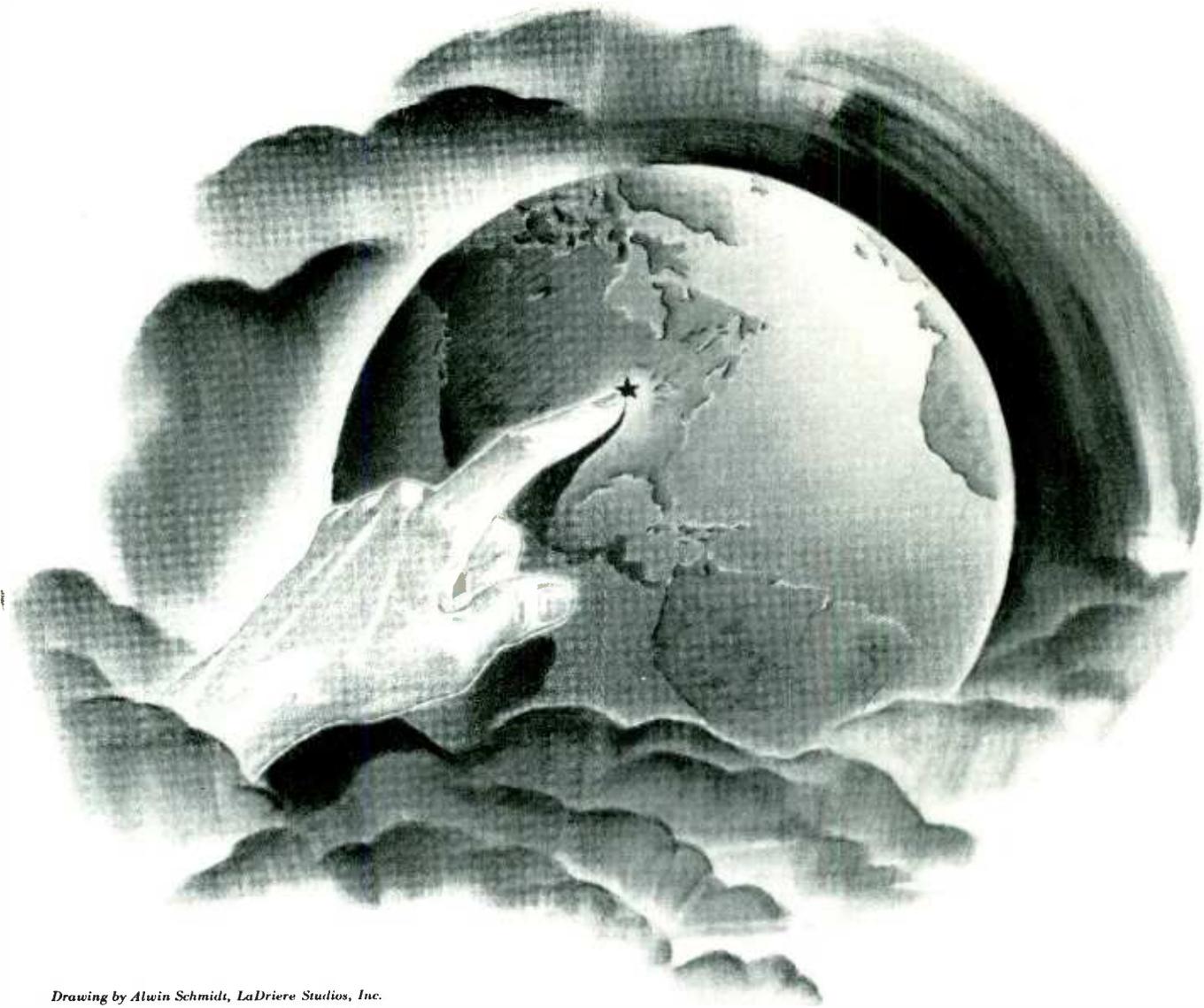
A partial census of wholesale sales in Detroit, taken on a sample basis, indicates a big expansion between 1935 and 1937, with net sales increases ranging from 5.1% to 91.4% depending upon the kind of business.

Local wholesale houses exert the dominating influence in an area within a radius of 215 miles of Detroit. Since the entire trading area is so easily accessible by various means of transportation, 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.

Michigan, Ohio, Indiana, Illinois and Wisconsin are within an overnight haul from Detroit and within these five states are concentrated one-fifth of all the persons in the United States and 22.6% of its estimated buying income.

Detroit Retail Sales

There were 19,133 retail outlets in Detroit in 1935 as reported by



*Drawing by Alwin Schmidt, LaDriere Studios, Inc.
Courtesy of Dow Chemical Co., Midland, Michigan
Agency—MacManus, John & Adams, Inc., Detroit.*

ART IS NOT A QUESTION OF GEOGRAPHY

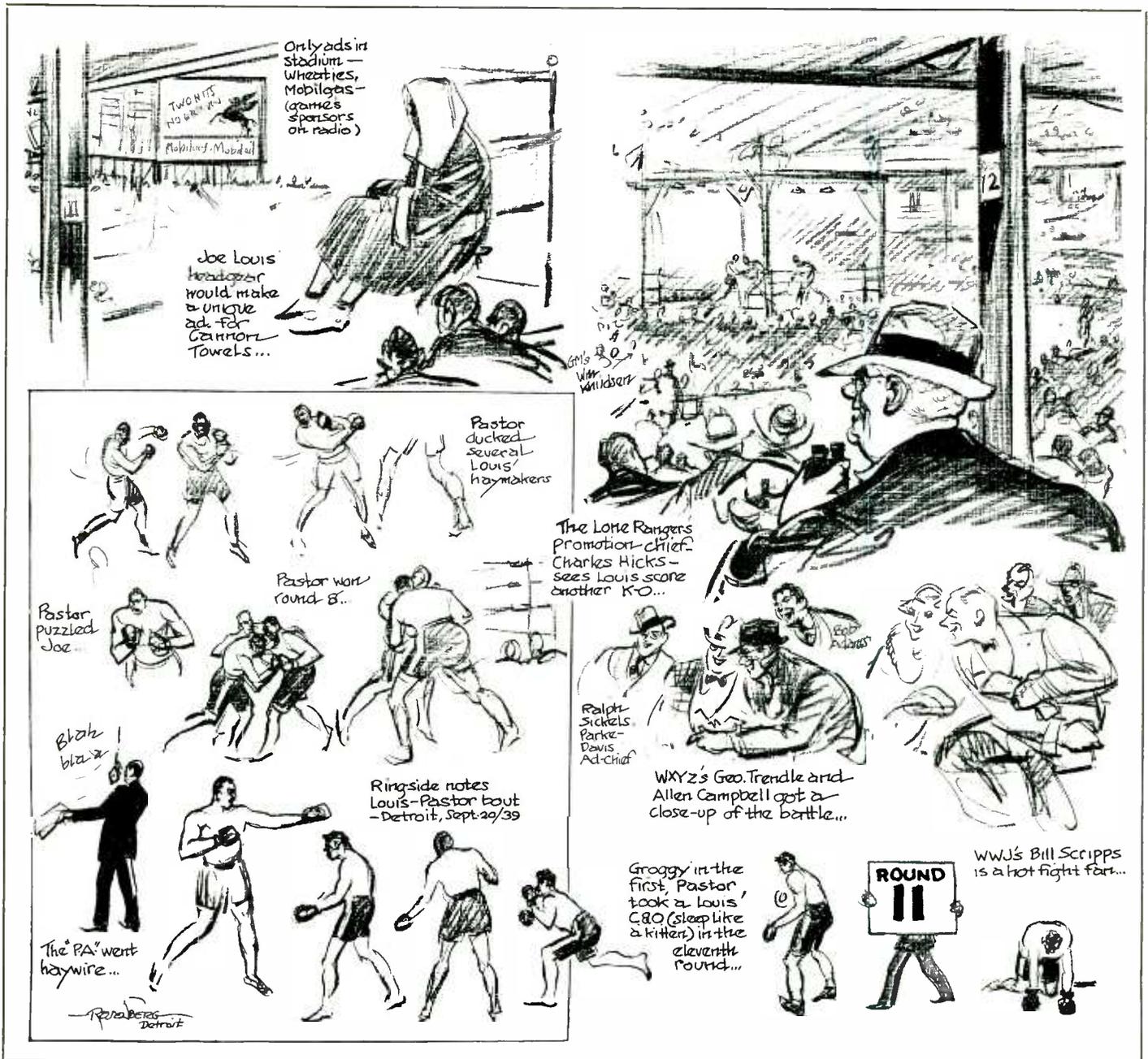
Art buyers here in Detroit have made possible this organization of Artists whose varied talents are of national importance. It is significant that advertisers from various parts of the country constantly use our service . . . We are proud to contribute our part toward making Detroit an Advertising Art Center.

LaDRIERE STUDIOS, INC.

LaDriere

DETROIT, MICHIGAN

How An Advertising-minded Sports Cartoonist — your editor—covered the last Louis-Pastor fight event at the "Brown Bomber's" home town — Detroit...



the 1935 U. S. Census of American Business. Retail sales in that year totaled \$543,690,000. For the Detroit area retail sales aggregated \$683,828,000, while the retail establishments had a payroll of \$85,708,000.

Retail expenditures in Wayne County stores in 1935 were equivalent to \$1360 per family as compared with \$1180 for the entire state and \$1110 for all families in the United States. In 1935, Detroit families spent approximately 60% more for general merchandise, 55% more for automobiles, 52% more for wearing apparel and 35% more for house furnishings than the average family in the United States.

Retail sales in recent years have averaged considerably higher than the 1935 figures. For 1939, it is estimated that sales of Detroit stores amounted to about \$625,000,000, those for Wayne County stores \$725,000,000.

Port of Detroit

Another phase of Detroit's industrial activity in which it leads any other American city, is the production of goods for export. Exports of Detroit-made goods not including products credited to seaboard ports, totaled \$190,223,000 in 1937.

Detroit is the fourth largest port of exportation in the United States and the most popular entrance to Canada, which is the second best customer for United States products.

Practically every foreign and domestic steamship line serving United States ports, maintains an office in Detroit so that shipments can be booked for any part of the world.

The Port of Detroit is strategically located midway on the Great Lakes. Chicago, Cleveland, Milwaukee, Buffalo, Montreal and Toronto are all within a cruising

radius of 750 miles of Detroit.

More than fifty steamship companies with complete cargo and package freight service provide Detroit with regular, dependable and economical water transportation to ports on the Great Lakes. Direct overseas cargo service is available to a number of European ports. Two new lines operate from Detroit, the Fjell Line and the Oranje Line.

Other Transportation

Detroit is the main line of all North Shore routes between New York and Chicago and also on the main line between Montreal and Chicago. It is served directly by nine trunk lines and two belt line railroads and more than fifty United States railroads maintain off-line offices in Detroit for the convenience of shippers.

In addition to rail service, more

than 360 motor truck lines deliver freight from and to Detroit and 1200 cities and towns in Michigan, Ohio, Indiana, Illinois, New York and Pennsylvania.

Trade with Canada is facilitated by two tunnels and a bridge.

The Detroit area has five leading airports. The hangar at the Detroit City Airport is the largest airplane hangar in the world.

Financial Resources

The Detroit area has adequate banking service for conducting its stupendous industrial activity.

In Detroit there are seven banks and four trust companies. Resources of Detroit's eleven financial institutions, the seven banks and the four trust companies, are mounting steadily toward the billion-dollar mark, the recent statements of condition disclosed. As of December 30, 1939, aggregate resources of these institutions had reached \$984,201,791, a gain of approximately 15% over the aggregate resources of twelve institutions on December 31, 1938. During 1939 one of the Detroit banks was taken over by a suburban organization.

Combined deposits of both banks and trust companies totaled \$907,742,571 on December 30, 1939, a gain of about 16.7% over the December 31, 1938 total.

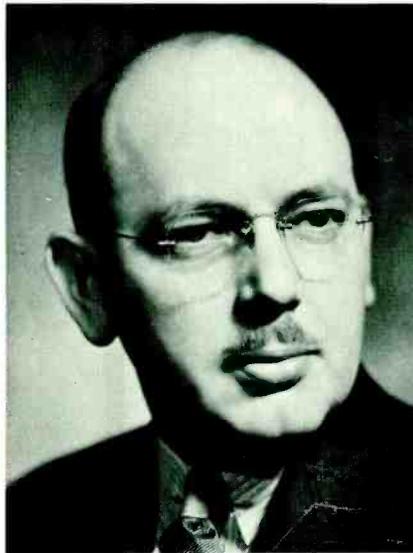
Savings deposits in Detroit's larger banks also showed a gain. On December 30, 1939, the city's five largest banks had total savings deposits of \$258,418,497, an increase of \$26,121,945 over the total of \$232,296,552 for the same group on December 31, 1938.

Outside of Industry

Detroit is noted for its fine public school system, its private schools, colleges and universities. Its public library facilities are second to none in the country. It is proud of its Art Institute and the Detroit Symphony orchestra, its beautiful skyscraper office buildings and residential sections, the Masonic Temple and handsome club buildings.

There are 842 churches which include practically every denomination and sect. Detroit is also well supplied with hotels and apartment hotels, having well over 200 such institutions.

For entertainment there are two legitimate stage theaters, 180 mo-



HOWARD O. WARD

Chrysler's wide-visioned former Export Advertising Manager. Detroit advertising men elected him to head their famed ADCRAFTERS organization. Detroit aims to spend \$100,000 to promote the city... The Adcrafters Club was behind this important effort.

tion picture theaters and four burlesque shows.

Social activities for the higher income groups center in the many exclusive clubs, the homes, the Book-Cadillac and Statler Hotels, and a few leading night clubs. The majority of the numerous restaurants, night clubs and beer gardens are keyed to the demands of the middle and lower income groups that constitute such a large percentage of the population.

Reaching the Detroit Market

Advertising services and mediums in Detroit possess the same creative ability, technical skill and facilities for efficient, economical production as the industries for which they work. They have developed to meet the needs of the automotive industry, appliance manufacturers and similar concerns whose mass production and mass sales depend upon the mass salesmanship of advertising.

Detroit is one of the three major advertising centers of the United States. It is estimated that Detroit firms average a total annual advertising expenditure of approximately \$60,000,000.

There are fifteen recognized national advertising agencies with headquarters in Detroit, eight Eastern agencies with Detroit offices and approximately one hundred

small local advertising agencies.

Detroit is an important graphic arts center, where regardless of the nature of the work, there are many competent reliable organizations available to execute every detail in each specialized craft, be it art, photography, typography, photo-engraving, electrotyping, binding, letterpress, offset, or rotogravure.

Advertising in Detroit owes much to the activities and leadership of the Adcraft Club and Women's Advertising Club of Detroit, two of the oldest organized advertising clubs in the country.

1940

Detroit does nothing by halves. When the rest of the country enjoys modest prosperity, Detroit booms. When the nation suffers a moderate depression, Detroit scrapes bottom. It goes up and down with equal rapidity.

During 1939 and the early part of 1940, Detroit business has been up. There are more water meters, more gas meters, more electric meters and more telephones in use in the Detroit area now than ever before, indicating the city is larger than at any time in the past.

Building activity in 1939 was 15% higher than the best previous figure of the past decade. All major indexes, except factory construction, were substantially higher in 1939 than in 1938. Automobile output gained 40%, power consumption rose 38.2%, industrial and commercial gas consumption was up 29.7%, and employment increased 29%.

Industrial activity has been stimulated by the defense plans of the United States Government and those of foreign countries at war. Because of the skilled labor and production equipment available in Detroit, many government orders have already been placed with Detroit firms and this trend will undoubtedly continue.

With the impetus given business by all these factors, Detroit should find 1940 one of the best years in its history.

One of Detroit's early slogans was "In Detroit Life is Worth Living" and later it was "Detroit the Dynamic." Today's Detroit has earned another title—"Detroit—The City that Changed the World's Pattern of Life."

ANNIVERSARY EDITION

The Advertiser

\$155. per page . . . all-over size 10x12 . . . closing September

PUBLISHER ARRESTS AD-WORLD WITH PUBLICATION DECLARATION

FLASHES FIRST WORD OF LANDMARK ISSUE TO MAJOR AD-EXECUTIVES

RECOGNIZED as Rugged Individualist of the advertising publishing field and author of a host of editorial innovations via *The ADVERTISER* and *MARKETS of AMERICA*, editor-publisher Manuel Rosenberg made known to the advertising world today his decision to issue *The ADVERTISER'S 10TH ANNIVERSARY ISSUE* in October of this year. Rosenberg, personally known as "Rosie" to thousands of national advertisers and advertising agency executives, is easily spotted at conventions and events by the sketch pad and pencil he wields for his unique publications.

Conceives Idea

In an exclusive interview with the publisher, it was learned he originally conceived the idea of *The ADVERTISER* back in 1929 at an International Advertising Convention "over there" during a tour of Europe for the Scripps-Howard newspapers. With that group and other papers throughout the U. S. A., "Rosie" recorded a dramatic 23-year career as sketch-artist, reporter, world traveler, author, etc. Inspired by the ramifications of advertising and recognizing in the field a greater outlet for his profusion of ideas and varied capacities, he entered his very successful publishing venture as a hobby. From the day he saw *The ADVERTISER* born on the presses October, 1930, however, his devotion to the "monthly in the interest of good advertising" has grown with each issue.

Baffles Depression

Possibly the greatest proof of *The ADVERTISER'S* success is its amazing growth through a period of blackest depression. It is common knowledge in the field that the individual editorial style that publisher Rosenberg introduced is responsible for his magazine's unique and continuous success. Nor did the single monthly satiate his advertising appetite. In the year '37 he initiated an annual case-bound book to compile for *The ADVERTISER'S* subscribers hundreds of personality sketches made here, there, and everywhere an important advertising event went on during that particular year. Originally named "The ADVERTISER'S SKETCH BOOK," the annual later developed into *MARKETS of AMERICA* to meet the need for greater market analysis and more market information, according to the publisher. It was hailed with the greatest enthusiasm by advertising executives and agency chiefs.

Advertisers Benefit

On the receiving end of publisher Rosenberg's efforts have been the great advertisers—national and regional—and the recognized advertising agencies throughout the country. For them the editor-in-chief alone travels some 25,000 miles a year in quest of advertising techniques and ideas from which the magazine's readers can develop better sales-gaining methods for their own companies. The annual book, *MARKETS of AMERICA*—offer-



ing market studies vastly different than anything done before—has been a further great benefit to *The ADVERTISER'S* readers, as their response has so profusely shown.

Reaches Milestone

The ADVERTISER'S alert readers will again be the recipients of an added feature to their subscriptions—*The ADVERTISER'S 10TH ANNIVERSARY ISSUE* will go out to them October of this year and will, like the annual, be a large cloth bound book.

Contents Veiled

What the contents of *The ADVERTISER'S 10TH ANNIVERSARY ISSUE* will be is not made known at the moment. Publisher Rosenberg stated an announcement later on would fully describe the book. He did make a guarded remark, however, that bears note. "The book will carry a striking new feature never before launched in the advertising field. Wait and see!"

In the meantime, the only further information, regarding contents, that was available was discerned in an invitation issued to all advertising executives to submit their company and other "birthday" pictures for publication with data. Details of the invitation are given elsewhere in this paper.

LIBRARIAN UNCOVERS AUTHORS

FINDS IMPRESSIVE LIST

IN an effort to obtain background material on the proposed 10TH ANNIVERSARY EDITION of *The ADVERTISER*, this paper approached *The ADVERTISER'S* librarian. Cooperating willingly, he delved into shelves of bound volumes in an intensive search for interesting material.

It was disclosed that a large portion of the editorial material appearing during the past ten years has been written exclusively for *The ADVERTISER* by many of America's most important advertising and business men, representing both major industries and large advertising agencies. Included in the impressive list prepared by *The ADVERTISER'S* librarian are:

Walter Swertfager, Dir. Advertising, Sales Promotion & Public Relations, Seagrams Distillers, N. Y.; Atherton W. Hobler, Pres., Benton & Bowles Inc., N. Y.; M. E. Coyle, Pres., Chevrolet Motor Co., Detroit; William W. Wachtel, Pres., Calvert Distilleries Inc., N. Y.; Douglas C. McMurtrie, Director of Typography, Ludlow Typograph Co., Chicago; H. A. Porter, V.P., Gen. Sales Manager, Harris-Seybold-Potter Co., Cleveland; Ralph G. Sickels, Advertising Manager, Parke, Davis & Co., Detroit; Joseph Katz, Pres., Joseph Katz Co., Advertising, Baltimore; Royal Alderman, V.P., McCann Erickson Inc., Cleveland; Alfred H. Morton, V.P., National Broadcasting Co., N. Y.

Frank E. Mullen, V.P., Radio Corp. of America, N. Y.; W. B. Geissinger, former Advertising Manager, "Sunkist," Los Angeles; Clarence Francis, Pres., General Foods Corp., N. Y.; Alex Osborn, V.P., B. B. D. & O., N. Y.; J. A. Gollin, Sales Prom. Mgr., Calvert Distillers Corp., N. Y.; Eugene Lyons, Editor, *The American Mercury*; Don Patterson, National Adv. Dir., Scripps Howard Newspapers; E. L. Gouedy, Adv. Mgr., Eagle Picher Sales Co.; Maurice

For further information on the 10th Anniversary Issue Apply to

The ADVERTISER

NEW YORK 11 W. 42 St.
Pe 6-3265

CHICAGO 1138 Lake
Shore Dr.
Del. 9083

CINCINNATI 3557 Bogart Ave.
Avon 6825

25, 1940...marking 10 years of successful advertising journalism

DISCOVERS READER INTEREST PERSONIFICATION

INVITATION ISSUED READERS

CANDID SNAPSHOT SERVES AS SYMBOL

The discovery of a picture personifying *The ADVERTISER's* reader interest was disclosed to publishers, broadcasters, outdoor plant owners, lithographers, et al today. It was stated that these groups had learned over the past ten years of *The ADVERTISER's* concentrated coverage of national and regional advertisers and advertising agencies, but that they had not until now seen so excellent a graphic illustration of *The ADVERTISER's* interested readership.

As far as could be ascertained, the candid shot was made at an Association of National Advertisers convention in recent years, although the photographer remains unknown. The ANA, most im-

portant organization of advertisers in the country, counts among its members such concerns as Procter & Gamble, General Motors, General Foods, Ethyl Gasoline Corp., Colgate-Palmolive-Peet, etc.—collectively forming the biggest advertising buying group in existence. It is reported *The ADVERTISER* not only reaches them 100%—as well as other important groups such as the National Industrial Advertisers Association, the American Association of Advertising Agencies, The Insurance Advertising Conference Group, etc.—but also gains from them an unusual degree of reader interest. According to a spokesman for *The ADVERTISER*, the magazine has received exceptional comments from national advertisers on the close attention they pay to the contents from month to month. Many make a special point of taking the magazines home with them for enjoyment and absorption in a period of relaxation, it was said. For this reason, it is declared, the picture just brought to light—showing a national advertiser clasping a copy of *The ADVERTISER*—is particularly significant in that it typifies the magazine's entire readership.

Asked for a sample comment on *The ADVERTISER* by a national advertiser, the following were given:



Gerber Products' Dan Gerber

Saunders, Chairman, Lithographers National Association; Oliver B. Capelle, Adv. Dir., Miles Laboratories; W. K. Page, Genl. Sales Mgr., Addressograph-Multigraph Corp.; Powel Crosley, Jr., Pres., Crosley Corp.; Don Francisco, Pres., Lord & Thomas; John H. Platt, Adv. Dir., Kraft Cheese Corp.; W. R. Huber, Adv. Mgr., Gulf Refining Co.; Lee Bristol, V.P., Bristol-Myers Co.; Ben Duffy, V.P., in charge of Marketing & Plans, Batten, Barton, Durstine & Osborn; Florence Smith, Adv. Mgr., Gossard Corset Co.; Joseph Kraus, Adv. Mgr., A. Stein & Co. (Paris garters); Allyn McIntyre, V.P., Peperell Mfg. Co.; A. E. Tatham, Manager, Young & Rubicam, Chicago; Ker-

win H. Fulton, Pres., Outdoor Adv. Inc.; Allan Brown, Adv. Mgr., Bake-lite Corp.; E. M. Diamant, Chairman, National Board of Printing Type Faces; Andrew Loomis, foremost American poster artist; Ben Pollak, Adv. Mgr., Richfield Oil Co.; Bennett Chapple, V.P., American Rolling Mill Co.; E. P. H. James, Sales Prom. Director, NBC, N. Y.; Lon F. Israel, Advertising and Merchandising Manager, Groves Laboratories, Inc., St. Louis.

Frederick W. Goudy, world's foremost type designer; Willard S. French, V.P., Brooke, Smith, French & Dorance, Detroit; C. F. Williams, Pres., The Western & Southern Life Insurance Co., Cincinnati; and Ralph Harrington, Advertising Manager, General Tire Co., Akron.



October, 1940 marks *The ADVERTISER's* TENTH ANNIVERSARY . . . and above we see another anniversary—smiling, capable President Bill Wachtel (second from left) recently celebrating his third successful year with Calvert Distillers Inc., N. Y.

The ADVERTISER plans to present a host of similar birthday photos of our readers celebrating their business anniversaries. Send in your "happy birthday" photographs and "cutlines" before September 1, 1940, as the 10th Anniversary edition must be on the press by mid-September . . . HAPPY BIRTHDAY—and MANY MORE of 'em—to ALL our readers and advertisers.

"At least four members of our organization including myself have been reading *The ADVERTISER* for years."—DAN GERBER, Gerber Products Co.

"*The ADVERTISER* is doing a real job for the national advertisers. MARKETS of AMERICA contains real food for thought in these days when knowledge of markets is of primary importance."—ALLAN T. PREYER, V.P., Vick Chemical Co.

"*The ADVERTISER* is inviting in appearance and newsy. The year book, too, gets itself read by the whole staff."—WALTER S. ROWE, Adv. Mgr. Estate Stove Co.

"A regular reader of *The ADVERTISER* for nearly ten years; also our V.P. and Sales Manager."—J. BAXTER GARDNER, Adv. Mgr., The Pepsodent Co.

"I like the variance in the type of presentation—in the news—the illustrations and makeup. Ten in our department see your publication.

Personally I like it. Your year book is a peach."—JULIUS HOLL, Adv. Mgr. Link Belt Co.

"All members of our advertising dept., our V.P. in charge of sales and yours truly certainly read and enjoy *The ADVERTISER*."—P. E. McÉLROY, Adv. Mgr., Ethyl Gas.

"I read every issue of *The ADVERTISER*."—LEO NEJELSKI, The Pepsodent Co.

"For a number of years I have been a regular reader of *The ADVERTISER*; and I look forward with interest to the receipt of each issue."—H. W. RODEN, Pres., Harold H. Clapp, Inc.

"*The ADVERTISER* gives us a lot of timely information in compact, easily read, form. Our advertising and sales executives welcome its arrival."—R. H. MARRIOTT, The Climalene Co.

"Who doesn't read *The ADVERTISER* and follow Rosey's thumbnails?"—W. STANLEY HOLT, Wm. Esty & Co.



Looking out upon the broad bosom of Lake Superior, Duluth, the major port city of this vast iron, wheat, animal husbandry and forestry range is the focal center for a new vacationland. A factor that will assure additional opportunities for national advertisers.

Duluth-Superior... POPULATION: 559,000 RETAIL SALES: \$106,713,000

Head-of-Lakes Market, Linking East with Northwest, Offers Rich Half-Million Trading Area...

Heavy Shipping Tonnage Makes Duluth-Superior "America's Second Port" ... Newly Flourishing Tourist Volume Adds To Diversified Activities, Increases Market Value

By P. JAMES BARRY, *Advertising Director, Duluth Glass Block Store, Duluth, Minn.*

SITUATED at the westerly tip of the Great Lakes, the Twin Ports of Duluth and Superior are strategically placed as the logical distributing center for the entire Northwest. For years, these cities have been widely known as America's Second Port and now they have achieved fame as the Gateway to America's Greatest Vacationland.

The canoes of the Sioux and those who came later, breaking the waters of Lake Superior, were the pathfinders for the 15,000-ton freighters and passenger steamships which give to Duluth and Superior the distinction of being the Second Port in America.

For the handling of the great tonnages of iron ore, wheat, butter, corn, barley, lumber, dairy products, eggs, poultry, garden produce and copper during the navigation season there are 38 steamship lines, 8 railroad lines connecting with water terminals, 2 ship building yards, 7 iron ore docks with a total combined storage capacity of 819,000 gross tons, 21 coal docks with 13,046,000 tons of storage capacity, 1 cement

elevator with a storage capacity of 114,000 barrels, 27 grain elevators with a 53,213,000 bushel capacity, 46 wharves for the handling of freight other than iron ore and wheat and terminal plants with modern and complete facilities for handling perishable freight.

The average gross tonnage handled annually through the Duluth-Superior Harbor, since 1912, has been between 40 and 50 million tons. The all time high mark for one year was 60,385,767 tons valued at \$485,631,945.

The great iron ore deposits in the close proximity to Duluth and Superior; the large production of grain in the surrounding territory and the large forest areas of Northern Minnesota and Wisconsin insure the continuation of the immense tonnages for both water and rail carriers and the steady increasing development of the Head of the Lakes manufacturing district.

These Twin Ports of Duluth and Superior have also become widely known for the many diversified products manufactured at the Head

of the Lakes. Among these commodities are: steel, wire and wire products, sheet metal, wood products, furniture, door catches, coffee, knit goods, matches, cement, carbide, linens, cereal products, flour and feed, meats, caskets, cabinets and fixtures and woolen goods. Hoisting and logging machinery, radiators, horse shoes, gas boilers, creamery products add to the list of manufactured items while additional commodities include salt, railroad forgings, clothing, paint and varnish, mattresses, beer, cigars, brass and aluminum products, briquets, brooms, cement products, washing machines, leather goods, optical goods, refrigerators, rugs, shoes, chairs, gas and electric power.

In recent years, the thousands of crystal lakes and wooded streams that are but a short distance from the Twin Ports have attracted such great numbers of summer visitors that the tourist trade has become one of the leading industries. Reliable sources state that the income from the tourist trade in Northern

*Turn to
Page 267*



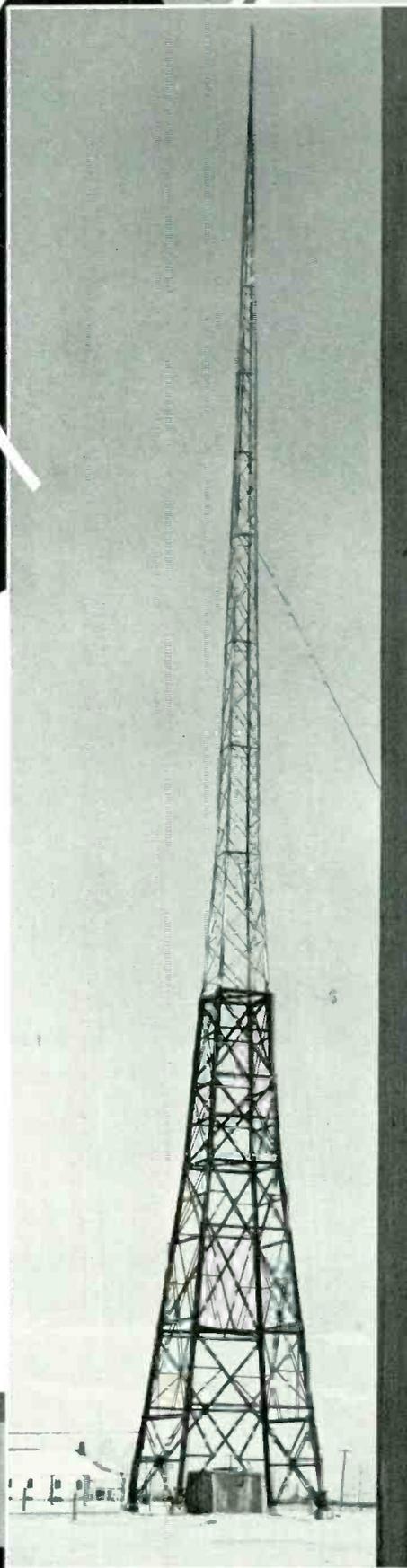
**America's
second port!**

We offer coverage
of this rich area
to Advertisers.

W E B C
(NBC)

Duluth-Superior

KEY STATION ARROWHEAD BROADCASTING SYSTEM



HEAD OF THE LAKES BROADCASTING Co.
SUPERIOR DULUTH

"CHEVROLET'S FIRST AGAIN!"



*The Special De Luxe Business Coupe, \$720**

THE GENERAL MOTORS LEADER ★ THE NATION'S LEADER
in Value . . . in Economy . . . in Sales

The nation looks to General Motors for genuine motor car leadership!

You will find convincing proof of this in the fact that General Motors' number one car, Chevrolet for '40, is also the nation's number one car in dollar value *and in sales!*

Chevrolet's "Royal Clipper" Styling—Chevrolet's Exclusive Vacuum-Power Gearshifting—Chevrolet's "Ride Royal"†—and Chevrolet's thrilling road action with economy—all combine to make it the outstanding car value of 1940.

And the nation is certifying to Chevrolet leadership by again purchasing more new Chevrolets than any other make of car—for the ninth time in the last ten years!

Eye it, try it, buy it, and convince yourself that "Chevrolet's FIRST Again!"

†On Special De Luxe and Master De Luxe Series. CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

\$659

MASTER 85 BUSINESS COUPE

Other models slightly higher

**All models priced at Flint, Mich. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.*

EYE IT . . . TRY IT . . . BUY IT!



U. S. Postmaster James A. Farley, the world's foremost mailman, seated at the Wichita Beacon publisher's desk, as Editor of the Day for Kansas' largest and foremost daily newspaper. The Beacon's Pres., Max Levand, greets him.

Seeks Graphic Arts Promotion Data...

New York City, March 26, 1940.

Mr. Manuel Rosenberg
The ADVERTISER, 11 West 42nd St., New York
My dear Mr. Rosenberg,

I have accepted an invitation to talk before key executives in the graphic arts and allied fields at a Public Relations Clinic sponsored by the General Printing Ink Corporation. In my talk I intend to indicate how graphic arts may be best promoted in this country through effective, broad public relations activities.

I am writing to you and other leaders in the field to ask some questions. Then whatever I say will have the merit of practicability and will be based on fact and opinion of the mature judgment and deliberation you and other leaders have given the subject.

As I view the broad situation, a sound program for promoting the graphic arts should result if correct answers to the following questions could be had:

First, what can be done to stimulate public appreciation and use of the graphic arts?

Second, how can present potential users of the graphic arts be made to apply available products and services to their problems more effectively?

Third, what should those connected with graphic arts do to promote the industry? This includes artists, printers, type-founders, printing ink companies, paper manufacturers, artists' supply houses and others connected with the industry.

Your answers to these questions will be helpful in giving a sound basis of fact and opinion for this talk to be made in the interests of industry and the public.

EDWARD L. BERNAYS

In the Day's Mail...

MARKETS of AMERICA invites letters from our readers; observations of interest to ALL our readers.

Creates NEW Advertiser Thru Study of Market's Patronage...

Wichita, Kansas, April 20, 1940

Mr. Manuel Rosenberg, Editor

The ADVERTISER, 3557 Bogart Ave.,
Cincinnati, Ohio

Dear Manuel:

We are enclosing a Jack Dempsey supplement which was printed by The Wichita Beacon on Sunday, April 14. We thought you would be interested in reading this.

All the advertising was placed at the national rate, and this is the first time this has ever been attempted by any newspaper in the United States—to publish a supplement of this kind with Jack Dempsey being in New York and The Wichita Beacon being published in Wichita, Kansas.

For your information, during the year of 1939 there were 6,700 persons from Wichita and the territory of our circulation that visited Jack Dempsey's Restaurants and spent an average of \$5.00 each in those restaurants. This prompted us to get out this supplement for Jack Dempsey and the restaurants. I don't believe any other newspaper publisher ever tried to sell advertising in a supplement to a New York merchant, restaurant, or any other kind of business that is located in New York.

I would appreciate it if you would take the time to go over this complete supplement and read what all the fine sporting editors said about Jack Dempsey—his business career and his fighting career as a champion. You will notice special stories were written by George Barton of the Minneapolis Tribune, Sec Taylor of the Des Moines, Iowa, Register, John Lardner of the North American Newspaper Alliance, Morton Moss of INS, Gayle Talbot of the Associated Press, Warren Brown of the Chicago Herald-American, Dan Parker of the

New York Mirror, and Clair Kelly of the Chicago Herald-American.

I hope this finds you well and happy.

LOUIS LEVAND

Publisher

The Wichita Beacon

Plea to "Cease Economic Throat Cutting..."

Mr. Manuel Rosenberg, Editor,
The ADVERTISER, 3557 Bogart Av.,
Cincinnati, Ohio

Dear Mr. Rosenberg:

I was very much interested in your editorial page in a recent issue of The ADVERTISER, under the title "Conventions—And Their Meaning to America." Among other things you say—

"There he will realize that business without a profit cannot be maintained and cutting each other's economic throats has a disastrous, boomerang effect."

I take it from the above you would lead us to believe those who attend this convention will find out something about how profit may be protected, and some kind of a plan will be set up which will prohibit our "cutting each others' throats."

I have been a member of National Associations for more than thirty years, and one of the principal subjects discussed at all the conventions has been market stabilization. Yet, the fact is, the market is more unstabilized today than ever in history, not only in the printing business, but almost every other business.

So—after you attend this convention, I hope you will write and tell me what happened at this particular convention, which, as above stated, will protect profits and prohibit our "cutting each other's throats."

Of course, I know you will not find anything new, but I simply take this

means to call to your attention, as an editor, the fact that after our so-called efforts for thirty or forty years nothing has been done that will protect profit, and insure those who have an economic cost and are able to make a sale they will have a profit, with which no one can interfere. Also, that in the economic division of civilized life, it is the only place where human selfishness, which is the background of "cutting each other's throats" has a legal right to operate with unrestrained hands.

In conclusion I should like to say if you do not find anything new as above suggested at this convention, do you not think it is about time we are developing some new ideas along this line, and get them into operation? Those who believe in the capitalistic system know that the system itself cannot live without a profit—neither can any major division of any unit of any division live without a profit, or, maintain a healthful economic condition without a profit. Therefore, why do we not do something to protect this profit!

Finally—in my judgment, if the leaders in the economic world do not develop a workable plan for economic order, we shall find the present so-called government regulation a gentle summer breeze in comparison to the cyclone of government regulation, or control, which is bound to come.

W. A. VINCENT, Pres.

The Western Lithograph Co.
Wichita, Kansas



Fargo is the Shopping Center of the rich Red River Valley of the North.

Fargo,
NORTH DAKOTA

Population: 47,000
Retail Sales: \$22,000,000

*Red River Valley—
Population—500,000
Retail Sales—\$140,000,000*

Famed Red River Valley Annually Creates Vast "New" Wealth And Buying Power . . .

61,000 Farms Produced \$125,000,000 Income . . .
Fertility Compared To Valley Of The Nile, Fertile
For National Advertisers Seeking Rich Rural Market

By NORMAN D. BLACK, *Publisher, The Forum, Fargo, North Dakota*

SEEKING an appraisal of any market, two questions come to mind.

First, can it buy? In other words, do the persons living in that market have an adequate, dependable source of income?

Second, will it buy? Do its residents spend freely?

Fargo, Gate City to North Dakota and the Northern Great Plains section of the continent, in the heart of one of the richest farming sections of the nation, can produce conclusive evidence of the affirmative of both these questions.

Fargo's trading territory comprises the world-famous Red River Valley of the North, a compact, highly productive farming country including 16 counties of eastern North Dakota and 12 counties in Northwestern Minnesota. Consistently year after year, this valley produces in excess of \$100,000,000 in new cash wealth. In 1939 it ran \$125,000,000 or more, based on year end prices—an average of \$2,000 for each of its 61,000 farms.

That's a lot of new wealth. It is more than the value of the product of all the gold mines of the United States in any year before gold values were changed. And re-

call that this is new wealth. It is created in nature's laboratory, with the farmer as the chemist, working in partnership with the soil, and rain, the air and the sunshine.

New farm wealth is not like that taken from gold, iron, copper or other metal mines which eventually are exhausted; or from forests which are cut down; or oil wells which some day cease to gush.

The farmers of the Red River Valley do not mine the soil. Through the extensive use of soil building leguminous crops, and utilizing dairy and beef cattle, sheep and hogs which furnish fertilizer, the soils of the Red River Valley are becoming more and more productive.

The Red River Valley has an inexhaustible source of wealth.

Millions of years ago nature began to lay the foundation for these favored lands. First, she sent a glacial ice sheet down from the north, to shear away the former top soil. The ice, in receding, left a great gash in the earth, 60 to 80 miles wide, hundreds of miles long, which became the basin of a mighty inland lake—glacial Lake Agassiz. It occupied the area now known as the Red River Valley.

For centuries the waters of this inland sea were busy laying down silt washed in from the far northern reaches of the continent, spreading through each layer a bountiful supply of those mineral elements and other elements essential to plant growth, including an abundance of lime, which is notably lacking in so much of the otherwise fertile farm lands of the United States.

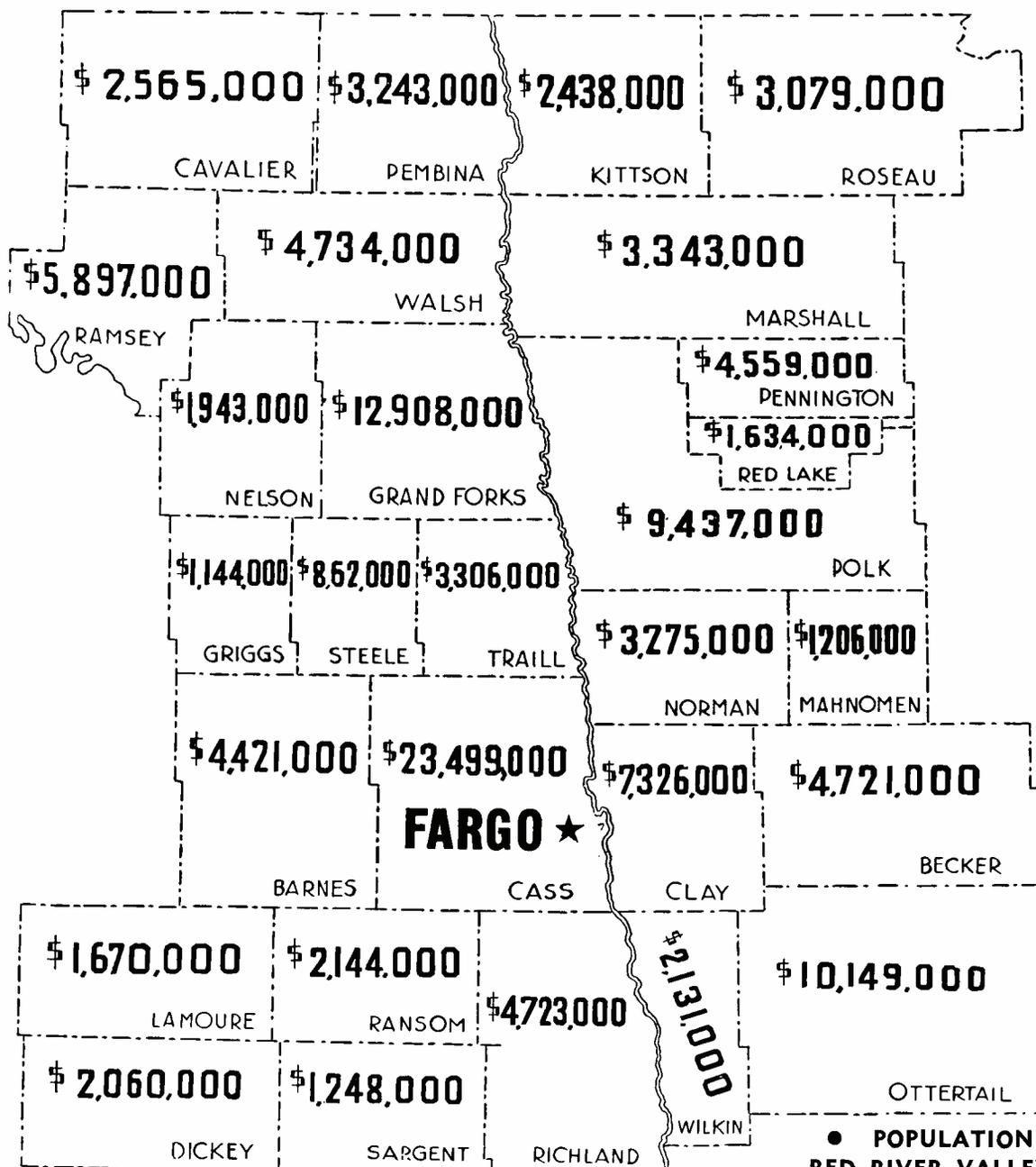
To top it off, the lake in its final stages became a huge swamp, rich in decaying vegetation, the habitat of millions of waterfowl, and the resulting mixture of guano and rotting plant life provided a top dressing of black loam, whose equal in fertility is unmatched. It is frequently compared by geologists to the famous Valley of the Nile.

Farmers began to till the floor of this old lake bed about 70 years ago. Its prairies, free from rocks, trees and hills were soon transformed into cultivated fields which quickly became famous for their capacity to produce No. 1 Hard Spring Wheat, the finest quality the millers of the world had ever known.

For many years, so fertile was this soil, farmers produced wheat

A Compact \$136,665,000 Retail Market

1938 RED RIVER VALLEY RETAIL SALES*



* 1939 RETAIL SALES WERE OVER \$140,000,000.

FARGO

Population of metropolitan shopping district, Fargo, Moorhead, Dilworth, West and South-west Fargo within a six mile radius of Fargo's business center.

47,000

FARGO'S ANNUAL

RETAIL BUSINESS	\$ 22,000,000.
WHOLESALE BUSINESS	\$ 45,000,000.
BANK DEBITS	\$210,000,000.
POSTAL RECEIPTS	\$500,000.

THE FARGO FORUM

Only Daily Newspaper in Fargo, North Dakota—Blankets Two-Thirds of Red River Valley
Affiliated with Radio Station WDAY

Total Net Paid
Daily Circulation 30,133
Sunday Circulation 28,364

Representatives, Kelly Smith Company
Members—Northwest Daily Press Association

almost exclusively, but they eventually learned that too much wheat brought in foul weeds and plant diseases that could be controlled only through diversification of crops.

So in more recent years there has been wide diversification. The valley now rivals Maine as one of the outstanding Irish Potato producing sections of the nation; it produces millions of bushels of corn, flax, rye, barley, oats, clover and grass seeds.

Much of the livestock feed is consumed in the valley which annually ships many train loads of butter, eggs, poultry, beef, cattle, hogs and fat lambs, in addition to the great movement of the cash grain crops. Wheat continues to be the largest single cash crop, but the valley also ships out much flax seed, malting barley, and Fargo is the leading sweet clover seed market of the nation, as well as supplying many of the northern states with a hardy, vigorous type of alfalfa seed.

In late years it has been discovered that this Valley is especially adaptable to the production of sugar beets and honey and that brings us back to sunshine. In this northern clime the sun works long hours during the growing season, getting up as early at 4:32 a. m. in June and not going to bed until 8:30 p. m., which is almost 16 hours of sunshine. For weeks there is an average of 15 hours of sunshine a day. Because sugar is composed almost exclusively of elements that come from the sunshine and the air sugar beets produced in the Red River Valley have a sugar content considerably higher than the average for the na-

tion. As to honey, bees produced an average of 147.2 pounds of honey per hive in 1936, whereas the average for the nation was but 40.3 pounds. This high ratio has been maintained for the past decade.

The lavish outpouring of sunshine, providing an abundance of vitamins, combined with the rich supply of minerals in the soil, gives to all plant life in this area an exceptional quality—first evidenced in the hard spring wheat.

Red River Valley seed potatoes are in great demand in southern states because of their vigor, hardiness and resistance to disease, and to southern growers certified North Dakota seed potato stock has become synonymous with top quality.

From all this abounding productive capacity there has been developed a bee-hive of diversified industrial and commercial activities, of which Fargo is the humming center. Served by three of the great transcontinental railway systems, the Great Northern, Northern Pacific and Milwaukee, Fargo has adequate transportation facilities, and it is rapidly becoming one of the outstanding agricultural processing centers of the middle west.

Armour and Company has one of its important packing plants here, and the Union Stock yards of West Fargo furnish an open public livestock market under federal inspection.

Fargo is the leading wholesale distributing center between the Twin Cities and the Rocky Mountains. It does an annual distributing business of \$50,000,000.

Fargo's record as a retail center is probably unique in America and that brings us to the second question.

Having proved that residents of the Valley have money to spend—Do they spend it?

Let's look at that record. In 1938, there was sold at retail in the 28 counties of the Red River Valley, merchandise to the value of \$136,000,000. This is based on the sales tax record on the North Dakota side, which shows a four per cent increase over the U. S. census figures of 1935, and the 1935 census figures on the Minnesota side increased by four per cent.

In 1939 retail sales totaled over \$140,000,000.

Fargo has a population of 36,000 and serves a metropolitan shopping district—Fargo, Moorhead, Dilworth, West and Southwest Fargo, within a six mile radius of Fargo's business center, of 47,000.

It has a retail section doing a retail business of \$22,000,000 annually. Many cities twice the size of Fargo fail to match these figures. The reason is Fargo's far-flung shopping clientele. It does not have to compete with several other large shopping centers. Fargo's merchants have many regular customers who live 100 miles and more from the city.

Bankers say there is no better measure of a city's volume of business than its bank debits figures, bank debits being checks against individual accounts, thus representing payments. In 1939 Fargo's bank debit figures exceeded \$218,000,000, and Fargo will be glad to match these figures with those of many cities of 100,000 population.

Fargo's annual postal receipts are around \$500,000 and once more you will have difficulty finding any city of comparable size that can match them.

Splendid farmsteads, modern barns, granaries attest to the prosperity and better living habits of Red River Valley farmers, who shop in Fargo. They spend \$136,000,000 annually.



OPPORTUNITY KNOCKS . . .

By DON E. KELLEY, Sales Promotion
Manager, Radio Station WLS, Chicago.



The FARM MARKET Offers National Advertisers 60,000,000 With Buying Power . . . Their Buying Tastes, Today, Thanks To Radio And Magazines, Are Urban And Opportune

THE old maxim that "opportunity knocks but once" is slightly out of line in regard to profitable gain from farm market advertising. Old man opportunity has been tugging at the latchstring unnoticed by many for quite a spell. Many national advertisers have just "discovered" in the past year or two this rich market of sixty million people.

Prospects for more and bigger selling to the rural market have never been brighter than right now, and from all indications will remain shining throughout the year. As the abundance of living and the standard of better living has steadily advanced in the city, the farm people have been more than keeping pace with their city brothers and sisters. There can be no absolute sales saturation point in metropolitan buying and selling, but it must be admitted that most pioneering prospects in retailing of commodities now in common use are fading rapidly. It is now an advertising job of competitive volume selling of accepted merchandise. On the other hand, the rural merchandise market is still in the pioneering stages for many types and brands of goods.

This doesn't mean that Mr. and Mrs. Farmer are backward in their buying or suspicious of all "new fangled gadgets." It simply means that the farmer gradually is finding himself in a more advantageous position to buy things which he has always wanted, but which he formerly could not take advantage of or had no opportunity to buy. The great project of rural electrification has been progressing rapidly and bringing with it new opportunities for both the buyer and the seller of electrical appliances.

In the modern farm home you will find electrical refrigerators, toasters, washing machines, and in many cases, electric stoves. The advance of electricity to the farm has opened up an entirely new market in retail selling.

The automobile—find the farmer that hasn't one!—brings the trading

center miles and hours closer to the farm family. The automobile and all the various accessories necessary for smooth operation mean millions of dollars yearly for the manufacturer. A pertinent point to make here is the fact that one-fourth of all gasoline sold in the country is bought by farmers.

Rural customers now drive into their buying town on a minute's notice to purchase needed supplies. The farm housewife buys more canned goods now rather than spend weeks of hard work picking berries, peeling fruit, and standing over a hot stove during the summer canning season.

The result of this changing retail picture has led to many modern, well-merchandised stores supplanting the old-fashioned, small town general "drygoods" emporium with a motley array of calico and mouse-traps.

This has been a steady and revolutionary change in the farm market potential for national manufacturers and their yearly advertising appropriation. A few have kept step in their allotments; many have not.

This brief review of the increasing volume and *diversity* in rural buying, suggests a fertile field in sales promotion to be carefully surveyed and worked for profitable selling. So far we have stayed away from dollar figures in connection with the farm market. We have simply pointed out why and how opportunities to SELL this market have increased yearly . . . a vast rich market of sixty million people who earned an estimated income of \$8,250,000,000 in 1939. This income is a two hundred and thirty million dollar increase over the year of 1938. All indications point to an even greater total income in 1940, with the war factor largely contributing to increased prices and purchase of products. Industrial wage payments are 15 to 18 per cent higher than last year; industrial activity is 25% higher and since farm income is highly relative

to industrial workers' income, it would seem that optimistic predictions are not out of order.

Millions of government dollars are being paid to cooperating farmers in parity payments throughout the nation.

This market we are measuring furnishes forty cents of every dollar spent at retail in the country. According to the Department of Commerce, rural sales of general merchandise the first ten months of 1939 were 11.5% larger than the same period in 1938, 2% above the 1937 level when such sales were highest since 1929. Farmers have money and they are spending it!

In the four states of Illinois, Iowa, Michigan, and Wisconsin, there are nearly 400,000 tractors.

For the purpose of illustrating farm prosperity and value and farmers as prospective buyers, let's briefly survey three of these states: Illinois, Indiana, and Wisconsin. In Illinois there are 225,000 occupied farms, of which 26% are served with electricity and over 60% worked by tractor! In Indiana and Wisconsin the combined occupied farms number 388,000 and electrical appliances can be found in 34% of the farm homes, while 40% are farmed by tractor. This bird's eye view of agricultural wealth will give you a small idea of the long strides taken by rural people toward better living and working standards. Farm prosperity is the nation's prosperity and can be individual manufacturer's solution to greater sales with the proper application of tested selling methods and perhaps the invention of new ones. Fresh fields to conquer in urban selling of established products are hard to find and the answer for many merchandisers is the rich expanding rural market.

Whether a producer uses radio, regional farm papers, country weeklies or national farm magazines as his medium to sell this growing market, the opportunity is there and so is the purchasing power to make it worthwhile.



The towering white edifice housing the home office of the Jefferson Standard Life Insurance Co., is noted in the center of this air view of delightful, aggressive Greensboro. Headquarters and plants of Pilot Life Ins. Co., Gate City Life Ins. Co., Vick Chemical Co., Greensboro Hosiery Mill and Mock-Judson-Voehringer Hosiery Mill are located in this scene.

Greensboro . . .

NORTH CAROLINA

POPULATION:

(*Magic Circle*) 915,360

RETAIL SALES:

\$171,819,000

Why Look to South America? You Can DOUBLE Your Sales in SOUTHERN U. S. A. (*And We Speak English*) . . .

Greensboro, In The Piedmonts, Can Boast Of World's
Largest Denim Mill, And Vick's... Labor, Farmers,
Successful, Build Fine Market For Advertised Products

By KARL LJUNG, *Adv. Mgr. Jefferson Standard Life Insurance Co., Greensboro, N. C.;*
President, Life Advertiser's Association.

WE read much in the public prints and trade papers now about expanding American markets; about the invasion of South America by American sales managers and advertising agencies developing a new and greater market for American manufacturers. This looks very much like the old "acres of diamonds" story—looking over the world and then finding in your own backyard the very objective that initiated the world-wide search. There are acres of diamonds for any sales executive who surveys and studies the needs of the southern part of the United States. You can do business with the South more economically than any other part of the nation.

On June 22, 1938, the President of the United States instructed the National Emergency Council to undertake a survey of the problems and needs of the South, which he later described as "the Nation's No.

1 economic problem". Aided by an Advisory Committee of Southern citizens, the National Emergency Council completed its investigation and its findings were embodied in a "report to the President on the Economic Conditions of the South".

In commenting on this report, Julian Price, president of the Jefferson Standard Life Insurance Company, one of the South's leading financial figures, said:

"It is difficult for a man or for a group of men to admit the existence of shortcomings. No matter how well we may know our own faults, we like to think that they are unobserved by others. The more keenly our weaknesses are analyzed, the more sensitive are our reactions. Because of this human frailty, the Report of the National Emergency Council on Economic Conditions in the South is bitter medicine. Let us hope that it is also good medicine and that it will

aid in curing the ills described in the report. Broadly, it says to Southerners: 'You live in a great empire with the highest percentage of native-born population in the United States—with a proud heritage. You have resources unparalleled by any other section of this country, unsurpassed anywhere in the world. You have one-third of the nation's farming land, a temperate climate, and ample rainfall. You have excellent transportation facilities. You have 40% of the nation's forests, one-fifth of its coal supply, 27% of its hydroelectric generating capacity, nearly two-thirds of the nation's crude oil, and more than two-thirds of its natural gas. You produce 99% of the country's sulphur, and you lead the world in naval stores production.' There the favorable part of the report ends, with the explanation that it was not intended as a presentation of the 'manifold assets and



Strike a radius of 50 miles from Greensboro, N. C., and you include more people, payroll and produce than any other similar area in the Southeast—yes, more than from Atlanta or Richmond.

These prosperous people favor WBIG for its clear signal, CBS and local programs and news. It is the No. 1 spot selection for the South.

Send for the facts and figures about Greensboro's "Magic Circle" of 50-mile radius—you don't know the South until you know Greensboro.

WBIG

Greensboro, N. C.

5000 W. DAY 1000 W. NIGHT CBS Affiliate

EDNEY RIDGE, *Director*

National Representatives

George P. Hollingbery & Company

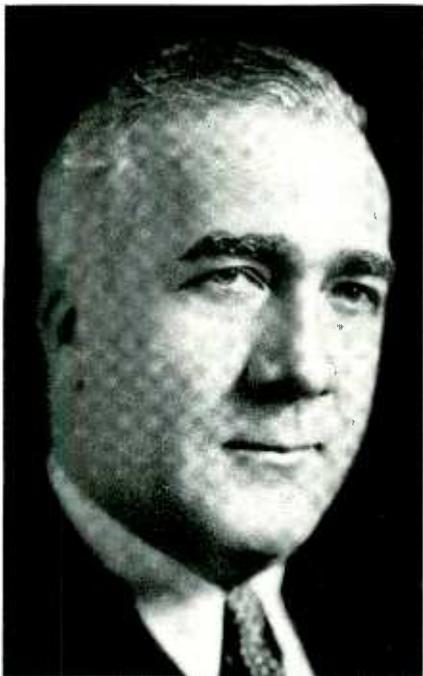
New York

Chicago

Detroit

Atlanta

San Francisco



ALLAN T. PREYER

Vice Pres. Vick Chemical Co., N. Y., ex-Chairman Assn. of Natl. Advertisers, Allan is "another lad who made good in the big city," hailing from Greensboro, N. C., where the internationally known Vick plant headquarters are located.

advantages possessed by the South, being concerned primarily not with what the South has, but with what the South needs.' Then follows an outline of its problems, lack of capital and credit, soil conservation, control of water supply for electric power and for crops, better wages, improved working conditions, and development of natural resources. These are not new. The leaders in the South have been aware of these problems for years and have worked toward their solution; but the Council's report brings them freshly and vigorously before the eyes of the nation."

The short-comings of the South are well known to its people. The South knows that it must buy, and knows better than anyone else just what it should buy. New products of merit are easily sold in the South. It's the finest testing ground in America.

Certainly this makes the South a great market . . . a market for every commodity and service for human needs. This great territory can use goods of infinite variety and service of every description, and furthermore, the South can pay; look at the record!

Many sections of the South are far advanced and rate high above the national average in a great many ways. Particular attention is given to the state of North Carolina, the twelfth state of the Union, which the President of the United States

acclaimed to the Governor of North Carolina "a balanced state." Definitely divided into three areas—the mountainous, Piedmont and the coastal plain, North Carolina offers a variety of climates, scenery and occupation. The great Piedmont section of North Carolina has developed into one of the greatest industrial areas in the nation. Here are the great textile, tobacco, hosiery, furniture, wood-working and metal factories, manufacturing for both domestic and export use. Sixty-five percent of all domestic cigarettes are manufactured within fifty miles of Greensboro, North Carolina.

North Carolina has no great cities. None reaching beyond 100,000 in population, but thriving centers of commerce and industry are studded throughout the State; such cities as Asheville, Greensboro, Raleigh, Charlotte, Durham, Wilmington, world-known for their products. While North Carolina has no cities of great population, each city is surrounded by smaller cities, towns and villages like a diamond sunburst, all linked together with the finest and most modern highway system in America.

This makes for great markets. In the thriving Piedmont there are few rural residents, for you can hardly call a family rural that can step into an automobile, take the choice of two or three thriving cities, and in thirty minutes arrive for the sale of farm products, and to shop. Then again, in these days of rural electrification, telephones and radios, the rural resident has almost instantaneous communication with all parts of the world and is on equality in this respect with city dwellers.

North Carolina as a whole has three and a half million population, and the bulk of the population lives in the Piedmont area, together with the majority of her industries, added to a well-planned and executed agricultural program. This Piedmont section of North Carolina vies with any like section in the world, in prosperity and progress.

In looking at the South, manufacturers have been too prone to judge it by half a dozen or less large cities and imagine they are covering the South by confining their efforts to these few metropolitan areas, but the picture has been changed in recent years, particu-

larly in North Carolina, and the population is about equally divided in the cities, towns and villages, and those living on the broad connecting highways. Those who live in cities are half rural, and those who live in the country are half-urban. It is a mistaken idea to confine a trading area to municipal, county or state limits. Modern highways, new and faster automobiles, telephones and radio, have changed the system.

Take, for instance, Greensboro, North Carolina, and the fifty mile area surrounding, say an hour's ride—here you will find a population of a million, 200,000 families, an area with retail sales—for 1939—of \$193,000,000, and with an effective buying income of another \$125,000,000, plus. This area paid in annual wages, according to the United States Census of Manufacturers, in 1937, more than \$88,000,000, while the value of manufactured products—according to the U. S. Census for 1937—exceeded more than half a billion dollars. We own 170,000 automobiles, and in 1939 this area of fifty miles surrounding Greensboro bought approximately 15,000 new cars.

Let these figures be compared

MAJOR EDNEY RIDGE

dynamic head of WBIG, the popular CBS station in the historically, industrially and agriculturally rich Greensboro market.



ADVERTISE OUTDOORS where it PAYS!

These LEADERS
use locations in the
GREENSBORO
Area and find them
PROFITABLE

Advertise OUTDOOR In The Piedmonts. . . . The RICHEST, Ability-to-buy Market In the SOUTH is centered at GREENSBORO, North Carolina. . . . The FOCAL Center of a fast developing, prosperous market.

Here sales have been increasing phenomenally. Prosperity has long served Greensboro's many, large industrial plants with vast orders for nation-wide and international needs, in tobacco, cotton goods, chemicals, etcetera.

Greensboro, too, is the headquarters city for major insurance firms, whose business volume has largely used up Greensboro's employment quotas.

All in all, here indeed is a natural, *Outdoor* Market, climatically and industrially . . . reached at lowest cost per capita sales.

The American Tobacco Company
American Oil Company
The Atlantic Company
Anheuser Busch Company
Brown-Williamson Tobacco Company
Best Foods Incorporated
Coca Cola Company
Carolina Baking Company
Continental Oil Company
Chrysler Corporation
Carnation Milk Company
Dr. Pepper Company
Duke Power Company
Canada Dry Ginger Ale
Ford Motor Company
Gulf Oil Corporation
Kellogg Sales Company
Liggett & Myers Tobacco Company
General Motors Corporation
Morton Salt Company
Miller Brewing Company
Nash Kelvinator Corporation
National Biscuit Company
Orange Crush Company
Pure Oil Company
Premier Pabst Sales Company
Packard Motor Company
Pittsburgh Plate Glass Company
Perfection Stove Company
R. J. Reynolds Tobacco Company
Jacob Ruppert Brewing Company
Standard Oil Company
Schlitz Brewing Company
Swift & Company
Shell Oil Company
Southern Dairies
The Texas Company
United States Rubber Company

PIEDMONT OUTDOOR ADV. CO.

416 BATTLEGROUND AVENUE

GREENSBORO, NORTH CAROLINA

THE HEART OF THE RICH AGRICULTURAL AND INDUSTRIAL SECTION OF THE PIEDMONT

FACTS — FIGURES — PICTURES — RATES
AVAILABLE ON REQUEST

Chas. W. Wrigley Company
Stepheno Bros.
Holsum Bread



White Oak Mills, the largest denim plant in the world, is located at Greensboro. Other famed textile units here are Proximity Mfg. Co., and Revolution. The gigantic firm, headed by the Cone interests, operates its own millworkers' homes (surrounding plant), stores, et al, to the beneficial advantage of its employees. They dwell in comfort, far above that of any other industrial area in the deep South, your editor personally observed, on a tour with Major Edney Ridge.



KARL LJUNG Jr.

He points to a great Continent to emphasize a more opportune market area—his homing place.

with other cities much larger, Atlanta or Richmond for instance, and you will find that the Piedmont area of North Carolina has a great lead, and is a greater market.

"Come to see us"! These are always the parting words of visitors from North Carolina to the eastern cities. And they mean it. People who know the Piedmont area and this market are proud of it, and are anxious for others to know about the great progress that has been made in this particular area of the country.

Greensboro itself is a city of more than 70,000 population and prides itself on being the "second" city in North Carolina. All who have the good fortune to call North Carolina "home"—whether by birth or adoption—quite properly affirm that the particular city in which they live is the "best town in the best state in the world." Consequently, opinions vary widely as to which is "the best town." But there is remarkable unanimity of opinion to this effect—"next to my own home town—Greensboro is the best town in North Carolina."

Greensboro, therefore, is by almost unanimous choice the "second" best city in the state.

All in all, the South is not "the economic problem of the nation" but "the economic opportunity of the nation," and if sales executives and advertising officials would devote as much time studying the potential markets of the south of the United States as the markets in South America or other lands, they would easily double their sales at half the expense, if they would but use the same methods and the same practices that they use in other markets. Sales can be increased in the South very materially by intensive surveys, intelligent merchandising and intelligent advertising. After all, we speak English, and any product of merit can be sold in the South by applying the same rules and the same hard work that develops great markets in any other section of the country, and the world.

Our advice to manufacturers, sales and advertising executives, is "Come to see us"!

Editor's Note—

Two able advertising agency chiefs tell you of the superbly rich Hartford Market. Here, Pres. Baker offers interesting facts—in dollars that make business sense. The second agency chief writes on page 112.

CONNECTICUT'S SHOPPING CENTER . . .

Into Hartford, Insurance
World Capital, Daily Flows
\$2,000,000 In Premiums;
Insurance Firms Payrolls
Exceed \$500,000 Weekly
... Factories Operating Full
Time, Building Industry
Booming

By FREDERICK E. BAKER

*Pres. Baker, Cameron, Soby &
Penfield, Inc., Hartford, Conn.*

THE Hartford Market is the most concentrated in Connecticut, a state which has approximately 20% of the population and 20% of the retail sales of New England in an area of less than 8% of the six New England states. It is the headquarters of wholesale and distributing companies for a large area. It has a great business balance wheel in its insurance industry. It has tremendous factories that are benefited by any increase in business in almost any part of the United States. Its retail stores are so fine that they draw from an area greatly larger than would normally be expected. Its newspapers and radio stations cover the market thoroughly and at low cost.

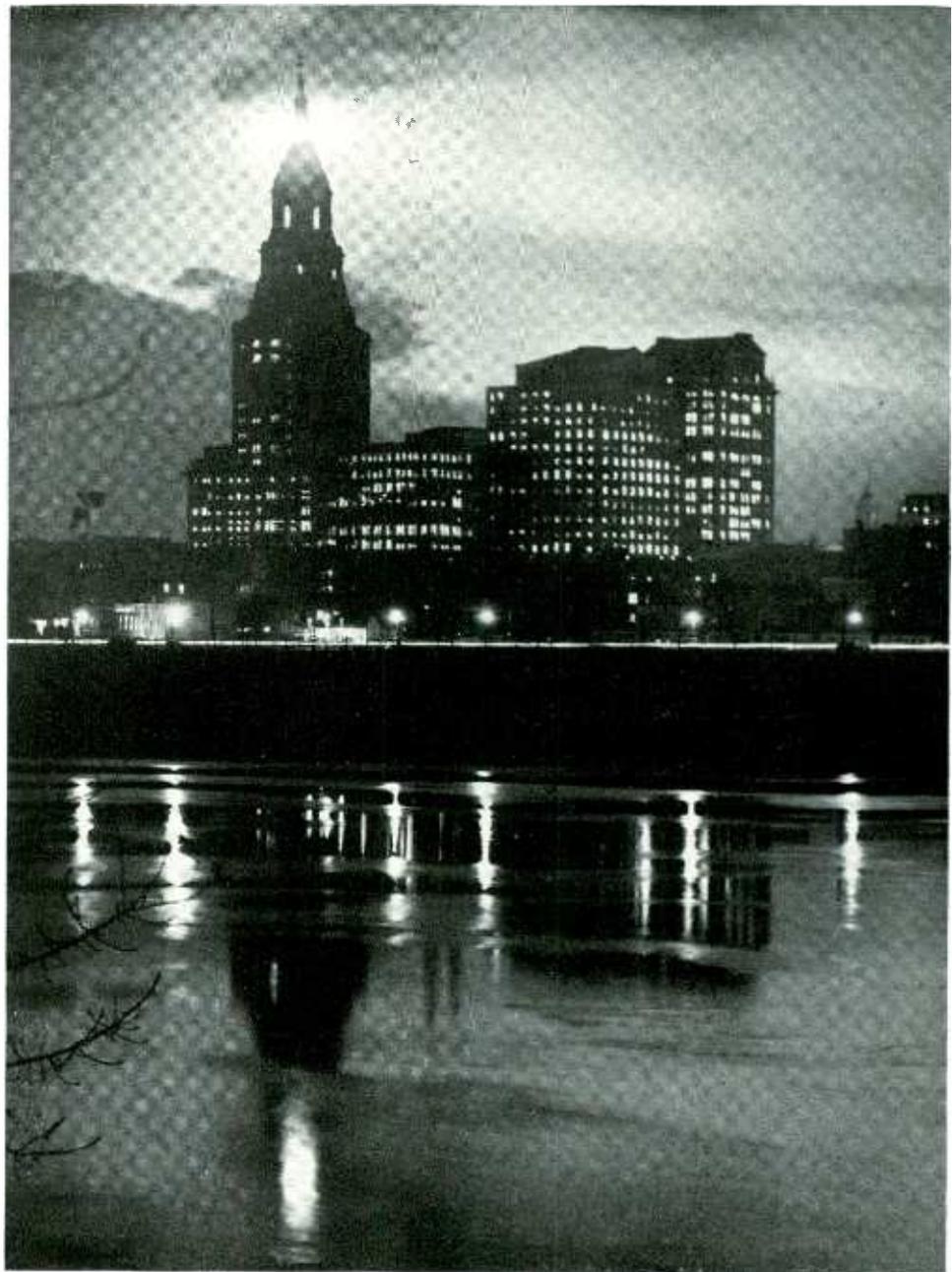
Early in 1940 the Travelers Insurance Company of Hartford announced that their assets had reached one billion dollars. Those of the other 44 insurance companies whose home offices are in Hartford totaled over two billion dollars more. The 12,000 people employed by the insurance companies in

Hartford, and the fact that they have had steady work throughout the past years of depression, have given Hartford the reputation of being a "white collar Insurance city." And, in general, that is true, for the tremendous Insurance industry prevents deep valleys from appearing on Hartford business activity charts.

But this picture is not strictly the correct one. Hartford is a manufacturing city. Many more people are employed in manufacturing than in insurance. Here are a few examples: The Pratt & Whitney Division of Niles-Bement-Pond Company has just completed a new \$2,500,000 manufacturing

plant in West Hartford, which houses 2,650 craftsmen skilled in manufacturing precision machine tools and gauges. The United Aircraft Corporation in East Hartford, now employing 10,000 men and women working three shifts daily, has a backlog of more than 100 million dollars in unfilled orders. The small tool industry which includes many factories in Hartford and surrounding towns is busier than it has been in many years.

The Fuller Brush Company did more than 15 million dollars worth of business in 1939, the biggest in their history. Colt's Patent Fire Arms Manufacturing Company has changed from strictly an arms fac-



A night view of the buildings of The Travelers Insurance Co., housing the studios of Travelers' 50,000 watt station, WTIC, ably managed by Paul Morency. Here more than 5,000 employees back up the insurance company's field organization which operates thruout the U.S.A and Canada, incidentally developing one of the most outstanding national advertising campaigns in the insurance field.

tory into the headquarters of a varied group of businesses including plastics, jewelry, dish-washing machines, and several other divisions. The Colt factory and many others are working nights.

The great Underwood, Elliott Fisher and Royal Typewriter factories are humming. Employment in Hartford is 120%, taking 1929 as 100. 20% more people are working in Hartford today than there were in 1929.

The Arrow-Hart & Hegeman Electric Company, largest makers of switches and other electrical devices, is thriving. The Hanson-Whitney Company and Whitney Chain & Manufacturing Company are busier than they have been in years, supplying parts for the automotive and manufacturing industries.

The Hartford market includes New Britain where the world's greatest hardware companies, P. & F. Corbin, The Corbin Cabinet Lock, Russell & Irwin, The American Hardware Corporation Divisions, together with such other factories as Fafnir Bearing, are doing a tremendously increased business.

During the past year, 110 new industries have moved into Connecticut, and many of these have come to Hartford.

To this tremendous manufacturing activity, and increases in the insurance industry, you should add several other factors. Hartford is the center of the great tobacco industry in the Connecticut Valley, one of the most profitable of all farm crops. The building industry has been booming in Hartford with more than \$5,000,000 in building materials sales in 1939. The area surrounding Hartford, from which a large percentage of Hartford retail sales come, is prospering.

The population is centered in a compact area and this applies to the entire Hartford market. Distribution is exceptionally good in all lines. The percentage of independent stores is notably high, and this means opportunity for all lines of merchandise.

Retail sales in the general merchandise stores in Hartford in 1939 were \$19,185,000, 55% above the City's quota. Hartford residents spent \$10,053,000 in 1939 for wearing apparel. Food sales were \$19,814,000. Drug store sales \$3,292,000. Automobile and motor

accessory stores sold \$9,490,000 worth of merchandise in 1939. Hartford's retail sales in 1939 totaled \$88,640,000.

Hartford's department stores are among the finest in the East. They draw business from a much greater trading area than anyone not thoroughly acquainted with their sales could realize. A large number of the charge accounts in Hartford stores are held by residents of Springfield, New Haven, Waterbury, and other important markets. More than half the charge-plate charge account customers of Hartford stores live outside Greater Hartford.

Good roads and good transportation facilities make it easy for buyers to come to Hartford and for sellers to transport their products to Hartford. Not generally considered as a seaport, Hartford is the head of navigation of the Connecticut River and many products are shipped here by water at low cost.

Downtown Hartford is compact and has unusual opportunity through its display windows to show merchandise to many many thousands of prospects.

WTIC, NBC Red Network, one of the two 50,000 Watt stations in New England, has a primary area that includes 1,863,570 people. Population and sales statistics show that the WTIC primary area covers a territory 12 times as great as Hartford City itself.

WDRC, Columbia Network, reaches the immediate Hartford market, and covers it thoroughly. WTHT, Mutual Network, is operated by the Hartford Times and has a good listening audience especially devoting itself to news and items of local interest. WNBC, which is the NBC Blue Network outlet, a new station, is developing a good listening audience, and has a strong signal in Hartford and the immediate vicinity.

92% of all the families in the Hartford market, both urban and rural, own radios.

A new newspaper, The Hartford *Newsdaily*, made its appearance on March 1, 1940. One of the reasons for this selection of Hartford for the new experiment in journalism, based on a combination of the Time and Life technique, is that Hartford leads the country in the percentage of Time and Life subscribers.

Resources of Hartford Banks are approximately \$400,000,000.

Into the City every average working day come 2 million dollars in insurance premiums paid to the insurance companies of Hartford.

The Hartford insurance companies' payroll every week is approximately one-half million dollars.

The Aetna Life Insurance Company, Connecticut General, Connecticut Mutual, Hartford Fire, Hartford Accident & Indemnity, Aetna Fire, Phoenix Fire, Phoenix Mutual, Hartford Steam Boiler, London & Lancashire, and as we mentioned before, The Travelers Insurance Company, and many other insurance companies have their headquarters in Hartford.

There are 85,000 automobile owners in Hartford County.

Cheap and abundant electrical power and more than adequate services in gas and other utilities are part of Hartford's prosperity picture. The Hartford Electric Light Company has over 70,000 domestic subscribers.

24,333 income tax returns were filed in Hartford, East Hartford and West Hartford covering 1938. In these three towns there were 42 income tax returns filed for each 100 families. Income tax returns totaled 10.2% of the population, which is nearly three times as great as national average. In West Hartford alone, there were 73 income tax returns filed for each 100 families.

Greater Hartford is growing in population, increasing in importance as a manufacturing center, becoming constantly more important as the Insurance City of America.

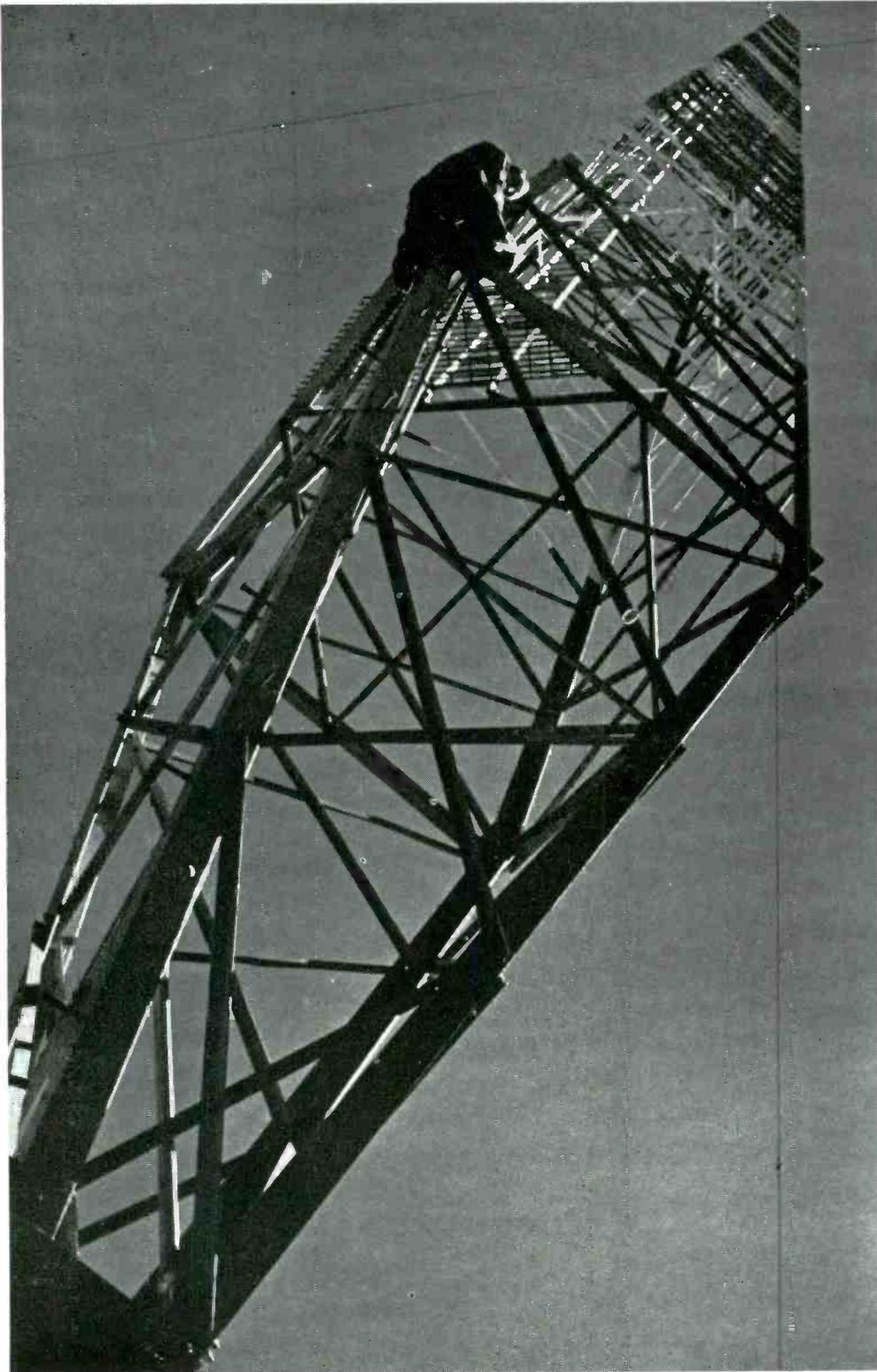
The population of the City of Hartford itself is 187,000 according to the 1939 City Directory. Including East Hartford and West Hartford, the total population is a quarter of a million. When the actual Metropolitan Hartford area is considered, this total increases to over half a million.

As a matter of fact, the population of Greater Hartford has increased more than 15% in the past ten years. 72% of the Greater Hartford population is native white, 3% negroes and 25% foreign-born.

Put all of these factors together and you have a picture of a market that will bring back profits for every sound advertising and selling dollar spent within its boundaries.

More "REACH" For Your Money

A new antenna system is at work for WTIC advertisers in 1940. Giving our 50,000 Watts—and your money—greater "reach" than ever. Our area of *full-strength reception* is now extended to 10,000 square miles, including a population of 2,570,000—a notable increase over our former 6,000 square mile primary area embracing 1,863,570 people.



Better Reception

Not only has our new equipment extended our "reach" but it also has brought a marked improvement in reception quality and in fidelity of tone.

This new and wider coverage and improved facilities mark another step in the 16-year record of progress which has kept WTIC Southern New England's most popular station with listeners — and a clear-cut "must" with advertisers who want to make the most of this prosperous billion-dollar market.

Reaching Up and Out

Our new antenna system consists of two uniform cross-section Blaw-Knox towers 483 feet high, a buried ground system employing over 26 miles of 2-inch copper ribbon weighing nearly 8 tons—together with the latest type of transmission line, coupling and phasing equipment. This new system has extended WTIC's "reach" 72% in area, and includes 38% more families than formerly.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

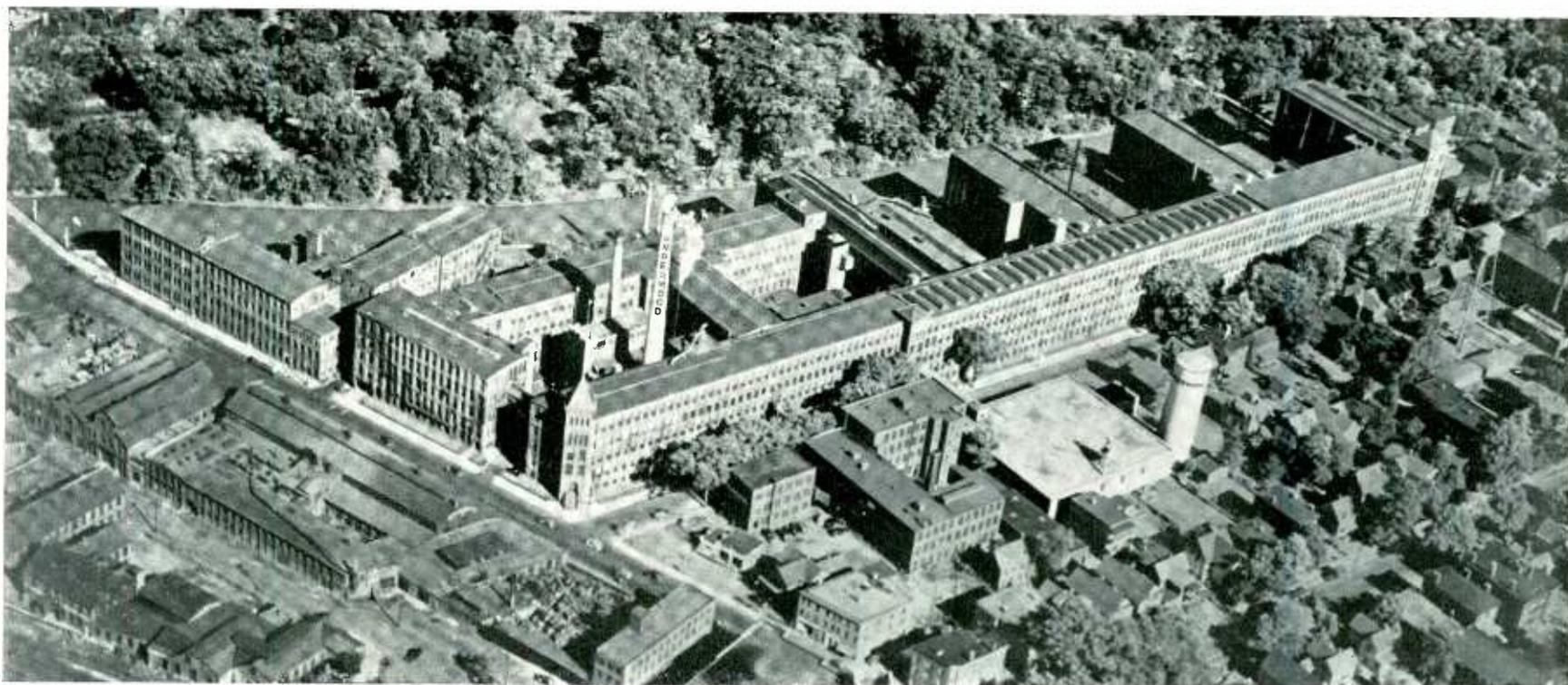
- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

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



More than 5,000,000 typewriters have emerged from this vast Underwood plant at Hartford—the world's largest typewriter factory. It is one of the many plants issuing huge payrolls that in addition to the steady insurance company payrolls, make Hartford a live wire market.

Hartford... POPULATION: 403,827 RETAIL SALES: \$148,892,000

Insurance And Industry Make Hartford A Steady Payroll Market . . .

Typewriters, Aeroplanes, Motors, Shaving Cream,
Axes, Et Al, Balance Market's Stability . . .
Magnet To Shoppers Within Wide Rich Area

By WILBUR RANDALL, *Pres., The Randall Co., Hartford, Conn.*

ONE good way of determining the value of a market is to investigate the prosperity of its retail stores. In Hartford, you find the largest department stores in New England, outside of Boston, and this significant fact provides a good approach for a study of this market.

Beware of Census Takers

The Hartford market can't be estimated by a casual glance at the population figures of the city proper. Hartford is pictured accurately, not by the census takers, but by its retail sales figures. Of the thousands of people with charge accounts in Hartford stores, over half live outside of Greater Hartford.

Hartford is the shopping center for a large portion of Southern New England, and one of the rea-

sons is the local geography. Roads are good, cars are plentiful, and from 48 towns neighboring Hartford, the average shopping trip by automobile is fifteen to thirty minutes. As most people living in the Bronx or Brooklyn will tell you, this is quicker than the subway and considerably more pleasant.

However, it is not size and compactness alone which make this market so attractive for the national advertiser. In the Hartford area, the average family is more fortunate than its neighbor, the average family for the country. Standards of living are higher. Wage levels are higher. Employment is more constant, and yearly incomes are higher. There is more money to spend, and more money spent, with per capita sales \$540 as against the national average of \$260.

The Industrial Center

Stable and skilled employment is provided the year 'round by an amazing diversity of manufactured products, and the list of companies reads like a "Who's Who" of progressive industrial leaders. In Greater Hartford are the plants of United Aircraft Corp., Pratt & Whitney Division of Niles-Bement-Pond, Royal Typewriter and Underwood, Fuller Brush, Colt's, Veeder Root, Silex, G. F. Heublein, and dozens of others. In nearby Thompsonville is Bigelow-Sanford; in Manchester, Cheney Brothers; in Glastonbury, J. B. Williams; in Bristol, New Departure; in Southington, Peck, Stowe and Wilcox; in Collinsville, Collins Axe; and the list could go on to fill a page.

DAY IN

DAY OUT

**YOUR BEST BUY
IN THIS MARKET**

Pick your radio station the way your listeners do, according to the programs! Better than any claims, current program ratings show a station's popularity and point to WDRC, basic CBS outlet, as the best buy in this market.

WRITE FOR YOUR COPY OF "BLUE RIBBON PROGRAMS"

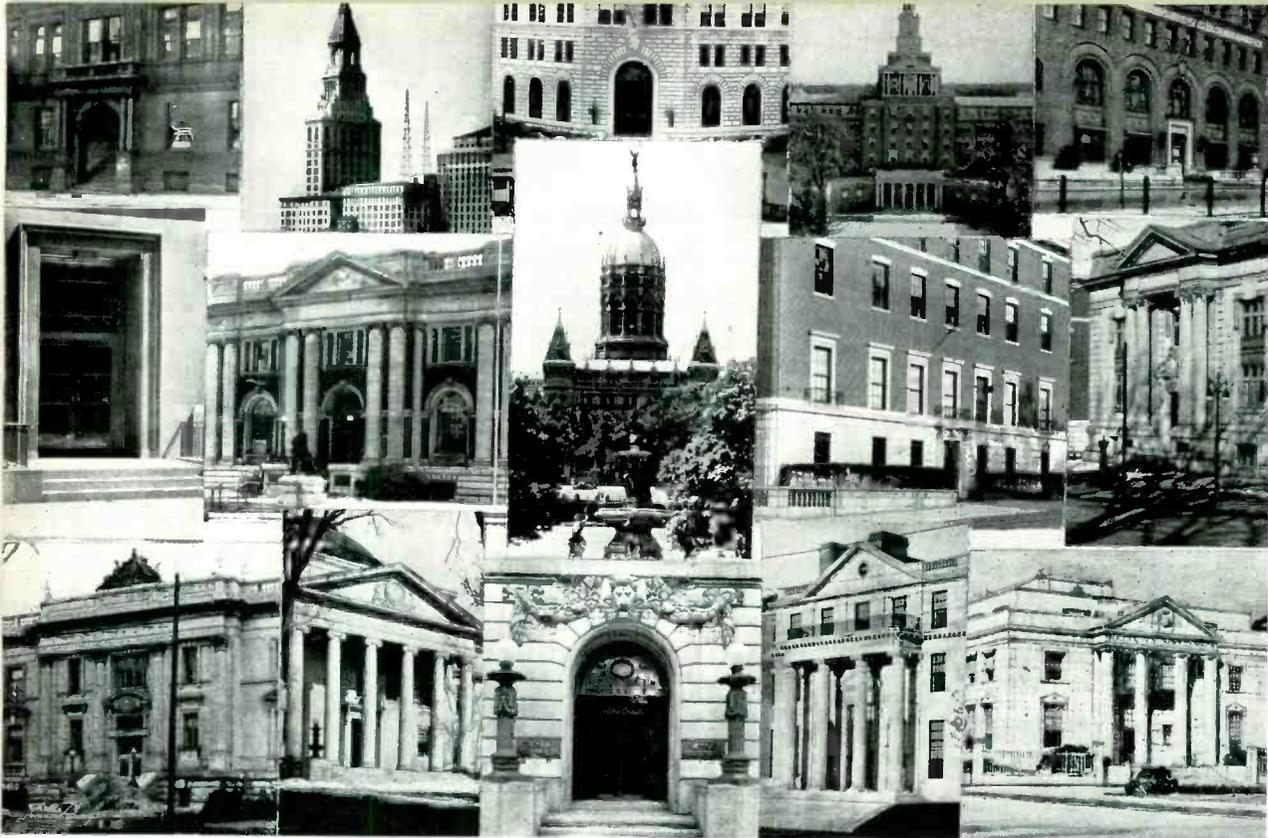
Do you want to place an announcement schedule? Or buy 5, 10 or 15 minutes of an established program? Or sponsor a tested show outright, for one or more days a week? Get WDRC's new brochure "Blue Ribbon Programs". It gives you

complete information on all special features originated by this station. Prices are moderate, to encourage a steady schedule, and there's a program in the group to fit every need. Morning, afternoon and evening availabilities.



W D R C

HARTFORD
CONNECTICUT'S PIONEER BROADCASTER
1330 ON YOUR DIAL



Connecticut's park-centered Capitol (center) and facades of 14 nationally famed insurance firm headquarters, in Hartford. More than \$2,000,000 weekly pours into the coffers of these and additional Hartford insurance firms. The companies pictured are: (L-R): National Fire Insurance Co.; Travelers Insurance Co.; Connecticut General Life Insurance Co.; Aetna Life and Affiliated Companies; Phoenix Mutual Life Insurance Co.; impressive entrance to the Hartford Steam Boiler Inspection & Insurance Co.; Scottish Union & National Insurance Co.; the glittering golden dome of the State Capitol—Bushnell Park. The Phoenix Insurance Co.; Orient Insurance Co.; Northeastern Insurance Co.; Hartford Fire Insurance Co.; ornately sculptured entrance to the Aetna Fire Insurance Co.; Connecticut Mutual Life Insurance Co.; and the Caledonian Insurance Co.

The Insurance City

In spite of this remarkable industrial show, the Hartford area is best known for its function as an insurance center. Underwriting began here in 1810, with the Hartford Fire the oldest company. Other famed names, with home offices in Hartford and many thousands of employees, are The Travelers Insurance Co., The Aetna Life and Affiliated Companies, The Phoenix and Phoenix Mutual Life Insurance Companies, the Connecticut General and Connecticut Mutual Life Insurance Companies, the Hartford Steam Boiler and Inspection Co. Then there are thirty-seven other bulwarks of safety, for a total of forty-five companies writing every form of insurance known to man, and with total admitted assets of over three billion dollars.

The Promised Land

Add to industry and insurance the fact that Hartford County is second in New England in agriculture. The Connecticut River flows through a land rich in milk, fruit, flowers, vegetables and tobacco. Tobacco is the most important agricultural industry, and because of its

fine quality, most Connecticut grown tobacco is used for wrappers and binders. Vegetables include potatoes, cabbages, onions, asparagus, melons, rhubarb, beans, tomatoes and sweet corn. For fruit, the good earth yields apples, peaches, pears, grapes, strawberries, raspberries, loganberries, cranberries and currants. This is a fertile land, with a temperate climate for an active life.

Capital and Capital

As the capital of Connecticut, Hartford also benefits from the steady employment of State departments, and Hartford is the financial center of Southern New England. There is an investment district. There are ten discount banks. Total bank resources are \$378,055,000. There are four mutual savings banks, and savings deposits average \$850.00 per capita, against \$678.00 for the nation.

Bright Spot

Apart from the normally attractive picture which Hartford presents, things are bright right now in Connecticut, and Hartford as usual is getting more than its share.

If you like statistics, here are the latest available:

Connecticut's increase in Insurance Sales compares with no gain for the nation as a whole and is exceeded by only three states.

Connecticut Factory Man-Hours are now 30 per cent above a year ago, making 70 per cent above 1938 low.

Connecticut Electric Power sales are highest in history for past four months.

Connecticut Bank Debits in Dec. 1939 are highest for any month since June 1930.

Connecticut New Building in November is highest for any month since December 1930.

Connecticut Telephones in Service in December are highest in history of company.

Connecticut Industrial Stock Values are highest since October 1929.

Hartford County Factory Employment is 20 per cent above year ago, and 15 per cent above 1929 average.

Hartford Bank Clearings in December are highest for any corresponding month in history.

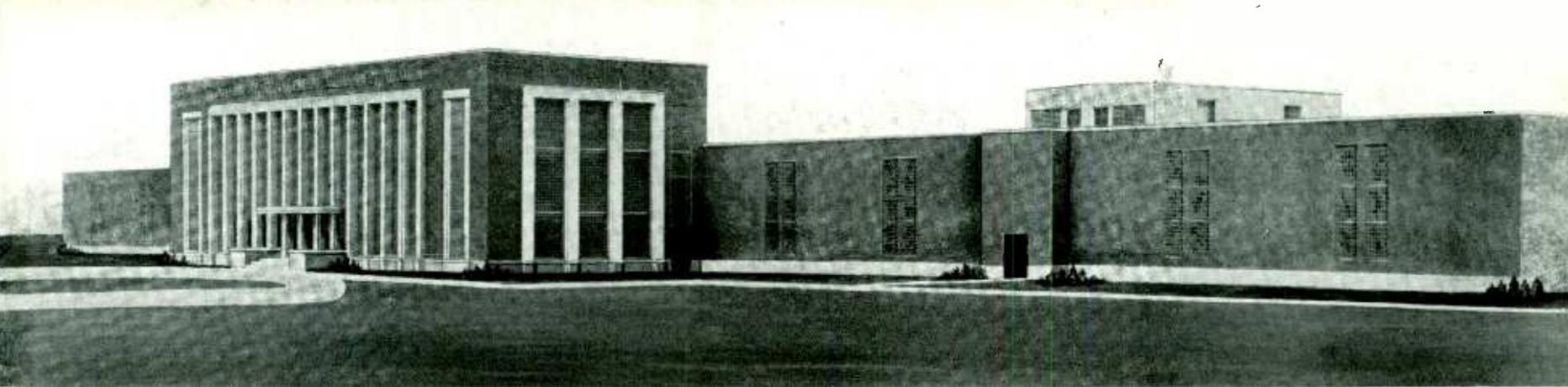
Outgoing carloadings in December are highest for any month since March 1932.

More than ever before, this is an "A" market which Hartford offers the national advertiser, a market which belongs at the top of the list when sales and advertising plans are made.

*Gives key to determining market values—
"prosperity of its local retail stores."*



WILBUR RANDALL



While Indianapolis is the capital of a great agricultural area, nonetheless it is a great industrial city—increasingly so. The above new \$6,000,000 Allison Engineering Co. War plane plant will employ 2,500 skilled craftsmen and aptly makes Indianapolis a great motor center, being an important addition to other vast motor plants located in the Hoosier capital.

Indianapolis . . . POPULATION: 425,884 RETAIL SALES: \$147,137,000
The **CONSISTENT LOYAL MARKET** . . .

A Community Of Steady Customers Who Can And Do Buy
Nationally Advertised Products Year In And Year Out . . .
Living Standards Are High, Business Conditions Excellent

By HAL R. KEELING, *President, Keeling & Co., Indianapolis*

CHARTS and statistics seldom tell a complete market story. One market leads in the production of pig iron—another in pigs. The Indianapolis market has a wonderful statistical story of one family dwellings, telephones, income tax returns, etc., but this story tells you little of the market's personality.

This market is never a push-over. It is not to be sold with an overnight campaign, because Indianapolis buying habits do not change overnight. Customers in this market are "not the first by whom the new are tried, nor yet the last to cast the old aside."

This is not a market of one-time buyers. It is a market of steady customers. Once sold they stay sold for a long time. You'll find a larger percentage of car owners buy the same kind of car year after year than in any other comparable market. You'll find national advertisers who do a consistent job in Indianapolis enjoy a larger proportion of the business than they do elsewhere.

You'll find customers consistently resisting unknown substitutes.

Low price is not the key to this

market. People here want value and quality. Only 11 per cent choose their grocery stores on a basis of low price; more than 29 per cent because of highest quality and best value.

Excellent Test Market

It is a discriminating market. It is being used more and more by show producers as a tryout city. They know the people here are not likely to cheer for something just because it is new—it has to be good, as well. This discrimination coupled with the market's typically American population makes it an excellent proving ground for new products as well as for theatrical productions. The city is metropolitan in size but it doesn't have the usual handicaps of metropolitan advertising and selling. Many national advertisers have run successful test campaigns in Indianapolis media.

"Cafe Society" doesn't exist in Indianapolis. You won't find a lavish night club in town. Instead, you will find seven downtown clubs, eight country clubs, thirty luncheon clubs and countless other business

and social organizations, all actively supported.

People here prefer other kinds of entertainment. They jam the coliseum for a hockey game or a roller derby. They stand in lines four deep and a block long to hear Kay Kyser, yet the Indianapolis Symphony orchestra usually plays to a sell-out audience.

Consumers Are "Brand Conscious" . . .

Indianapolis is responsive to advertising in the most profitable way. A sketchy schedule may cause only a slight waver in the sales curve, but shrewd, consistent advertising for a worthy product will produce more than its share of steady, loyal customers.

The Indianapolis market has a high standard of living . . . 25.7% above the national average. Business conditions here are seldom far from normal; almost always above the national average. For more than eight years there have been no vacancies in what the real estate men call the "100%" retail store locations.

Turn to page 121



Florida's major city, Jacksonville, is an important seaport, gateway for tourists en route to towns and cities more southerly in the Peninsular State. Here's where \$60,000,000 a year changes hands . . . a city of prosperous buyers . . . of alert advertisers . . . of prosperous merchants . . . where bank clearings in November jumped up \$10,000,000 over the same month the previous year.

Jacksonville . . . Florida

POPULATION:

138,037

RETAIL SALES:

\$60,000,000

The City That Primes Its Own Pump Thru Diversified Industries . . .

Abundantly Wealthy Jacksonville Is Tuned To Prosperity . . . Wage Average 28% Above Level of Nine Southern States, Keenly Affecting Market

By M. T. NEWMAN, Pres., Associated Advertising Agency, Inc., Jacksonville, Fla.

MEN with money make markets . . . men with payrolls coming in week in and week out. Men who must buy. These make markets. And if you want to sell, sell where the money flows of its own volition. Not a punch-drunk, slap-happy spree of buying. But sustained purchasing of needs, of above the average luxuries, of home comforts, of things *you* sell. Jacksonville is such a town . . . the figures prove it. It is built of rugged stuff . . . of men at work, of mills humming, of trains moving, of ships and men seeking the seas, of money flowing. Cash talks here in rich tones . . . not the high, hysterical overtones of boom-and-bust, but of a city growing, surely, steadily, relentlessly, as cities grow whose feet are in the soil, whose hands reach out through rail and waterways.

Jacksonville primes its own pump, through diversification of

industries. There is everything to provide balanced wealth . . . everything from perfume to paint, from shipyards to stockyards; from matches to meat packers.

You can find an eager market for your product here. Jacksonville's brand preferences disclose loyalty to nationally advertised products. That means Jacksonville can be shown. An independent survey for a local radio station reveals a preponderance of purchasing, 77% on six different items, for nationally advertised merchandise. It has paid these manufacturers to advertise in Jacksonville.

And Jacksonville offers a plus value in markets. Not only will your product continue to be bought here, if properly advertised and manufactured, but the great tourist industry of Florida, a \$103,000,000 business, uses Jacksonville as its principal gateway into Florida. Tourists here, stay here, buy here.

And because Jacksonville is the distributing center for the Southeast, their expenditures in the rest of the state are reflected here. That means a testing, a thorough testing of your product, since it affords a representative cross-section of the national market. You can test perfume at \$20.00 a gram and obtain significant results. You can test a new work shirt and know if it clicks.

Consider this when you look to the growing Southeast: wages in Jacksonville are 28% above the average for the 9 Southeastern States. That means a better buying urge here.

According to figures recently released, retail sales in Jacksonville for 1939 were up to \$60,000,000. Latest figures from the United States Department of Commerce show gains for 1940. There are 45% more sales in Jacksonville per
(Turn to page 121)



THE SOUTH

INVITES YOU TO TAKE PART IN ITS INDUSTRIAL GROWTH



Cato B. Hoey
GOVERNOR OF NORTH CAROLINA



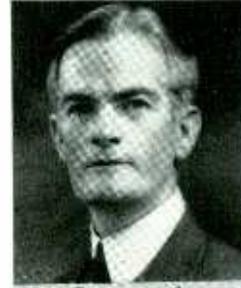
Frank Polk
GOVERNOR OF LOUISIANA



Leon Shivers
GOVERNOR OF OKLAHOMA



Fred McLeod
GOVERNOR OF FLORIDA



Paul B. Hebard
GOVERNOR OF MISSISSIPPI



Barnett R. Klaybark
GOVERNOR OF SOUTH CAROLINA



Prentiss Cooper
GOVERNOR OF TENNESSEE



W. W. Workman
GOVERNOR OF TEXAS



Carl E. Bailey
GOVERNOR OF ARKANSAS



Frank Dixon
GOVERNOR OF ALABAMA



C. B. Rivers
GOVERNOR OF GEORGIA
Chairman

WE, THE GOVERNORS . . .

■ ■ invite Industrialists to consider the South's natural advantages, which are the base for the amazing industrial expansion of this section.

In two years the value of the South's manufactured products has increased approximately 35 per cent, and is now two and a half times the value of its agricultural output.

During the same period the number of manufacturing plants in the South increased by 803 as contrasted to a decline in the rest of the United States of 3120.

The South now produces practically all of the naval stores, sulphur, carbon black, Fuller's Earth and phosphate rock of the country, and over half the bituminous coal, natural gas and crude petroleum, as well as a material part of a long list of other important minerals necessary to industry.

With natural resources unmatched in any other part of the country, a favorable climate, excellent transportation and power facilities, with strategically located ports for foreign trade, the South represents THE NATION'S ECONOMIC OPPORTUNITY NO. 1.

Southern Governors Conference

Bona Allen Building, Atlanta, Georgia

LAWRENCE WOOD ROBERT, JR., Executive Director

CARROLL DOWNES, Industrial Consultant



Looking out over downtown Kansas City from an eminence in Penn Valley Park, the Pioneer Mother symbolizes the spirit of an old Kansas City—and a new one, as well. Somewhere between the mansion group and the economy group, Kansas City has block after block of fine homes like these. The County Club Plaza, a thriving business district four miles from the downtown section, gives those who live here unusual convenience in shopping . . . and they buy nationally advertised products.

Kansas City . . . POPULATION: 621,380 RETAIL SALES: \$256,228,000

Western Missouri's Metropolis Lifts Its New Face To The Sun . . .

KC's Citizens Represent The Life Blood And Heart Of America—Unshackled, Today, From A Foul Political Machine . . . Early 1940 Weather Conditions Indicate Good Crops—A Great KC Market

By C. C. "DAN" TUCKER, *Executive, Ferry-Hanly Co., Kansas City, Mo.*

ON a rising eminence in Penn Valley Park in Kansas City, Mo., the inspiring monument entitled "The Pioneer Mother" gazes westward into the setting sun that once guided the restless surge of the pioneers west and southwest to "The Last Frontier." The sculptor shows her seated astride the patient horse, carrying a small child in her arms, while her husband strides behind with his rifle, ever alert to stalking danger.

Just a century ago, they faced the world on even terms, and they asked no odds! The stars over the campfire spread the only roof over their heads. The berries of the field and the game of the forest provided their only sustenance.

Yet what a future they faced! There was no relief job to fall back on at the end of the trail. There was no Social Security and not a single copper bathtub within five hundred miles. Their working capital consisted of a meager

amount of this world's goods, but their driving force was the undeniable spirit of accomplishment which reaches down into the recesses of men's souls and wells up and surges onward.

This is the background of the spirit that took root and grew and built the Heart of America. For Kansas City truly represents the fused blood of all America.

In the early days, its first citizens came from the deep South, from the Old Dominion, from "Kaintucky, suh," along with the Yankee aristocrats from Back Bay Boston and New England, who came first to make Kansas a free state and whose names still appear on the bronze plates of many a time-honored Kansas City business institution.

Today the fourth generation spirit of these same pioneers has marched again. Again Kansas Citians have risen in their civic wrath and broken the shackles with

which a powerful political machine (unwittingly, perhaps) had stifled the growth of a great city for a decade. They have changed a "stacked deal" to a "square deal," which welcomes the business intercourse of all America on a fair, openly-competitive basis. Inspired by the groundswell of this astounding crusade, which embraces the humbler Joe Doakes and John Does as well — no longer do Kansas Citians refer with solemn awe to the time-honored achievements of the old Kansas City spirit. They themselves are the "New Kansas City Spirit" and they are going places!

Spring, 1940, came to the Southwest with the melting of unusually heavy winter snows and the steady soaking of bounteous rains. Moisture trickled deep into the thirsty sub-soils of Kansas, western Missouri, western Arkansas, southwestern Iowa, southern Nebraska,

Reception Committee to a Million Farmers

It's worth while gettin' chummy with farmers in KMBC's P. D. A. They got dough! \$350,000,000 total net sales of live stock annually on the Kansas City market—\$230,000,000 for grain—40,000 car loads annually of fruits, vegetables, poultry and eggs received here. And that dough is being spent for products sold in Kansas City and the prosperous rural market we serve.



Ezra Hawkins and Aunt Fay

Colorado Pete

Hiram Higsby

Bud and Spud



Rhythm Riders

Bonnie King

Prairie Pioneers



Kit and Kay

Midland Minstrels

Penny Linn

Smoky Parker



Phil Evans



Erle Smith



Bob Riley

27 staff people are setting the stage for your selling story on KMBC's Farm Programs—EARLY MORNING 5 AM to 6:45 AM, and DINNER BELL ROUND UP, 12 Noon to 12:45 PM, every week day. Plus the fulsome talent list, PHIL EVANS, Director of Farm Service, gives 'em INFORMATION at 6:05; ERLE SMITH gives 'em the NEWS at 5:45, and BOB RILEY the LIVE STOCK MARKETS at 6:25, 11:05, and 12:05 PM; BRUSH CREEK FOLLIES, Saturday Nights, 10 to 11. Kansas City steaks are on us if you can find more complete farm service anywhere! But that's not all—KMBC is completing the job by sending these same artists out to shake the hand that shakes the cultivator. So far this year 377 personal appearances have been made to NEARLY HALF A MILLION PEOPLE! We're calling 'em by their first names now—all you gotta do is chime in!

KMBC of Kansas City

Free & Peters, Inc., National Reps.

RETAIL DISTRIBUTION

Kansas City, Mo.—1935 Census

	Number of Stores	Sales
Food Stores	1,603	\$32,874,000
General Merchandise Group	157	60,192,000
Apparel Group	433	24,333,000
Automotive Group	439	23,604,000
Filling Stations	531	7,135,000
Furniture—Household Group	133	7,984,000
Lumber—Building Hardware Group	175	5,735,000
Eating and Drinking Places	1,327	14,653,000
Drug Stores	314	15,961,000
Other Retail Stores	631	15,417,000
Second-hand Stores	242	1,511,000
All Groups	5,985	\$209,399,000

Kansas City, Kans.—1935 Census

Food Stores	614	8,541,000
General Stores (with Food)	3	105,000
General Merchandise Group	63	1,869,000
Apparel Group	60	1,388,000
Automotive Group	106	5,219,000
Filling Stations	198	1,894,000
Furniture—Household Group	44	1,663,000
Lumber—Building Hardware Group	71	1,818,000
Eating and Drinking Places	285	1,316,000
Drug Stores	77	1,908,000
Other Retail Stores	144	1,861,000
Second-hand Stores	41	200,000
All Groups	1,706	\$27,782,000

Colorado, Oklahoma, the Texas Panhandle and northwestern New Mexico. And 650,000 citizens in the "Heart of America" rejoiced. These Kansas Citians will be buying *more* in 1940!

For Greater Kansas City is the natural market-place for hundreds of counties in nine different states. Through Greater Kansas City more than \$300,000,000 worth of agricultural products are sold each year. This summer's harvest of wheat probably will not come up to the crop of last summer, but the price is expected to be 50% higher. Prospects for corn due to the abundance of sub-soil moisture are better than they have been in years, and this, together with certainties of improved pasturage, has brought optimistic prophecies from live stock men.

Good crops are always good news in Kansas City, but it has been many years since its enterprises have depended exclusively upon fruits of the farm.

Since the days of the covered wagon freighter, Kansas City has been a natural distribution center. Located in almost the exact geographical center of the United States (the exact center is 125 miles west) it is natural that national manufacturers would make Kansas City one of their first distribution points for the economical reshipment of all manner of merchandise over a wide area. In recent years, Kansas City enterprise has fostered the building of mod-

ern concrete highways radiating in all directions. This has only accelerated the quick movement of merchandise for two, three, and four hundred miles around, as well as vastly stepped up the number of calls which the man with the sample case can make in a day's time.

For the business whose ambassadors must call on "the important" accounts and make minutes count in closing huge deals, Kansas City's superior air transportation facilities conquer space and time to get there first and get the business. Kansas City is served by three air lines, east, west, north and south, making direct connections to and from all the U. S., Mexico and Latin America. A new air terminal has been recently completed, and its airport with mile and a half long runways of concrete is within the shadow of the downtown skyline—one of the finest and more conveniently located airports in the country.

But in this pageant of transportation, one must not forget the railroads. For these dependable and time-proven stalwarts of transportation are still deserving of the praise paid by the business tycoons of an earlier day—"The railroads built Kansas City!" Kansas City is the hub of 12 trunkline railroads, not to mention 10 other branch lines which interlace the geography of the entire Mississippi Valley, the Great Southwest and the Far West, and the railroads are still forging forward. Kansas City to-

day probably has as many "streamlined" train services as any city in the Country, if not more.

It is the splendid diversification of Kansas City industry that recommends Kansas City customers most strongly to the national advertiser. In times of wheat failures, live stock may boom. If conditions bring temporary grief to Kansas City's sizeable oil interests—lumber, coal, zinc, cement or lead production may go far to plug the hole in the economic dike. Manufacturing in the steel and textile fields bulwark the market in other directions. There is not the helpless dependence upon a single source of wealth which weakens so many national markets.

A quick idea of how Kansas City's high ratio middle class market has far outstripped its proportionate ranking by population is gained by the following—Kansas City is 19th in population, yet it ranks in 8th place in bank clearings; in 11th place in post office receipts; in 12th place in wholesale sales; and in 13th place in automotive retail. Kansas City also enjoys first place as a primary winter wheat market, and in the marketing of sorghums and grains, the distribution of seed, the distribution of agricultural implements, in the manufacture of American black walnut, in the distribution of feed and in the marketing of hay. Kansas City is second in grain elevator capacity, and in flour milling production within the confines of Greater Kansas City.

The mansions of the Country Club district, built by the widely-known J. C. Nichols, have long been showplaces in Kansas City, but a more recent and significant trend is the mushroom-like growth of beautiful sub-divisions outside the city limits. Small, well-constructed houses—efficient to the nth degree—are a-building by the dozen. Yet, in spite of this new building—\$2,716,400 worth in 1939—occupancy for all classes of housing units is 93.9%—higher than it was last January.

Kansas City's cultural leadership in the Southwest is as note-worthy as its commercial leadership—and indeed, the cultural distinction lends force to the business appeal. The Nelson Art Gallery, the widely known Kansas City Philharmonic Orchestra, the Art Institute, the Conservatory of Music, and the

(Turn to page 184)



HAL. R. KEELING

He indicates Indianapolis' growth as an industrial city.

Indianapolis... *The Consistent Loyal Market . . . Continued from page 115*

Income Is Dependable . . .

One reason for this year 'round stability is that the income of the Indianapolis market is derived al-

most equally from agriculture, manufacturing and commerce.

The stability of Indianapolis business conditions and of the people here is reflected in the local government. Indianapolis tax rate is the lowest and the municipal bonded debt is the second lowest in the United States for cities of comparable size. Evidence of the city's top-notch financial condition was furnished recently when the city borrowed \$1,000,000 at an interest rate of three-eighths of one per cent!

Last year was an outstanding one for Indianapolis industrially. More than \$25,000,000 was put into plant expansion and improvement in that one year.

The Allison Engineering Company plant, home of the newest airplane engine in America, accounted for \$6,000,000 alone and will provide for 2,500 highly paid, highly skilled craftsmen. The International Harvester Company has just completed a three-year building program and the RCA Manufacturing Company has greatly increased its Indianapolis plant facilities and number of employees.

In addition, Indianapolis is the

home of more than 800 other manufacturing concerns who make more than 1,200 different products.

Indianapolis is also an important distribution center. Its central location and excellent transportation facilities make it ideal for the 755 wholesalers here who do more than three million dollars worth of business each year.

Retail Sales Are Up . . .

These are but a few of the reasons why Indianapolis ranks thirteenth among cities in volume of retail sales although it ranks only twenty-first in size.

This market is easy to reach. It represents a compact group of people, 92% native white, whose activities center around the one big city of the state. A million prospective buyers live within an hour's ride and more than 30,000 passenger cars enter the city every twenty-four hours.

To the advertiser who approaches it with a well-rounded advertising campaign, the Indianapolis market promises a steady volume of profitable business that he can depend on year in and year out.

**Jacksonville, Fla., The City That Primes Its Own Pump,
Thru Diversified Industries...** *(Continued from page 116)*

capita than for the United States at large. Mind you, this reflects the high turnover over dollars as well as individual purchases. And means that the great middle class, not the upper income group *alone*, contributes to Jacksonville's economic stability. But upper income group money is here too, witnessed by the fact that there are 1/3 more reporting income tax returns per hundred in Jacksonville than for the national average. There is, in round figures, a \$33,000,000 payroll in Duval County, of which Jacksonville is the only city. The new \$15,000,000 Southeastern Air Base is being rushed to completion here. When this Base is finished, approximately \$500,000 per month will be released in the Jacksonville area for salaries and supplies. Some smart advertiser is going to pick this plum.

Men with money *do* make markets.

FACTS FOR SALES!

	1937	1938
Building contracts:	\$ 5,400,267	\$ 9,990,135
Water borne commerce value:	194,345,747	170,047,310
Vessels in and out:	1,795	1,638
Bank clearings:	920,545,261	860,394,930
Bank deposits to individual accts.:	86,543,000	92,166,000
Postal receipts:	1,293,116	1,312,122

BACKGROUND

Population of city (1930)	135,146
Per cent white	64%
Population—50 mile radius (1930)	236,268
Number of homes	35,000
Per cent owned	34%
Number of telephones	28,349
Individual Income tax returns per thousand	51
Number of water connections	31,942
Families with radios per hundred	94
Number of electric connections	40,785
Motor Vehicle registration (Duval County)	45,356
Total retail outlets	1,991
Retail sales (1938)	\$55,000,000
Per cent U. S. total	.1530
Population per cent U. S. total	.1101

The broad, winding Ohio River, which overran most of Louisville in the great flood of 1937, was a blessing in disguise. Currently the city, world famed for racing, liquor and tobacco, is spending \$20,000,000 on civic improvements.

Louisville...

POPULATION:

396,471

RETAIL SALES:

\$152,936,433



Industries, Rich Tobacco Crops, Make Racing's Mecca A Sure Bet For National Advertisers . . .

Bluegrass Market Boasts "Thoroughbred" Economic Record . . . Industrial Payrolls Increasing

By DOUGLAS D. CORNETTE, *Louisville Courier-Journal & Times, Louisville, Ky.*

THE Nation's business men, who long have looked at Louisville and her Kentuckiana market as the birthplace of good whiskey, the proving ground for fast horses, and a place to see the thoroughbreds run at Kentucky Derby time, are awakening to the fact that these assets are not the only ones possessed by the Kentuckiana area.

Business watched with a quizzical eye as this area paraded through the 1938 "recessions" with little or no falter in its stride. When payrolls and buying powers were toppling in other sections, Louisville industries still were running three shifts, day and night; car-

loadings were near peak levels and bank deposits were the highest in history.

Not satisfied with the record of 1938, Louisville and its market spurred ahead in 1939.

Other indications of increasing trade activity have been uncovered in a factual survey. They are the rise in Louisville department store sales over the corresponding months of 1939, the largest gain reported in the eighth Federal Reserve District, and the gain in the number of vehicles crossing the Municipal Bridge.

The K. & I. Terminal Railroad

reports a large increase in the number of cars handled.

Louisville ranks twentieth among the individual cities of the Nation in industrial importance. According to the 1937 Census of Manufacturers, the total values of products made in Louisville plants was \$294,211,000 as compared with a total of \$277,984,000 in 1935. The census also shows that Louisville's industrial payrolls increased from \$31,975,000 in 1935 to \$33,918,000 in 1937. A late survey taken in sixty-one representative plants shows that in 1939 there were many more workers employed than during 1938. It was found also that industrial power consumption for

Turn to
Page 267



EVERY MINUTE

EVERY DAY

EVERYWHERE

UNITED PRESS



Tennessee's historic Capitol Bldg. tower tops the skyline of alert Nashville, a city of much culture, industry and financial activity. Today, thanks to the proximity of TVA power, like other Tennessee Valley cities, it offers greater opportunities for low power cost industrial developments . . . thus also building an ever greater market for National Advertisers.

Nashville . . . POPULATION: 257,000 RETAIL SALES: \$90,000,000

Business Is Steadily "Up" In Cultured, Aggressive Tennessee Capital . . .

Stinson Plane Plant, Other New Enterprises
Are Recent Industrial Additions . . . "Athens Of The
South" Is Major Southern Printing Center.

By VIRGINIA PREWETT, *Nashville Market Authority*

TAKE a map of the United States and draw a bold line from Canada down the western borders of Minnesota, Iowa, Kansas, Arkansas and Louisiana to the Gulf. Between that line and the Atlantic coast live 75% of the inhabitants of the country, and in almost the exact geographical center of that area is situated Nashville, capital city of Tennessee.

Here, within easy reach by rail, river, road and air of the great interior market that is truly the nation's one "new frontier," Nashville combines a distributing center of major importance, a trading center where the population of a fertile agricultural area sells its produce and buys its supplies, a manufacturing center that can lay claim to one sectional and one national "first" and a research and educational center that is in the forefront of the advancing South.

To tourists' eyes—and Nashville, at the crossroads of the great east-west and north-south streams of continental travel, is seen by many of them—the accent must seem to fall on its character as a city rich

in tradition and mellow charm. Stately public buildings designed in keeping with the Southern love for the gracious lines of neo-Greek architecture; white-columned private mansions in park-like settings; shrines to presidents, educators, legislators, rich in suggestion of Nashville's importance as the home of men who have shaped the nation's destiny since early times—all these tell of its historic past. Beautiful university campuses where very old buildings stand side by side with very new; colleges, denominational schools, preparatory schools and commercial schools to the number of half a hundred; influential newspapers and powerful broadcasting stations; publishing houses, the seats of great church organizations; and many libraries and churches—all these uphold its name as the Athens of the South. A city with one of the highest per capita park acreages in America, its story of leadership carries over into the social aspects of life also: the Nashville Community Playhouse has won national recognition and the new steep-le-chase course in the 2,141

acre Percy Warner Park has been called the nation's finest by leading horsemen of the country.

Yet turn the camera eye, and you find a commercial and manufacturing city that did a \$380,000,000 volume of business last year in manufacturing, wholesale and retail trade alone, exclusive of business done by banks, trust companies, insurance companies and real estate and service concerns.

Diversity of products keynotes the story of Nashville as a center of manufacturing. The city is not dependent on any single industry and this fortunate situation accounts in large measure for the remarkable stability of its business life.

Metropolitan Nashville leads the United States in the production of cellophane, with an annual output of 35,000,000 pounds. Its allied rayon industry is one of the largest, with a product of 32,000,000 yearly. Nashville's city limits encircle the first printing industry of the South, that has an annual turnover of \$11,000,000; railway shops with a yearly business mounting into millions;

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM



JACK DeWITT
Chief Engineer



HARRY STONE
General Manager



JACK STAPP
Production



JACK HARRIS
Sports & Special Events



J. H. NOLAND
News Editor



BEASLEY SMITH
Music Director



GEORGE D. HAY
Audience Relations



PIETRO BRESCIA
Music Director



FRANCIS CRAIG
Music Director



DAVID STONE
Artist Service



ALBERT GIBSON
Sales Promotion



WINSTON DUSTIN
Sales & Merchandising



VITO PELLETTIERI
Music Librarian

X WE

WSM has one of the largest staffs of talent and technical experts of any single station in the United States. That is one reason why WSM tailor-made shows break response and sales records for one client after another. And this is not the result of the work of

any one "genius" but the close cooperation of a well knit organization and a talent staff in excess of 250 artists. Ask your secretary to write us today for case histories. You owe it to your firm to have this information. It will be sent by return mail.

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.



a major boot and shoe industry; stove, hosiery and lumber products industries that are contending for Southern leadership; great industries producing milled-grain products, bread, butter, candy, non-alcoholic beverages and food preparations. In addition to these large scale industries that count their annual output in millions, there are at Nashville important manufactures of paper boxes, artificial gas, electric machinery and apparatus, furniture, concrete products and drugs and medicine. Numerous smaller factories with products ranging in variety from fine clinical thermometers to steel bridges bring \$50,000,000 to the annual total.

As Nashville's business life is characterized by stability, so it is by steady expansion. A civic policy of seeking only those new industries and businesses that would constitute real assets to the community, made effective through a vigilant and active Chamber of Commerce, has resulted in obtaining for Nashville, among many new factories and commercial firms, two industries of national importance within the span of two decades.

They are the DuPont rayon and cellophane plant, which located there in the early twenties and just recently, the Stinson division of the Aviation Manufacturing Corporation. Attracted by the city's demonstrable advantages in central location, equable climate, magnificent airport facilities, its high type of labor supply and proximity to the source of cheap power, this company built at Nashville during the early months of 1940 a new \$1,000,000 plant employing 1,000 men and capable of producing 1,000 planes annually.

Division officials have announced that a major portion of the factory's production will be a type of plane suitable to the needs and pocketbook of civilian fliers. So the city that wrapped the nation in cellophane will soon put it on wings.

During Nashville's long history as a commercial as well as a political capital, advantage has been taken of excellent banking, transportation

and communication facilities to develop a wide wholesale and retail market. Wholesale distribution alone comprises 36% of the city's business and each year an increasing number of regional offices are established there by national distributors.

Nashville's wholesale trade area proper, embracing 51 counties in Tennessee, 38 in Kentucky, 17 in Alabama and 6 in Mississippi, has a total population of 2,503,166 people. In this area there are 25,095 retail trade outlets with net sales aggregating \$315,837,000 annually at the last census.

At the time of the last available official report, Nashville had 439 wholesalers, of whom 60.4% were wholesalers proper. 12.5% manufacturers' sales branches, 21.6% agents and brokers and 5.5% other types.

The 1935 census of distribution reported 3,199 retail stores within the city of Nashville. Best estimates for the year 1939 place the value of Nashville's retail trade at ninety million dollars.

Distribution of the retail dollar in Nashville's trade area, according to the last official survey, was as follows:

Total Sales	100.00%
Food Stores	22.14
Eating Places	4.29
General Stores (with food)	7.35
General merchandise	12.68
Apparel	5.99
Automotive	18.58
Filling Stations	7.46
Household Furnishings	2.75
Building Material	8.29
Drug Stores	4.44
Miscellaneous	5.52

Retail distribution of all kinds of businesses in the city proper was divided as follows:

Type of Stores	Percent of total sales
Food group	22.36
General Stores	.10
General merchandise group	15.44
Apparel group	11.43
Automotive group	15.31
Furniture and household group	5.51

Lumber-building-hardware group	4.05
Other retail stores	8.24
Second-hand stores	.69

An index of the quality of Nashville's immediate retail market may be inferred from the fact that the city and county, with a population of 257,000 according to the best late estimates, had the highest figure for effective buying power per family of any county in the geographical division under which Tennessee came in a recent national survey of effective buying-power. Negro and white families alike were included in making the averages.

The great numerical preponderance of one-family dwellings in Nashville and the increasing percentage of homes owned also indicate its quality as a market.

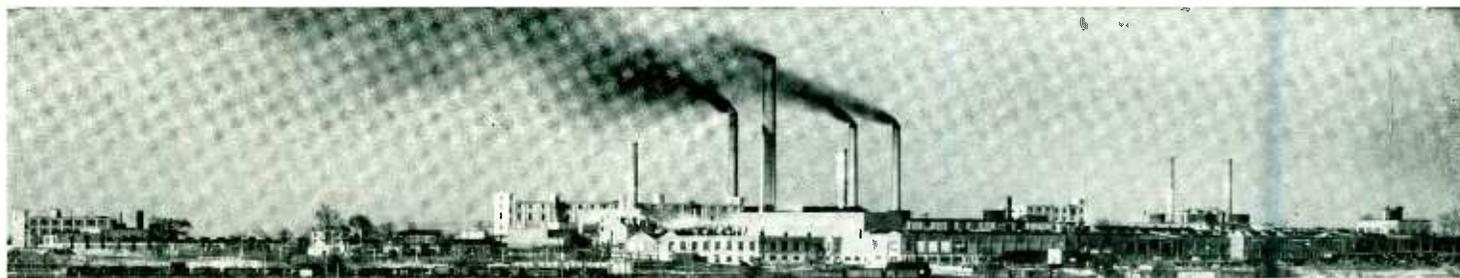
How this market is being developed is shown by a statement of the increases in volume of business registered in the year 1939 over that done in 1938.

Industrial production was up 13.6%. Wholesale sales were up 11 percent. Retail trade volume was up 7 percent. Bank clearings increased 8% over the previous year and bank debits were up 10%.

Nashville's recent period of growth has been reflected in all its activities. The landing field at the \$2,000,000 municipal airport was extended last year to accommodate the largest land planes now being built or under design. A new \$2,000,000 city-county building was completed on the public square in 1937. The state built a new supreme court building and state office buildings costing \$1,500,000 during 1937, 1938 and 1939. Early in 1940, construction was started on the \$2,000,000 library that Vanderbilt University, Peabody College and Scarritt College are building jointly on the Vanderbilt campus.

With a great past behind her and a present prosperity founded on solid values, Nashville is forging steadily ahead, along lines of natural development, toward an even greater future.

Nashville workers' output wraps the world in cellophane and rayon produced in the great DuPont de Nemours plants located here.



BUSINESS KEEPS CLIMBING at **WLAC**

National Advertising Gains:



And 1940 is showing substantial gains over 1939! The reason for these phenomenal gains is simple—Advertisers have discovered that WLAC is the outstanding buy in the Nashville market.

W L A C

5,000 WATTS

NASHVILLE, TENNESSEE

J. T. WARD, Owner

F. C. SOWELL, General Manager

Member Station C. B. S.

Paul H. Raymer & Co., National Representatives

Affiliated with World Broadcasting System



Star Salesman for Domino Since 1923

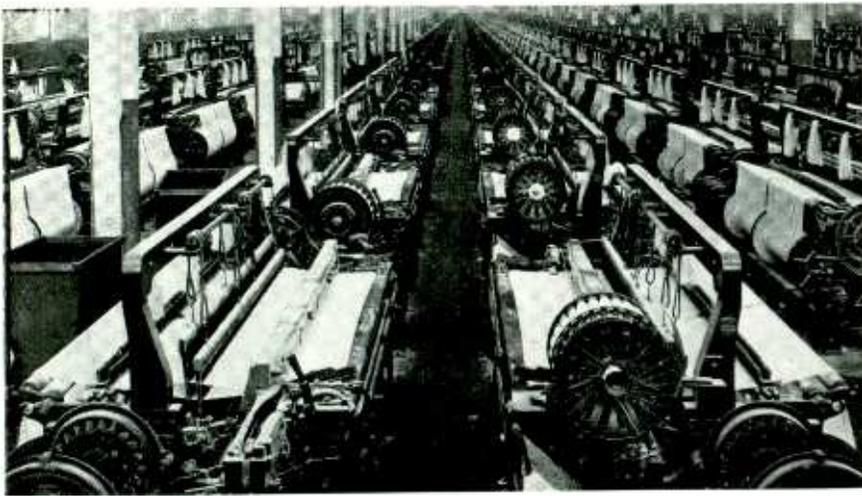
Sixteen years' experience with advertising in The Christian Science Monitor has proven to the American Sugar Refining Company the ability of the Star Salesman to build consumer business. Other results have come as plus values—for instance, a baker in Baltimore, after seeing a Domino advertisement in the Monitor, placed a \$4,000 contract for Domino sugar—and grocers in a number of cities, who take a friendly interest in boosting Monitor-advertised products, have mentioned Domino in their own Monitor advertisements. Why not put the Star Salesman to work for you? Ask the nearest Monitor office for complete information.

THE CHRISTIAN SCIENCE MONITOR

A DAILY NEWSPAPER FOR ALL THE FAMILY

Published by The Christian Science Publishing Society, One, Norway Street, Boston, Massachusetts
 BRANCH OFFICES: New York, Chicago, Detroit, Miami, St. Louis, Kansas City, San Francisco, Los Angeles, Seattle
 London, Paris, Geneva

2832 FOOD RETAILERS ADVERTISE IN THE MONITOR



The world's largest weaving room, a quarter mile long, at Pequot Mills, Salem, Mass., a plant typical of New England's textile empire, its largest industry, doing an annual volume exceeding \$300,000,000. (N. E. Council.)

History and Commerce blend in this picture of Faneuil Hall and the Custom House Tower. Radiating from this Boston harbor front tower is one of America's richest markets of which Boston is the Hub. (Boston C. of C.)



New England... POPULATION: 8,166,341 PURCHASING POWER: \$3,579,056,000

SIX STATES That Offer Many Markets In ONE . . .

New England's Populous, Prosperous, Definitely-Defined Key Buying Areas Make For Effective Advertising Via Radio, Newspapers And Other Media... Aid In Co-ordinating Promotions, Merchandising, Sales And Deliveries

By EDWARD W. YOUNG, *Production Director, Harry M. Frost Company, Boston*

PEOPLE make markets—markets move merchandise. That's a familiar advertising axiom. But, in the case of New England, this axiom merits elaboration because of factors which have an important bearing on the number and character of people, their earning and spending power, type of residence and the facilities for projecting advertising to each sector which makes up the total market.

Inasmuch as the 1940 census is certain to show a substantial population increase in each of the six states, points applying to the last census will take plus ratings.

Consider, for example, that in 10 New England counties alone, 65.1% of the population is concentrated. In these counties are 13 cities with population density that makes them key markets. In addition to these cities, all in excess of 100,000, there

are other essential markets, each requiring individual cultivation.

The most impressive picture of population concentration is made by comparing New England's 131.8 per square mile with the 41.3 figure for the U. S.

The high degree of literacy, the fact that a large percentage of workers are employed in skilled trades, the standards of living and similar factors make the people who make markets in New England a responsive, able-to-buy-audience for national advertisers.

The estimated purchasing power, quoted in the headline, is based on the latest available figures compiled by the National Industrial Conference Board, in which New England's total accountable income is set at \$4,888,000,000, or \$568 per capita, which is 18.6% higher than the U. S. average.

Utilizing the percentages given in "Elements of the Budget", prepared by the Commonwealth of Massachusetts, and deducting shelter, heat and light, gives the amount logically constituting purchasing power of \$3,579,056,000*. This is \$415 per capita or 15.6% higher than the U. S. average.

Applying the budget percentages to the purchasing power, results in making \$1,799,888,000 available for food; \$625,664,000 for clothing and \$1,114,464,000 for sundries.

New England has 8% of the total accountable income of the United States, 20% of which derives from dividends, interest and rent, and 80% of which derives from productive activity, distributed as follows:

- 33% from Manufacturing
- 27% from Public and Private Services
- 18% from Trade and Finance

WNAC



Boston

WTIC



Hartford

WLBZ



Bangor

WEAN



Providence

WFEA



Manchester

WICC



Bridgeport
New Haven

WCSH



Portland

WNLC



New London

WTAG



Worcester

STARS OVER

THE 18 stations of The Yankee Network cover New England like the stars, completely encompassing this rich, responsive, six-states sales market—from Bridgeport to Bangor — from Boston to Rutland — and everywhere in between.

The radio waves from each of these locally-listened-to stations exert intensified influence in the 18 populous key areas where repeated surveys have shown that the greatest buying power is concentrated.

Every campaign on The Yankee Network benefits by the EXTRA sales power of this proven, locally-effective acceptance.

THE YANKEE

21 BROOKLINE AVE.,

WSAR



Fall River

WBRK



Pittsfield

WLLH



Lowell
Lawrence

WNBH



New Bedford

WLNH



Laconia

WHA1



Greenfield

WCOU



Lewiston
Auburn

WSYB



Rutland

WRDO



Augusta

NEW ENGLAND

No one station or small network can possibly give the necessary direct contacts in all essential trading centers.

What this prosperous market requires is the localized, yet all-inclusive coverage provided only by The Yankee Network carrying the double appeal of programs with community interest and network shows.

The 18-markets plan permits merchandising advertising — co-ordinating efforts of sales and delivery departments — getting maximum returns from radio promotions.



EDWARD PETRY & CO., Inc.
Exclusive National Sales Representative

NETWORK
BOSTON, MASS.



They Govern New England's Six States . . . Recently, these Yankee rulers personally gave the Wrigley Program, over the Yankee Network, their individual and collective blessing. It aims to promote New England to New Englanders, and is MC'd by clever Billy B. Van. The Governors are: (L.-R.)—seated—George D. Aiken, Vermont; Leverett Saltonstall, Massachusetts; Francis P. Murphy, New Hampshire; standing—Lewis O. Barrows, Maine; Raymond E. Baldwin, Connecticut; and Wm. H. Vanderbilt, Rhode Island



EDWARD YOUNG

Bostonian, he points with pride to the record of New England and its amazing offering to National Advertisers who venture to do business in this compact, profitable area.

- 9% from Transportation and Communications
- 5% from Agriculture
- 8% from Miscellaneous Sources

New England has 11% of the country's Capital Resources in Banks; 18% of the Savings Deposits. New England workers receive 11% of all wages paid in the United States. The textile industry alone accounts for \$300,000,000 annually in wages, the shoe industry \$63,000,000. Eleven percent of the estimated recreational expenditures of the United States are spent in New England. Thus, in contrast to some sections, New England has a plus market in summer created by the larger number of vacationists.

Because type of residence has a bearing on market value, it is significant to note that in cities of 25,000 or over 59.8% of the 1,879,499 homes are single houses; home ownership percentage is 28.4%; homes with children under 21 number 1,147,706.

While 13 counties account for 75.6% of the retail sales, a fact that offers obvious advantages to advertisers, ALL key sections require advertising contact in order to promote the highest degree of local acceptance.

These buying areas are adequately

covered by metropolitan and local newspapers and by radio chains. In the most populous areas, for example, the local radio station and metropolitan newspapers will be found sufficient for coverage of these areas and a number closely adjacent. Yet, in other areas, retailers expect and need the local radio station and local newspaper because neither the influence of a metropolitan newspaper or radio station from a distant city carries enough power of local acceptance to give maximum results.

New England is indeed "Many Markets In One", yet a carefully worked out, consistent sales plan

can capture each of these markets.

New England IS different—and these factors of difference are in favor of national advertisers who find here approximately 115,000 retail outlets—population concentration with defined market areas—high per capita income and spending power—intelligently applied thrift which provides money for regular or luxury purchases—a year 'round market with plus prospects during the summer months—desirable standards of living which create more sales of more products—a degree of literacy that insures best possible reception for advertising—and media of proven effectiveness.

NEW ENGLAND HIGHLIGHTS FOR 1939

(Source, New England Council)

Gen. Bus. Activity	Electric Power	Manufacturing Emp.	Manufacturing Payrolls	New Factory Construction
Index No.	Prod. (KWH)	Nos.	\$	Sq. Ft. Value
+16.7	+13.0	+13.3	+ 9.0	+15.0
	Con.			+101.2
				+34.8
Dept. Store Sales	Independent Store Sales	Electric Refrigerator Sales	Motor Vehicle Sales	Value of New Home Construction
\$	\$	Units	\$	\$
+2.6	+5.2	+53.6	+28.0	+16.6



WHEN MONEY DOESN'T COUNT

...CALL FOR LORD CALVERT the "Custom Blended" Whiskey

If you are not concerned about the cost of luxuries, Lord Calvert is your whiskey. For here is smoothness that is incredible, bouquet and flavor that are distinctive in the superlative sense of the word. A great-occasion whiskey, the costliest blended in America, it represents the highest development of blending as an art. Naturally, Lord Calvert has become the choice of many men with whom—*money doesn't count.*

**The costliest
whiskey
blended in America**



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. Copyright 1940, Calvert Distillers Corporation, New York City.



Dictators muster vast subservient throngs in European Capital cities, but here is one vastly larger, with buying power, pleasure bent, on Times Square (Broadway). A million free souls, who ushered in 1940.

New York City...

POPULATION:

10,921,217

RETAIL SALES:

\$4,182,742,000

The NEW YORK MARKET Is As BIG As It Is RICH —Here's HOW You Can Tackle It!...

Advertising Concentration Versus Widespread Distribution Is Nub Of Problem . . . Answer Is Found In Proper Coordination Of Two Factors Distribution And Advertising.

By R. H. LEDING, *Manager of Research, Lord & Thomas, N. Y. City*

NEW YORK is generally known as the richest and at the same time perhaps the toughest nut the American marketing man has to crack. The reasons given for this generally vary with the experiences of the individual advertiser. But whether this toughness is ascribed merely to the huge size of the job or the intensity of the competition, it might be useful to look into the elements which

make the New York market what it is.

It means little to say that New York is a Multiple Market. Any market with more than one shopping centre can, in a sense, be called a Multiple Market; in the case of New York we have two factors to consider: first, the concentration of its media, and second, the large number and wide dispersion of the marketing centres that make it up.

Media Extend N. Y. Markets . . .

The primary factor, which in one sense is responsible for the size of the New York market, is the extraordinary circulation of its advertising media. Thus, the eight largest New York newspapers offer the advertiser a daily circulation of close to five million, and a Sunday circulation of over seven million. New York's radio stations offer a

In New York

CHECK

WEAF & WJZ
NEW YORK
50,000 WATTS • 660 KC. — 50,000 WATTS • 760 KC.

FIRST

for choice time availabilities

**The only MAJOR NETWORK KEY STATIONS
in New York City offering GUARANTEED TIME**

R. H. LEDING



Like a military man, he divides the New York Market into districts—explains how they may be won . . .

potential audience of from ten to eighteen million in their primary listening areas, depending on the station involved.

Subways, street cars, and buses in the New York and suburban area offer daily circulation of ten million, and outdoor advertising offers a daily traffic of over seven million.

While it is not necessary for any advertiser to buy all of this circulation at once, the important point is that all of it is distributed from one centre—New York City—through an area which has been variously estimated to represent anywhere from fourteen to twenty-two per cent of America's total market. While the advertising cost involved in reaching the individual buying units of this huge market is surprisingly low, the marketer's real problem comes when he has to follow up his advertising with an effective sales promotion and distribution campaign.

This is where the widespread multiple nature of the market actually comes to his aid. Manhattan being an island, the marketer can split his problem into sections which can be individually attacked.

Out of the twelve million people in the metropolitan and suburban areas, well over five million live in the suburbs and this number is constantly growing. Of these, three and a half million are located in New Jersey and nearly half a million of these constitute the population of Newark alone. Another million and a half are in the area around Westchester County, while half a million live on Long Island, to which the three and a half million population of Brooklyn and Queens (two of the five boroughs) are frequently added.

All in all, there are 736 communities in the New York trading area outside of the city of New York which offer the opportunity for something on the order of an enveloping movement before the centre of the city itself is attacked.

In this the metropolitan newspapers will aid the marketer with their special sectional editions. A group of suburban newspapers offer him an additional circulation of over a million to work with. Local radio stations offer local coverage; and

transportation and outdoor advertising naturally divide themselves along sectional lines.

In any case, however, this splitting of the market can only be considered a preliminary step for the marketer who feels he cannot tackle the entire job at once. To capture the New York market as a whole, and to get the full benefit of the tremendous circulation he can buy there at low unit cost, he must sooner or later reach the point of full coverage.

Certainly there is nothing new in this strategy of approaching a large market. It would seem however, that this is forgotten when New York is approached.

Whether the New York market is attacked one part at a time or all at once, however, the surprising homogeneity of the market as a whole must not deceive the marketer as to the wide differences which exist between many of its parts. A drive through the city or any of its suburbs will show buying centers representing almost exactly similar income groups in some of which trade, income, and consumption are definitely on the down grade; while in others, up-to-date stores, active

purchasing, and growing population, offer a real sales opportunity.

The sales manager who does not distinguish carefully between the relative vitality and value of these individual sections and tries to cover even a part of a single borough with some generalized formula of missionary and promotional effort will be the man who complains of the high cost of selling in New York.

There is perhaps no market which requires so careful and detailed a supervision of distribution as does the New York area. The shifts of population are almost continuous and distribution plans which may have been good three years ago will now be found to be completely out of date.

From the standpoint of selling, one other important point must also be emphasized. That is, that in character of population the New York market now represents a pretty homogeneous group. While foreign language newspapers published in New York still offer a circulation of over seven hundred thousand, immigration restrictions and educational activities are responsible for the fact that even the readers of these newspapers have reached a higher degree of Americanization and assimilation than would have been considered possible a few years ago. Certainly the old jibe that New York City is not part of America was never further from the truth than it is today.

In any case, whether native or foreign born, the average New Yorker has some very definite characteristics as a consumer.

Whether he shops on Fifth Avenue in Manhattan or on Pitkin Avenue in Brooklyn, he is keenly conscious of the fact that he is part of the most sought after market in America. The standards set by Fifth Avenue are always in the background of his mind. He prides himself on being a buyer who knows values, knows style, and keeps abreast of the times. There is no doubt that in many ways he is the most critical and sophisticated consumer the American advertiser has to face. But for the advertiser who knows how to approach him, he offers a responsive and profitable opportunity.

COMMUTER TRAFFIC TO NEW YORK CITY ESTIMATED BY PORT OF NEW YORK AUTHORITY

Point of Origin	No. of persons Annually
Trans-Hudson (all forms of traffic)	114,500,000
Long Island (by railroad) . .	35,000,000
Westchester (by railroad) . . .	20,500,000
	<hr/>
	170,000,000
Number of persons daily based on 320 typical traffic days	531,250



PORTRAIT OF PAUL E. NEWMAN, ART DIRECTOR OF
ERWIN, WASEY AND COMPANY, INC., AS REMEMBERED
BY BETTINA STEINKE *

* Represented Exclusively by Tom Patterson



Mid-town New York, the Advertising Agency sector. Empire State Bldg., world's tallest, right. Lower left, Pennsylvania Station. Upper left center Byzantine spired Chrysler Bldg. Courtesy PRINTING.

NEW YORK CITY—RADIO COVERAGE DATA

PRIMARY

Station	Population	Families	Radio Homes	Potential Audience
WJZ	19,451,400	4,682,900	4,409,500	17,638,000
WOR	18,070,855	4,498,190	4,515,500	18,513,600
WEAF	14,521,400	3,572,800	3,412,500	13,650,000
WABC	14,501,900	4,573,600	3,415,530	13,436,560
WMCA	11,681,600	2,920,400	2,772,000	11,088,000
WHN	11,882,400	2,971,000	2,563,100	10,252,400
WQXR	11,853,138	2,945,635	2,803,500	11,214,000
WNEW	11,279,000	2,819,800	2,678,000	10,712,000
WBNX	9,949,248	2,476,922	2,376,200	9,504,800

SECONDARY

WEAF	26,290,100	6,205,200	5,260,500	21,040,000
WJZ	18,551,900	4,404,400	3,578,400	14,313,600
WABC	18,531,600	4,459,100	4,111,120	16,655,800
WHN	2,049,100	501,200	457,600	1,830,400



Sitting In On New York Time Buyers' "Bull Sessions" . . . MARKETS of AMERICA and The ADVERTISER's staff have sat in on many types of luncheon parties but here's one that's different. You don't always know who is going to speak—but are always delightfully surprised. You don't know who'll be there—but always someone from Texas, or Hartford or Los Angeles or most anywhere pops in—and "a good time is had by all." Incidentally, visiting broadcasters, time-buyers, radio and advertising executives or agency men are always welcome—at \$1 for your fine luncheon and a chance at the "Pot o' Gold." Come early to get a seat—at Stouffer's Restaurant, Fifth Ave. at Forty-fifth St., New York City. Esty's Al Taranto is the "MC"—there is no prexy.

Tom
Patterson's

*Looks like 1940 will top 1939 for the
advertising boys, Manuel . . . And the
AD's and PD's are plenty busy . . . My
studio is going full blast!*

New York Letter

AFTER meeting my old pal, Buchanan Park Berry, or Champaign Berry as he is affectionately known to the natives of Middle Illinois Five Cent cigar belt, I'm getting off to the serious side of this column. Well, Manuel, I was at the Art Directors' luncheon, and there was Ernie Button whom I hadn't seen for five years . . . and Anderson and Davis and Platte's Ron Wilson and head man Calkins and Holden's Walter Geoghan . . . Ted Husing was the speaker. Get him to tell you that one about the man biting off the baby's toe . . . In drops Kit Carson of whom there are few better copy writers and Kit tells me he has sold a play and the miracle happened—he has already been paid for it . . . and Esty's Jimmie Yates at Stouffers . . . and Hal Stephen dropped up to see me, he's gained twenty pounds . . . And what's this I hear about me old pal Poe Field going back to Detroit, no more wandering in the old HiHo Club . . . and Philadelphia Clancy in with his new one about the stray dog . . . that Lennen and Mitchell's Tom Irwin has certainly come up in the world . . . and a honey of a letter from Look's Hub Lenz away out in Des Moines . . . and another Daisy from J. Walter Thompson's Harry Hult and another from Frank Kane in Detroit . . . and delivering a twenty-four sheet to McCann Erickson's Paul Holder the other eve at his new apartment and what a dream it is pals . . . and never tiring of reminiscing with Johnny Sturdivant about the poker games in the old days . . . I really must write to Ed. Smith and Harvey Luce and Ignatz Sahula . . . and Tink Adams, the Big school operator, was in Town last week-end from Los Angeles and we kept on crossing each other's wires. Jack Storey, Cincinnati, 'Got your message from Jack Huffman, thanks' . . . Ed Linstrom buys a Taylor Plane . . . the big Swede has 51 hours in the air and tells

me we can make quick trips to our out-of-town clients, ha ha, he, not me . . . A new sheet called "Friday" came out last Friday. Now, if it comes out next Friday I'm sure all the folks who bought it last Friday will wonder *Why!* Tricky, eh, Manuel? . . . to dozens of inquiries—the Calvert Whiskey and Havoline Oil full-color animal illustrations are made by Roy Collins . . . Was that A! Dorne I watched buying a dozen neckties in Saks Fifth Ave. recently? . . . Here are some of the private nicknames—names used about a lot of advertising people when they *aren't* present and the gathering all know who they are—The Magic Brain, Windy, Old Money Bags, the Master Mind, Beefer, Four Eyes, Mexicali-Mac, Houja Gue . . . Nice letter from Irving Aultspitz, down Chicago way . . . Thought we'd got all the chiselers out of the business, but I notice there are a few left . . . And as Ted Husing said at the Art Directors luncheon recently, quote 'I was laid up in bed seven days, without benefit of women' end quote . . . The big topic these days seems to be television and when will it be commercialized . . . I hope that new PM sheet turns out to be a good pickup and they seem to be getting away to the right start . . . I like the wise crack of the advertising lad, name not to be mentioned, who called out to a dozen cops as they were coming around the corner from St. Pat's Church in close formation: "Come on boys, Break it up!" . . . and James K. MacAndrews' one in the Palm Restaurant last Thursday will go down in history as the all time all American . . . Robert Chambers doesn't know whether to go to the South Seas this Summer or buy a farm . . . And Bruce Barton said the other day, "Look at me folks and be sorry for me, I'm one of the vanishing middle class, I'm old fashioned enough to feel I should own my own home" . . . Wot about



TOM PATTERSON
Ad World's
Walter Winchell

these lettering machines, Manuel, are they going to do the trick, cost nine thousand you know . . . want to buy me one? . . . J. Walter Thompson's Burt Goodloe tells me he has reduced fifteen pounds, and Buchanan's Park Berry tells me he is down to 241 . . . Thanks Frank Cane for your swell letter . . . My new art Bureau at 10 Rockefeller Plaza has grown to over twenty people . . . my new art school will open this fall, location later . . . Brother Russell left for Hollywood to make one picture . . . We were discussing the big dough patent medicine copy writers make in Arthur Kopel's the other Eve . . . then we got down to who was the best, Johnny Burler, Florence O'Brien, Gordon Seagrove, Jerry Patterson and a dozen others, big money folks and full of real color . . . The kind of a pest I dislike, Manuel, is the lad who is always asking for a plug in this Column, then a free subscription, and as soon as his name appears calls up and wants ten copies *FREE* . . . Bowman and Columbia's Larry Brenna joined my Thursday evening sketching class . . . And half a dozen with Maxon's Rocco Demarco at the Beverly with his pretty wife down from Detroit for a few days to see that Roc doesn't overdo it and if there are many better renderers in this Country I'd like to lay these old eyes on them . . . Harry Varley writes a book, "Dynamads: the Power Principal of Advertising" . . . "Get away from me, boys, you bother me" . . .

AFTER 5 MONTHS

Exposure to Sun, Rain, Sleet and Snow



WILLIAM PIEL, PRESIDENT
EXECUTIVE OFFICER

PIEL BROS. EAST NEW YORK BREWERY
315 LIBERTY AVENUE BROOKLYN, N. Y. C. "APPLGATE 6-8700"

March 20, 1940

Continental Lithograph Corp.
51 East 42nd St.,
New York City.

Gentlemen:

Last November we posted on the board which is our own property at the Brewery, an "Ethel Merman" poster, featuring Piel's Beer.

Now, after five months this poster is still up and with the exception of a slight tear, is in perfect condition.

It occurs to us that there is a rather interesting story in connection with this, which you might like to use in your promotional advertising.

If so, we should be very glad to have you use it, and we suggest that if you think this is of value and would want to reproduce the illustration of the poster, that a photograph should be taken soon as the slight rip which I mentioned, might develop something more serious at any day.

Very truly yours,
C. C. Agate
Advertising Manager

C. C. Agate:cm



THE SEAL OF LITHOGRAPHIC MERIT

Continental

LITHOGRAPH CORPORATION
CLEVELAND, OHIO

NEW YORK • CHICAGO • DETROIT • PITTSBURGH • SAN FRANCISCO • LOS ANGELES



ANA... Hot Springs, Va., 1939... Shaping the economic progress of America, these men are major factors in moulding the buying habits of the nation, U.S.A. Sketched at their annual conclave—they discussed 2 major factors that have disturbed Advertising—the Consumer Movement and the need of a Defense of Advertising. Both problems are current in the process of being solved... by the members of this major Association of National Advertisers. They collectively spend more than \$300,000,000 annually in all forms of advertising. Sketched from life by Mameel Rosenberg, editor of MARKETS OF AMERICA.

W H O M A K E S
Radio Programs?

THE TALENT? THE STATION? THE SPONSOR?

Since 1930 we have been making radio programs for advertisers from coast to coast.

Never a day passes but what more than three score stations broadcast programs created here. Our customer list looks like the blue book of advertisers. Never a day passes but what letters and wires ask "What have you got for such and such an account?" Usually we've got what they want. Letters testify that our programs do the job.

WE SPECIALIZE IN "HOOKS & EARS"

Continued story script shows, kiddie features, quizzes, games . . . transcribed or script. Programs that pull traffic or pull box tops. A large oil company reports 85,000 replies to 13 programs. KLZ reports 6,718 entries to 1st program. A house-to-

house delivery operator reports 2,853 requests to 3 announcements, 75% of whom made at least 1 purchase when called on. WCAE reports "3,000 requests the first week." A southern baker writes "160,000 members." A sponsor in Cincinnati says "11,000 telephone calls in response to our 1st program." WGBI writes "8,500 letters first day." A chain of super markets says "sales up 40%. Swell program."

Whether regional, local or network . . . transcription or live talent . . . chances are we've got an unusual sales-producing program for you. We're glad to send details. No obligation, of course.

SOME OF THE SPONSORS SERVED BY OUR SYNDICATE PROGRAM DIVISION:

The Pure Oil Company • Continental Baking Company • Phileo Radio Company • Kroger Grocery & Baking Company • Sinclair Oil Company • Armour & Company • M. Werk Company • Langendorf United Bakeries Corp. • Universal Mills • Nehi Bottling Corporation • Columbia Baking Corporation • Dairymen's League of New York • Albers' Super Markets • Spear & Company • High Rock Ginger Ale • Liberty Baking Company • Sun Spot Orange Drink • Valvoline Oil Company

THESE PROGRAMS TRANSCRIBED FOR LOCAL OR REGIONAL SPONSORSHIP:

DEAREST MOTHER—World recorded script show

THE FRESHEST THING IN TOWN—RCA recorded juvenile feature

LADY OF MILLIONS—starring May Robson of the movies

SECRET DIARY—continued story of "a woman's secret life"

MYSTREE TUNES—radio's greatest participation program

ZING-O—sound effects radio game

CHEK-IT—count the errors and win

FAMOUS FIRST FACTS—amazing "firsts" in every field

SYNDICATE PROGRAM DIVISION

FREDERIC W. ZIV, INC.

2436 READING ROAD CINCINNATI, O.



Here's a fascinating port city—Norfolk—an historically interesting market place. The Nation's oldest Navy Yard, with a steady payroll, up in millions, annually.

Norfolk... POPULATION: 594,825 RETAIL SALES: \$102,000,000

Anchor At Norfolk—A Calm, Assured Harbor For Sales...

U.S. Navy Yard's Payroll of 12,000 Largest of Many Steady
Volume Sources of Income . . . Business Barometer Up

By RALPH S. HATCHER, *Director of Sales Promotion, WTAR Radio Corp., Norfolk, Va.*

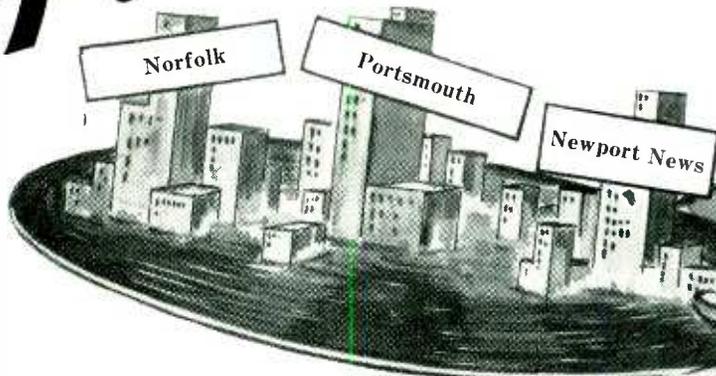
IN Volume 3, *MARKETS of AMERICA*, we read with interest the article, "Business Is Like Weather," written by Mr. Willard S. French, President, Brooke, Smith & French, Inc., Detroit. Mr. French relates the story of the man who bought a barometer, after saving for years. On the day the package

arrived he feverishly tore the wrappings from it—set up the instrument, and gazed at it with the rapture of a connoisseur. Then a cold fear smote him. The sky was clear, the sun shining, but the needle pointed to "Hurricane." Plainly the instrument was defective. He gave it time to adjust itself to its new sur-

roundings, with no result. He shook it, but the needle didn't budge. Then he got mad—sat down and wrote a scathing letter to the manufacturer. He sealed the envelope with an angry thump, and (so they say) went down to the village to post it. When he got back his house was gone, and with it the new barometer

THIS NORFOLK MARKET IS

First



in Virginia

The Norfolk metropolitan district ranks *FIRST* in Virginia in:

Population	273,233
White Families	41,661
Retail Sales	\$86,488,000
Home Owners	17,321

and WTAR is *First* in Norfolk

FIRST in Popularity
 FIRST in Mail Count
 FIRST in local advertising

FIRST in national spot advertising
 FIRST in fine local programs
 FIRST with the cream of NBC
 RED and BLUE PROGRAMS

... and WTAR gives you additional primary coverage of 321,592* prosperous rural population beyond the borders of the Norfolk metropolitan district.

*Daytime Area.

PROOF

- | | |
|--|--|
| 1 advertiser has used WTAR for 16 years! | 1 advertiser has used WTAR for 10 years! |
| 1 advertiser has used WTAR for 13 years! | 3 advertisers have used WTAR for 6 years! |
| 1 advertiser has used WTAR for 11 years! | 13 advertisers have used WTAR for 5 years! |

NOTE: For special combination buy, add only 20% to your WTAR time contract and receive identical service on WRTD in Richmond.

National Representatives: EDWARD PETRY & CO.

Owned and Operated by Norfolk Newspapers, Incorporated

—blown away by the incredible hurricane it had forecast.

We agree with Mr. French that "Business Is Like Weather" in some markets—even in Norfolk. But it is on rare occasions that the Norfolk Business Barometer falls.

For the past five years Norfolk's Business Barometer has indicated "Fair Weather." With the wide and diversified industry and natural resources of the Norfolk Market, one could hardly expect the "Business Barometer" to do anything but show a general upward trend.

The articles produced in and around the city of Norfolk range from inexpensive clothes pins and door mats to cutlery, precision machinery and aeronautical equipment and embrace the manufacture of commercial fertilizers; the refining of cotton-seed oil; the production of Portland cement; ship construction and repair; the assembling of automobiles; the making of men's and women's clothing; the processing of soy beans; the manufacture of burlap and cotton bags; the knitting of hosiery and underwear; the roasting of coffee; the founding of brass, aluminum and iron; the manufacture of brake shoes and car wheels; the weaving of broad silks; the cleaning and roasting of peanuts; the fabrication and treatment of wood, including sawmill, and planing mill, creosoting operations, the making of veneers and production of truck packages; the blending and milling of flour; the manufacture of paints and varnishes; the brewing of beer; and candy making.

Some of the unusual articles produced in the Norfolk Market are: vinegar, bluing, flavoring extracts, preserves, mincemeat, scrapple, caskets, burial vaults, insecticides, naval uniforms, living-room furniture, duplicating machines for office use, mattresses, and stainless steel tableware.

In addition to the varied industrial activities of the Norfolk Market, it is Headquarters for the Fifth Naval District and Home Port for the Atlantic Fleet. The Norfolk Navy Yard is the oldest Navy Yard in the United States. Directly across the bay from Norfolk lies one of the largest Shipbuilding establishments in the country: The Newport News Shipbuilding and Dry Dock Corporation.

The Fifth Naval District con-

tains many activities and essential industries of vital interest to the Navy, such as the shipping industry in Newport News, the Mine Depot at Yorktown, and the chemical warfare school at Edgewood; but the most important interests are the Naval activities in this area consisting of the Navy Yard, the Ammunition Depot, the Norfolk Naval Hospital and the Naval Operating Base.

The Norfolk Naval Operating Base is the only one on the East Coast capable of sustaining the Fleet. It is the terminal of the Naval Transportation Service with its fleet of transports and supply ships. The Naval Air Station is a part of the Naval Operating Base, and has facilities for operating about 300 planes. As a result of the recommendation of the Hepburn Board, projects are well under way for a great expansion campaign for the Air Station. Eleven hundred forty acres of land were recently acquired for this purpose. The total value of the Navy's investment in the Norfolk Market, not including ships and supplies, is approximately \$80,000,000. The Norfolk Navy Yard alone employs more than 9,000 men, and that number is being increased monthly to take care of the influx of repair and new shipbuilding. It is conservatively estimated that the number of employees at the Navy Yard will soon be 10,000 to 12,000. The present payroll is \$14,000,000 annually. The annual payroll at the Naval Operating Base is nearly \$4,000,000.

The barometer on Foreign Trade has shown some fluctuation in the past years. It fell to dangerously low levels in 1933, where the exports through this port were only \$76,298,000. Foreign exports through this port have shown consistent gains since 1933, amounting to \$156,467,000 for 1938.

Historically, Norfolk is the center of a section where American history was made. Nearby is Jamestown, where the first permanent English settlement was established in 1607. Adjacent is Yorktown, where Cornwallis surrendered to Washington on October 19, 1781, and not far distant is Williamsburg, famous Colonial town recently restored by John D. Rockefeller, Jr. to its original splendor.

From a resort standpoint Nor-

folk ranks as one of America's leading all-year playgrounds. Golf is played throughout the year, and bathing is enjoyed from May to November. The annual transient population for the City of Norfolk and nearby beaches and resorts for 1939 was 800,000, who spent here over \$20,000,000. The twenty-five mile stretch of fine white sand beach in the Norfolk area is unexcelled.

Industries in the Norfolk Area are widely diversified in the type of plants operated and the articles produced. Naval activities are strong and embrace huge sums of money which is spent right in the immediate community. Norfolk's fine resorts draw thousands of vacationists from other states, with millions of dollars to be spent at the beaches.

In short, Norfolk's economic structure is sound and well balanced; its industries are not one dependent upon the other, and hence, able to carry on under almost any conditions. And that's why we agree with Mr. French that "Business Is Like the Weather," but even though Norfolk's Weather Bureau Barometer may indicate "bad weather," Norfolk's Business Barometer is geared to "Fair and Warmer!"

What Do You Know About Baltimore?...

(Continued from page 38)

a *STEADY* market. So what? How does it compare to *OTHER* markets?":

In the twenty-five years, 1914-1939:

BALTIMORE has increased 31.7% in number of manufacturing wage-earners; 216.7% in wages; and 211.4% in value of products.

PHILADELPHIA has shown a *decrease* of 12.3% in manufacturing wage-earners; an increase of 93.1% in wages and 94.9% in value of product.

NEW YORK has shown a *decrease* of 11.5% in manufacturing wage-earners; an increase of 80.3% in wages and 76.8% in value of product.

BOSTON has shown a *decrease* of 20.5% in manufacturing wage-earners; an increase of 52.6% in wages and 56.7% in value of products.

This, gentlemen, is the trend... Baltimore marches on!

YOUR SUBSCRIPTION TO RADIO DAILY

Includes the
1940 RADIO ANNUAL



1 0 0 0 P A G E S O F
Invaluable
R A D I O I N F O R M A T I O N



**EDITION IS LIMITED AND
GOING QUICKLY—MAIL YOUR
SUBSCRIPTION TODAY!**

RADIO DAILY—1501 Broadway, New York City

Send me the 1940 RADIO ANNUAL and the next 260 issues of Radio Daily (full year's subscription). I will pay you \$5 on receipt of bill.

U. S. and Canada, \$5 per year. Foreign \$10 per year.

NAME _____

TITLE _____

COMPANY _____

STREET ADDRESS _____

CITY AND STATE _____



Topped by the statue of Wm. Penn above its towering City Hall, we note here the heart of modern Philadelphia, as seen from the wide terrace of the stately Art Musum.

Philadelphia . . . POPULATION: 3,137,070 RETAIL SALES: \$2,500,000,000

A Time-Proved, Mellow Market . . .

Incomes Rest On High Levels . . . Quality And Maturity, Mark Steady, Substantial, Complex Area

By THOMAS H. GILLIAM

Vice Pres., in Charge of Service, Philadelphia Office, N. W. Ayer & Son, Inc.

THERE is an old saying that every large city is in fact a cluster of smaller communities, each retaining its own peculiarities, but all bound together by the need for co-operative services.

Whoever first recognized that concept may well have been thinking about Philadelphia. For Philadelphia, as much as any city in the United States, is precisely that.

Take, for example, the community of Germantown—a large city in its own right, although it is bounded entirely by the city limits of Philadelphia. The whole background of Germantown, the way the people live, the way they buy, the kind of things they want, the architecture of the houses they live in, stamp it as totally different from any of the other communities in Philadelphia.

So different, as a matter of fact, that a local wag is said to have laid

a bet that he could stand in Suburban Station and pick out every girl from Germantown by the kind of hat she wore and the way she wore it.

Then there is Kensington, another community large enough to be a city in its own right. Highly industrial, Kensington's special characteristics may be traced directly to the English and Irish who settled it many years ago, just as many of the characteristics of Germantown may be traced back to its early German forebears.

From Kensington you could go on to South Philadelphia, where you would again find an entirely different background, an entirely different set of conditions and characteristics. And to be thoroughly conscientious, you would even have to sub-divide South Philadelphia into its west and east components, for each is as unlike the other as Ken-

sington is unlike Germantown, as West Philadelphia is unlike South Philadelphia, and North Philadelphia is unlike the 69th Street section.

It is easy to see, therefore, that an adequate study of the Philadelphia market would actually have to be a study of several different markets, in which the differences are frequently as marked as they would be in communities a thousand miles apart.

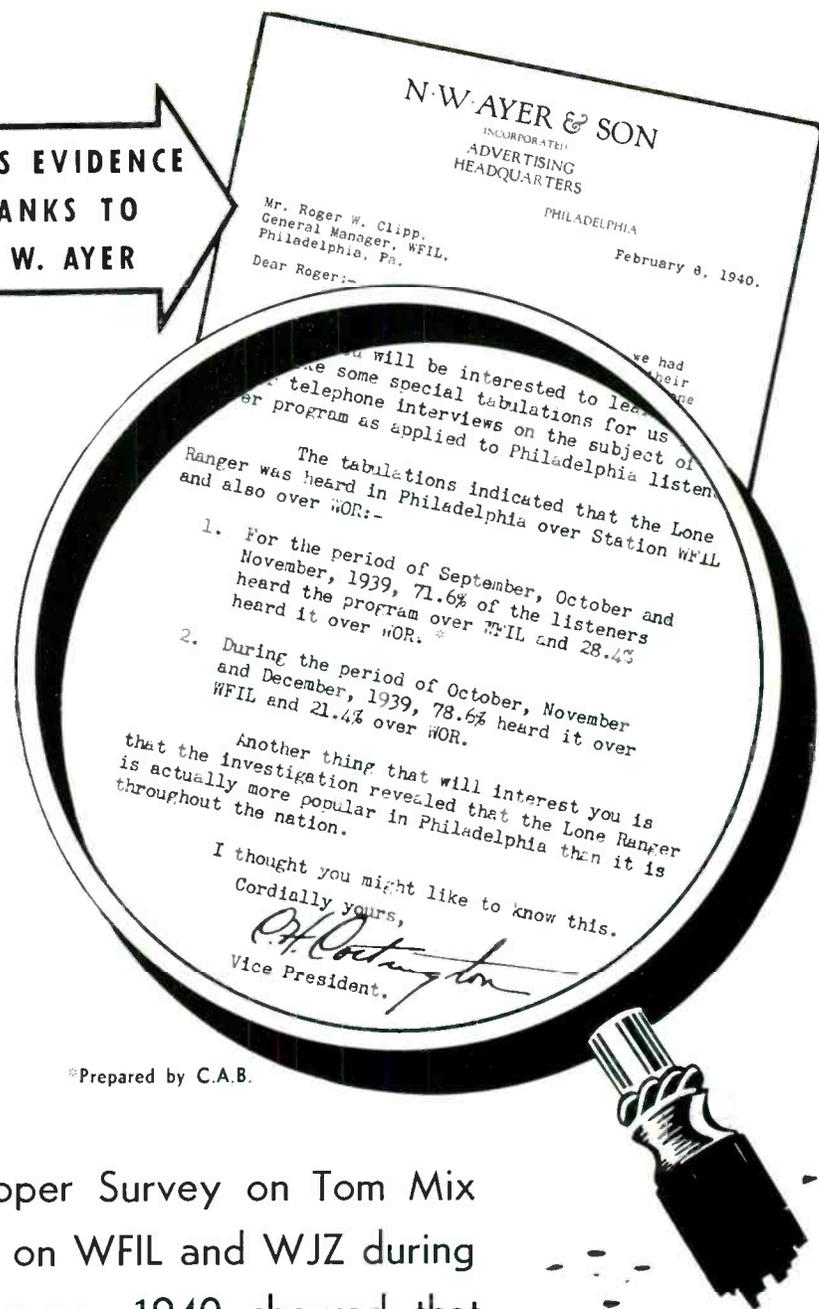
But there are some common characteristics of the whole area, and they are preliminary to any approach.

Philadelphia (I suppose I shouldn't have to repeat this) is an old city—one of the oldest cities in the United States. Like any old city where many families can trace back their ancestry 150 years or more, it has weathered—both physically and culturally. You'll find all



**MIGHTY MIKE SAYS
—YOU CAN'T COVER
PHILADELPHIA WITH
AN OUT OF TOWN
STATION**

HERE'S EVIDENCE
• THANKS TO
N. W. AYER



*Prepared by C.A.B.

The same applies to WJZ. A C. E. Hooper Survey on Tom Mix Straight Shooters carried simultaneously on WFIL and WJZ during the months of December 1939 and January 1940 showed that 82.9% of all Philadelphians listening to the program were tuned to WFIL and only 17.1% were tuned to WJZ—a ratio of slightly under 5 to 1 in favor of WFIL.

In Philadelphia, WFIL carries more local advertisers than any other network station. The reason is — SALES RESULTS AT LOWER COST PER LISTENER.

FOR LOW COST CIRCULATION — BUY

WFIL

NBC BLUE MUTUAL NETWORKS

NATIONAL REPRESENTATIVES EDW. PETRY, INC.



THOMAS H.
GILLIAM, Jr.

Philadelphia offers a heterogeneous collection of cities—together comprising a Quality Market.

of life a little more mellow in Philadelphia than you would, let us say, in Chicago, or in any other cities of the Middle West.

Because there has never been a major fire or disaster, you will find in Philadelphia buildings, standing and in use today, which date back to Revolutionary and pre-Revolutionary times. It is one of the few places in America where you can step (figuratively) from a modern department store into an old shop next door that has been in business since George Washington was an honored visitor. The list of Philadelphia business houses that have been in business 100 years or more would fill a couple of columns in the telephone book.

The fact that Philadelphia is old, that constant reminders of its age and traditions are at every hand, and that it has mellowed over the years, is important in evaluating the market, because the people of Philadelphia have learned in that time that it isn't always necessary to hurry. Despite the fact that traffic swirls through the one-way streets at a terrific pace, that it is just an hour-and-a-half from New York, that it is a venerable and busy port through which pours commerce of the world, Philadelphia is apt to take its time before buying. People like to mull over the claims of various products and study their quality carefully before taking the wraps off the bankroll.

Another thing of importance is

that Philadelphia is a city of wealth. It is significant that in Philadelphia only 14.5 per cent of the families have an income of less than \$1,000 a year, while according to Government statistics the percentage of people in this low income bracket for the nation as a whole is something like 42 per cent. Six per cent of the families in the Philadelphia area have incomes ranging from \$5,000 to \$10,000 a year, while the national percentage is only 2. And in Philadelphia 2.4 per cent of the families have incomes of better than \$10,000 a year, while in the nation only one per cent of the families is reported to be in this class.

What do we make of this? Quality. And Philadelphia is a quality market—one of the best in the whole United States.

Philadelphia is frequently referred to as the "City of Homes." That title is well earned. The percentage of home-owners is large. You don't find as many apartment buildings as you might expect for a city this size. But you will find "row" houses—thousands and thousands of them, row on row, one just like another, many of them owned by the people who live there. The inference is, quite naturally, that the typical Philadelphian likes to have his own place. He doesn't care so much whether it is just like the one next door, and just like the one next door to that, but it's "his"—a house where he can do as he pleases within the bounds of neighborly propriety.

There are many more characteristics of equal interest and equal importance. But to try to define this, or any market, in the brief space of a few pages would be like trying to explain "how high is up" on the back of a penny postcard.

Here are some things, however, that should be pointed out.

As the third largest city in the United States, Philadelphia is also the third largest city from the standpoints of retail and wholesale trade and industry. Its 5,500 industrial establishments will employ

roughly 300,000 persons, pay them approximately \$400,000,000 a year in wages and salaries, and produce better than \$1,500,000,000 worth of manufactured goods.

There are also some 47,500 mercantile establishments, which employ more than 150,000 people, provide an annual payroll of approximately \$175,000,000 and handle trade of more than \$2,500,000,000.

Geographically, the Philadelphia trading area is small. Although it embraces 20 counties, it represents only 9,917 square miles, or 1/10th of one per cent of the total land area of the United States. Yet, into this relative small area is packed approximately 4 per cent of the nation's population, with an annual spendable income estimated at \$3,000,000,000.

There is more spendable income, and there are more people living, working and buying in the Philadelphia area than there are in any one of 41 entire states, and retail trade here exceeds that in any one of 39 entire states.

For more than 150 years Philadelphia has been one of the country's leading seaports, ranking eleventh among the ports of the world, and second only to New York among seaports in the United States. (In tonnage it is exceeded by the Lake port of Duluth).

From the standpoint of finance, Philadelphia's bank clearings in 1933 totaled \$18,000,000,000, placing it second again only to New York. In 1938 a report on banking institutions in America placed 14 Philadelphia banks among the 300 largest in the country.

Important industries of the area include petroleum refining, textiles, radio manufacture, sugar refining, paper manufacture, tires, automobile bodies and streamlined trains. No listing of industries would be complete without mention of the Philadelphia Navy Yard, which is now employing more than 10,000 men, and providing a substantial addition to the community's annual payroll.

SALES

in a nutshell!



The kernel of every Advertising campaign is Sales! That's why more and more National Advertisers, in *addition* to their English Shows, are also using our ITALIAN, JEWISH and POLISH programs. They know that specialized Advertising in these *important* foreign language markets bears fruit—"Sales in a Nutshell"

WPEN PHILADELPHIA
1000 WATTS
WM. PENN BROADCASTING COMPANY, PHILADELPHIA



Millions of lights, flaming open hearths, jets of flame from full-time-scheduled heavy industry plants delineate the trio of major rivers that meet at and serve Pittsburgh. Here the wares of the world's largest steel mills produce the world's needs in steel. The Jones & McLaughlin plant (foreground) is the World's largest independent steel mill operation.

Pittsburgh . . . POPULATION: 2,086,988 RETAIL SALES: \$1,000,000,000

World's Workshop City Again Is "In The Black"...

Hometown To Host Of "World's Largest" Heavier Industrial Plants ... Pittsburgh Smoke Stacks Belch Again In Another Era of Prosperity As Steel, Food, Electrical Super Plants Operate 24-Hour Employment Schedules

By LEON D. HANSEN, *Vice Pres. and Director, Batten, Barton, Durstine & Osborn, Inc., Pittsburgh*

DESPITE the jokes about "coming clean from Pittsburgh," residents of Pittsburgh aren't ashamed of their "smog." They know that the more smoke—the more prosperity. The year 1939 was one of the dirtiest in many years, and Pittsburghers went about with broad smiles on their faces. For the added soot meant only one thing to them—the steel mills, backbone of Pittsburgh industry, were once more operating at near capacity.

It was natural for the Indians, later the French, then the British, and finally the American colonists

to occupy this triangle of land where the Allegheny and Monongahela Rivers join to form the Ohio—the gateway to the West and South.

But those early settlers could not know of the "black diamonds" waiting to be dug out of the hillsides—nor of the "black gold" in the form of oil lying beneath the surface of the land not far away. These things came later, and their exploitation helped put the U.S.A. on the map of the world as a land of plenty.

Today the coal beds that underlie the Pittsburgh district are known to be the most extensive deposits of Bituminous Coal in the world.

The three rivers form part of an 8,000-mile continuously navigable river system and give Pittsburgh a harbor frontage of 54 miles. Modern terminal equipment facilitates the movement of from 15 to 25 million tons of water-borne freight each year.

Perhaps the significance of this center of commerce can best be described by comparisons.

For instance—the combined river and rail tonnage was 161,682,894 in 1937—25 times greater than the tonnage of the Panama Canal. Or—Pittsburgh has a considerably greater annual tonnage of rail and river

BLACKOUT over PITTSBURGH

... and everybody's happy ... with industry pouring more smoke into the skies than ever before ... forging ahead to new all-time highs. Retail sales volume in this area now estimated at over a billion dollars annually.*

BLANKET over PITTSBURGH

KDKA's new transmitter now spreads over Metropolitan Pittsburgh a signal which is eight times stronger than before ... comforting news for all advertisers ... Write, wire or phone your nearest NBC Spot Sales Office for more information on The Only Master Key to the Master Market.

WESTINGHOUSE

KDKA

50,000 WATTS

PROGRAMMED BY NBC

*Pittsburgh Chamber of Commerce

LEON D.
HANSEN

traffic than the foreign trade ocean tonnage of the combined ports of New York, London and Hamburg. And—the assessed valuation of Pittsburgh is exceeded only by 15 states, is 29 times greater than that of New Mexico.

Nature's gifts combined with the inspired leadership of men to make Pittsburgh the steel capital of the world.

Glass has been manufactured here for more than 100 years, and the city's world-supremacy as a glass-producing center is yet to be challenged.

In the Pittsburgh district, an area within 30 miles of the city, are producers of 1/4 of the nation's steel, 1/5 of the nation's pig iron, and 1/6 of the nation's glass.

Of the industries established here, lured by easy access to fuel, cheap river freight, and financial aid by astute bankers, many were destined to bear the proud label of "world's largest in their respective fields." These include:

Aluminum Company of America
American Radiator & Standard Sanitary Corp.
H. J. Heinz Company
The Koppers Company
Mesta Machine Company
National Supply Company
Pittsburgh Plate Glass Company
Westinghouse Air Brake Company
Carnegie-Illinois Steel Corporation
McKeesport Tin Plate Company
Mine Safety Appliances Company

In all there are more than 2,000 individual, widely diversified manufacturing establishments in the Pittsburgh area, employing more than 250,000 salary and wage earners. Their annual payrolls amount to \$400,000,000 and they produce goods valued at \$1,800,000,000. Some industries made large gains in employment and pay rolls in the past year. The steelworks and rolling mills group employed 32 per cent more people in Dec. 1939 than in December 1938 and paid 69 per cent more in wages. Employment for all industries was up 29 per cent; payrolls were up 53 per cent.

Pittsburgh is an active whole-



Writings of prosperity in metropolitan locale of world's foremost "black diamond" and "black gold" area.

Metropolitan Pittsburgh, including parts of five counties, has a population of nearly 2,000,000 and is defined by the U. S. Bureau of Census as the fifth largest metropolitan District.

The Pittsburgh trade area takes in 17 Pennsylvania, 4 West Virginia and one Ohio, counties. Six million people live in this area which ranks seventh among the 15 trade areas which are responsible for 50 per cent of the buying power of the United States.

Three-fifths of the people of the United States and half the people of Canada live within a radius of 500 miles from Pittsburgh.

This thriving river city is indeed the heart of industrial North America.

Pittsburgh is served by three daily newspapers and five radio stations, including KDKA, first broadcasting station in the United States. Its 41 banks, and 10 branch banks, have total resources of \$1,346,043,428. Savings deposits amount to more than \$450,000,000. The William Penn Hotel, with 1600 rooms, is the largest hotel between New York and Chicago.

Supplementing the rivers, five large railroad systems, 2 major air lines, 7 inter-state bus lines and 40 inter-state truck lines combine to put Pittsburgh within close touch with all parts of the country.

Trains, trolleys, interurban cars, buses, taxis, trucks and private automobiles deliver more than 500,000 persons to Pittsburgh's shopping center during the 10 hours of any business day.

The Pittsburgh population is 61 per cent native white, 31 per cent foreign born and 8 per cent negro. In Greater Pittsburgh, with its predominance of residential suburbs, the proportions are: 77 per cent native white, 16 per cent foreign born, 7 per cent negro. Of the foreign born, approximately 67 per cent come from five countries: Italy, Poland, Germany, Great Britain, Russia.

Five families live in individual houses to every one that dwells in an apartment building. Government loans have given such impetus to construction of privately owned homes, that by the end of 1940 it is expected that nearly 50 per cent of the one-family houses in Metropoli-

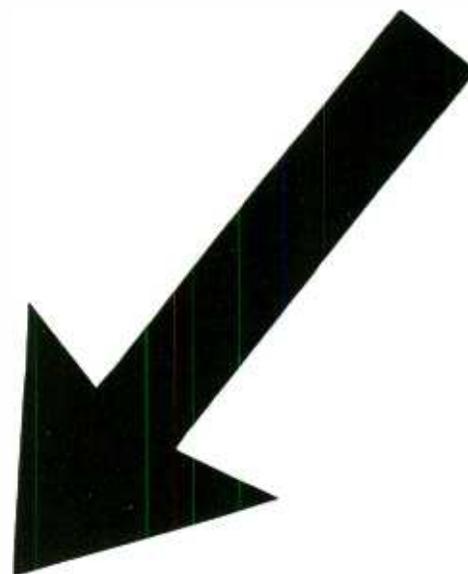
sale center, with 1,500 establishments employing an average of 100 persons each and accounting for sales of almost \$700,000,000. Dollar sales of all reported wholesalers in 1939 exceeded the total a year earlier by 13.0 per cent. Groups enjoying the larger gains were builders' supplies, electrical goods, dry goods and jewelry.

Probably because it is the only large shopping center within a radius of more than 100 miles, Pittsburgh's retail sales exceed those of some larger cities. Retail sales volume in this trade area is estimated at more than \$1,000,000,000. Pittsburgh's nine department stores in 1939 accounted for sales of \$88,600,000, a gain of about 7 per cent over 1938. Sales by these stores in the first weeks of January 1940 were running ahead of the comparable period a year ago. Of the total retail expenditure, approximately 30 per cent goes for food, 20 per cent for general merchandise, 4 per cent for furniture and household goods, 3 per cent for drugs.

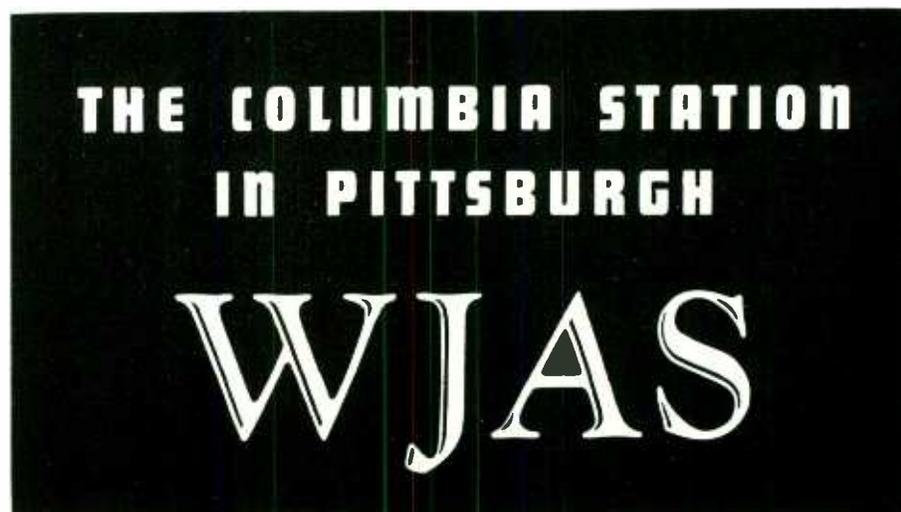
The 670,000 persons ascribed to Pittsburgh by the last census constitute a worthy market for any advertiser—but this does not begin to picture the vast marketing possibilities to be found here. Even Greater Pittsburgh, which includes 42 boroughs and 11 townships within a 10-mile radius of the Triangle, and with a population of 1,072,000, has only 22 per cent of the wage earners, 26 per cent of the product value and 43 per cent of the factories.

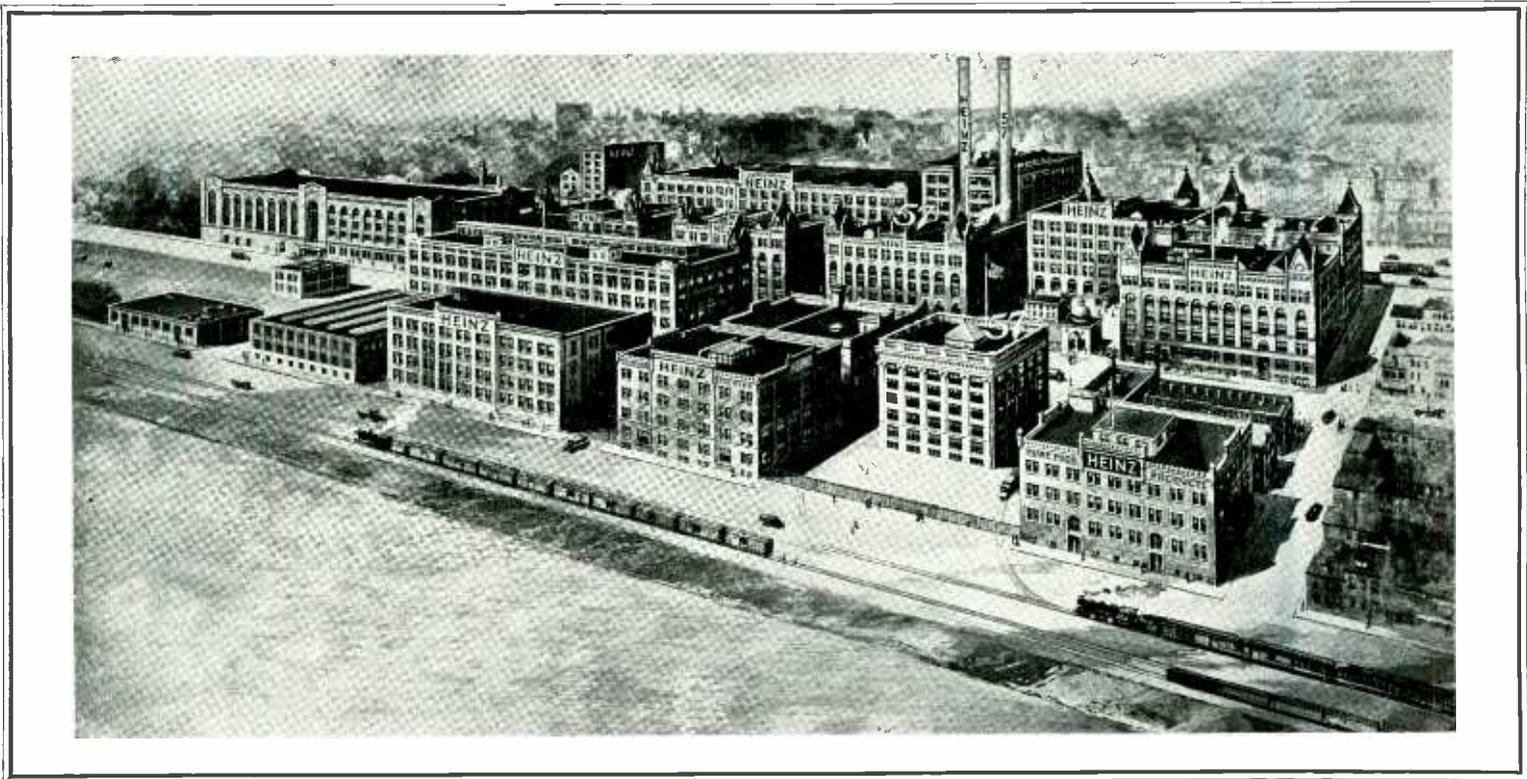
Pittsburgh is the center of Allegheny County with a population of 1,462,000—greater than each of 16 states—and an effective buying income of \$850,000,000, sixth among United States counties.

SUCCESS STORY!



WILKENS Amateur Hour . . . **SIXTH** consecutive year . . . **RATING NEVER LESS THAN 50 PERCENT AND UP TO 75 PERCENT OF THE RADIO AUDIENCE.** Sundays, 3:00 to 4:00 p. m. . . Kaufmann's (Pittsburgh's largest advertiser) **SIXTH** consecutive year. Transradio News 15-minutes, twice daily, 6 days a week . . . *Rating never less than 46 percent and up to 58 percent of the radio audience.*





Internationally famed, the group of more than a score of buildings that make up the Heinz plant emphasize its "57 Varieties" trade-mark on the horizon of this capital city of Industry; it is the world's largest specialized food products plant.

tan Pittsburgh will be owned by their occupants.

New residences totaling 5,628 and valued at \$32,072,000, were constructed in the district in 1939—a gain of 83.3 per cent over 1938, and the highest total for this type of construction since 1929.

One income tax return is filed for every 2¼ families. Seventy per cent of the families own automobiles; 95 per cent own radios.

Pittsburgh supports 100 motion picture houses, two legitimate play theatres, and subscribes liberally to the Pittsburgh Symphony Society. Pittsburghers belong to more than 200 town, civic, athletic and country clubs; play golf on 39 golf courses.

Pittsburghers go to church on Sunday. They attend 561 churches in the city itself; 1,031 in Allegheny County. Most beautiful and famous is the East Liberty Presbyterian Church built by Mr. and Mrs. R. B. Mellon at a cost of \$3,800,000, and dedicated in 1935.

Children of Pittsburgh go to 133 elementary schools, 21 high schools, 6 special schools, 1 continuation school, one teachers' training school, 7 colleges and universities; play in 18 parks, swim in 32 pools.

During the evolution of a tiny river settlement into one of the important business and industrial centers of the world, Pittsburgh scaled the rim of hills surrounding the Tri-

angle with incline planes—later tunneled through the hills for easier access to the city; spanned rivers, streams and gullies with a thousand bridges. The Liberty Tubes, bored through solid rock for 1 1/5 miles, are second in length only to the Holland Tunnel, for gasoline-powered vehicles. Experimental engineering which was to prove valuable throughout the world was carried out in the building of Pittsburgh bridges. The George Westinghouse Memorial Bridge is the largest arch of solid concrete in the world.

No study of this market could be complete without taking note of the city's rare cultural advantages.

Over on the other side of Herron Hill, which separates the Triangle from residential Pittsburgh, is the Oakland District. Here civic activities have been gathered together in a section unique in city development—with buildings alone valued at hundreds of millions of dollars.

Dominating the Oakland scene is the Cathedral of Learning, 42-story Gothic structure of the University of Pittsburgh, which has an enrollment of 11,500.

Andrew Carnegie, famed donor of public libraries, provided about \$30,000,000 for handsome buildings in Oakland that house the world-famous Carnegie Institute with its more than 2,000,000 exhibits, nearly 900,000 volumes in its library . . . with a music hall, and art galleries

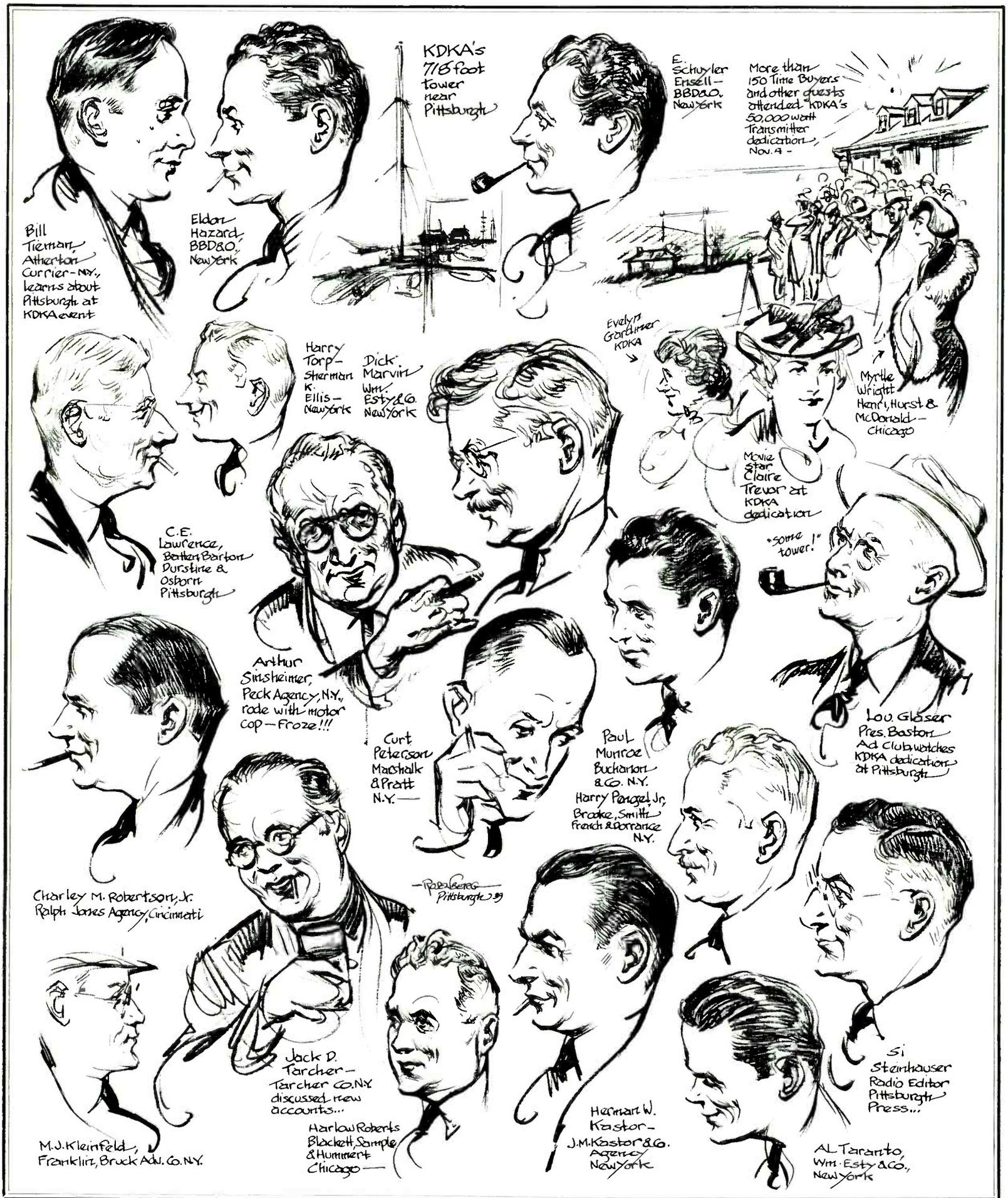
where the famous Carnegie International Exhibits are held each fall.

The Oriental-in-appearance Syria Mosque, home of the Pittsburgh Symphony Orchestra, is in Oakland. As is the Mellon Institute of Industrial Research where new products and processes are constantly being developed to advance the United States in world markets.

Also in Oakland are the Soldiers' and Sailors' Memorial, Heinz Memorial Chapel, Stephen C. Foster Memorial Chapel, Schenley Hotel, University Club, Pittsburgh Athletic Club, Forbes' Field, Pitt Stadium and Phipps Conservatory. In an adjoining park-like setting of its own is Carnegie Institute of Technology with 5,924 students.

In another direction from the Triangle—across the Allegheny River in that part of Pittsburgh once the city of Allegheny—are the new Buhl Planetarium, largest of the five planetariums in the United States, and the Allegheny Observatory.

From the lightning glory of the open-hearth furnaces raging along its rivers, to the peace of its many churches, Pittsburgh is a city of striking contrasts. Famed as a great center of production, it follows logically that it has become a great consuming center. Its people constitute a ready market for the makers of the nation's good.



Bill Tieman, Attention Carrier-N.Y., learns about Pittsburgh at KDKA event

Eldon Hazard, BBD&O, New York

KDKA's 718 foot tower near Pittsburgh

E. Schuyler Essell - BBD&O, New York

More than 150 Time Buyers and other guests attended KDKA's 50,000 watt Transmitter dedication Nov. 4 -

Harry Torp-Sherman K. Ellis - New York

Dick Marvin Wm. Esty & Co. New York

Evelyn Gardiner KDKA

Myrtle Wright, Hurst & McDonald - Chicago

Movie star Claire Trevor at KDKA dedication

C.E. Lawrence, Barton Barton, Durstine & Osborn, Pittsburgh

"some tower!"

Arthur Sinsheimer, Peck Agency, N.Y., rode with motor cop - Froze!!!

Curt Petersson, Marshalk & Pratt N.Y.

Paul Munroe Buchanan & Co. N.Y. Harry Pangel, Jr. Brodke, Smith, French & Spradance N.Y.

Lou Glaser, Pres. Boston Ad Club, wishes KDKA dedication at Pittsburgh

Charley M. Roberts, Jr. Ralph Jones Agency, Cincinnati

Manuel Rosenberg Pittsburgh

Jack D. Tarcher - Tarcher Co. N.Y. discussed new accounts...

M.J. Kleinfeld, Franklin, Bruck Adv. Co. N.Y.

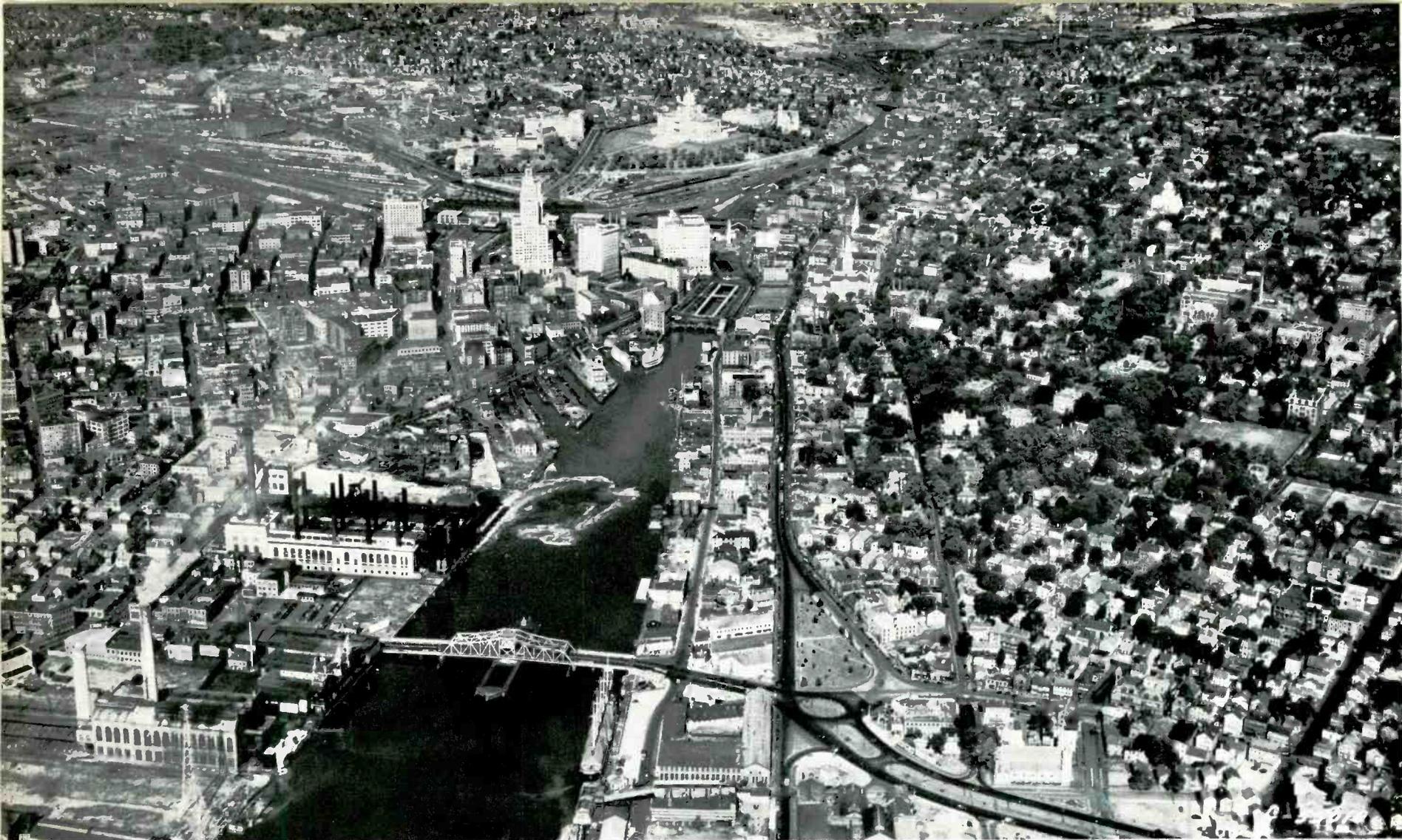
Harlow Roberts, Blackett, Sample & Hummert Chicago

Herman W. Kastor - J.M. Kastor & Co. Agency New York

Si Steinkhauser, Radio Editor Pittsburgh Press...

AL Taranto, Wm. Esty & Co., New York

Time Out for Time-Buyers — at Pittsburgh . . . KDKA, pioneer radio station decided to show Time-Buyers what a GREAT Market Pittsburgh really is. The occasion of the dedication of the new 50,000 watt transmitter was most opportune. Genl. Mgr. Gregory (Sherman) put on 1939's best party in the broadcasting field . . . left a great impression on the Time-Buyers—resulting in more business for a great city—and KDKA. Sketches by Manuel Rosenberg, at Pittsburgh.



Providence has a distinction, design and character of its own. Its people, craftsmen of skill, make up the nation's most densely populated state.

Providence . . . POPULATION: 707,511 RETAIL SALES: \$221,522,000

Wheels Hum In Capital City Of Nation's Smallest State . . .

All Rhode Island Goes Shopping In Providence . . . New England's Second City Is Major Market Readily Covered

By LAWRENCE LANPHER, *Treasurer, Lanpher & Schonfarber, Inc., Providence, R. I.*

IF you are interested in considering a market which is compact and accessible to an extent that it is almost unbelievable, look at Providence, Rhode Island.

First called by the quaint name of "State of Rhode Island and Providence Plantations," the little State of Rhode Island was well named because it has an area about the size of a large plantation, smaller than many counties in other

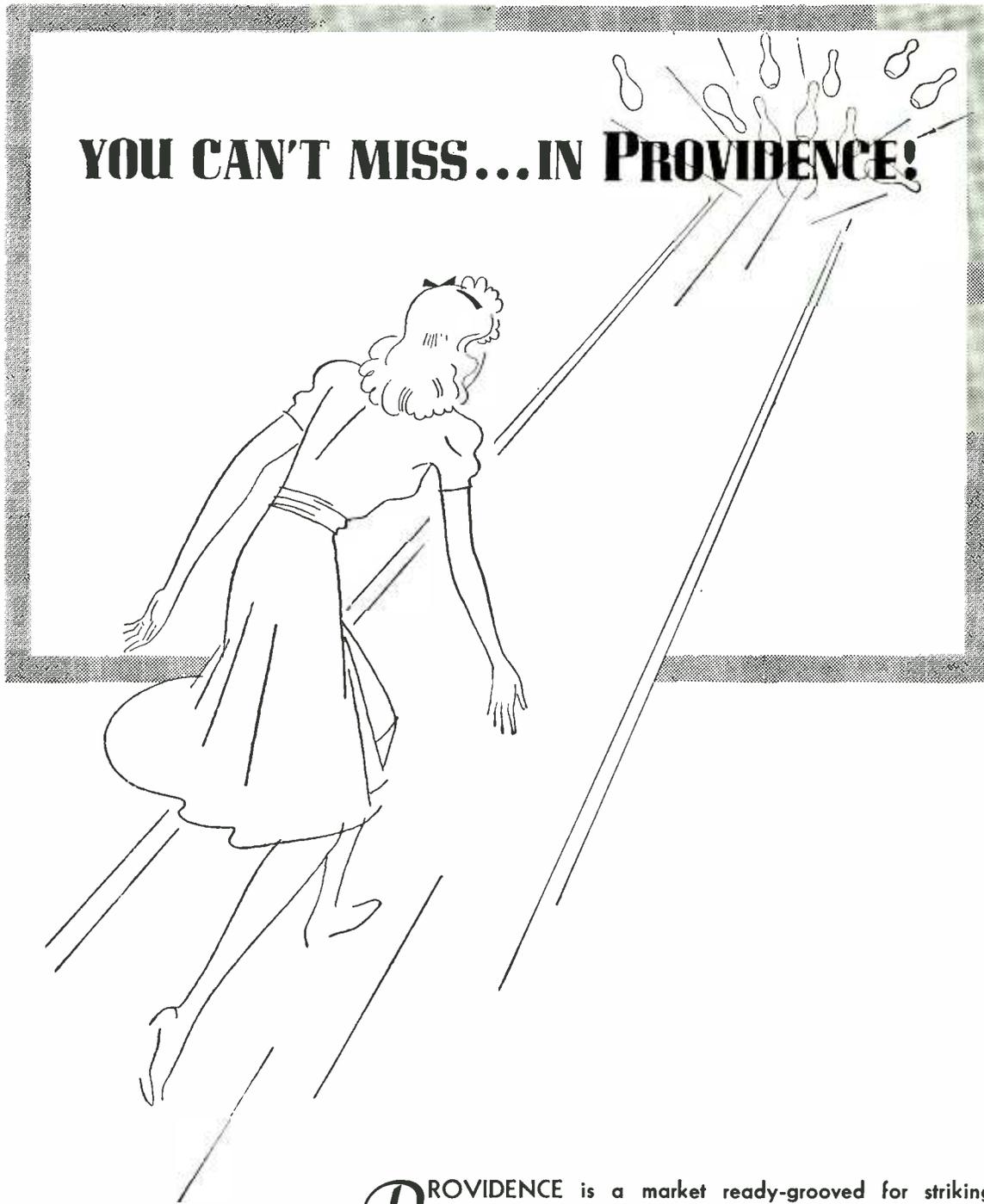
states, yet pack-jammed full of people who can well afford to buy your merchandise. Since the time when Roger Williams was granted land by some friendly Indians slightly over three hundred years ago, Rhode Island has been a busy little state—and a successful one. Early in its business history, Rhode Island became known for its fine craftsmanship. Its workers are still famous for their skill in the

production of precision-made machinery, tools, jewelry, textiles, and many other products.

Home of Skilled Workers

Craftsmen, you know, are well paid. That is why the Rhode Island family income is 23% above national average.

Speaking of Rhode Island craftsmanship, these names will suggest the type of workers which make up



PROVIDENCE is a market ready-grooved for striking advertising results. A single newspaper delivers more than 9 out of 10 families in one clean sweep — and high average incomes backed by the 4th highest per capita savings in the U. S. set up the market for everything from peanuts to pianos.

Everybody reads the **PROVIDENCE JOURNAL-BULLETIN**
In New England's Second Largest Market!

REPRESENTATIVES: Chas. H. Eddy Co., Inc. • New York • Chicago • Boston • Atlanta • R. J. Bidwell Co. • San Francisco • Los Angeles

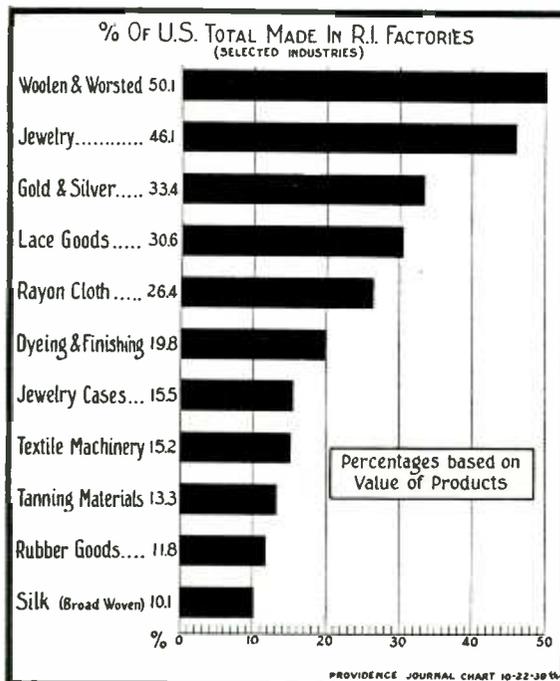


CHART A . . .

Providence and Rhode Island factories make an unusually large percentage of products, of selected industries, that are sold nationwide

CHART B . . .

Rhode Island is economically robust, despite its stature, as geographically, the nation's smallest state. The Providence Journal's chart graphically presents an informative, quickly apprehended appreciation of the state's comparative status.

our population: American Screw Company (wood screws); American Woolen Company (woolen and worsted goods); Brown & Sharpe Mfg. Co. (Machine tools); California Artifical Flower Co.; General Fire Extinguisher Co.; Gorham Manufacturing Company (silver, bronze, etc.); Herreshoff Mfg. Co. (yachts); Nicholson File Company (files); Ostby & Barton Co. (rings); Universal Winding Company (winding machines). These organizations are world famous; some are the largest of their kind in the world. There are hundreds of other successful plants in Rhode Island, including branch plants of many out-of-state organizations. The importance of Rhode Island's industrial operations is seen at a glance at the Chart A above, showing per cent of U. S. products of various industries made in Rhode Island.

The first state to declare its freedom from England (May 4, 1776) Rhode Island has continued to grow and prosper in a consistent, healthy way, built on a solid New England foundation. The Rhode Island businesses are sound. So are its financial institutions. No bank failures impaired Rhode Island's purchasing power in the dark days of 1932.

Compact and Accessible

There is an old saying among the French to the effect that "Paris is France." In considering markets, it would be even more accurate to say "Providence is Rhode Island." Providence itself has a population

of 243,006, while within a fifteen mile radius of Providence City Hall, there are 589,514 people. In this small, compact circle are 87% of the state's entire population. In less than an hour's drive over excellent concrete highways, you can traverse the little circle which encloses this compact market. However, because all Rhode Island is so small in area (you can drive easily from one extremity of the state to the other in an hour and a half), the state as a whole is usually considered as a market unit. Consider these brief statistics about Rhode Island—compare them with other markets and you will see many good reasons why Providence is so often selected as a test market for national campaigns and surveys. It can be very thoroughly covered by newspapers, radio stations and other advertising media at unusually low cost.

Rhode Island

Population680,712
Families163,926
Owned homes 40.8%
Radios 95.0%
Gas 69.2%
Electricity 98.9%
Telephones 41.6%
Passenger cars	...154,605

More Than Average Purchasing Power

Rhode Island's annual buying income is \$430,024,000. The per family buying income is \$2,601 against the U. S. average of \$2,116. Rhode Islanders have a per capita

savings of \$495 against the U. S. average of \$191. Rhode Islanders have plenty of money they can spend if and when they want to.

Important Distributing Center

A glance at Rhode Island's location on the map will show you another interesting sidelight on why so much business is done in this little state. Providence is a logical jobbing center for a large area. It is really "as advertised"—the gateway to Southern New England. Providence itself, although



LAWRENCE LANPHER

Providence offers a statewide market on the platter of its major city.

New

- TRANSMITTER SITE
- 400-FOOT TOWERS
- TRANSMITTER BUILDING
- RCA TRANSMITTER
- 5000 WATTS DAY

coming soon

5000 WATTS NIGHT

CHERRY and WEBB BROADCASTING CO.
PROVIDENCE • RHODE ISLAND

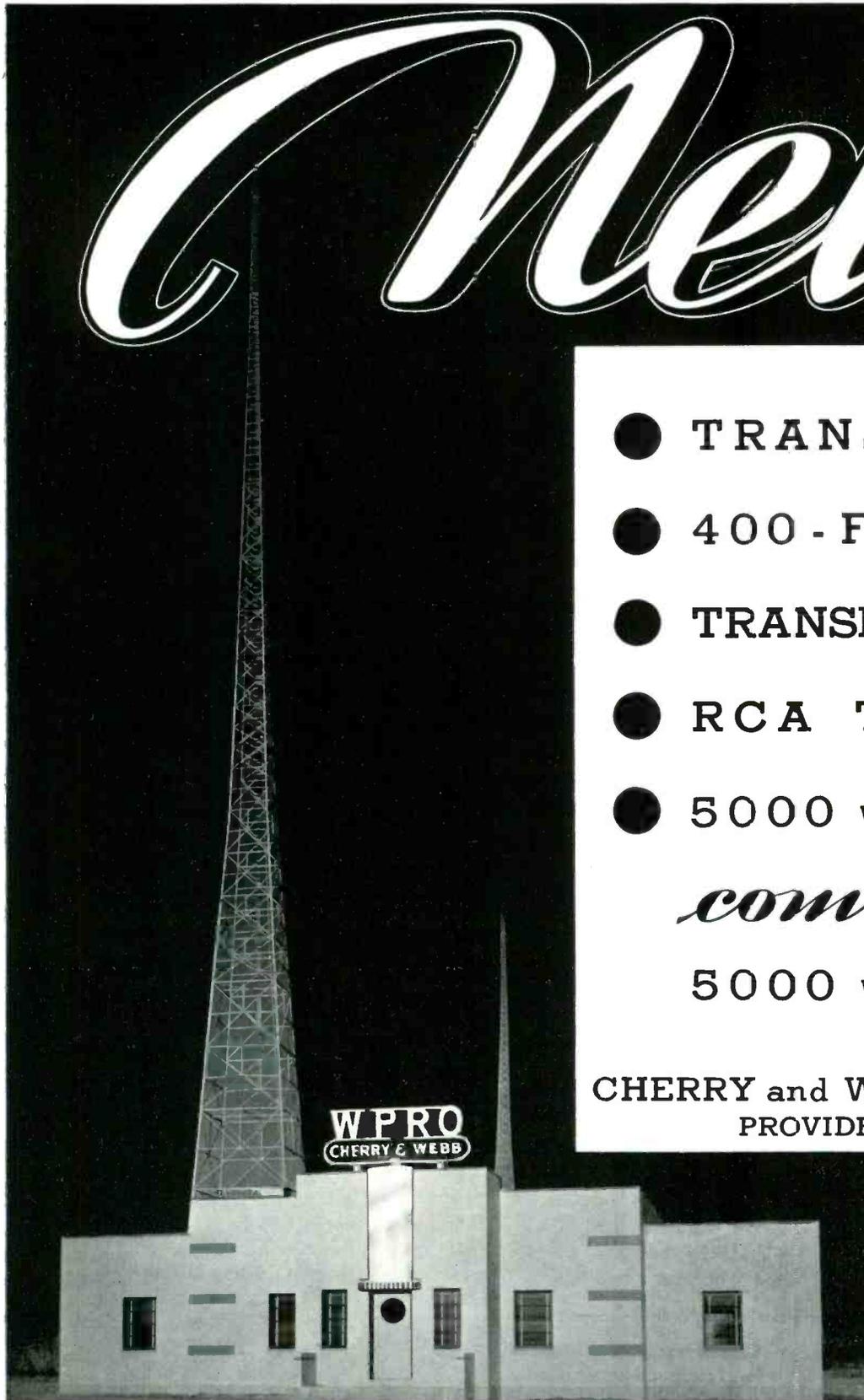
REPRESENTATIVE:

PAUL H. RAYMER CO.

NEW YORK • CHICAGO • DETROIT

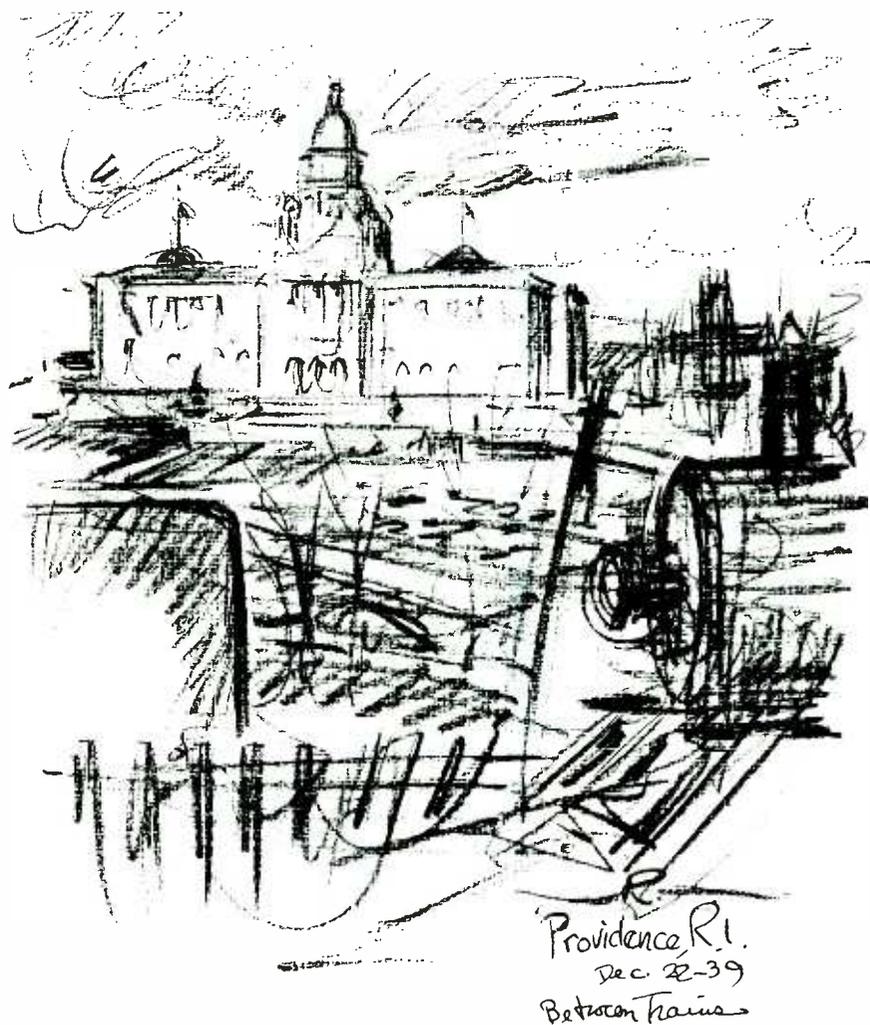
LOS ANGELES • SAN FRANCISCO

BASIC CBS • 630 kc.



WPRO

PROVIDENCE



Providence R.I.
Dec. 2-39
Between Trains

Dominating the heart of Providence is this scene, (left) noted from the busy railway station . . . boarding the train a glimpse of Rhode Island's new capitol building can be had from the railroad yards. Sketches drawn at Providence by Mammel Rosenberg, editor of *MARKETS of AMERICA*.

small in area, is crowded from all sides by active industrial and residential communities. The only boundaries which separate Providence from the complete circle of adjoining cities and towns are purely political boundary lines. These adjacent communities are virtually a part of Providence when we think in terms of trade. Within five miles of Providence's City Hall are Pawtucket and Central Falls with 96,816 people; Cranston, 44,533; East Providence, 30,113 people; Warwick, 27,072 and North Providence, 11,770. Added to these are Rhode Island's other cities—Woonsocket, 46,822; Newport, 29,202 and Westerly, 10,999.

Besides Rhode Island's entire population which is all within an hour's drive of Providence, there are cities and towns in neighboring Massachusetts and Connecticut which contribute to the prosperity of the Providence Market. Within thirty miles of Providence are Fall River, Mass.—population, 115,274, city and retail trading zone, 162,500; Taunton, Mass.—population, 37,355, city and retail trading zone,

60,000; New Bedford, Mass.—population, 112,597; city and retail trading zone, 203,566. Also smaller communities such as Danielson, Putnam and Willimantic, Connecticut, look to Providence as the nearest shopping center. It is no surprise, therefore, that Providence's annual retail sales of \$113,392,000 is made up of 77.4% by purchases of Providence residents, and \$25,667,000—22.6% by the out-of-town trade.

Recreation An Important Industry

Rhode Island's summer resorts draw people from all parts of America and contribute to the State's prosperity. Statistics show that summer visitors bring over \$30,000,000 into Rhode Island annually. The mention of some of Rhode Island's resort communities will be sufficient to indicate how the population grows during the summer months. You have heard about these resorts before — Newport, Narragansett Pier, Watch Hill and Westerly Shore Resorts, Block Island, Jamestown Island, etc. These and many other communities

dot Rhode Island's 400 miles of sun-drenched coastline and expansive beaches, while Narragansett Bay supplies one of the finest bodies of water along the entire Atlantic Coast for bathing, boating and fishing.

Transportation is good in and to Rhode Island—four hours by train from New York, a little longer by motor (Route 1), one hour and a half via American Air-Lines, or overnight by boat. Boston is only an hour away by car, less by train.

A Loyal Market in the Heart of New England

Just give Rhode Island a few minutes' study and you discover that here is a *rich* little market. Business is excellent in Rhode Island — the best in nine years. Rhode Island people have the money to buy if you have good products and the enterprise to tell Rhode Islanders about them. Yes, Rhode Islanders like to "think things over." But when they *do* buy your products and like them, they will be your friends for a *long* time.

WARD BAKING COMPANY
NEW YORK CITY

Buy 211
WHITE HORSES



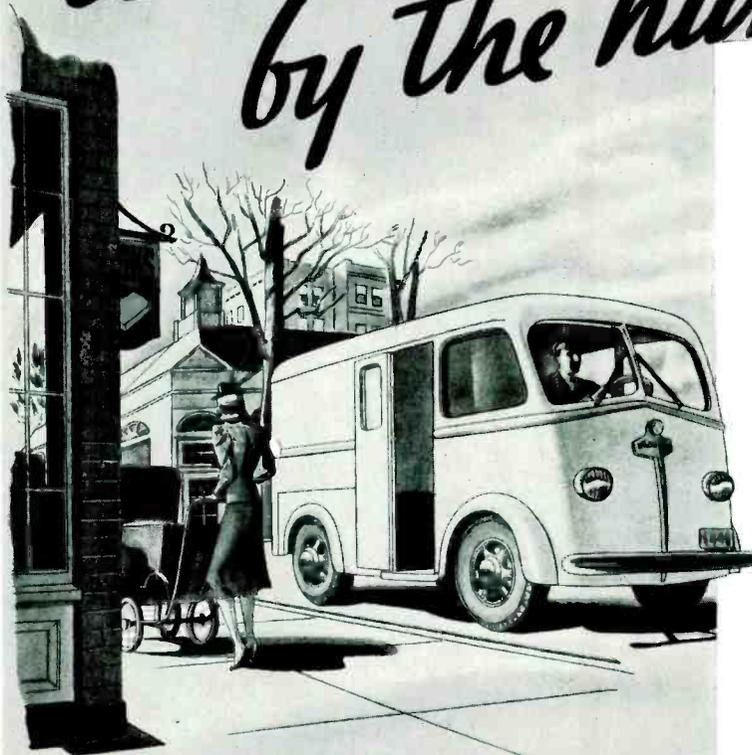
DAVIS STANDARD BREAD
COMPANY • LOS ANGELES

Buy 214
WHITE HORSES



IMAGINE

*A truck they're buying
by the hundreds!*



Record-breaking Fleet Orders and Repeat Orders Have Made the White Horse a Familiar Sight on the Streets of American Cities in Less Than a Year. They're Being Put into Service by the Dozens and Hundreds Because Owners' Experience Proves They Reduce Delivery Time and Costs by as Much as 20%! And Goods Reach the Customer in Better Condition.

★ ★ ★

● A new "par" for delivery efficiency has been written into the profit statements of hundreds of business firms all over America . . . not only because the White Horse reduces delivery time and cost but also because the driver-salesman on delivery routes can use the time saved for selling additional merchandise.

Just a new truck model couldn't have done it . . . but the White Horse is more than that . . . it's a precise "machine tool" of distribution . . . a basically better design to deliver goods, *at less cost, in less time, in better condition.*

There's a time and cost saving reason for each of its many exclusive features . . . including its air-cooled, rear engine drive, removable and replaceable, in a virtually indestructible body of all-welded, cold-rolled steel.

An interesting 36-page brochure, containing more than 100 colored illustrations, describes the White Horse in detail. Write for it or see The White Horse at your local White Branch or Dealer's.

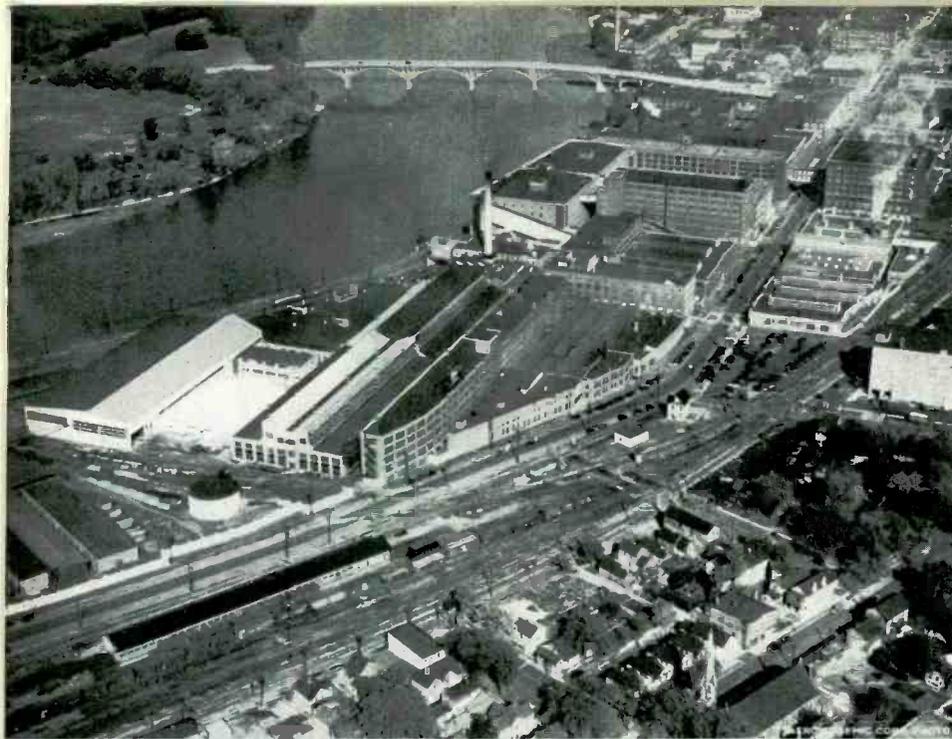
The
White Horse



Tomorrow's Way to Deliver Goods Today!

THE WHITE MOTOR COMPANY • CLEVELAND

**BUILDERS OF FAMOUS WHITE SUPER-POWER MOTOR TRUCKS • CITY AND INTER-CITY BUSES • SAFETY SCHOOL BUSES
FOR 40 YEARS THE GREATEST NAME IN TRUCKS**



Moline, East Moline, Rock Island, Davenport...

POPULATION: 154,491 RETAIL SALES: \$63,434,181

The QUAD CITIES — A Midwestern "Must"...

A River and State Line Divide, but
Common Interests and Proximity
Weld These Active Cities Into
a Growing Cinderella Market

By FRED A. HINRICHSEN, *Pres. Fred A. Hinrichsen
Advertising Agency, Davenport, Iowa.*

business if they scrutinize only the modest census figures credited to the individual communities—Davenport, Rock Island, Moline and East Moline. The moment, however, they think of this cluster of cities as one Metropolitan market they discover a candidate capable of passing every test for inclusion on any schedule list of 150,000 population markets.

For many years this center has been known as the Tri-Cities. Now, with the logical inclusion of contiguous East Moline, the term "Quad Cities" has become both apt and widely known.

The miracle of American development is nowhere better exemplified than here along the shores of the storied Mississippi. One hundred years ago this region was an Indian paradise abounding in game and blessed with a healthful, pleasing climate, scenic beauty and rich, black soil. Today it is a stronghold of mid-western culture, a natural hub for trade and industry in the center of the nation's bread basket.

Many century-old communities have found their niche, have matured and settled down to a middle-aged contentment colored by past promises. Not so the Quad Cities. They are vibrant and virile with the spirit of youthful ambition. They count their blessings in terms of potentialities. To them the past is but a prelude to an advancement charted by the natural blessings of location, soil, climate, transporta-

Great, busy industrial "Quad Cities" plants denoting employment, which makes a good market:

Top, the John Deere Plow Works and General Offices in Moline, Illinois; also the Aero-Graphic Corp.

Center, the John Deere Harvester Plant in East Moline, Illinois.

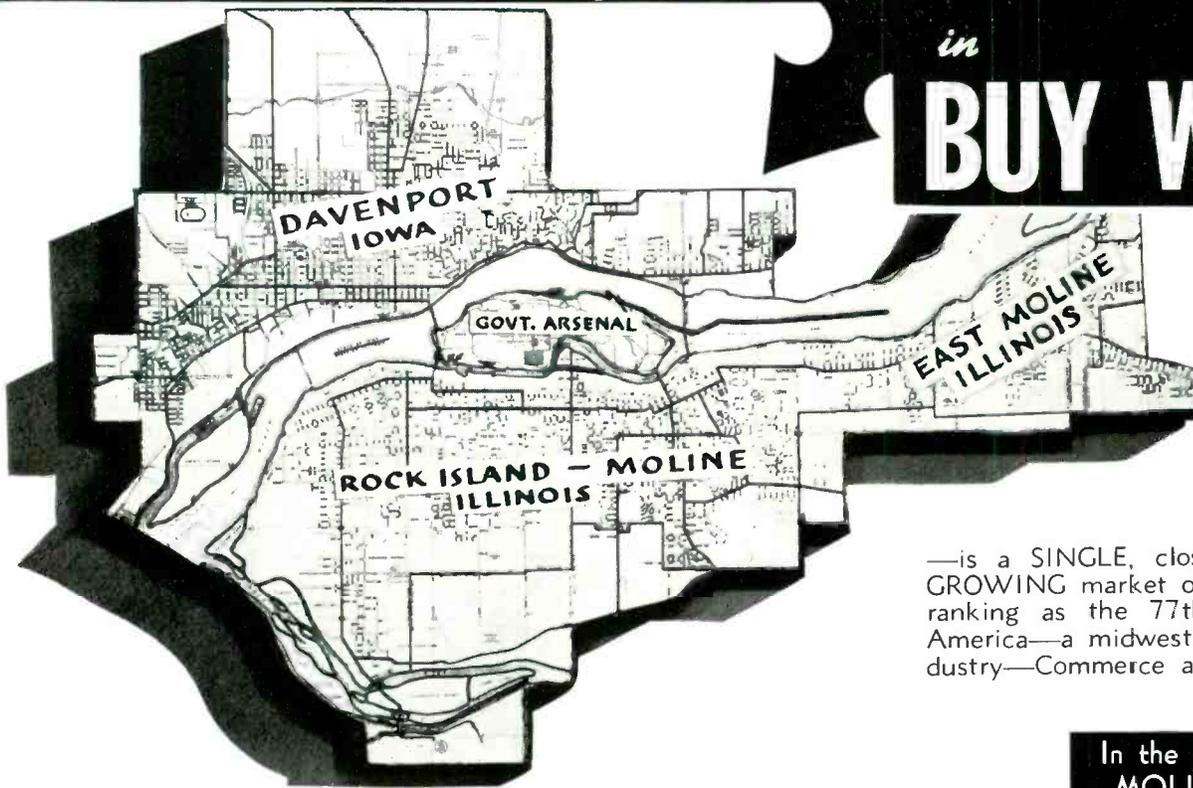
Bottom, International Harvester's Farmall plant in Rock Island, Illinois.

MISUNDERSTOOD, indeed, was little Cinderella until the alert senses of the Fairy Prince had discovered the worth and beauty of the tiny-footed maid.

Just so, the schedule fashioners who approach the several cities comprising America's 77th Payroll Market, will blindly pass by a most promising source of desirable

WHERE 154,491 PEOPLE SPEAK

in BUY WORDS



THE QUAD CITIES

—is a SINGLE, closely knit, stable and GROWING market of 154,491 population ranking as the 77th payroll market in America—a midwestern stronghold of Industry—Commerce and Agriculture.

This advertisement is a gift package for every national advertiser who didn't know of the Quad Cities as a single, lively, well balanced market deserving of a favored position on any schedule aimed at cities of 150,000 population.

Those who have been passing up this fruitful source of business because they thought of Rock Island, Moline, East Moline in Illinois and Davenport, in Iowa, as separate cities unworthy of their notice will welcome the "understanding" which adds a big new market—The QUAD CITIES—to their list of preferred communities.

EASY - TO - REACH, EASY - TO - SELL

Four excellent dailies serve the Quad Cities. The Times and the Democrat are published in Davenport. The Argus and the Dispatch are published in Rock Island and Moline respectively. ALL are required to adequately bring your message to this busy and prosperous metropolitan population. We urge you to use all four papers. The results will be gratifying.

If, however, you wish to make a test—or are determined to reach the MAJOR PART of this market BY ALL MEANS use the Argus-Dispatch—a coverage of 9 out of 10 of the city homes on the Illinois side WITHOUT DUPLICATION.

NAT'L REP. THE ALLEN-KLAPP-FRAZIER CO.
NEW YORK CHICAGO DETROIT

MEMBER OF THE ILLINOIS DAILY NEWSPAPER MARKETS

In the ROCK ISLAND-MOLINE SECTOR of the QUAD CITIES you'll find

62.9% of the Quad Cities Payroll

58.7% of the Quad Cities Workers

57% Car and Truck Registration

64.6% of 1939 New Homes Built

60% of New Car Sales

51.9% of Food Sales

58% of Drug Sales

THE ARGUS-DISPATCH REGULARLY SERVE 9 OUT OF 10 OF THE CITY HOMES ON THE ILLINOIS SIDE WITHOUT DUPLICATION



FRED A.
HINRICHSEN



Heading his own advertising agency in Davenport, Iowa, he sees four communities as one great market, labels it "Quad Cities."

tion, culture and harmonious civic leadership.

The symptoms of growth are in constant evidence. Steadily the number of national organizations choosing the Quad Cities for factory and branch office locations is mounting. The need for homes never lessens despite the hundreds of new residences (564 in 1939) being erected each year. 55% of Quad Cities' families own their homes. The number of families is 40,639.

No more eloquent index of current growth may be found than the \$18,756,950 of public and industrial expansion projects under way during 1939 to effect the essential streamlining of the intimate local intercourse between these interdependent cities.

Centrally located between Chicago, Kansas City, St. Louis, Omaha and Minneapolis-St. Paul in the very heart of the Corn Belt, the Quad Cities possesses a variety and balance of basic interests—agricultural, industrial and commercial—which cushions it against the down sweeps of the general business curve and explains its eager upsurge as the national indices nose their way skyward toward national business health. Thus the Quad Cities enjoy a stability which insures a fairly constant level of prosperity through good times and bad.

Few population centers enjoy more complete transportation facilities. Main line railroads reach out in all directions; air lines to east, west and southwest utilize the modern facilities of the improved \$1,100,000 Moline Airport which is located but a few minutes from the Quad Cities business centers; the increasingly busy 9 ft. Mississippi Channel "Waterway to the Sea" transports petroleum products, fabricated goods, corn, wheat and steel—a link with Chicago, Pittsburgh, St. Louis, Minneapolis-St. Paul, New Orleans, Kansas City, and Omaha. A network of concrete highways, for motor transport and pleasure car travel has brought millions of people within a few hours distance.

Agriculture, diversified and carried on with advanced methods, thrives here under climatic conditions which are proof against crop failures. A wealthy farm popula-

tion on the fertile rolling Iowa and Illinois countryside looks to the Quad Cities as the logical point of trade. The produce of these rich acres—corn, small grain, hogs and cattle, fruit, vegetables and dairy products—pours in and out of the Quad Cities, a stream of wealth for the markets of the world.

Notable for its industry, the Quad Cities is the capital of the farm implement world—the home of John Deere, International Harvester, J. I. Case and Minneapolis-Moline. Here, too, is located French & Hecht, largest exclusive builders of steel wheels for agriculture and industry.

The range of products fabricated in the factories of the Quad Cities includes all forms of modern farm machinery, locomotives, freight cars, railroad specialties, rubber goods, washing machines, bread slicers and wrappers, oil burners, pumps, structural steel, elevators, motion picture equipment, heating, ventilating and air conditioning equipment as well as many other goods of necessity unmentioned here because of limited space.

The Rock Island Arsenal, a key unit in the national defense program is located here on Rock Island in the Mississippi at the very center of this community. It occupies 1,000 acres and represents an investment of \$400,000,000. Guns and tanks are produced here by a payroll personnel of 4,000 and a potential wartime employment of 16,000.

A total of more than 24,000 workers are now employed in the

busy industrial plants of the Quad Cities, which produced \$161,652,348 of manufactured products in 1937. The 1937 industrial payroll was over twenty-eight million dollars.

Commerce is an important stabilizing factor. The central location and the exceptional transportation facilities have made the Quad Cities the natural distribution center for many of the leading manufacturers of the nation. Rock Island is the fraternal insurance capital of America—the home offices of the modern Woodmen of America and Royal Neighbors of America being located here.

Let us look at the collective personality of this, in many respects, unique community of communities. After all, mere population means little in itself. It is the quality and spirit, the prosperity and cultural level, the friendliness and hopefulness of a group which most clearly measures its interest in and capacity to consume the goods and services offered to it.

By this test the Quad Cities are far above the average for markets of equal numerical size. Preponderantly white and native born, Quad Citians are a law abiding, home loving, hard working, free spending people. They value the advantages of modern American life and have created for themselves the facilities for enlightened social activities.

All of these communities possess splendid public schools. Rock Island and Davenport boast accredited colleges. Augustana College, a coeducational Lutheran institution in Rock Island, is the center of the Swedish Lutheran Synod of North America. St. Ambrose College for men is a prominent Catholic institution of which Davenport is rightfully proud. Important institutions of learning for women are Villa De Chantal in Rock Island, Marycrest College and the famous St. Katherines School in Davenport, the former two being Catholic institutions, the latter Episcopalian.

Libraries, museums, art galleries, symphony orchestras and theatre groups all contribute to the marked degree of culture to be found in this midwestern center.

That education and culture should be mentioned here is justified as an indication that Quad City people

possess varied and active interests—cultural, recreational and domestic. They are a prosperous, discriminating people who are alert to advancement. They earn well and they spend well. Manufacturers looking for buyers of goods fashioned to the modern mode will find them here—truly a Cinderella market for those who are responsible for the lineage strategy of national advertisers.

A word about reaching this closely knitted market is in order. Linking the Iowa side (city population 63,519) with the Illinois side (city population 84,813) are three bridges; a suspension toll bridge from Moline to Davenport-Bettendorf; a government railroad and passenger free bridge from Rock Island to Davenport via the Rock Island Arsenal; and a railroad bridge from Rock Island to Davenport. A new \$2,500,000 four lane bridge is now being built between Rock Island and Davenport. The total community population including unincorporated but adjacent areas is 154,491.

The astonishing total of 8,000,000 people annually cross the free government bridge. This indicates clearly that workers, shoppers and business people pass freely back and forth from one community to another in this compact, common purposed Quad Cities center. The Quad Cities is a single market, an important market, and advertisers should consider it as such.

To cover this entire market, four major daily newspapers are required. Two are published in Davenport—the Daily Times and the Democrat. One daily each are to be found in Rock Island and Moline, the Rock Island Argus and the Moline Dispatch with no duplication between them. All four are progressive and respected publications. The Illinois papers will not give coverage on the Iowa side and the Iowa papers fail to give adequate coverage in the Illinois cities of this group.

Two excellent radio stations serve this trading area out of the Quad Cities—Station WHBF a Mutual outlet in Rock Island, and Station WOC a Columbia unit in Davenport.

Thus, we offer this word of advice: (1) Add the Quad Cities to any list of Cities of 150,000 population. To miss doing so is to overlook an opportunity. (2) Once the Quad Cities market is on Your

list, USE THE FOUR DAILIES for adequate coverage. It will pay.

What's that? We have neglected the basic statistics? You want to know more about bank clearances, home building, car buying etc.? Very well, to our reasons why this is a bright spot, come weal come woe, in the national scene, we add statistical proof. Consider these things:

Quad Cities manufacturers number 242. The railroad freight, originating in this community and consigned to the Quad Cities, totalled 799,126,007 lbs. during 1938. This does not include substantial tonnage being transported by truck nor the river traffic which during the 1939 season broke records with each succeeding month and which is commanding the interested attention of industrials looking for new and favorable locations. The 1939 river tonnage to and from the Quad Cities

was 655,015 tons.

On June 30th, 1939 there were 47,664 electric meters, and on January 1st, 1940, there were 28,138 telephones. Total motor vehicle registration as of July 1st, 1939, was 56,244. New car sales for 1939 totalled 5,329, an increase of 32% over the same period in 1938.

Bank deposits (time and demand) as of December 30th, 1939, were \$60,527,666.26. Bank clearings for 1939 totalled \$485,985,096.78.

Postal receipts for 1939 were \$1,352,868.42.

To eyes which are not discerning little Cinderella is a humble maid in tattered gown sweeping the ashes from the hearth; in reality she is the chosen consort of the Fairy Prince. The Quad Cities is a glamour market, welcoming your attentions and eager to repay with a friendly and generous patronage.

Americanism and American Business . . . *Continued from page 13*

contempt for the existing order. Textbooks now used in thousands of school systems are so written as to high-light unfavorable aspects of our national history and unhappy incidents in our economic life. The glorious episodes of history and the brilliant achievements of industry are apt to be minimized, or omitted from mention. Early pioneers are made to look like unscrupulous adventurers, and many of our great public figures are presented in an undesirable light.

Through these textbooks our children are given the impression that American business is a pretty sorry institution, and that no improvement is to be expected under present conditions. There is one widely used textbook which deplors the fact that industry is privately owned and points with favor at the achievements under Communist rule in Soviet Russia! A number of textbooks present a supposed conflict between the interests of producers and consumers. Singing the Marxian slogan of "Production for use, not profit" they offer their arguments for collectivism.

Is it any wonder that we witness such a spectacle as that presented by the American Youth Congress in Washington recently?

There never has been a spectacle like this in all our history, and it does not augur well for the future. If we want to change this picture

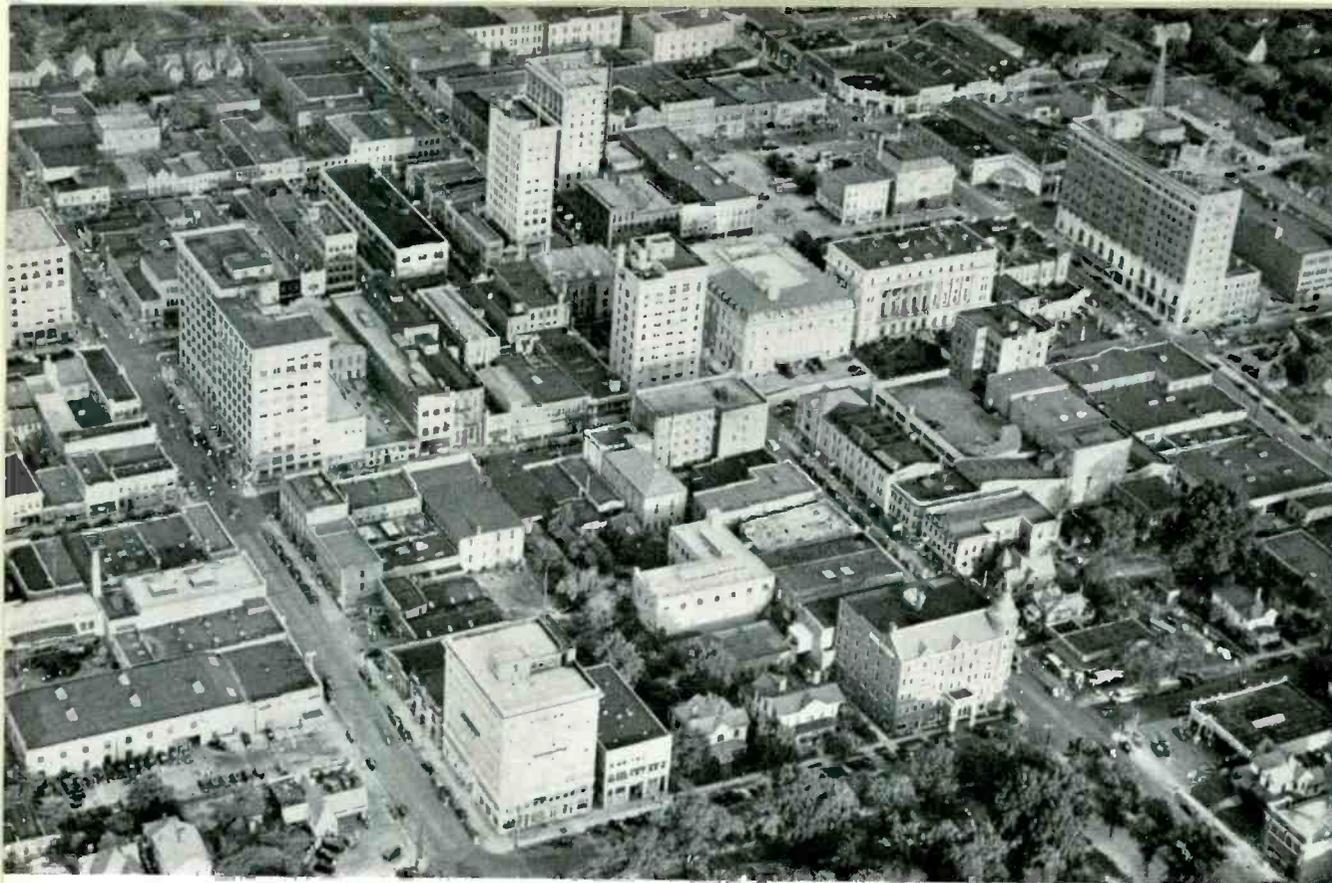
we must root out the causes. Those causes are not so much in any existing social conditions as in the educational background of these youths. That is one thing to which we, as American citizens, must give our attention. Our public schools, of all places, should foster Americanism rather than alien ideologies.

I do not say that the American system of business is perfect, or that there should not be, and may not be, changes and improvements that we cannot foresee or foreknow now. We have seen regrettable instances of exploitation, both of our national resources and our individual pocketbooks. There have been grave evils to be corrected, and some of these evils still exist.

Nevertheless, our form of government has stood the test of time better than any other. Our economic system has weathered storm after storm, and we have always risen to new heights of prosperity and greater income for all.

Under the American system, of which business is so important a part, our people have constantly improved their well-being. It has always offered unparalleled opportunities for individual success and happiness.

We have much to be proud of. This land of ours is a most wonderful place and we may thank God that we live here.



Diversified industry and agriculture mould North Carolina's Capital City into an excellent area for National advertisers.

Raleigh,

NORTH
CAROLINA

POPULATION:

Trading Area:
1,055,741

RETAIL SALES:

\$184,000,000

“The Balanced State’s” Capital Market Has *Buying Power* . . .

Greater Raleigh Centers A Market Free
From Isms... Unemployment Rare, Agri-
culture Absorbs Labor, Balancing Incomes

By E. N. POPE, *Advertising Manager, Carolina Power & Light Co., Raleigh, N. C.*

IF, TO make a market worthy of consideration by national advertisers, it takes millions of individuals huddled into a few square miles of area, row after row of tenement buildings, bread lines and long relief rolls, industrial strife, a mixture of population in which all the “isms” thrive, plus buying power, then Raleigh presents no possibilities for any product—whether distributed on a national or local basis. Because, if such be attributes, it can boast only one—buying power.

Raleigh is located a few miles from the exact center of a State which begins with the Atlantic Coast and stretches westward more than 600 miles to include the loftiest and most beautiful mountains of the Blue Ridge range—the State of North Carolina, or in the language

of President Roosevelt, “The Balanced State.”

Since it is the Capital of the State, and is also the seat of county Government, both State and County payrolls are largely concentrated in its limits. Within the city itself are eight universities and colleges, and within a radius of 40 miles, a half-dozen additional. Business and Industry, typical of any capital city, is centered for North Carolina in Raleigh.

It is the hub of a trading area with a population of 1,055,741 persons who live and spend their incomes at home. But, to you who are interested in building sales volume, people alone do not constitute a profitable market. People are important, but what kind of people is more important. What are their

living habits or characteristics? Are they able to buy? Are they within easy reach of the principal centers of distribution? Do the accepted advertising media offer adequate coverage of the market? Will the over-all cost of developing the market net you a fair return?

The people of Raleigh and its surrounding trade area are of pure Anglo-Saxon stock. They were born and reared here; they have built their homes; developed their farm lands; and contributed to the rise of industry in this section. Less than 1% of this populace is foreign born—the people of Raleigh’s trading area are a part of the land which nurtured them.

The stability of its people and its virtual freedom from dilution as a result of immigration from foreign

THE LARGEST TRADING AREA BETWEEN BALTIMORE AND ATLANTA



The largest Trading Area in the South, between Baltimore and Atlanta is not our definition, but that of B.B.D.&O. (Trade Areas for Budgetary Control by Grisell). For its 1,055,000 population, we refer to Sales Management Annual Market Data Number. But for WPTF coverage of this area and well beyond, we'll take the credit. After all, 5000 watts at 680 KC with NBC Red and Blue programs is a good foundation on which to build. We have one of the nation's best records for national spot. May we tell you all the facts?

WPTF

RALEIGH, N. C.

5000 WATTS 680 KC

NBC RED-BLUE AFFILIATE

FREE & PETERS, INC.
National Representatives
Chicago — New York — Detroit
San Francisco — Los Angeles — Atlanta



North Carolina's Capitol structure and a statue to its gallant women of an earlier day. Today's women of this great state have achieved victory in the every day battle of economics. Sketch drawn at Raleigh by the editor of MARKETS of AMERICA.

countries, does not mean that Raleigh has suffered from self-satisfaction or a lack of growth. No other area in the southeast has developed more rapidly during the two decades which have just ended. The increase in population it has attracted from other sections has been in keeping with the original stock—people who have sought out an area which offers industrial and commercial possibilities, educational facilities, and ideal living conditions. Situated as it is, on the dividing line between the rich, agricultural Coastal Plain Region and the more industrialized Piedmont Section,

greater Raleigh includes a vital portion of each. Within this area are the leading Bright Leaf tobacco markets of the world—floor sales in tobacco warehouses having reached, in 1939, a volume of 71,305,836. Although tobacco is the principal crop, cotton, truck, grain and other farm products accounted for an additional cash income for farmers of \$55,364,440.

But agriculture accounts for slightly less than 50 per cent of the effective income of this market. Decentralization of industry in congested areas has favored Raleigh, and a diversity of industrial enter-

prises insures a substantial year-round income to both labor and capital, regardless of fluctuation in the demand for any individual product. Principal among a long list of specific industries are cotton textiles, knitting, furniture and wood-working plants, tobacco products, chemicals, foods, transportation equipment, paper and allied products, wearing apparel, milling, leather products, stone and ceramic products.

Continuous employment in a majority of all industry has resulted in a relatively low percentage of idle labor at any season of the year, and, as mentioned before, stimulates year-round buying in constant volume. That the residents of Raleigh's trading area are able to buy, is evidenced through retail sales amounting to \$185,000,000.

Is the market within easy reach of the principal centers of distribution? Take a look at your map. Over-night deliveries can be made from the principal sources of supply by rail, motor freight, or water. The area is served by trunk lines of the principal transportation companies, or by inland waterways which carry deep into the heart of this section, with direct distribution to principal points of consumption. Of the 210,000 families, 80% are equipped with radio receiving sets through which the principal network programs are heard daily from broadcasting stations strategically located.

Due to the relatively low rates charged by the accepted advertising media, the proximity to distribution centers, and excellent transportation facilities, the cost of further developing this trade center compares favorably with more congested areas, and, consequently, insures a fair return on investments made by manufacturers which produce goods for national distribution.

In addition to quick facts which prove Raleigh's worth as a trade center, other factors should be considered.

Much has been made of the fact that bread lines are unknown to this area, even during the depths of the recent depression. This is due, not only to a diversity of industry which provided continuous employment for a vast majority of the laboring classes, but to the important fact that industry in this area is

manned, in a large measure, by labor which is supplied from agricultural areas. These areas, in turn, are capable of absorbing the labor surplus. In times of depression, therefore, when industry is forced to curtail its schedules, the labor movement is back to the farm and not to the tail end of lengthening bread lines and relief rolls. Since such is the case, money used to feed and clothe idle labor is released to be spent in the purchase of manufactured products, and men and women who have again returned to the soil, continue to contribute to retail sales volume.

Depression proof? Emphatically no! But, obviously, an area which can provide employment in agricultural pursuits, even at lower scales of pay than prevail in industry, is much to be preferred over a section which is dependent upon a single industry and which has no agricultural background. Fortunately, Greater Raleigh has no dominant industry. It moves steadily onward when single industry areas are adding to unemployment and dumping upon the public an additional burden which it can ill afford to carry.

An area, such as surrounds Raleigh, is not conducive to fabulous wealth nor to poverty. People live on much the same plane. They own their homes and farms, and take pride in them. They are jealous of their surroundings and spend their incomes for improvements.

Unlike sections which have experienced little or no growth, Raleigh has no housing surplus. During the last two years, this area has witnessed the greatest building boom since 1925. Yet the increase in housing facilities has failed to keep pace with growth. Conservative estimates place Raleigh's increase in population at 60 per cent above the census figure of 1930.

Compare this rate of growth, Raleigh's balanced economy, its ability to buy, its availability, and its opportunities for development, with any other North Carolina market, or with any market in the southeast.

Raleigh's high percentage of native born population, its ratio of white families to the total, its buying power when compared to that of

the nation, its purchases of specific items which serve as an index to advertisers—all these facts not only prove that Raleigh and its trading area represent a favorable market today, but show it definitely "on the march."

In 1937, the State Legislature appropriated a fund for use in advertising the advantages of North Carolina to the world. The campaign clicked—and when the Legislature met again two years later, a second advertising appropriation was made.

Telling the world about North Carolina and its Capital City, Raleigh, is one thing. Telling Raleigh and its trading area about your product is a thing entirely different—a job for you, Mr. Advertiser, and one which you can tackle with profit.



E. N. POPE

Tells of the well-balanced Raleigh market centered in "the well balanced State . . ."

----And Getting Credit For It!...

Concluded from page 17

"bricks and mortar" for our schools and colleges. Now he knows that the caliber of the teaching is far more important; and what *this* will do to raise the standards of American education and living is the brightest hope of our boys and girls at this moment.

3. *Advertising.* All advertising men know (and business leaders are beginning to suspect) that paid advertising is the surest road into the public mind, in America. For cleverness, for artistic merit, for intelligent testing and placing, our advertising stands alone. It has given us the only radio that is democratic, not dictatorial. It has proved, beyond any conceivable argument from its bitterest professional foes, that it can and does sell goods.

In addition to this necessary economic function in a democracy, business leaders now expect advertising to tell the story of business, as an adjunct to the two other great carriers of information, publicity and education.

They expect this, they demand it of their advertising men in situation after situation. For a single good

example, take Borden's recent display advertisement setting the Mayor (and the whole population) of New York right on the vexed subject of whether Grade A milk differs from Grade B.

Similar examples of the discovery by business men of what advertising experts could have told them a generation ago abound in many publications, and come with increasing force on the air. What this discovery can do for advertising men willing to explore it to the full is comparable, in my opinion, to what the discovery of diamonds in South Africa did for some men who were daring life there as hunters and small farmers.

Three roads into the public consciousness are none too many. The three I have mentioned will always stand open. They are main highways, not lanes and dead-ends. They work together. It is the duty of the public relations counsellor to *keep* them working together. When they do, advertising loses its spasmodic nature, and its preparation and placing become far easier and more profitable for all concerned.



Immense plant of the Eastman Kodak Co., the world's largest photographic materials plant, at Kodak Park, is one of more than a score of "top" corporations employing thousands of skilled employees in Rochester.

Rochester... POPULATION: 417,000 RETAIL SALES: \$175,064,000

Snapshots Of The "Above The Average" City . . .

World-Famous Institutions, Corporations, Operate
Major Plants In Rochester . . . Industrial Skilled
Labor Requirements Keep Wage Scale Up

By L. WELLS SIMONDS, *Executive, Hughes Wolff & Co., Rochester, N. Y.*

"An institution is the lengthened shadow of one man"—Emerson

AND so with cities! For they are the reflection of their people's progress. The people make the city. Their habits, industry and customs are its life blood.

In Rochester, as in other markets, national advertisers must analyze population carefully. Originally named the "Flour," now "Flower" city, you will find it the No. 1 test city of New York State.

The slogan of its industries "Rochester Made Means Quality" has naturally had its effect in molding a quality-minded population. Now that "price-consciousness" created by depression is gradually losing its hold, this factor is regain-

ing its strength. The very nature of local industry maintains this by employing, for the most part, only intelligent, highly skilled labor to produce products of excellent workmanship. As a result, wage scales are high, raising the standard of living above average.

Rochester leads all cities of its size east of the Rockies in home ownership. 43% of its population own their homes. Its conservative population is 76.4% native born. 99.2% are white and 98% are English-reading. The predominant nationalities (aside from native) are Italian, German, Canadian, Russian, Polish and English.

A further analysis classifies Rochesterians into the following income and occupational groups.

	Male	Female
All occupations	102,863	41,992
Skilled hand trade	27,923	2,879
Factory Operatives	15,778	9,476
Trade	17,231	3,884
Clerical	8,193	10,727
Domestic & Personal	4,794	7,637
Professional	6,292	5,845
Labor	9,893	229
Trans. & Com.	6,948	1,146
Public Service	2,060	47
All Others	3,751	122

The 547,599 families living in the trading area enjoy the advantages of the Finger Lake Region within an hour's drive, Lake Ontario and a Park system totaling 1,862 acres. Those residing outside the city live in the rich Lake Ontario fruit belt. Educational fa-

3 VALUABLE MARKETS DOMINATED BY WHAM

1 ROCHESTER, N. Y...

In Rochester—No. 1 Test City in the No. 1 Test State—WHAM is *First*. First in length of service (since 1922), first in power (50,000 watts), first in program popularity (carries 7 of the 10 leading network shows). WHAM is NBC—Blue and Red.

Proof of WHAM'S city leadership is its domination of programs of civic interest. Rochester Philharmonic Orchestra, Rochester Civic Orchestra, University of Rochester, Board of Education, Federation of Churches, City Club—all broadcast regularly over WHAM. Such leadership is a powerful influence in producing sales results. That is why, for example, Rochester's leading retail institution has used WHAM continuously for 7 years—are now on a 5-times weekly schedule.

3 PRIMARY AREA...

of WHAM produces more than 4% of the nation's wealth—more than is produced by 40 of our United States. WHAM is the only station that provides dependable single-station coverage of this entire area day or night.

No wonder, then, that recent surveys show WHAM listeners in the rich Rochester trading area out-number those of any other station by 4 to 1. And it's a responsive audience, too! Recently, a new WHAM show brought in 1173 letters in its *first week*—without any advance publicity or outside promotion. Over 90% of these letters contained actual orders. That's results!

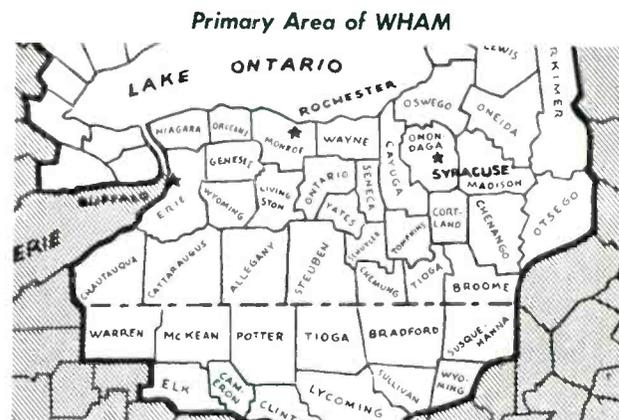
NATIONAL REPRESENTATIVE:
NEW YORK, GEORGE P. HOLLINGBERY CO. CHICAGO

2 RURAL MARKET...

Station WHAM covers one of the richest, most profitable farm districts. Here are the figures for WHAM'S Primary Area:

140,518 FARMS
\$214, 145,000 ANNUAL INCOME
\$1,500 AVERAGE INCOME PER FARM
(about 25% above the national average)

And these profit-making farmers favor WHAM! Ever since 1928 WHAM has brought them the National Farm and Home Hour, popular network feature. Now, also, WHAM broadcasts a daily Farm Bulletin—a *service* program which brings important marketing news, prices, weather reports, soil information, etc., from authoritative sources. If you sell to farmers and their families, here's how to do it! Use WHAM!



★ WRITE—For latest information on available time or other data to the national representatives or Mr. J. W. Kennedy, Jr., commercial manager.

WHAM

ROCHESTER N.Y.

50,000 WATTS
The Stromberg-Carlson
Station

WILLIAM FAY—GENERAL MANAGER

cilities notably superior, include the U. of R., Colgate-Rochester Divinity School, business and technical schools, as well as a first rate public school system. The established aesthetic nature of Rochesterians is nurtured by a Memorial Art Gallery, a new central library with 12 branches and numerous sub-branches and the Eastman School of Music which has done an exceptionally excellent job of making good music available and appreciated by the average citizen.

proximately 200 million KWII of this power . . . enough electricity to drive the giant Queen Mary 12 times across the Atlantic or an ordinary street car 53,000,000 miles. An unlimited water supply and direct connections to bituminous and anthracite coal fields and oil wells add to this advantage.

How Much They Earn

The 52,728 factory wage earners in Rochester are paid wages totaling \$48,272,347. The amount of

the depression. How they will progress in relation to the independents, in more prosperous times, remains to be seen.

A Breakdown of Retail Outlets Further Shows:

26% of the local volume comes from the trading area.

Sibley, Lindsay & Curr Co., Rochester's largest department store, ranks 1-2 in retail sales per 1000 population, according to one of their executives.

Warehouse Facilities

The warehouses of Rochester offer excellent facilities to manufacturers for distribution of their commodities in this area and provide cold storage for perishables. Nearly all are situated on sidings of one of five railroads.

Firms Employing 500 or More

Listed here are the 22 top firms employing 500 or more and paying the wages that purchase your products.

- American Laundry Machinery Co.
- Aplo Clothing Co., Inc.
- Bausch & Lomb Optical Co.
- Delco Appliance Corp.
- Eastman Kodak Company
- Fashion Park Mfg. Corp.
- Gleason Works
- Hickey-Freeman Co.
- Hickok Manufacturing Co.
- Keller, Heumann, Thompson Co.
- Levy Bros. & Adler-Rochester Inc.
- Michaels, Stern & Co.
- E. P. Reed & Co.
- Ritter Dental Manufacturing Co.
- Rochester Button Company
- Schlegel Manufacturing Co.
- Snider Packing Corp.
- Stecher-Traung Lithograph Corp.
- Stromberg-Carlson Telephone Mfg. Co.
- Taylor Instrument Companies
- The Todd Company
- Yawman & Erbe Mfg. Co.



BAUSCH & LOMB

The superbly skilled pen of Franklin Booth pictures the great plant of one of the world's foremost optical products organizations, headquartered in Rochester.

What They Manufacture

An unusually well diversified industrial set-up of 700 industries, producing a value of \$222,334,427 during 1937, insures a stable business with no wide fluctuations. 15 of the 16 classifications into which Federal Census Bureau subdivides American Industries are located within the city—the 16th in a suburb.

Rochester is known both as the "Kodak" and "Clothing" city of America. But its leadership is not confined to these two divisions. Its production of optical goods, check protectors, thermometers, filing devices, and office systems, enameled steel tanks, mail chutes, soda fountain fruits and syrups, leads the world. Also, it ranks high in producing ladies' fine shoes, machinery of various kinds (particularly automatic), typewriter ribbons, carbon paper, telephone apparatus, electrical supplies, railway signals, spices, beer, and canned goods.

Power Water and Fuel Are Cheap and Abundant

Electricity supplied by the Genesee River and Niagara Falls is inexpensive and plentiful. During 1938, local industries utilized ap-

average income being \$775 per capita. The combined savings deposit of Rochester did not decline as far during the depression as the nation did as a whole.

Business Conditions

4,745 Retail outlets do an estimated annual net volume of \$175,-064,000 according to the latest figures available. They are supplied directly by manufacturers and by 571 wholesale establishments in the trading area. In recent years, chain stores have become more powerful and their competition has made a definite impression on local independents. However, chains have been aided in gaining footholds by

STATISTICS ON RETAIL TRADE AND OUTLETS IN ROCHESTER

Kind	Number Stores	Net Sales 000 Omitted	Props.	Full Time Employees
Rochester, total	4,745	132,512	4,100	16,438
Food	1,819	34,096	1,567	3,191
Filling Stations	350	5,267	284	561
General Merchandise	119	18,951	105	3,557
Apparel	410	14,540	311	1,861
Automotive	319	20,844	274	1,586
Furniture-Household	135	6,423	105	852
Lumber-Hardware	169	4,784	128	488
Restaurants	713	9,930	739	2,662
Drug	132	3,887	104	395
Miscellaneous	579	12,690	483	1,285

Camera Record
of Graphic Arts
Conventionites . . .



IAPHC . . . NEW YORK CITY

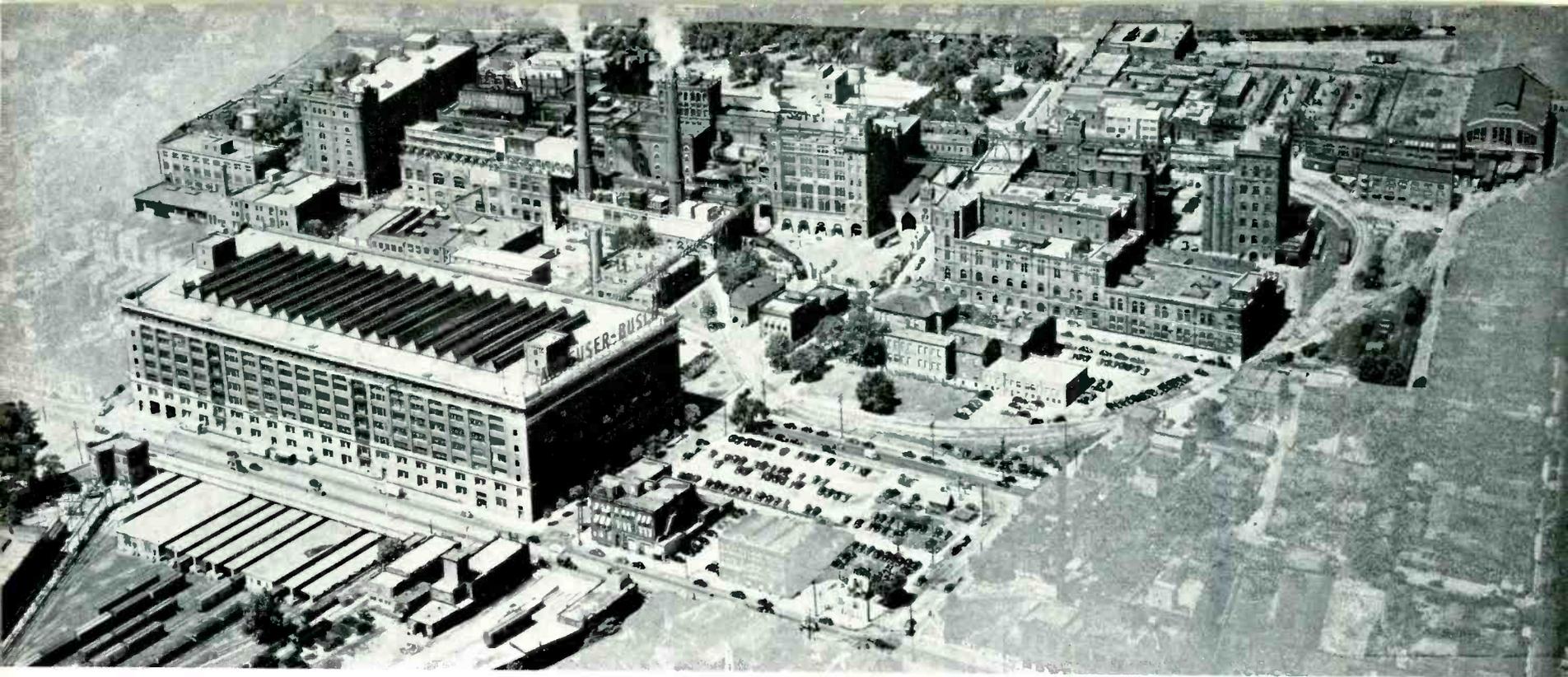
— 1939 . . . Marking the 300th Anniversary of printing in the New World—the New England colonies—the nation's craftsmen suitably celebrated the occasion at their annual conclave—held in the swankiest of hotels—the famed Waldorf-Astoria. Col. John M. Callahan was re-elected to the helm of this foremost group of printing plant operating executives. They will celebrate Johann Gutenberg's 500th Anniversary at their 1940 conclave.

NAPM . . . CHICAGO, 1939.

The Northwest Mountie came to life, resplendent in his bright, new red uniform, at the lively buffet party Northwest Paper Co., Cloquet, Minn., gave to paper merchants of the nation attending the Chicago mid-year conclave. It was staged at the famed Blackstone Hotel by L. F. Porter, N-W's General Sales Manager.



LNA . . . RYE, N. Y. — 1939 . . . Happy faces—the nation's major Lithographers and Graphic Arts suppliers, banqueting at the Lithographers National Association's convention, at the exclusive Westchester Country Club. They gathered again in June, 1940, at Del Monte, California, for their 35th conclave. Esteemed, white haired Chairman, Maurice Saunders, is second up, center.



The vast plant of Anheuser-Busch, at St. Louis, the World's largest brewery, comprises more than 110 buildings. Figuratively, laid over the "Loop" area in Chicago, the "Budweiser" plant would easily blanket the business heart of Chicago . . . and other metropolitan cities. A-B's famed Adv. Mgr. George F. Tilton, informs MARKETS of AMERICA.

St. Louis, Mo... POPULATION: 1,404,500 RETAIL SALES: \$500,000,000

A New Spirit of Renovation Grasps Missouri's Metropolis, The Nation's Central Market . . .

**Civic Pride Rears Its Head, City Making
Strides Forward . . . St. Louis Is Tops
In Loyalty, Stability For Advertisers**

By JAMES M. DAUGHERTY, *President Jimm Daugherty, Inc., St. Louis, Mo.*

WATCH St. Louis in 1940! This old town—finally—frankly looked at her reflection in a rather cloudy mirror and didn't like what she saw. And, once St. Louis' complacency has been disturbed, look out!

You know the type: mild mannered, soft-spoken, reluctant to change. You know, too, what happens when this type, deciding that the time has come, gets a steely glint in her eye, grabs her ample purse and goes to town!

St. Louis is going to town! She knows exactly what she wants and, take my word for it, she's going to get it!

And the first stop is the beauty

shop, for a face-lifting—39 city blocks of ugly "blighted" waterfront buildings are being razed for the proposed Jefferson Memorial; additional slum areas are to be cleared for huge modern low-cost housing projects.

Next she is going to discard her winter cloak of smoke. After decades of talk, definite steps are under way to rid St. Louis of her nationally known smog. And there are many other lesser signs of intelligent civic restlessness.

So, if you are considering this city as a market, you should keep in mind this new spirit of St. Louis; it is organized, aggressive, militant. You should remember, too,

the virtue of loyalty—the virtue that makes St. Louis a tough market for a new product. But stability and security are born of loyalty and together earn dependable, spendable incomes. Once you're in this market your sales will continue with less variation than in most large cities. If you are interested in a stable market, St. Louis belongs near the top of your list.

Now one more generalization—let's talk about St. Louis weather—everybody else does. The loyalty of your typical St. Louisan does not extend to his city and on this subject only is he easily bluffed. As I write this a gentle snow is falling. It's a delightful snow but,

before the day is over, your true St. Louisan will apologize for the weather to men from Chicago, New York and Bangor!

"But," you say, "your summers are so hot!" True. Some of our summer days are as oppressive as are hot days in Baltimore, Cincinnati, Philadelphia or New York! The malignant story concerning hot weather in St. Louis is kept alive by St. Louisans, and by our Northern neighbors who come down here in midsummer—wearing heavy clothes—and sweat. (And I do mean sweat.) Actually, many of us, who are lucky enough to have a choice, stay all summer in St. Louis and take winter vacations.

Now let's get to some facts and figures concerning this one-half billion dollar retail market—the nation's eighth largest metropolitan market.

The estimated population of Greater St. Louis for 1938 was 1,404,500.

The largest city between Lakes and Gulf, St. Louis is near the national geographical and population centers. It is the second largest transportation center in the United States, served by nineteen trunk lines; its airlines reach all important trade centers of the country; it is at the center of a great inland waterway system comprising 13,394 miles.

A diversification of industries keeps St. Louis out of deep depression valleys. Of the 351 industrial classifications, St. Louis is represented in 225 or 64%. 3,300 different products are manufactured here and not more than 8% of our total labor is in any one industry. About \$125,000,000 is paid annually in factory payrolls to produce considerably more than \$1,000,000,000 in product-value.

In 1938 St. Louis produced and sold \$165,000,000 worth of shoes. The annual wholesale product-value of the St. Louis meat packing industry is about \$160,000,000. Other products bring the food value total to about \$300,000,000.

The product-value of our iron and steel annually totals about \$94,000,000; the manufacture of machinery accounts for another \$93,000,000.

St. Louis is the home of the world's largest brewery, Anheuser-Busch, Incorporated, and several

other St. Louis brewers have national or semi-national distribution.

St. Louis is also a leading center in the production of chemicals, medicine, surgical instruments, electrical appliances, oil refining equipment, electrical and steam railroad cars. And, if we are to take industries accounting for an annual business of \$15,000,000 or over, the following must be included: paints, publishing and printing, paper boxes, heating and cooking apparatus (excluding electric) and prepared feeds for animals and fowls.

Based on the value of manufactured products on a per capita basis, St. Louis is third among the twelve largest cities.

St. Louis is rapidly becoming the national junior style center. The whole garment industry expects to employ more than 10,000 people in about 150 establishments by 1942.

I have tried to give you an accurate sketch of the St. Louis market—a market in which more than 30% of the residents own their own homes. It is important that you remember St. Louis loyalty. If you are interested in a stable market, here it is. If I can give you one bit of unsolicited advice it would be that you should under no circumstances expect to come into St. Louis with a flash to "buy" the market. Jefferson City may be the

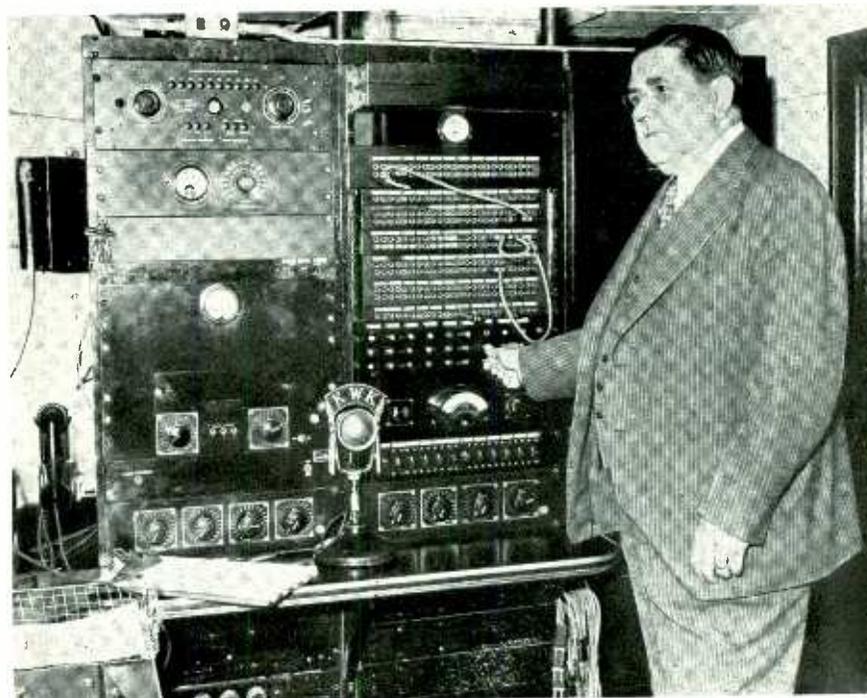
capital of Missouri but St. Louis is the capital of the "Show-Me" State.

I repeat, this town is intelligently and aggressively on the move.



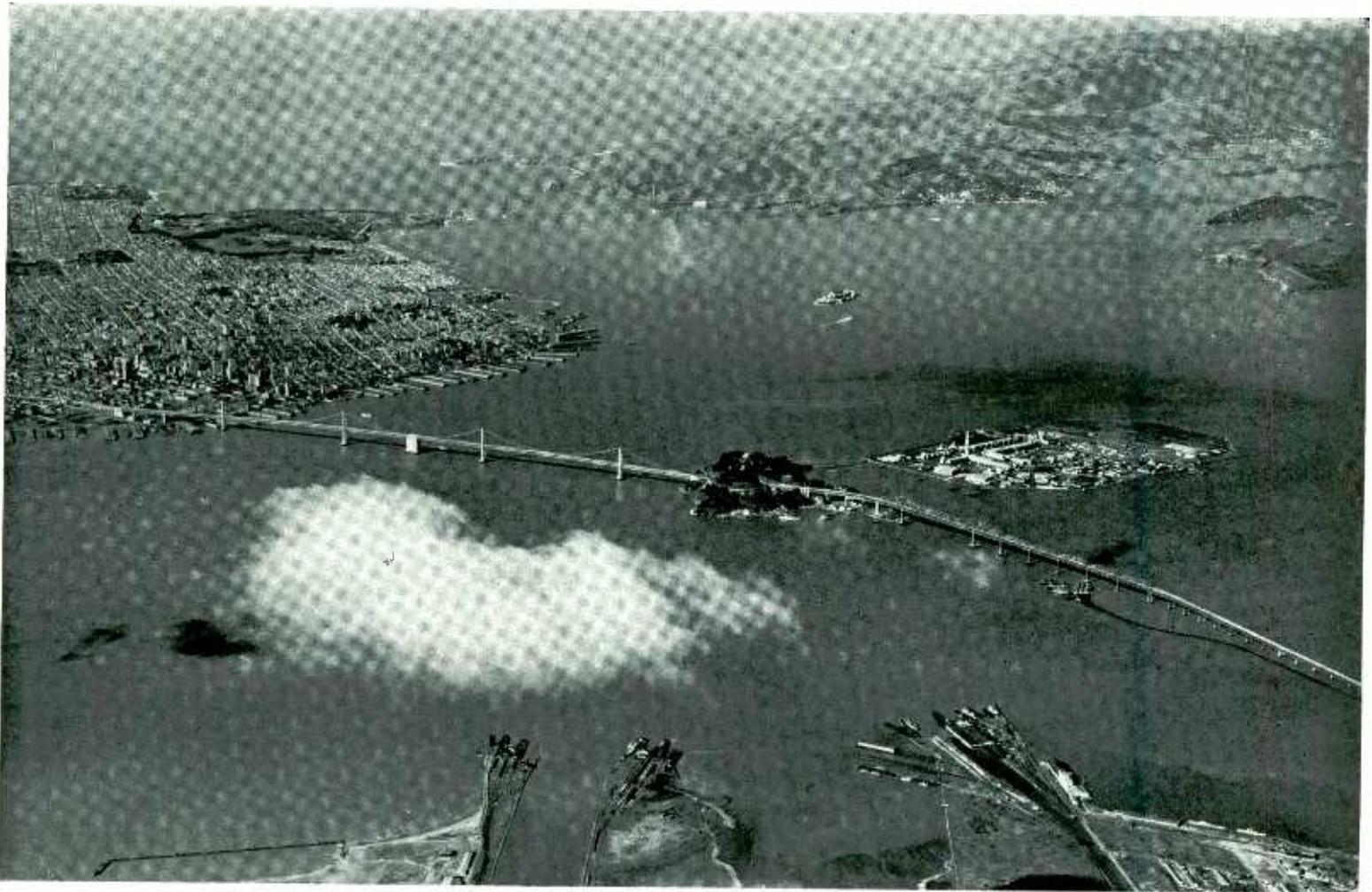
JAMES M. DAUGHERTY

Agency chief, he gives both sides of the market picture of his beloved great city.



★

The nation's first attempt to carry a single station program from a foreign country was accomplished when live wire KWK, St. Louis station operator Robert Conroy, carried Johnny O'Hara's "Today in Sports" program on the game between the St. Louis Cardinals and the Cuban All-Stars, being played at Havana, Cuba. Oscar Fisher, V. P. Falstaff Brewing Corp., St. Louis, top sports sponsors, pushed the KWK control button, March 28, 1940, putting the "foreign" broadcast on the air.



The world's most spectacular bridge—the San Francisco-Oakland Bay Bridge, costing \$77,000,000—spans the bay that surrounds San Francisco and its neighboring cities which make up this superb Pacific Coast metropolis. Treasure Island, site of the 1940 San Francisco World's Fair, is at the right center. Just above Treasure Island on the eastern shore of the Marin County peninsula, gateway to the Redwood Empire country, is the town of Sausalito. The towers of the Golden Gate Bridge, connecting the Marin and San Francisco peninsulas, are in the middle background. The extreme left is part of the closely built city of San Francisco.

San Francisco... POPULATION: 1,893,169 RETAIL SALES: \$801,000,000

Pacific Coast Metropolis Proves Economically Sound...

Emerging From Economic Trials, San Francisco Today
Boasts Highest Percentage of Gainfully Employed . . .
1940 Census Will Prove Large Population Increase

By CARL J. EASTMAN, *Vice Pres. and Pacific Coast Manager, San Francisco Office, N. W. Ayer & Son, Inc*

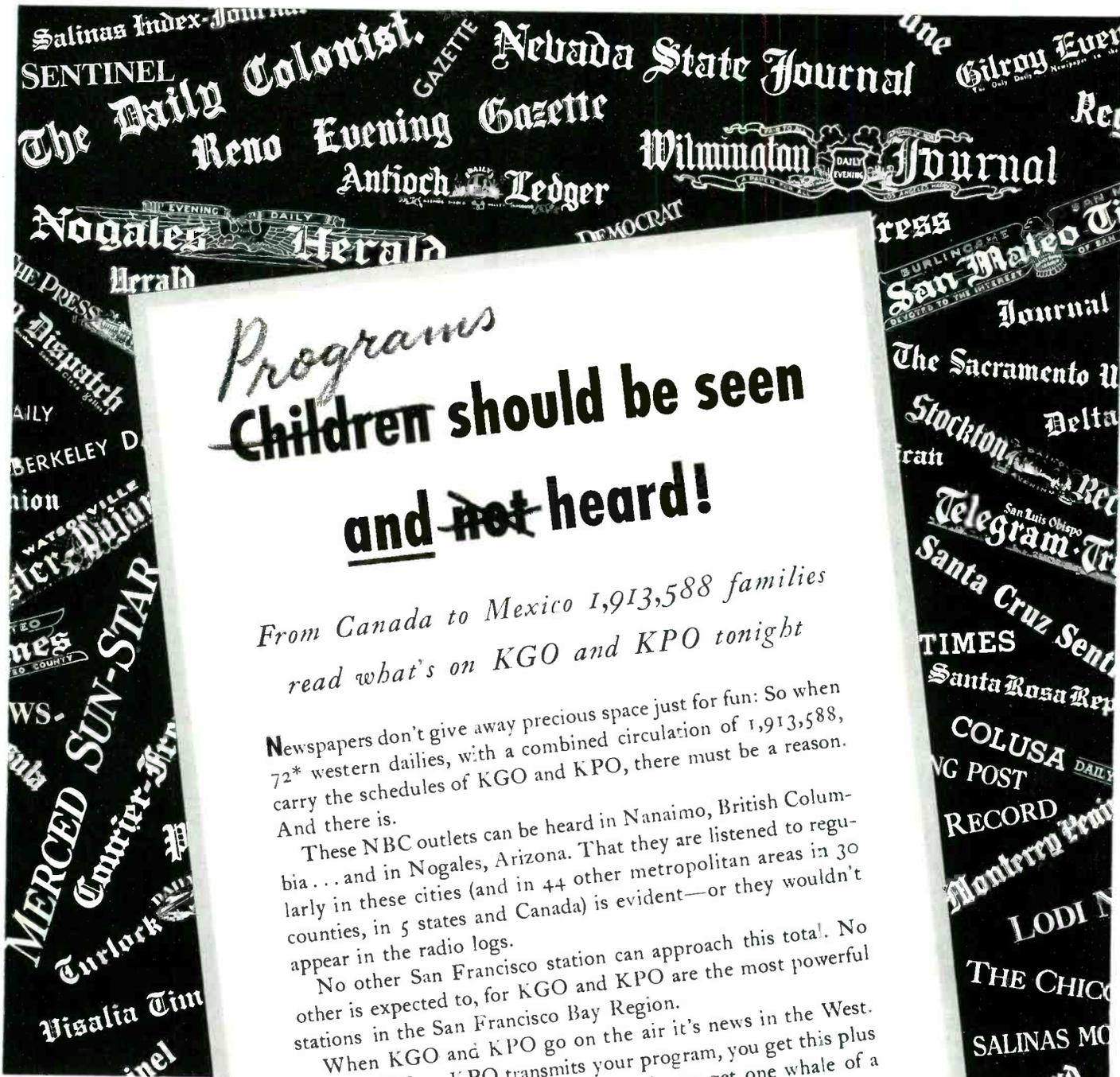
THERE'S a golden Phoenix perched atop the Tower of the Sun on Treasure Island, that man-made rectangular island that sits like a jewel in the center of San Francisco Bay. That fabled bird is emblematic of the City of San Francisco. Seldom was a symbol more aptly chosen.

Again and again San Francisco, like that legendary bird, has risen

from its ashes, both literally and figuratively. When all seemed lost, when a lesser city might have despaired and abandoned hope, San Francisco has rebuilt its fire-devastated business and residential areas, not once, but several times; has re-established its commercial and maritime prominence after labor and management disputes that might easily have relegated San Francis-

co to the list of cities that have all their glory behind them; has, since the days of the historic Vigilante Committee, cleaned the city of crime and corruption whenever the patience of a truly tolerant Western People has been too sorely tried.

Rows, strife, conflict, and discord have all played a part in San Francisco's history. But as fire



Programs
**Children should be seen
 and ~~not~~ heard!**

*From Canada to Mexico 1,913,588 families
 read what's on KGO and KPO tonight*

Newspapers don't give away precious space just for fun: So when 72* western dailies, with a combined circulation of 1,913,588, carry the schedules of KGO and KPO, there must be a reason. And there is.

These NBC outlets can be heard in Nanaimo, British Columbia . . . and in Nogales, Arizona. That they are listened to regularly in these cities (and in 44 other metropolitan areas in 30 counties, in 5 states and Canada) is evident—or they wouldn't appear in the radio logs.

No other San Francisco station can approach this total. No other is expected to, for KGO and KPO are the most powerful stations in the San Francisco Bay Region.

When KGO and KPO go on the air it's news in the West. When KGO or KPO transmits your program, you get this plus value of millions of impressions—and you get one whale of a market.

**Checked by Allen's Press Clipping Bureau.*



Represented Nationally by  SPOT Sales Offices

- NEW YORK
 - CHICAGO
 - SAN FRANCISCO
 - BOSTON
- CLEVELAND
 - DETROIT
 - HOLLYWOOD
 - PITTSBURGH

CARL J.
EASTMAN

forges steel, so have these experiences contributed much to the stability that is a distinguishing characteristic of the city. In the expressive vernacular of today, history proves that San Francisco can take it.

It's not an old city, as cities go. It was in 1769 that Don Gaspar de Portola first saw the bay that was, years afterwards, to be named for the kindly St. Francis of Assisi. Six years later, Don Juan Manuel Ayala sailed the ship "San Carlos" through the Golden Gate. Its anchor was the first to splash into the waters of San Francisco Bay.

In 1776, while quite a different chapter in American history was being enacted on its Eastern shore, Colonel Juan Bautista de Anza established the Presidio of San Francisco, which, by the way, is today one of the most important United States Army posts in the West. He founded, too, the Mission of St. Francis de Assisi.

The town, such as it was then, was called El Paraje de Yerba Buena. Not until 1847, one year after the flag of the United States flew over Yerba Buena for the first time, was the city officially christened "San Francisco."

In 1848, discovery of gold in California changed San Francisco from a sleepy Spanish town to a bustling commercial center. Growth was rapid. When California was ceded to the United States in that year, the city counted but 820 people, but by 1860 there were 56,000 San Franciscans. The Bonanza silver days swelled the population to 150,000 by 1870. Ten years later it was 235,000. In 1890 it had passed the 300,000 mark.

With the first decade of 1900, came the fire and earthquake of April, 1906, with a loss of property and life that shocked the world.

But the Phoenix rose from the flames. By 1915 San Francisco was ready to celebrate the completion of the Panama Canal with the Panama Pacific International Exposition. This brought the world to San Francisco's seven hills, and, thanks to the canal, the entire Pacific Coast was brought as close to the Atlantic seaboard commercially as Chicago and many Mississippi River points.



"San Francisco's World's Fair will make this an even more than usually important Market of America, in 1940"

San Francisco shared with the nation the prosperity of the post-war 20's. She shared, too, the losses that came with the years of depression that followed, yet the 30's were a busy decade for the city.

Two of the most spectacular bridges in the world were built across the waters of San Francisco Bay. The first, the San Francisco-Oakland Bay Bridge, costing \$77,200,000, was opened to traffic in 1936. More than any other factor it has tied the San Francisco Bay metropolitan area into one physical unit. Some idea of its importance can be gained from the fact that by the time it was three years old 28,000,000 vehicles had passed over the 4-1/2 mile span. The only toll bridges with greater traffic are the Delaware River Bridge between Philadelphia and Camden, and New York's Triborough Bridge.

The second bridge, dedicated in 1937, is the Golden Gate Bridge, which cost \$33,500,000. It links San Francisco directly with Marin, Sonoma, Napa Counties, and the entire Redwood Empire area north to the State of Oregon.

It was to celebrate the completion of these two bridges that the Golden Gate International Exposition of 1939 was planned. While that attraction did not roll up the gate receipts that its promoters hoped for, it did give the San Francisco Bay area its greatest tourist season. A million tourists spent 43-1/2 million dollars in the San Francisco Bay area. This represents a gain of 73.7% in tourist totals over 1938, a gain of 146.5%

in tourist expenditures. It is interesting to know that these figures do not include long-stay tourists nor any items of uncommon expenditure. Purchases of automobiles, furs, clothing, home furnishings, jewelry, etc., are excluded.

No wonder, then, that San Francisco is again turning the spotlight on the Golden Phoenix that perches atop the Tower of the Sun on Treasure Island. The 1940 San Francisco World's Fair will open on that fairyland on May 25, 1940; close September 29, 1940. The millions of dollars that will come to the San Francisco Bay area with 1940 visitors makes it an even more than usually important Market of America in 1940.

For without any special attractions the San Francisco Bay area is of tremendous importance. Here are nine counties within a fifty mile radius; thirty cities with a total population estimated in 1939 at 1,893,169. They enjoy an estimated buying income of \$1,391,822,000. Retail trade in the area is estimated at \$801,000,000; wholesale trade at \$1,700,000,000.

The San Francisco Bay area is strategically centered at the heart of the great productive Central region of California. This central region of 86,000 square miles accounts for 74% of California's orchard lands, 77% of its livestock, 76% of its farm acreage, 55% of its wholesale trade, 61% of its manufacturing, and 57% of its corporation income. All of it is tributary to the San Francisco Bay area.

From this rich area comes fresh, dried, preserved, and canned fruit; nuts, meats and hides, raw cotton, grains, canned vegetables, canned and powdered milk, electric and other machinery, automobiles, oil and gasoline; lumber, paper, minerals and metals, drugs and chemicals, canned fish; all of which, with other miscellaneous commodities, contributed in great measure to the 135 million dollar San Francisco foreign export total of 1938.

Entering San Francisco Bay from other shores are such products as coffee, tea, sugar, pineapples, copra, Chinese wood oils, burlap, silk, rag for paper manufacturers, and hundreds of others.



This scene, celebrating the diamond anniversary of the San Francisco Chronicle, indicates what can be accomplished when San Francisco's powerful NBC stations—KGO—KPO combine with the newspaper to serve "in the Public Interest." Al Nelson heads the stations.

When the San Francisco Bay Metropolitan Area is defined by a circle with a twenty mile radius, its center in San Francisco, 1,202,000 people are found within it. San Francisco County and portions of San Mateo, Alameda, Contra Costa, and Marin Counties are included. Principal cities in this area are San Francisco, South San Francisco, San Mateo, Burlingame, Oakland, Alameda, Berkeley, Richmond, San Rafael, and Sausalito. These population figures are based on the 1930 census. When considering this metropolitan area it is important to bear in mind that it is tied into one whole by three bridges; the San Francisco-Oakland Bay Bridge, the Golden Gate Bridge, and the San Francisco Bay Toll Bridge in the south part of the bay leading from San Mateo to the Alameda County shore.

As for the 1940 census, the prediction has been made that San Francisco with an estimated 1939 population of 769,000, will move into tenth place among the larger cities of the United States. The same study upon which that prophecy is made indicates that San Francisco will rank fifth if its full metropolitan area is considered.

The breakdown of San Francisco's population by nationalities as given in the 1930 census which sets its population at 634,394, is interesting in any consideration of this market. Here it is:

Native Born, White	..441,583
Foreign Born, White	..153,386
Chinese 16,303
Mexicans 7,922
Japanese 6,250
Negro 3,803

San Francisco itself comprises one of the most compact markets

in the West. Its population density of 15,105 persons per square mile is exceeded only by New York, Boston, and Philadelphia. Retail sales in San Francisco are estimated at \$300,000,000, and wholesale sales at \$1,400,000,000. Retail per capita sales come to \$443, leading all other key cities on the Pacific Coast.

The 1935 U. S. census of retail trade showed 10,251 stores in San Francisco with 39,020 employees, 10,271 active proprietors, and a pay roll of 43-½ million dollars. All of which makes retail trade one of the nine major activities of San Francisco, puts it second for the total number of employees and third in the amount of payroll.

San Francisco firms selling at wholesale play an important role in the city's economy. The 1935 government census counted 2,942 such firms with 29,363 employees and a pay roll of more than 53 million dollars.

One quarter of all the people engaged in business and industry in San Francisco are employed in the manufacturing industries. In 1937 there were 2030 manufacturing establishments employing 39,082 people with a pay roll of about 52½ million dollars, the largest pay roll of any of the city's major activities. Highest value of product in the manufacturing classification is that of the printing and publishing business; next comes coffee and spices.

The transportation and communication business is, of course, of tremendous importance to San Francisco. Converging in the city are seven major transcontinental rail routes, 177 steamship lines, more than 30 truck lines, four transcontinental bus services, three transcontinental air transport lines,

and the famous Pan American trans-Pacific clippers. The 1930 government census showed 51,000 people employed in transportation and communication business.

The city is also the financial and insurance capital of the West. The Federal Reserve Bank of San Francisco is the headquarters of the Twelfth Federal Reserve District. There are 21 banks in San Francisco including the fourth largest bank in the United States.

1938 San Francisco bank clearings were \$7,052,520,000; bank debits \$9,482,219,000.

San Francisco is also one of the leading insurance centers of the United States, employing some 12,000 persons in this business with a total income of \$22,000,000 a year.

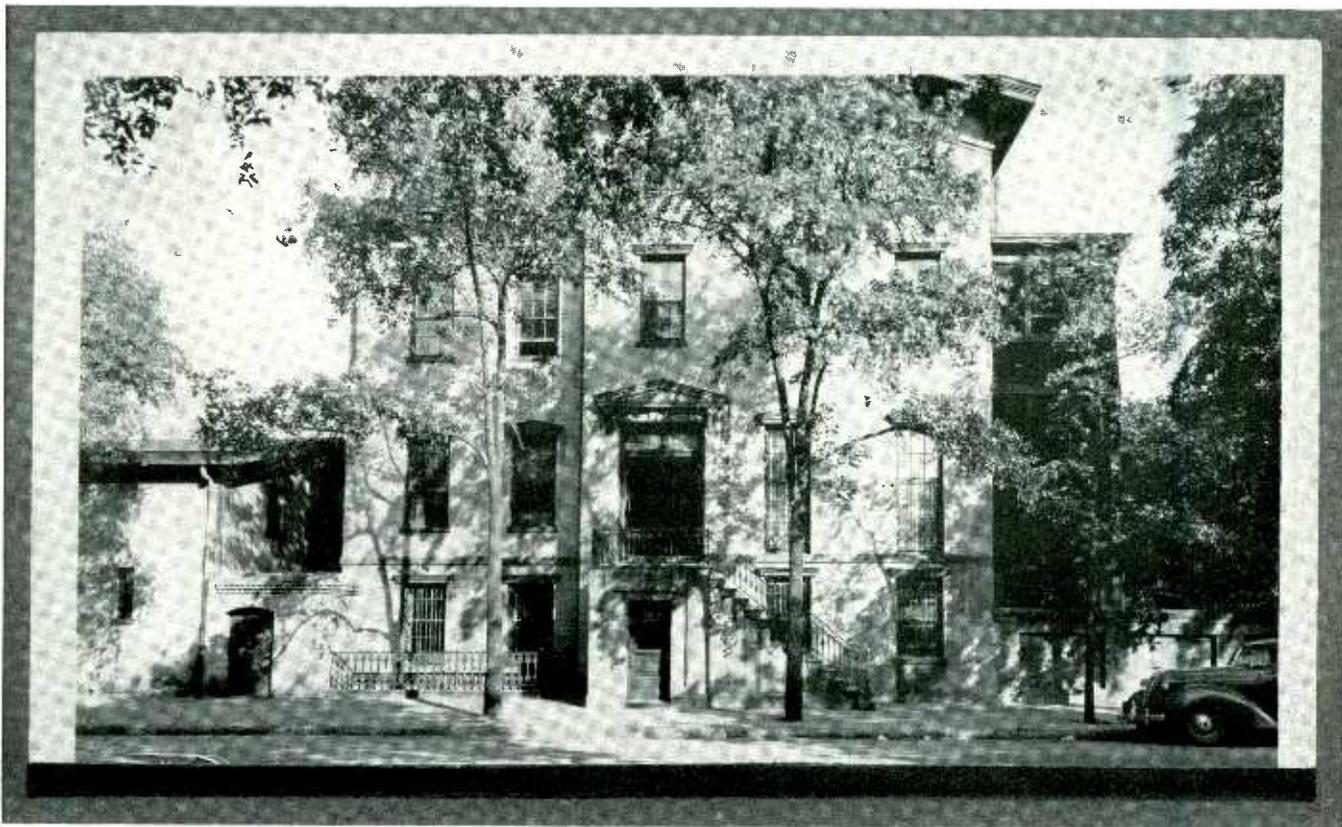
In 1935 the total personnel in industry and business in San Francisco was 178,339; the total payroll 263 million dollars.

The growth of the San Francisco area has been steady and conservative. There have been few, if any, speculative booms. During the depression years property values showed remarkable stability.

San Francisco and other cities in the metropolitan area enjoy high municipal credit ratings, among the very highest in the United States. Values are substantial and solid.

San Francisco as a national contender for civic honors has a splendid record. The city ranks highest in the percentage of gainfully employed of any large city in the United States; highest in the percentage of office building occupancy among large cities; highest in telephone density; lowest in the percentage of mortgage debt in relation to property value (total property evaluation is about \$1,500,000,000); lowest city and county tax rates among large cities; lowest in percentage of tax delinquency.

San Francisco enters the new year of 1940 with spirits high, confident that this decade will even further enhance the prestige and importance of this profitable American market.



The Lawton Mansion, Savannah, aristocratic home of Alexander Lawton, noted Confederate General and General Robert E. Lee's colleague, is now the studio plant of WTOC, the major CBS station serving the rich Coastal Area. Wm. T. Knight, Jr., and Marjorie Willis operate this very successful station.

Savannah... POPULATION: 425,000 RETAIL SALES: \$50,000,000

Industry Joins History, Building Fascinating *Eastern Georgia Market...*

Broadcast Station Occupies Mansion Graced by Southern Aristocracy... New Industries Verily Spring From The Soil, Adding Millions To Savannah's Buying Power

By DWIGHT JAMES BRUCE, *Authority on Savannah's Social, Industrial Developments.*

ALMOST a century ago, the mayor and board of aldermen of the City of Savannah granted to one Major Gibbons, the right to build for himself a town house in the southeastern extremity of the city at that time. Major Gibbons, who owned one of the major plantations in the district, WHITEHALL, was desirous of having a home within the city for the enjoyment of certain seasons of the year when his country home was practically isolated. The home which he built on that land grant was a magnificent one for those times. Today it stands, somewhat

enlarged, to be sure, but on the same grounds and foundations as before. Then it was a gracious dwelling which passed from the hands of the eminent Major to those of the Hartridge family and from theirs into the hands of the famous general, Alexander Lawton. Today it is the home of one of the most unique radio plants in the country, for while the rest of the stations' managements have rushed into the most modern and radical buildings they could find or construct, in keeping with the conservative but progressive atmosphere of the South, WTOC sought out

this old home and converted it into a model of rare beauty and charm coupled with practicability.

As linked with the development of the Coastal Plains of Georgia and South Carolina as the home in which it is located is the Savannah Broadcasting Company. It is a significant fact that the recent increase of production, the inroad of new manufacturers into this section and the most important fact—the increase in the wages of the people of this section has been coincidental with the development of Radio Station WTOC. While it is not to be claimed that the responsibility



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 chemistry and the efforts of the late Dr. Charles Herty, 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. (MARKETS OF AMERICA, Vol. 3 . . .)

SAVANNAH *And The* COASTAL EMPIRE Is YOUR MARKET OPPORTUNITY! . . .

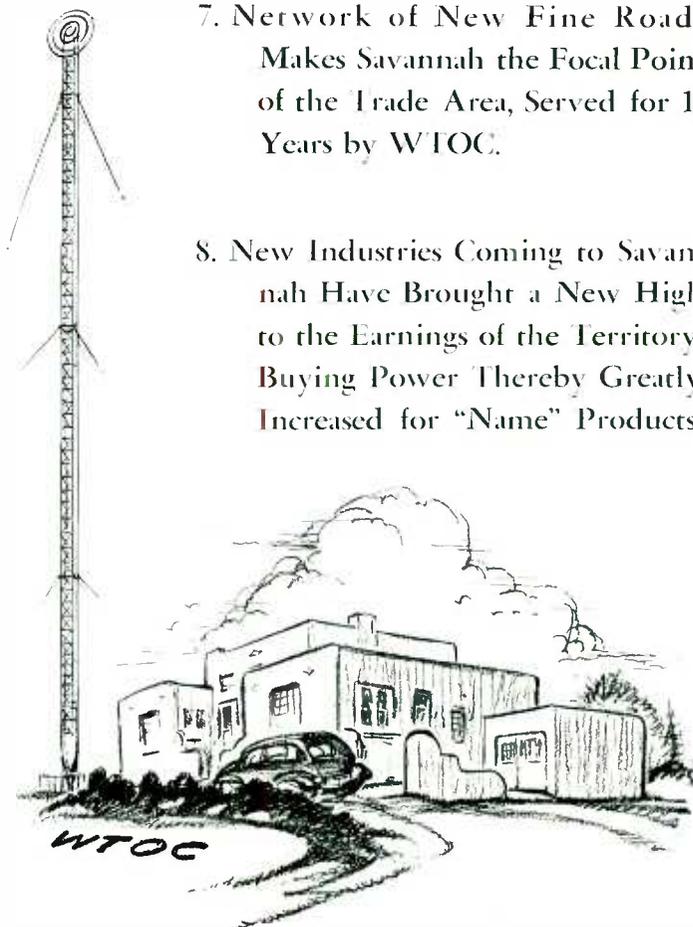
- | | |
|--|-----------------|
| 1. Population, Metropolitan Area
Savannah | 125,000 |
| 2. Population in Primary
Listening Area | 425,300 |
| 3. Population in Trade Area
(125 Miles) | 1,468,100 |
| 4. Radio Receiving Sets in
Primary Area | 54,440 |
| 5. Radio Receiving Sets in
Trade Area | 182,200 |
| 6. Deposits in Savannah Banks (First
Eight Months of 1939 Only) | \$31,331,000.00 |

7. Network of New Fine Roads
Makes Savannah the Focal Point
of the Trade Area, Served for 11
Years by WIOG.

8. New Industries Coming to Savan-
nah Have Brought a New High
to the Earnings of the Territory.
Buying Power Thereby Greatly
Increased for "Name" Products.

WTOC Savannah,
GEORGIA

5,000 Watts . . . Affiliated with CBS, WBS, NAB
and NIB . . . Represented by THE KATZ AGENCY.
One of GEORGIA MAJOR MARKET TRIO.



for this growth lies with the radio station, it will not be denied that in a large measure this has been due to the increased interest in the city among the people of the back-country. (Out-lying territory).

To the casual observer who knows nothing of the terrain of the Georgia plains, the living conditions of the majority of the people who live in its rural sections, or the buying power of these people, the morbid picture painted in "Tobacco Road" might seem to be a correct one. Nothing could be further from the truth. Today the people of Georgia are enjoying new privileges brought to them by the Rural Electrification project of the national government, increased and adequate school facilities in the hands of better trained teachers than ever before. They are learning a new concept of living, accepting a new high standard of being and are, indeed, securing for themselves and their children the things that make life good.

Should you question their ability to buy, we need only point to the statistics compiled by the governmental agencies for the past few years. The enactment of the wages and hours law has improved conditions to a large extent also.

The ever-recurring question of the colored population of this section is one in which we are vitally concerned and which has provoked much thoughtful consideration. In the days before radio, the average Negro, employed in domestic work if a woman, or in laborious tasks if a man, lived in a home which was at best poorly lighted, badly built and, almost without exception, lacking in sanitary facilities. Today, real estate men of the city report that the colored people are demanding better facilities all around, including such things as electricity since they now own radios. A study of their wages is illuminating. In the past few years, their earnings have increased considerably and have brought them new buying power for "name" merchandise. And, believe this too, the Negro is susceptible to the power of the spoken word. Although thousands upon thousands are unable to do much in the way of reading and writing and therefore are unreached by the printed word, they are listening in today to radio. Consequently it is not to be wondered that their purses are touched most readily by those products about which they

hear through radio. Today's colored population is but several generations removed from those very servants whose dwelling stands on the premises of the Savannah Broadcasting Company's home, the rooms being over the coach house.

Eleven years ago, when the Savannah Broadcasting Company came into being with station WTOC, Savannah was a prosperous town. Its prosperity was then wrapped up largely in the naval stores industry which had, in its turn, superseded "King Cotton" as the principal industry. Then, the city was reached over poor roads from all sides. The people of its territory ventured over them only after a dry spell of weather for too often there was no telling whether or not a journey to Savannah could be completed when begun. Much of the trading on the part of the people of Coastal Empire was done in other cities of the section which were more accessible by virtue of better roads. But the citizens of Savannah would not be satisfied with such a condition. A definite activity was begun to create a system of highways leading to Savannah and linking her with the other major markets of the South. That this was a fruitful action on the part of Savannah's citizens is borne out in mute testimony by the maze of fine paved highways connecting Savannah with Jacksonville to the South, with Charleston, Columbia and the eastern cities to the north and with Macon and Atlanta on the west. Again, we say that this interest in the highway system was at least partially created by the increased interest provoked in Savannah and her trading houses whose advertising messages were heard. For WTOC although a small station at the beginning consistently sought increases in wattage from the powers that be to increase its public service both to Savannah, her merchants and citizens, but also to the people of the entire district. From 500 watts to 1,000, then onward and upward to 5,000, always using the best engineering minds available and the finest of equipment. The signal, clear and strong, heard across the broad plains of Georgia and South Carolina goes into the coastal cities of Florida. A signal which reaches out into the hearts of the people of the low country and calls them to Savannah, conquering them easily and winning them willingly

to the marts of this city.

This then is Savannah today—a major market for any advertiser of products worthy of the attention of the great American public.

Kansas City Lifts Its Head...

(Continued from page 120)

City University are elements of a civic interest for "the better things." These attractions, plus the huge Municipal Auditorium, accommodating 24,000 people, have made Kansas City the undisputed convention metropolis of west central America. Nearly 60,000 out-of-town people attended conventions in Kansas City during 1939, bringing three million additional dollars to merchants and hotel men.

In 1939, deposits in Kansas City banks totaled \$463,646,000 and bank clearings were \$4,766,827,000, while the 10th district Federal Reserve Bank in Kansas City reported \$11,427,086,000 in clearings. Retail sales for the metropolitan district were estimated at around \$260,000,000. Effective buying income per family passed the \$3,000-mark.

These figures made it clear to the national advertiser that there's a market waiting for him in Kansas City. He'll be glad to learn that this market can be won for his product without waste motion and useless expense. Kansas City's retail establishments set a high standard in their merchandising and advertising operations.

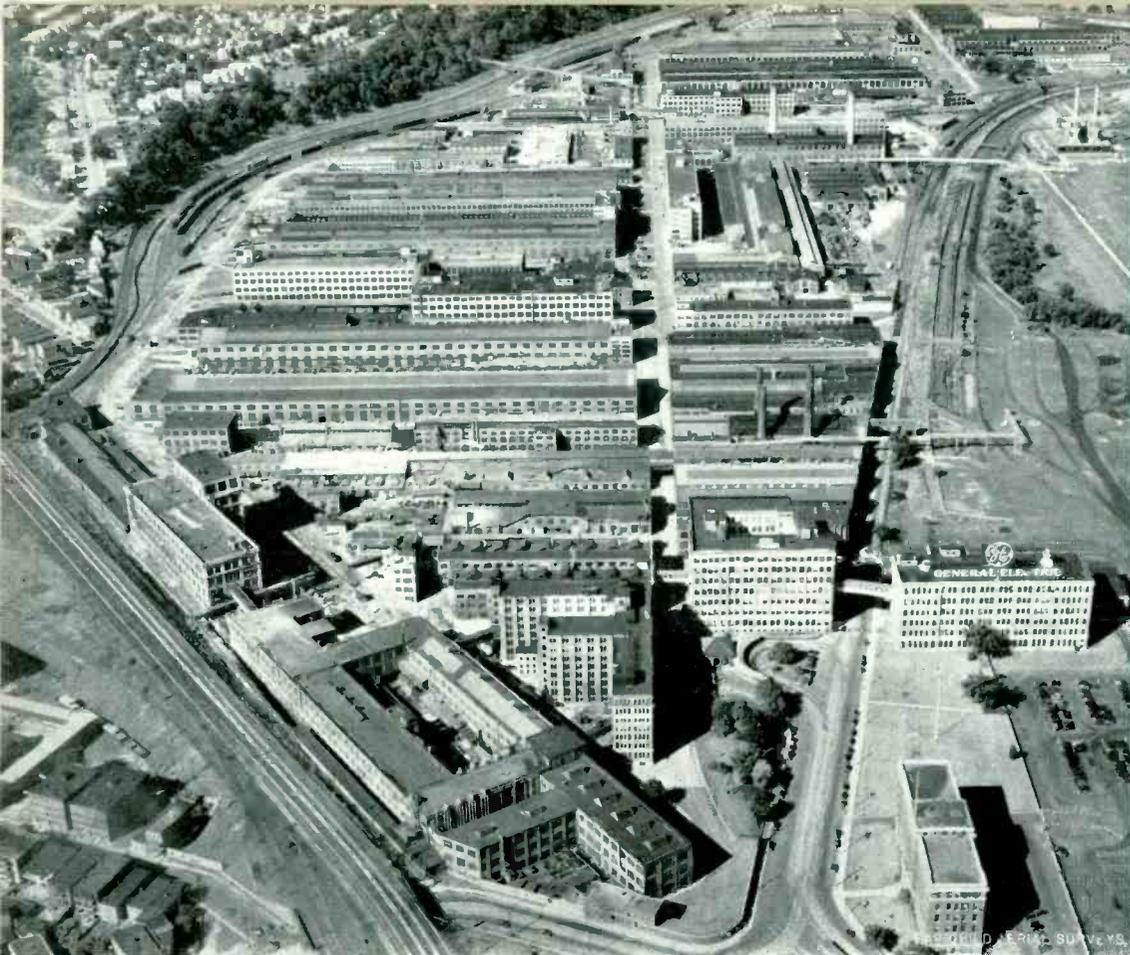
Kansas City has been used as a test market many times in the past—and almost always with success, but in 1940, tests in Kansas City should be more productive than ever. This year, Kansas Citians—backed as always by their basic diversification of industry—have struck down the political bug-a-boo which hampered them in the past. And more important, out in Kansas, Oklahoma, Arkansas, Missouri, Colorado and the other states of the wealthy Heart of America market, there's that abundance of moisture which will be transformed during the year into wheat, corn, oats, pork, beef, lamb, poultry, eggs, and dairy products—a farm income of one-third to one-half more than that of '39!

Yes, 1940 is the psychological moment for the man who would "sell Kansas City."



NAB - Atlantic City... 1939...

ASCAP laid on a heavy hand. It indicated in the manner of other dictatorships that it would exact another 100% tribute from the Broadcasters, who have been paying through the nose more than today's ASCAP products should demand—millions—so then and there the Broadcasters organized Broadcast Music, Inc. — raised a fund of \$1,500,000 and is in 1940 off to battle the forces that would destroy the sources of their own greatest income. More power to Broadcast Music—it means much to advertisers who use radio—to the nation that tunes into the only industry in the USA that gives so much for but the flip of the wrist. Sketches drawn at Atlantic City by Manuel Rosenberg, editor The ADVERTISER . . . MARKETS of AMERICA.



The world's largest electric plant—General Electric's headquarters at Schenectady, also houses the famed pioneer 50,000 Watt station WGY, headed by Kolin Hager. WGY's talent included such immortals as Edison, Marconi, Steinbach, FDR, (When Gov. of N. Y.) etc.

Schenectady...

POPULATION:

230,000

RETAIL SALES:

\$92,000,000

only 10 to 12 miles but a full 25 miles to the west and 30 miles to the north. In this area are a score of towns and villages, which add more than 100,000 additional people to its trading area.

How well off are the people in the Schenectady market? A recent report of the General Electric Company states that in 1939 "the average annual earnings for each employee was \$1,913.00." In 1937 income tax returns were filed by 42% of Schenectady's families. Savings Bank, Time Deposits, and Postal Savings exceed \$72,000,000. Of Schenectady's dwellings 66% are occupied by home owners.

Its closeness to Albany makes Schenectady an ideal market from the point of view of distribution. The Port of Albany and Albany's great transfer facilities are almost as accessible to Schenectady as to Albany itself. Many manufacturing district offices, warehouses, and distribution centers are located either in Schenectady or nearby Albany. Schenectady is on the main west shore line of the New York Central Railroad, and is a major point for the D&H and B&M Railroads. The New York Barge Canal which once ran through the main street of Schenectady still serves it as a valuable medium of transportation, and of course, all major automobile, bus and truck routes to and from the west pass the city's doors.

Schenectady is a healthy, growing, prosperous market, easily and economically served by all available channels of distribution. Its advertising media, including a daily morning newspaper, a daily evening newspaper and a clear channel radio station afford ample opportunity to reach and sell this market.

The City That Lights And Hauls The World...

Seat Of Electrical World Activities Boasts
Skilled Labor Payroll...Pioneer Station
Is Powerful Aid To National Advertisers
Seeking Sales In This Prolific Area

By WINSLOW LEIGHTON *Partner, Leighton & Nelson, Schenectady, N. Y.*

THE upward surge of population in Schenectady which, according to 1939 estimates, makes it a 100,000 population market is an important trend and a significant indication of the market's fertility. Population does not grow so lustily on barren soil.

Schenectady is known for its General Electric "House of Magic," for its 50,000 watt pioneer radio station WGY, for its Union College. It is known as "The Gateway to the West." But its most widely quoted title of "The City That Lights And Hauls The World" is undoubtedly the chief clue to its healthy growth.

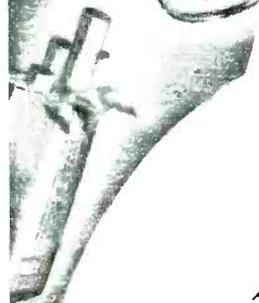
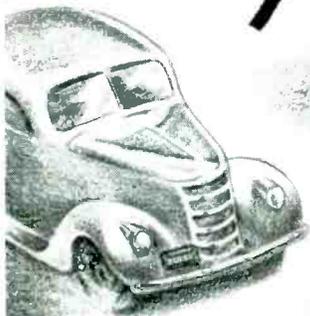
The great General Electric Company and the American Locomotive Works have their principal plants

here. They are Schenectady's major industrial manufacturers. Yet lack of diversification in the city's industries has not interfered with the general prosperity and comparative strength of this market even during depression years.

Healthy labor conditions, the great diversification *within* the General Electric Company, and the fact that only 22.9% of Schenectady's employed are industrial workers accounts for this balance. But a major contribution to the city's prosperity is the importance of its retail trading area.

Its immediate suburbs supply an additional 30,000 population for its retail outlets. Located 15 miles from Albany and Troy, its natural trading area extends east and south

Is Yours On This List?



- Free
- Clothes
- Training Schools
- Molasses
- Tractors
- Remedies
- Watches
- Cosmetics
- Candies
- Pancake Flour
- Cake Flour
- Shoes
- Coal
- Cattle Tonic
- Extracts
- Cake Icings
- Automobiles
- Desserts
- Cereals
- Soft Drinks
- Overalls
- Coke
- Liniment
- Gelatine
- Tea
- Soaps
- Banks
- Milk
- Rugs
- Chick Feeds
- Shortening
- Canned Foods
- Gasoline
- Motor Oils
- Jewelry
- Soups
- Ice Cream
- Furs
- Margarine
- Meat
- Medicinal Products
- Dog Food
- Cheese
- Vegetables
- Polishes
- Floor Wax
- Electrical Supplies
- Automotive Supplies
- Dentifrice
- Yeast
- Hair Tonic
- Paints
- Hats
- Cleansers
- Cigarettes
- Shaving Cream



FOR complete, effective distribution and sale of your product in the Great Northeast (eastern and central New York and western New England) tell about it through WGY—the logical choice for thorough, low-cost coverage of this important market!

POWER TO REACH **WGY** **POWER TO SELL**

A GENERAL ELECTRIC STATION

Represented Nationally by **NBC**
SPOT SALES OFFICES

NEW YORK
 CHICAGO

SAN FRANCISCO
 PITTSBURGH

BOSTON
 DETROIT

CLEVELAND
 HOLLYWOOD

50,000 WATTS - SCHENECTADY



Skyline of Louisiana's second largest city where "black gold's" vast flow has increased the local income by millions, presenting a ready, very profitable market for national advertisers.

Shreveport... POPULATION: 115,000 RETAIL SALES: \$39,933,000

One Of America's Most Receptive Markets . . .

Shreveport Serves More People Within A
150-mile Radius Than Live In the Entire State
of Louisiana...World's Richest Oil-Gas Area

By LEON BOOTH, *President, Booth Pelham & Co., Inc., Shreveport, La.*

WITH prosperous 1939 behind and an even better 1940 well under way, Shreveport more than ever is truly in the heart of one of America's most receptive and richest markets. Shreveport is the center of the great Ark-La-Tex area, containing the world's largest oil and gas area and serving nearly three million able-to-buy people within a one hundred and fifty mile radius. Shreveport serves more people within this one hundred and fifty mile radius than live in the state of Louisiana.

In 1939 building permits set a new record unsurpassed since 1923. The significant fact about this record-breaking year was the number of private residences constructed. Recent figures rank Shreveport second in the United States for number of new residences built per thousand population. The Shreve-

port average, 53.8 was far above that of the whole state and the next nearest city was four points behind.

Shreveport's expansion has been accompanied by improved agricultural conditions and a general diversification of farm activities. Oil development continues to be a source of income for residents in the great Ark-La-Tex area that is increasing every year.

Shreveport's retail business as a whole reported a gain of 10 to 14 per cent for 1939 over 1938. Wholesale and manufacturing firms reported increases up to 17 per cent. These increases in business conditions for 1939 over 1938 are being carried into 1940 with all indications pointing to the biggest year in over a decade. Thousands of persons from other states and towns are finding Shreveport an ideal

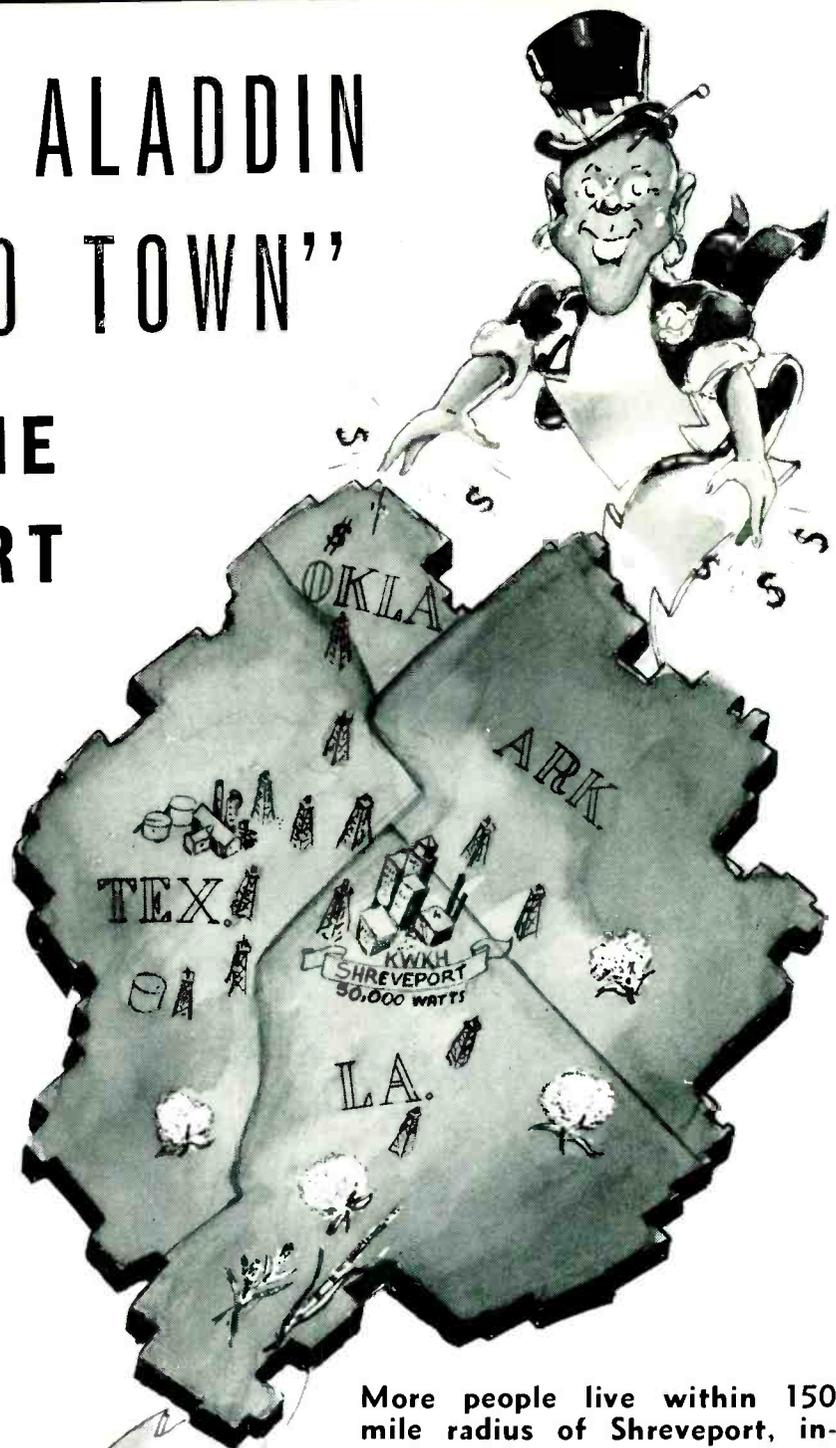
place for their homes. This is clearly indicated by the new industries moving here. The United Gas Company recently completed a \$750,000 building in Shreveport and moved approximately a thousand persons to Shreveport from Houston, Texas, in consolidating their offices under one roof.

The story of the Shreveport market as told in the written word constitutes proven facts and figures. It is even more conclusively proved by the feeling of stability and security as evidenced by individual purchases made by the residents of this great market. These people know when they spend a dollar in this market they are secure enough to replace that dollar with others which are earned. Their jobs are secure and their income is ever growing.

THE MODERN ALADDIN IS "GOING TO TOWN"

VIA RADIO IN THE RICH SHREVEPORT MARKET

KWKH, with its powerful 50,000 watts reaching out and carrying your message to nearly three million people within 150 mile radius of Shreveport, offers advertisers a splendid opportunity to increase sales this year or any year.



More people live within 150 mile radius of Shreveport, including North Louisiana, South Arkansas and East Texas, than live within the entire state of Louisiana. And in Shreveport business was good in 1939 and prospects for 1940 are even better. Building construction in Greater Shreveport totalled nearly \$8,000,000 and retail sales were 10 to 14 per cent higher than in 1938. For network or spot advertising, you can't beat KWKH for coverage . . . and results.

50,000 WATTS

COLUMBIA
BROADCASTING
SYSTEM

KWKH

REPRESENTED
BY
THE BRANHAM
CO.

MEMBER, SOUTH CENTRAL QUALITY NETWORK
KARK • KWKH • KTBS • WMSB • WMC

A SHREVEPORT TIMES STATION

SHREVEPORT, LOUISIANA



The heart of a vast agricultural empire, an industrial center, Sioux City the 111th in population rank rates 27th in Retail Sales volume.

Sioux City,

IOWA

POPULATION:

1,688,810

RETAIL SALES:

\$135,000,000

The Gateway To The Shopping Center Of *Four* States . . .

Farmers Cash \$75,000,000 On Cattle, Hogs, Sheep,
In Sioux City . . . Canalization Of Missouri River
To Improve City's Extraordinary Growth, Position

By WILLIS F. FORBES, *City Editor, The Sioux City Journal, Sioux City, Iowa*

SITUATED strategically at the confluence of three great rivers—the Missouri, Big Sioux and Floyd—Sioux City is the hub of a vast and prosperous trade territory which extends into the states of Iowa, Nebraska, South Dakota and Minnesota.

Six trunk line railroads, extending in four directions, and hundreds of miles of paved highways, stretching their tentacles, octopuslike, serve as avenues for convenient transportation of bountiful farm products to this important marketing center, as well as providing easy and rapid means of distribution of manufactured articles to a region embracing upward of 1,500,000 persons.

Completion of the canalization of the Missouri river, promised by government engineers for the spring of 1941, will place Sioux City at the headwaters of a great inland navigation system with barge lines providing cheap transportation to and from gulf ports.

Originally a frontier trading post, Sioux City was platted back in 1854. In the 86 years that have passed since that date it has enjoyed a steady and healthy growth. Today the population of greater Sioux City, which includes several close-in suburban residential communities, is in excess of 100,000.

Sioux City, being located in the heart of a vast agricultural empire, is primarily an agricultural market.

It leads not only the state of Iowa, but an area of more than a 100-mile radius, in dairying and meat packing and as a grain and milling center.

The surrounding territory produces 33 per cent of the nation's corn, 14 per cent of the nation's wheat, 40 per cent of the country's oats, 44 per cent of its barley and 48 per cent of its rye.

More than 2,600,000 head of cattle, hogs and sheep were sold on the Sioux City market last year, resulting in cash payments on the day of sale of more than \$75,000,000 to farmers and livestock feeders of the territory.

Such an enormous cash outlay from one industry alone creates a

These Two Mediums
Cover the

Greater *Sioux City* Market

The Sioux City Journal and station KSCJ, located in Sioux City, the trading center of four states, are top notch vehicles for carrying your message to an ever active buying public.

KSCJ, 5000 watts, is the ONE station . . . network or independent . . . of this or greater power whose transmitter is within 60 miles of Sioux City!

Sioux City ranks 9th in effective buying power per family in the United States.

It ranks 27th as the largest retail trading area.

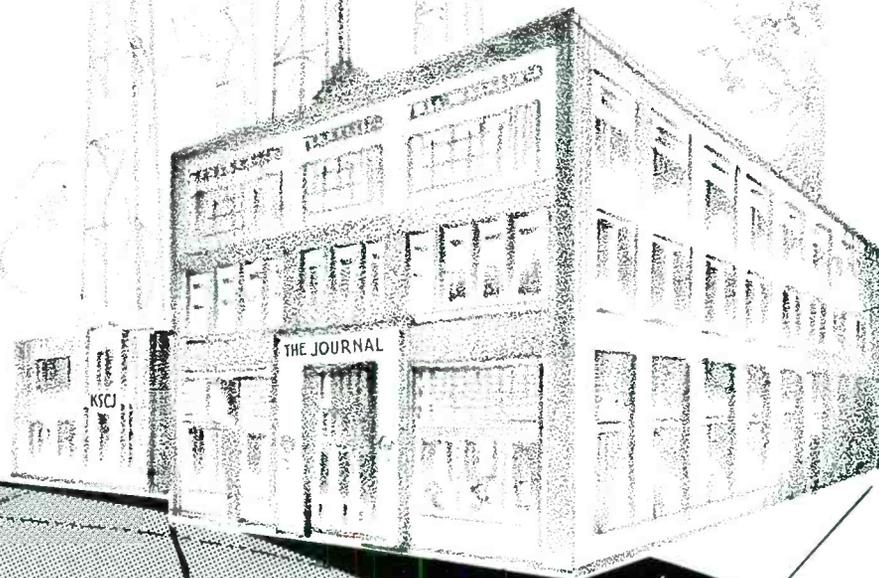
There are 442 wholesalers, jobbers and brokers, and 309 manufacturers working directly out of Sioux City and covering this vast territory (population 1,688,810). Sioux City is actually a metropolitan market.

The Journal, with its 50,000 and more A. B. C. circulation, covers Sioux City and the immediate trade territory like a blanket.

You are assured merchandising co-operating on your national advertising campaigns that really make them click.

This rich market deserves nothing less than "A" advertising schedules.

These two mediums can really do the job in Sioux City and its immediate trade territory.



KSCJ

5000 WATTS DAY . . . 1000 WATTS NIGHT

AND The Sioux City Journal

EST. 1864

MEMBER . . . A . B . C .

potential retail market of great importance. Naturally, therefore, Sioux City ranks high as a wholesaling and retailing center.

Three hundred sixty-four wholesale and jobbing concerns here last year transacted business in excess of \$120,000,000. Products distributed from this point include foods, automotive equipment, hardware, farm machinery, drugs and drug sundries, paints, furniture, petroleum products, leather goods, work clothing, etc.

Included among the wholesale establishments is one concern which operates 104 retail grocery stores throughout the territory besides serving a large number of independent retailers. Two other large grocery wholesalers cater to independent store owners and a large fruit jobbing concern serves an extensive territory.

Although 111th in size among

American cities, Sioux City is ranked by federal census reports as 43rd in jobbing and as 27th in retail business.

In manufacturing, also, Sioux City takes top position in this large territory. Its 355 manufacturing plants give employment to thousands of persons and products include automotive tools, concrete pipe machinery, road machinery, tear gas bombs, furnaces, tire patches, livestock feeds, store fronts, drugs, serums, toilet preparations, cigars, candy, cereals, beverages, barber supplies, luggage, mattresses, furniture, plastic art goods, caskets, refrigeration locker systems, musical instruments, tents, saddlery, leather goods, brick and tile.

With three large meat packing plants—those of Swift, Armour and Cudahy—located here, Sioux City ranks high in the nation in processing of livestock. 1,800,000 head of

cattle, hogs and sheep were slaughtered in Sioux City plants, last year.

Included among Sioux City's important manufacturing establishments are Frank E. Pilley & Sons, the world's largest creamery; the Wincharger corporation, the world's largest manufacturer of wind propelled generators; the Sioux Honey association, which processes and packs more honey than any other producer in the United States, and the International Milling company, which manufactures a world-famous brand of flour.

A mild climate, a preponderantly American born white population and excellent cultural surrounding, including three colleges, 31 public and 14 parochial schools and 84 churches, and ample park and recreational facilities make Sioux City an excellent place in which to live and do business.

AKRON—Rubber Mecca's Market Displays New Enthusiasm, Enterprise, Alertness... *Concluded from page 30*



Akron's dynamic movement along the road to prosperity is typified by the energetic manner of Arthur R. Haley, President of the Akron Chamber of Commerce and one of the city's leading business men, shown here chatting on his way from lunch with the author (left) of this article—Maury Jessop.

cate that Akron is again on the upswing."

J. P. Seiberling, head of Seiberling Rubber Co., "Sales volume and profit possibilities for the rubber industry in 1940 present to us at this time a most encouraging picture."

And Arthur R. Haley, president of the Akron Chamber of Commerce, "Akron production, employment and general business during the first half of 1940 will probably continue as high as in the last half of 1939, with probable increase in all lines during the latter part of the year. The enlightened and progressive outlook which labor generally is displaying, coupled with an awakened civic consciousness in all groups, may make further advances possible. Akron citizens have every right to feel optimistic about 1940."

Those predictions from the "brass hats" of the city are echoed in the ranks, where confidence, and optimism for the near future have given the city a tremendously fine morale.

Real estate dealers predict a sharp upswing in prices. The Ohio Bell Telephone Co. is building three new exchanges in the south, north and east suburban reaches of the greater Akron community, exchanges which will greatly increase the all-time record figure of 60,000 set in mid-January.

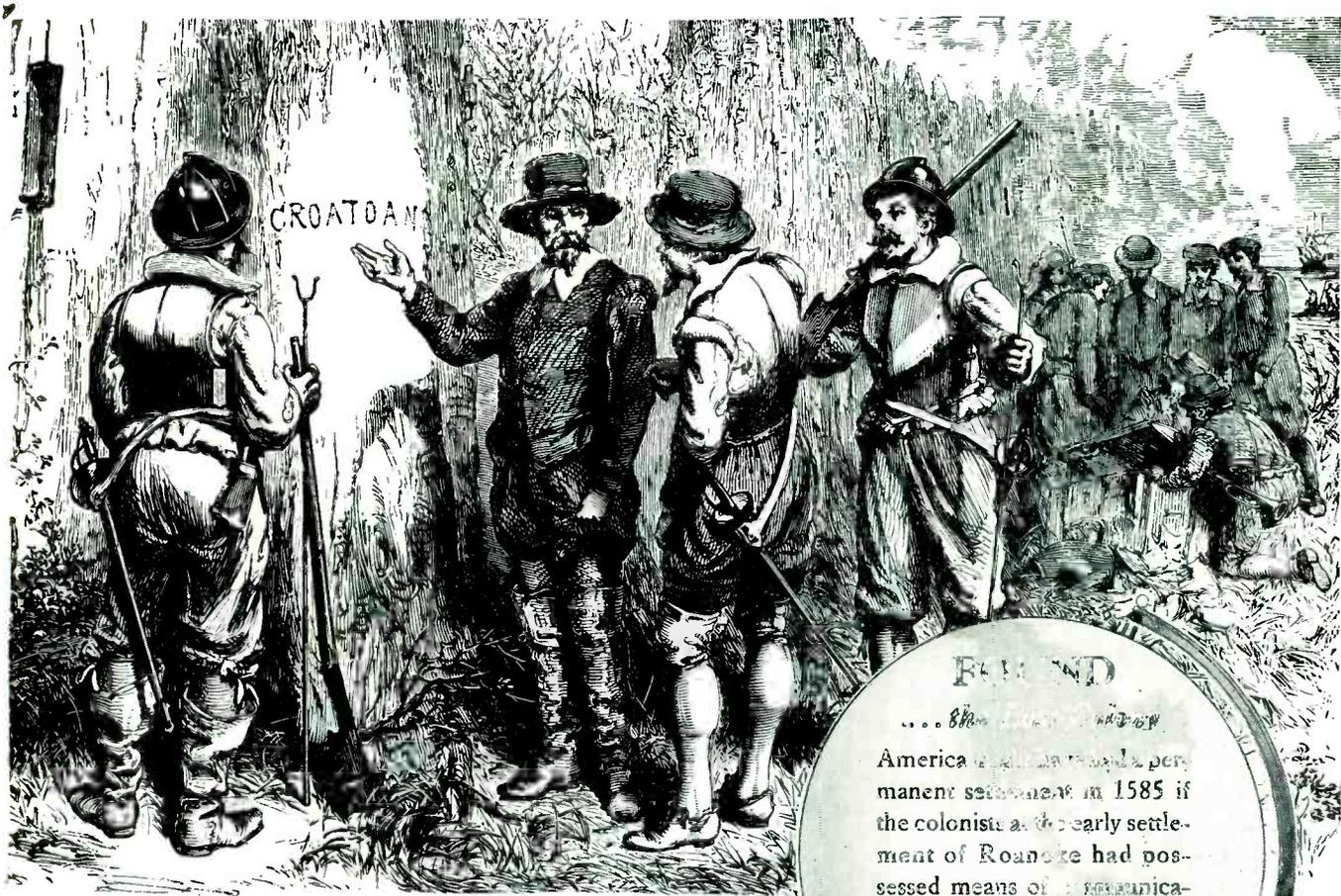
Industrial expansion is under way. Goodrich is building a new plant for the manufacture of its Koroseal fabric. Construction programs have recently been completed at the Perfection Spring Co., The Sahara Dry Beverage Co., The Akron Mattress Co., and the Minnesota Mining Co.

As for tax burden, Akron ranks third from the lowest rate for local and state taxes, among 39 cities in the 100,000 to 300,000 bracket. Its tax load is 25.8 per cent below the average of the group.

Akron has an excellent newspaper and radio setup. The alert *Beacon Journal*, one of the leading newspapers in the nation editorially and in volume of advertising lineage, first in Ohio, gives the Akron metropolitan district blanket coverage with its circulation of over 100,000.

The city's two radio stations, WJW and WADC (Columbia Net.) are soon to be joined by a third station, recently authorized by the Federal Communications Commission and to be known as WAKR.

So there you have the story . . . Akron, long known as a wide-awake, free-spending city . . . is well along the road back. And it has a lot of business for wide-awake people who have good things to sell.



Radio would have kept Old Roanoke on the Map

TODAY, if colonists should try to settle in some remote corner of the earth, radio would keep them in constant communication with their homeland. The services of the Radio Corporation of America would do much to prevent a tragedy such as that of early Roanoke.

In the first place, the colonists would take along a radio transmitter, built by the RCA Manufacturing Company, and to operate it skilled radio technicians, trained perhaps by RCA Institutes. Then when troubles beset them, the colonists would get in touch with R.C.A. Communications—an organization that would radio their messages

throughout the world. Ships, bringing relief, would be guided by radio equipment designed in RCA Laboratories and built by Radiomarine.

The two great radio networks, and the international short-wave service, of the National Broadcasting Company would be a source of news, education, and entertainment to the isolated colonists. And, they'd listen to programs with RCA Victor Radios and enjoy the delights of Victor Records played on RCA Victrolas.

Whether or not you are planning a colonial enterprise, RCA is prepared to serve you in every field of radio, television, and sound.



Radio Corporation of America
RADIO CITY, N. Y.

RCA Manufacturing Co., Inc. • National Broadcasting Company • RCA Laboratories
Radiomarine Corporation of America • R.C.A. Communications, Inc. • RCA Institutes, Inc.



•Metropolis of "the American Wonderland," Spokane is the largest market place for nationally advertised products, between Minneapolis and Seattle.

Spokane...

POPULATION:

658,941

RETAIL SALES:

\$230,282,000

An AREA Of OPPORTUNITY...

Market Anticipates Vast Benefits From Grand Coulee Dam, Greatest Project In History . . . Substantially Independent, Spokane Dominates Rich Empire

By A. H. SYVERSON, *President, Syverson-Kelley Inc. Advertising Agency, Spokane, Wash.*

IN the early years of the nineteenth century what is now known as the Spokane area was already a market.

Its theme song then was the rhythmic chant of the French Canadian voyageurs—

*Rouli roulant, ma boule roulant
En roulant ma boule roulant
En roulant ma boule.*

These sturdy boatmen who prided themselves on being able to "paddle, carry, walk and sing" brought such supplies as traps, tobacco, linen, axes, pomatum and tea the hundred days' journey from far-off Montreal and carried back with them the prized pelts of beaver, fox, mink and "le sacre carajou."

From this early contribution to the world's wealth the Spokane country has grown and developed until today it produces one-tenth of the nation's wheat, a fifth of its apples, a third of its lead, a fourth of its silver, 1½ billion feet of

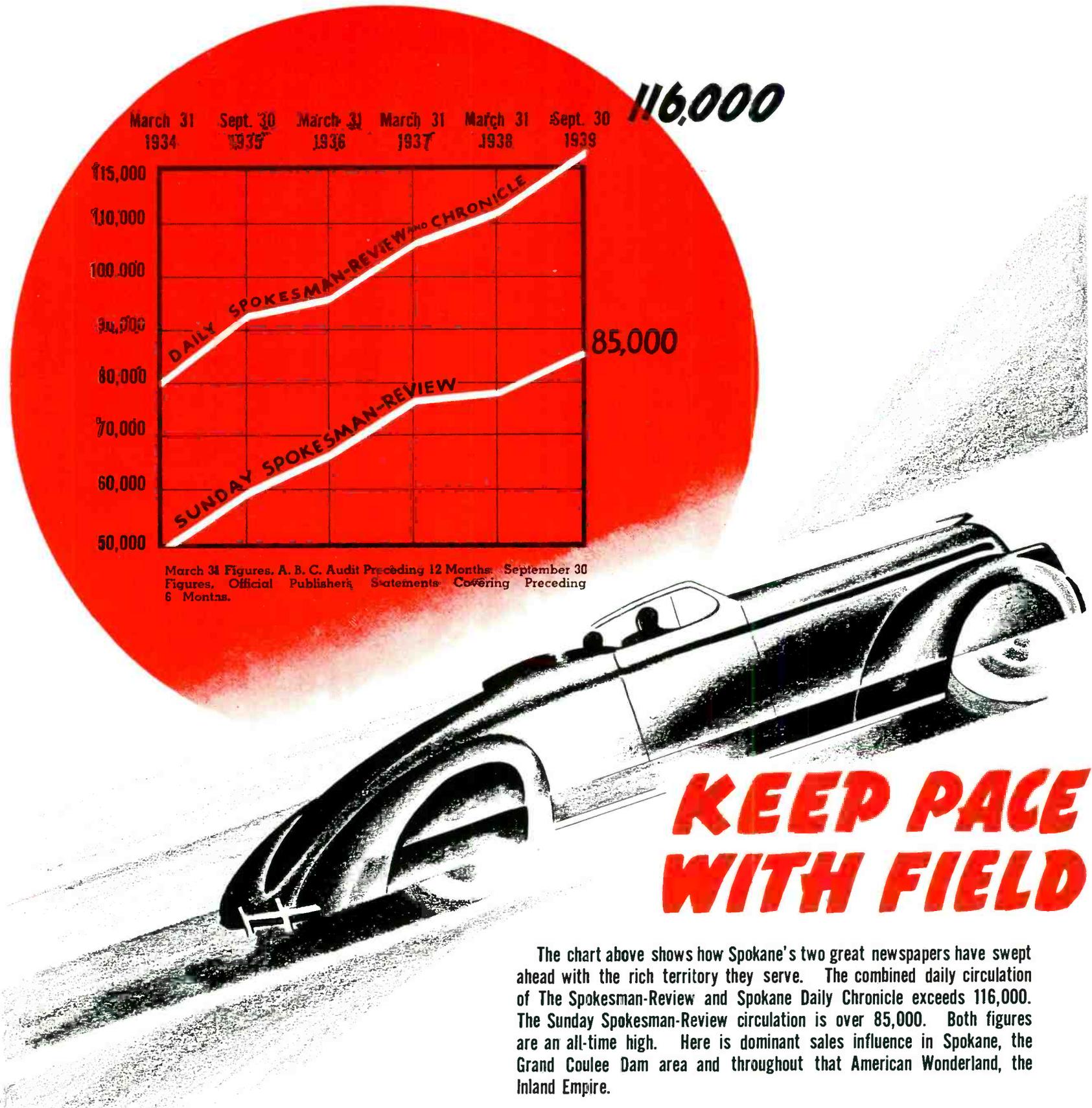
lumber annually and huge quantities of gold, copper, magnesite, small fruits, poultry and eggs, live stock and wool, and \$163,397,000 worth yearly of such manufactured products as flour, canned asparagus, canned peas, paper, tile, bricks, door and window sash, match blocks and packing house products—to name a few. And the Spokane district still produces fine furs!

The settlement which has grown into Spokane of today was made in 1872, but it was not until the first railway reached the city in 1881 that the town got its first real push towards metropolitan stature.

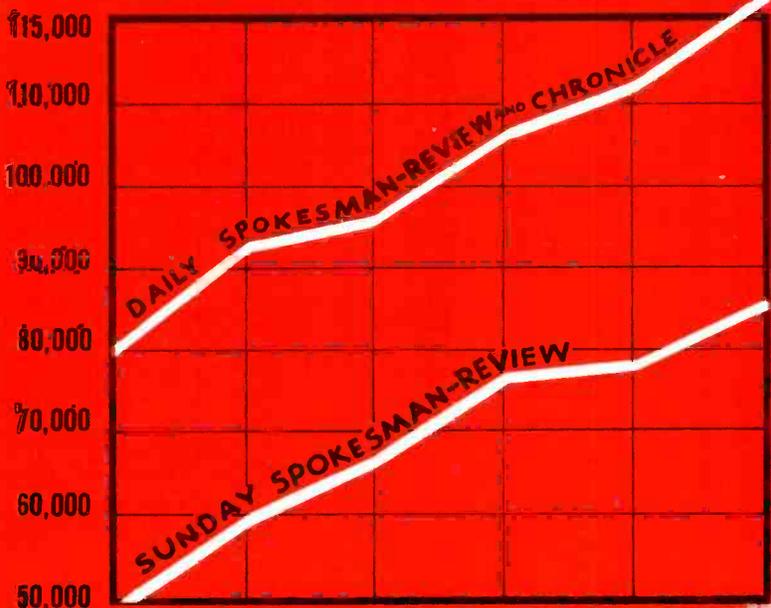
In the meantime the increasing tide of immigration across the Rockies—which the fur trappers predicted never would be crossed by a wagon—had already thrifty settlements in the rich agricultural areas surrounding Spokane, such as the rolling Palouse country, the productive Big Bend district and the fertile Walla Walla and Colville valleys. These settlements were

forerunners of the 522 progressive cities and towns which now dot the Inland Empire, of which Spokane is the capital. Gold was purchased from the Spokane Indians as early as 1854. In the eighties Spokane became the cross-roads for a steady stream of prospectors for this precious metal, and later for silver, lead and copper. The various stampedes of miners and the development of the rich strikes which they made resulted in the establishment and growth of such cities as Murray, Kellogg, Wardner, Gem, Mace and Wallace in the Coeur D'Alenes. In addition to farm lands and mineral deposits settlers found in the Spokane area great forests of fir, tamarack, spruce, and many varieties of pine including the largest body of white pine left standing in the world and this timber wealth has been utilized until today the Spokane district has 200 sawmills.

These sources of wealth were supplemented by an abundance of electrical energy. The past half century has seen the development



March 31 1934 Sept. 30 1935 March 31 1936 March 31 1937 March 31 1938 Sept. 30 1939



March 31 Figures, A. B. C. Audit Preceding 12 Months; September 30 Figures, Official Publishers' Statements Covering Preceding 6 Months.

KEEP PACE WITH FIELD

The chart above shows how Spokane's two great newspapers have swept ahead with the rich territory they serve. The combined daily circulation of The Spokesman-Review and Spokane Daily Chronicle exceeds 116,000. The Sunday Spokesman-Review circulation is over 85,000. Both figures are an all-time high. Here is dominant sales influence in Spokane, the Grand Coulee Dam area and throughout that American Wonderland, the Inland Empire.

THE SPOKESMAN-REVIEW
Spokane Daily Chronicle
SPOKANE, WASHINGTON

of these natural resources to an extent which has made the Spokane area one of the richest territories on the continent, and one often referred to as the American Wonderland.

The Inland Empire district's distinctive characteristic as a market is the fact that while it comprises an area larger than New England this empire of farm, orchard, range, forest and mine, of 150 lakes, 17,000 miles of improved highways and a vast network of railway lines is bounded on all four sides by some of the most formidable mountain ranges in America. On the east are the forbidding Rockies, on the west the heavily timbered Cascades, on the north the snow-capped Selkirks and on the south the rugged Blue mountains of Oregon. With Seattle 316 miles to the west of Spokane, reached only by circuitous mountain passes or by air, and Portland 368 miles southwest by the shortest railroad routes there are no river metropolitan centers to challenge Spokane's supremacy as the Inland Empire's financial, railroad, business, wholesale and trading center. Spokane, too, is the largest center between the Coast and the twin cities of Minneapolis and St. Paul.

Despite its glamorous and glowing past, the Spokane area's prospects for development during the next half century are even more dazzling owing to the building of Grand Coulee Dam, eighth wonder of the world and the largest man-made structure on earth. Its location is on the Columbia river, 92 miles west of Spokane and just beyond the productive Big Bend wheat country. The dam is 222 miles closer to Spokane than it is to any other large city. Turbines in the dam will have a total capacity of 2,700,000 horse power, compared with 1,835,000 horse power capacity of Boulder Dam, its nearest rival. This tremendous output of electric power is approximately four times that generated by Niagara Falls, American side. Irrigation of approximately 1,200,000 acres of arid but highly fertile soil in the Columbia river basin is a major objective in constructing Grand Coulee Dam. On the basis of production from similar soil, it is estimated that the reclamation of this area will add more than \$140,000,000 annually

to the nation's output of food and will support approximately 50,000 farm families. The vast barrier of cement and steel, to be completed in 1941, will create a lake 151 miles long extending to the Canadian border and open up a glamorous new country as an added lure for tourists, sportsmen, vacationists.

Applying customary yard-sticks to the Spokane market we find inside the towering mountain barriers a population of 658,941. Of these 573,688 are native white, the 69,933 foreign born white having come principally from Canada, England, Germany, Sweden and Norway. The Spokane area buys as much merchandise in a year as Milwaukee, has as many automobiles as San Francisco, can count as many people gainfully employed as Pittsburgh, boasts as many wired homes as Kansas City, Mo., and is the equal of any city of half a million up as consumers of almost any product you care to name. According to the 1935 U. S. Census of Distribution the per capita retail sales in the Spokane area are \$349.47 or 29.4% above the national average of \$270.09. Total retail sales in 1934 were \$230,282,000. Business done by the wholesale houses of the Spokane area totaled \$192,707,000 in the same year. Allowing a reasonable mark-up it is obvious that the territory is taking care of its own needs in this line, further evidence that it is one self-contained market. With a total of 173,203 families, automobile registrations in the Spokane area in 1936 totaled 153,587 so that the entire population of this district can ride comfortably in the cars it owns.

To revert to the days of the early fur-trappers, some of these hardy pioneers occasionally boasted that they could trade an axe or a yard of white cloth for 20 prime beaver pelts. Such exchanges meant greater profits for the London shareholders, helped found the Astor fortune; and now—a century and a third later—the opportunities for money-making in this extraordinary market have multiplied many thousand fold and will continue to multiply even more rapidly in the future as this last undeveloped section of the United States becomes the scene of such marvelous developments as the Grand Coulee Dam and other great



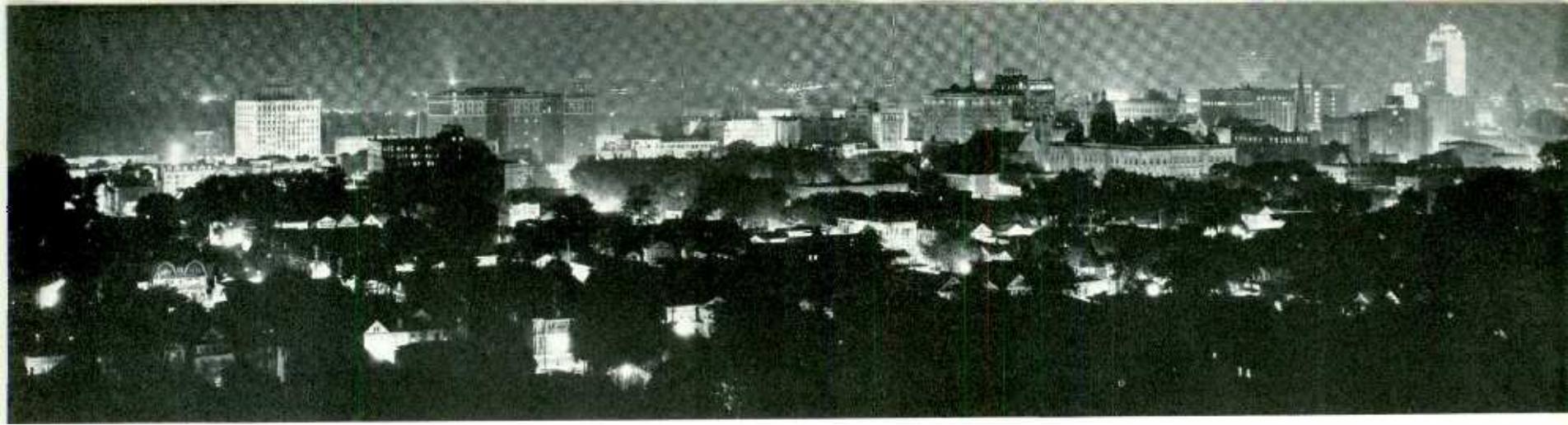
A. H. SYVERSON

His canvas is the Spokane Market and it is a dazzlingly rich and colorful picture he submits to national advertisers who seek profitable market places.

record-breaking projects.

Spokane is a natural gateway between Pacific tidewater and a vast, rich interior. It stands at the only point for 200 miles north and south at which the railroads can cross the Rockies and reach the Columbia river basin, including the great new irrigation development, at a reasonable grade. Five transcontinental and twelve branch railroads serve the Spokane area, twenty-eight daily passenger trains bringing nearly half a million passengers to Spokane each year. Rail service is supplemented by motor stages and two airlines. Ninety-two motor stages arrive in Spokane daily from tributary points in the Inland Empire. These connect with stage lines farther out, which contribute to Spokane-bound traffic. Northwest and United airlines give service to Spokane, nine air ships alighting on the city's fine landing field daily.

In recent years tourist traffic has been an increasingly important source of revenue for Spokane and its sister communities. In 1939 a total of 297,000 tourists viewed Grand Coulee dam. Other tourist attractions include 400 lakes inside the mountain barriers, many delightful inns, hotels, dude ranches, summer resorts and tourist camps, with excellent fishing and hunting in season throughout the district.



Electricity paints a glowing night scene in this fascinating portrayal of Syracuse. The aeroplane beacon light atop the major building left center locates Col. Harry Wilder's famed station WSYR, which broadcasts to an outstandingly prosperous industrial and urban market.

Syracuse . . . POPULATION: 245,015 RETAIL SALES: \$97,973,000

At The Crossroads Of The Empire State . . .

Geographical Location And Transportation Have Won
Great Industries For Syracuse . . . National Advertisers
Find It Consequently A BUYING POWER Market.

By ARNOLD F. SCHOEN,

Service Director, WSYR, Central New York Broadcasting Corp., Syracuse, N. Y.

ONCE Syracuse was called the "Salt City." Now Syracuse, strategically located at the Crossroads of the Empire State, is one of the fastest growing cities in New York and boasts a true diversification of industry plus the answer to most any marketing problem in the state.

Syracuse offers a central location for sales organization headquarters in an area which enjoyed \$120,581,000 in wholesale sales in 1938. With the main and branch lines of the New York Central Railroad, D. L. & W. Railroad, New York State Barge Canal, bus and truck lines, and airway routes making Syracuse the Crossroads of New York State, there is little wonder national firms have established headquarters in so central a location.

Its geographic advantages account for the large wholesale business consummated yearly in Syracuse. In wholesale sales per capita, Syracuse ranks second only to Buffalo in upstate New York, a city thrice its size.

Conditions highly favorable to the development of industry and commerce account for the increased size

and prestige of Syracuse. Now it is a leading city in the manufacture of air conditioning machinery, tool steel, automobile gears, differentials and transmissions, cans and can making machinery, high class china-ware, roller bearings, fine wax candles, soda ash and by-products, agricultural implements, mince meat, quality shoes, typewriters, electrical appliances and hardware, electrical washing machines, steam clothes pressing machines, cash carrying and conveying equipment, foundry and machine shop products, boilers, radiators, ladies' hand bags, air-cooled engines, furniture, and technicolor motion picture cameras.

Syracuse is the home of Solvay Process—the biggest producer and seller of soda ash in the United States, the famous Will & Baumer Candle Company, Onondaga Pottery, Nettleton Shoes, L. C. Smith & Corona Typewriters, Easy Washers, and the air-cooled Franklin motor.

Aiding and abetting Syracuse's industrial progress are geographical advantages supporting an extensive agricultural program. One third

of the state's 60 counties grouped around Syracuse and Onondaga county include some of the most prosperous farms and farmers of the country and collectively account for almost 50 per cent of the entire farm income of the state.

Naturally, agricultural activities center in Syracuse, and the city houses many wholesale firms specializing in farm products. To facilitate direct dealing between producer and consumer as well as to lessen the cost of handling and marketing for producer and wholesalers, Syracuse recently constructed a Regional Farm Market covering 56 acres. Completed at present are five wholesale commission houses, eight jobbers' stores, two big farmer's winter sheds and administration building. Projected are packing house, cold storage plant and other types of stores and wholesale accommodations.

Through this Regional Farm Market go thousands of dollars' worth of potatoes, cabbage, apples, berries, and other produce accounting for a rapidly increasing vegetable gardening business in the immediate vicinity of Syracuse. Poul-



Thousands of cars attest the popularity—and buying power—of the magnetic Syracuse market, where the New York State Fair is held.

try raising in the area also is assuming major proportions due again to good market facilities, while the limestone deposits which make the soil of Onondaga county adaptable to alfalfa offer the nucleus for a rich dairying industry.

The importance of Syracuse as an agricultural center accounts for its being the home of the New York State Fair—a \$5,000,000 investment attracting an additional 100,000 visitors to Syracuse yearly.

Speaking of "homes," Syracuse also is the home of Syracuse University, 22d in size among the 700 colleges and universities in the United States. Over 6,000 students join faculty members and their families in comprising a \$5,000,000 retail market of their own.

In addition to the regular enrollment of Syracuse University is a Summer School enrollment of 2000 plus an Extension Department for adult education enrolling 4000 residents of Syracuse and surrounding communities.

Generally speaking, Syracuse is a representative American city, enjoying balanced commercial, industrial, recreational, educational, and cultural interests. As a business center, Syracuse takes a prominent position. In September, 1939, business activity in Syracuse was only 6 per cent below normal, while in New York City it was 28 per cent below normal, Buffalo 27 per cent, and Rochester 23 per cent, according to an analysis of 147 trading centers of the United States by Brooke, Smith, French & Dorrance.

Syracuse's business gain has been steady. In 1938 Syracuse was only 16 per cent below normal, while on

September 1, 1939, it was only 11 per cent below and on October 1, 1939, only 6 per cent.

Building and real estate activity in Syracuse and surrounding area are reportedly the highest in several years. Church & Dwight Company, Inc., makers of Arm and Hammer Baking Soda, recently completed a \$2,000,000 plant modernization program. The \$4,000,000 housing development is ready for occupation. A \$1,000,000 expansion of the Syracuse Crucible Steel plant is projected, as are developments on the Lackawanna Railroad elevation and Niagara Hudson-Oswego steam station projects which combined will total more than \$10,000,000.

A \$115,605,000 retail business in 1939 was the result of the buying power of 245,015 persons living in metropolitan Syracuse. Syracuse is one of the nine richest markets of New York and New Jersey.

Syracuse's general retail trade area serves 560,000 persons within a radius of 38 miles, while the jobbing area serves 650,000 within a 50-mile radius.

Assessed valuation, 1939, \$338,217,365; City Tax Rate, 1940, \$26 per thousand.

A healthful city, Syracuse's water supply from Skaneateles Lake has an envied reputation for its purity. There are two reservoirs in the water system—one with 121,000,000 gallon capacity and the other, 109,300,000. The distributing system includes 363 miles of water mains, while the average daily consumption is 30,830,000 gallons.

Syracuse's attractive homes, residential districts, schools, churches,

country clubs, and parks lend to the morale of the citizenry.

Living in single dwellings are 27,991 families; 15,824 in two-family houses and 9,219 in multiple dwellings. Approximately 45.1 per cent of the families are home owners, while 19,845 families pay rent of \$30 or over. Owning homes valued less than \$5,000 are 2,339 families, and 21,516 own homes valued at more than \$5,000.

Syracuse's native white population was 82.3 per cent in the census of 1930. With restriction of immigration, the proportion is growing as the census of 1920 showed 80.5 per cent native white. The major groups of foreign born, according to the Americanization League, are Italians, Germans, Jews and Poles, but there is no preponderance of any group.

Three and a half miles from the city line is the municipally-owned Syracuse Airport, boasting the highest of AIA rating of the Department of Commerce. Syracuse is on the New York-Cleveland route of the American Airways.

Because of its size and location, Syracuse is an ideal test market—a statement supported by the highly active Grocery Manufacturers' representatives and the Syracuse Nabor Druggists Association.

Syracuse offers the advertiser two network radio stations; two daily newspapers, morning and evening; and two Sunday morning papers.

Cooperation and service is the combined keynote to the success of Syracuse as a business center. Here's an active market boasting people with BUYING power!



Please Pass the Salt

Syracuse was long known as the "City of Salt," for the brine wells of the region, providing an important trade article, were the very reasons for its being.

But Syracuse salt today is but a seasoning for its rich industrial dish. Tools and automobile parts, cans, candles and chemicals, shoes and typewriters, washing machines and farm implements, boilers and furniture, coarse castings and fine china—all are fashioned by busy Syracuse hands and shipped to all parts of the world.

Surrounding this progressive metropolis is a prosperous country dotted with smaller cities and villages, one of the richest farm and dairy regions in the country.

To the Syracuse area comes a host of visitors each year—the New York State Fair alone brings 250,000 to 300,000 — with vacation spots, schools and colleges and business houses drawing additional thousands.

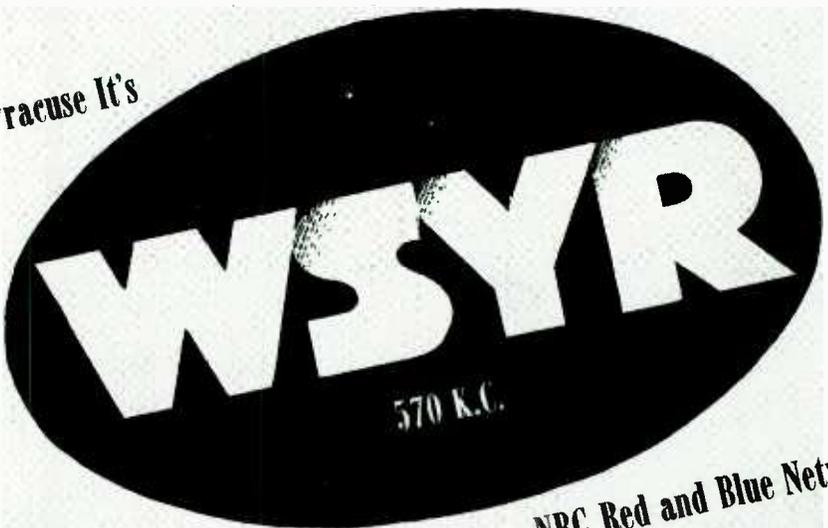
And WSYR dominates the air over this entire region; even now increasing its listeners by leaps and bounds. With the clearest Syracuse signal in twenty counties, it catches the attention of the thriving population by transmitting the most entertaining NBC Red and Blue Network programs and by originating local interest programs with an unusually large following.

The returns to time buyers on WSYR may aptly be measured by borrowing a famous salt phrase—"When it rains, it pours." As a radio advertising market, WSYR is the salt of the earth!

Season your sales in Syracuse with a spot campaign over WSYR—in New York's central city. Syracuse has the customers and WSYR makes them listen.



In Syracuse It's



NBC Red and Blue Network

See the facts for yourself. The latest figures on 1938 retail sales, family budget expenditures, farm income figures and radio homes of this vast region are available to you. Send for the fact-cramped market study prepared by Walter P. Burn and Associates, Inc., 7 West 44th Street, New York City.



Bureau of Engraving and Printing building where several thousands of Washington's 123,876 Government Workers earn steady incomes. Billions in Government bonds, paper money, currency, postage and revenue stamps, are produced here.

Washington... D. C. POPULATION: 930,000 RETAIL SALES: \$618,000,000

Federal Payrolls Make Nation's Capital Premier Market . . .

Tourists And Incomes Of Wealthy Social Strata Increase District's Bounding Prosperity . . . Washington Has Highest Per Capita Retail Sales In USA.

By ALVIN Q. EHRLICH,

Vice Pres., Kal Advertising, Inc., Washington, D. C.; Pres., The Advertising Club of Washington, D. C.

WASHINGTON, D. C., is the "corner" around which prosperity — prosperity for the National advertiser — is to be found.

It is a STABILIZED prosperity, due to several factors, the chief of which is the huge monthly payroll of the United States Government, accruing to Washington by reason of its position as Capital of the Nation.

Add to these the payroll of the District of Columbia Government, the payrolls of private interests, funds derived from tourists, convention delegates and business visitors and the incomes of wealthy people living here by choice and drawing funds from investments and the whole adds up to a sizeable amount, an amount so staggering, in comparison to the city's population, that the spendable income of the average family in Washington is more than twice that of the Nation as a whole.

Generalities, you say? Well, here are some facts to support these assertions.

Government estimates fix the present urban population of Washington at approximately 627,000 persons.

Of this number, according to U. S. Labor Bureau statistics, 337,953 are gainfully employed.

The workers are divided into 205,306 men and 132,646 women. Of the women employed, 83,833 are single, widowed or divorced, while 48,814 are married. In other words, according to the Unemployment Compensation Bureau, 78.4 of the male population is gainfully employed and 40.1 per cent of the female population, the latter being the highest average in the United States. This high rate of employment among women and especially among married women, giving many families several wage earners, goes to give Washington the highest spendable income per family in the United States, an average of \$3,767 per family.

Now, let's get the money to circulating.

First, there is the U. S. Government monthly payroll of \$22,820,-

221 to which can be added the D. C. Government payroll of \$2,235,241.

Private payrolls of the city add another monthly amount of \$20,689,692.

These figures, based on the six months ending November 1, mean an annual payroll, Government and private, of \$548,941,848.

Added to this must be the approximately \$70,000,000 which, according to the Greater National Capital Committee of the Washington Board of Trade, is left here annually by tourists, convention delegates and business visitors.

This brings Washington's annual income of spendable funds up to \$618,941,848 and this does not include the revenues from outside investments accruing to the wealthy residents who reside here from preference, although their interests are elsewhere.

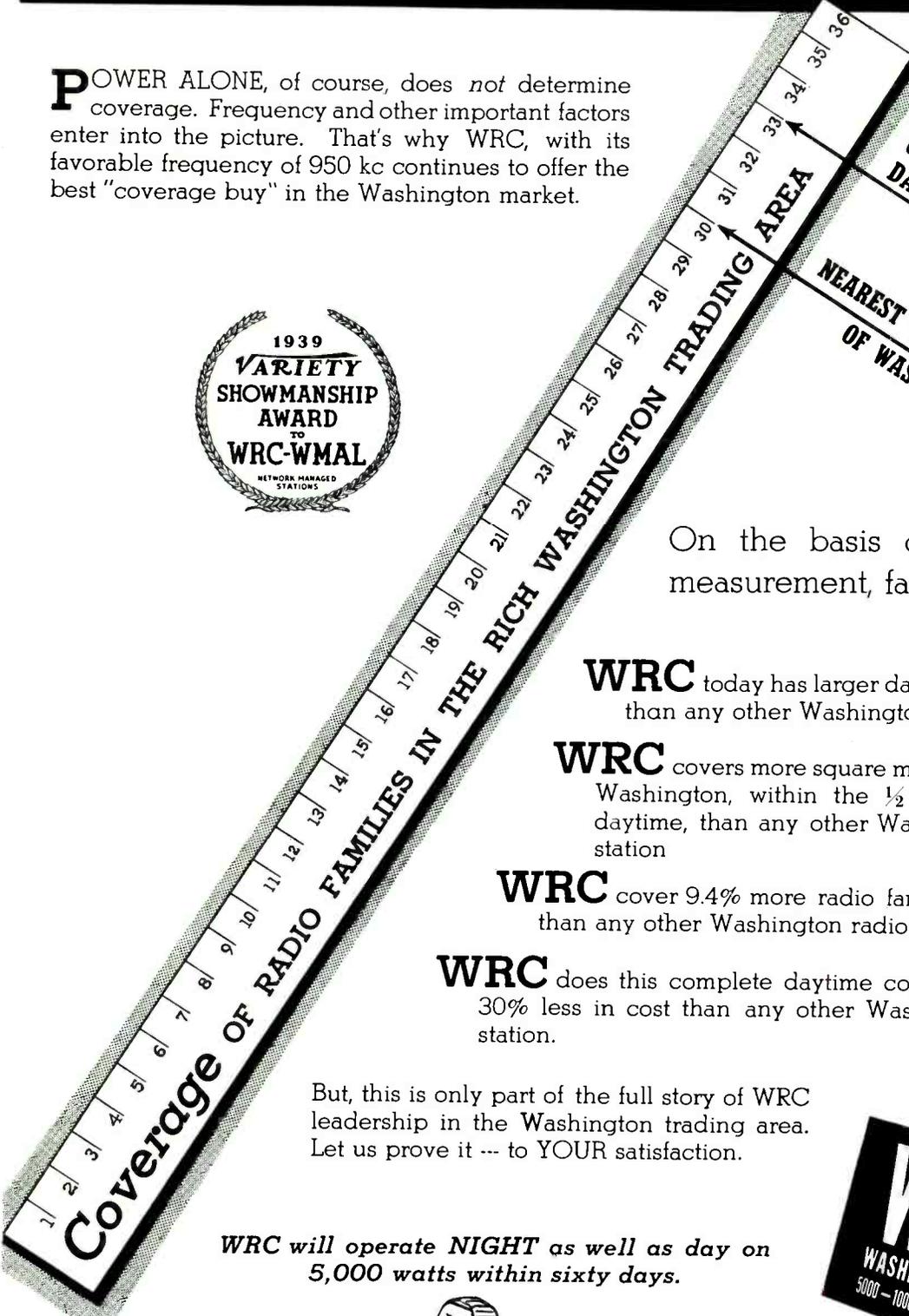
Purchasing power? YOU guess, Mr. Advertiser.

This vast income explains why Washington naturally has the highest per capita retail sales in the United States; why its people lead

Remember!

YOU'RE BUYING Coverage, NOT WATTS!

POWER ALONE, of course, does *not* determine coverage. Frequency and other important factors enter into the picture. That's why WRC, with its favorable frequency of 950 kc continues to offer the best "coverage buy" in the Washington market.



WRC $\frac{1}{2}$ MILLIVOLT CONTOUR
COVERS 9.4% MORE
DAYTIME RADIO FAMILIES

than
NEAREST COMPETITOR STATION
OF WASHINGTON, D. C.

On the basis of scientific measurement, factual data ---

WRC today has larger daytime coverage than any other Washington radio station

WRC covers more square miles adjacent to Washington, within the $\frac{1}{2}$ millivolt area, daytime, than any other Washington radio station

WRC cover 9.4% more radio families, daytime, than any other Washington radio station

WRC does this complete daytime coverage job for 30% less in cost than any other Washington radio station.

But, this is only part of the full story of WRC leadership in the Washington trading area. Let us prove it --- to YOUR satisfaction.

WRC will operate NIGHT as well as day on 5,000 watts within sixty days.



Represented Nationally by



SPOT Sales Offices

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON

CLEVELAND
DETROIT
HOLLYWOOD
PITTSBURGH



ALVIN Q. EHRlich

He observes Washingtonians are free spenders . . . Uncle Sam will take care of his 123,876 local Government workers with retirement pensions.

in the per capita purchase of food-stuffs; of automotive equipment; of beer and liquor; and why they are high up the scale of purchasers of every other commodity.

It also explains why Washington pays more income taxes than any one of 26 states; why it is first among the large cities in per capita income tax returns; why it is second ranking market per capita for insurance.

Washingtonians live better, on the whole, than the rest of the Nation. Take the renting population of four typical cities as an example.

In Washington only 24.7 per cent of the population lives in houses or apartments renting for less than \$30 a month while the percentage in Philadelphia living under these conditions is 65.8; in Pittsburgh, 61.5; and in Boston, 54.5.

From \$30 to \$49.99 per month rentals are paid by 45.4 per cent of Washingtonians while in the other three cities the percentage is Philadelphia, 26.8; Pittsburgh, 25.4; Boston, 36.2.

From \$50 to \$74.99 per month the percentage are, Washington, 22; Philadelphia, 5.3; Pittsburgh, 9.1; Boston, 7.1.

And when you get over \$75 per month, the figure show Washington, 7.7; Philadelphia, 2.1; Pittsburgh, 3.4; and Boston, 1.6.

Washingtonians live the best in foods. District inspection laws see that they get it. The best cuts

of meat, the finest of fruits, the freshest vegetables, both in and out of season, and the finest of canned goods find a ready market. Washington gets the highest grade milk distributed in the United States. And the demand is not confined to the so-called wealthy classes. "Quality" markets thrive but the chain stores are in direct competition and their products, too, must and do measure up to the same high District standards. As a result, even the poorer classes of the city get quality food.

Washingtonians are, on the average, the best dressed people in the United States. They buy more clothes than the residents of other cities because Washington is preponderantly a "white collar" town. The few types of industry to be found here are manned by men who wear uniforms, as a rule, rather than the overalls which are to be found in the real industrial city. The average Government worker, office clerk, store employe and others in gainful employment are dressed to compare with the doctor, lawyer, broker and other professional man. "Front" is recognized as an asset here and every man tries to live up to it.

The huge percentage of women workers augurs well for the shops catering to the feminine urge for finery. These women, too, must present a smart appearance on their jobs. They do. It's mighty hard to tell the difference between a debutante and a stenographer when you see them on the street.

Social events are extremely important in Washington. Being seen at the right place means more to the Washingtonians than to the residents of any other city. And this calls for clothes. The monthly dances by the state societies of all the states in the Union, the teas, cocktail parties and other events given in the various branches of Society, call for cocktail, dinner and dance frocks galore, as well as other accessories. The smart department stores and especially shops do an immense business in this particular field alone.

But don't get the mistaken idea that the medium priced frock is only sold in Washington. It must be remembered that this is a world Capital and that every foreign Government is represented here. State events and the more important of the private social functions bring out everything that the for-

eign capitals have to offer in the way of clothes and the women of Washington are of no mind to be outshone by their sisters from overseas. This means that Washington is a market for the finest and most exclusive models and, as a matter of fact, styles here are often ahead of all the rest of the country.

And as "milady" goes, so goes the Government stenographer and clerk for she is wearing a copy of that exclusive American or imported gown almost before "milady" has removed the price tags, if gowns of that description have such vulgar appendages as price tags. All of which means that you can buy here the kind of clothes you want at the price you can afford to pay, for the "copies" are necessarily reasonable in price. Indeed, one fur shop here nonchalantly advertises "special" sales in fur coats ranging in price from below \$100 up to \$12,000. Moreover, he sells them.

Washingtonians are free spenders. One reason for this is the retirement system in force in the Government. The 123,876 Government workers (figures from the July report of the Civil Service Commission) look forward to retiring on their Government pensions when they reach the age that they are no longer eligible to work. Uncle Sam takes a "cut" from their annual pay to provide for this and they have no worries save from day to day.

Paradoxically, the residents of the Capital are extremely "hard boiled." They believe in advertising and follow it, but woe betide the person who advertises something that he cannot produce or an article that does not, upon examination, live up to its advertised specifications. A "Sale" announced in the newspapers or over the radio will bring out the crowds, but it must be bona fide if it is to net the advertiser any results. That is why advertising in Washington is probably the most honest in the country, for the merchants have learned that, while advertising will, figuratively speaking, "lead the horse to water," it takes the real goods, as advertised, to "make him drink."

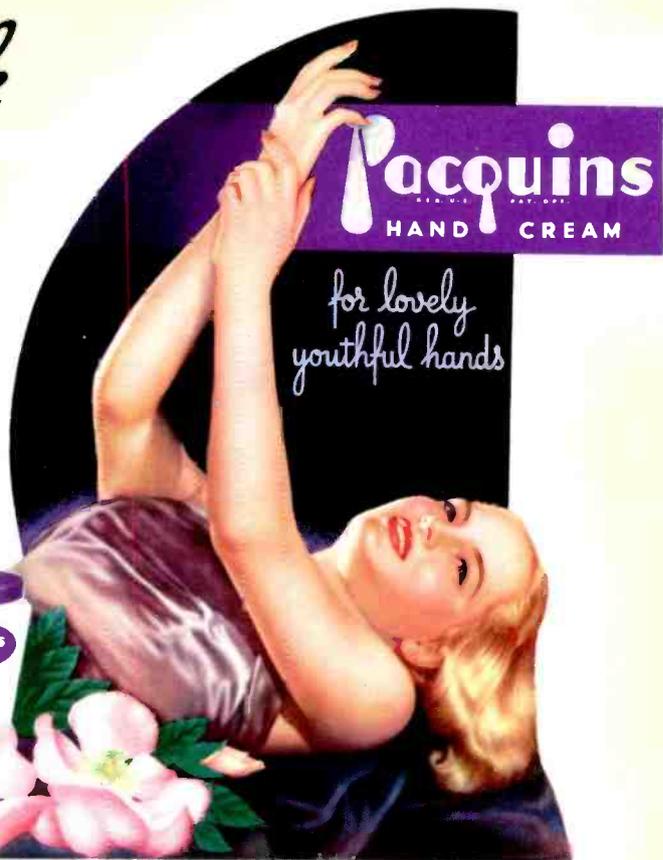
And now, just one more factor. As stated before, the Government estimates give the District of Columbia an estimated population of 627,000. BUT—the Audit Bureau of Circulations, which generally knows what it is talking about, fixes the CITY AND TRADING

Turn to
Page 211

DOMINANT *Point-of-Sale*

BUSINESS BUILDERS

FOR 3 INDUSTRIES



Let us help you
LIGHT CONDITION YOUR HOME

GENERAL ELECTRIC
MAZDA LAMPS

TAKE HOME SOME BULBS

We Recommend:

150 WATT	100 WATT	60 WATT
for KITCHEN, LAUNDRY WORKSHOP AND INDIRECT CEILING FIXTURES	for KITCHENETTES, LAUNDRY WORKSHOP 1-SOCKET TABLE AND FLOOR LAMPS AND SOCKET FIXTURES	for 2-SOCKET FLOOR AND TABLE LAMPS AND BATHROOM MIRROR LIGHTS
20¢	15¢	15¢

BETTER LIGHT for BETTER S...

DRUGS AND COSMETICS

BUTTER RUM
LIFE SAVERS

SO GOOD

ELECTRICAL EQUIPMENT

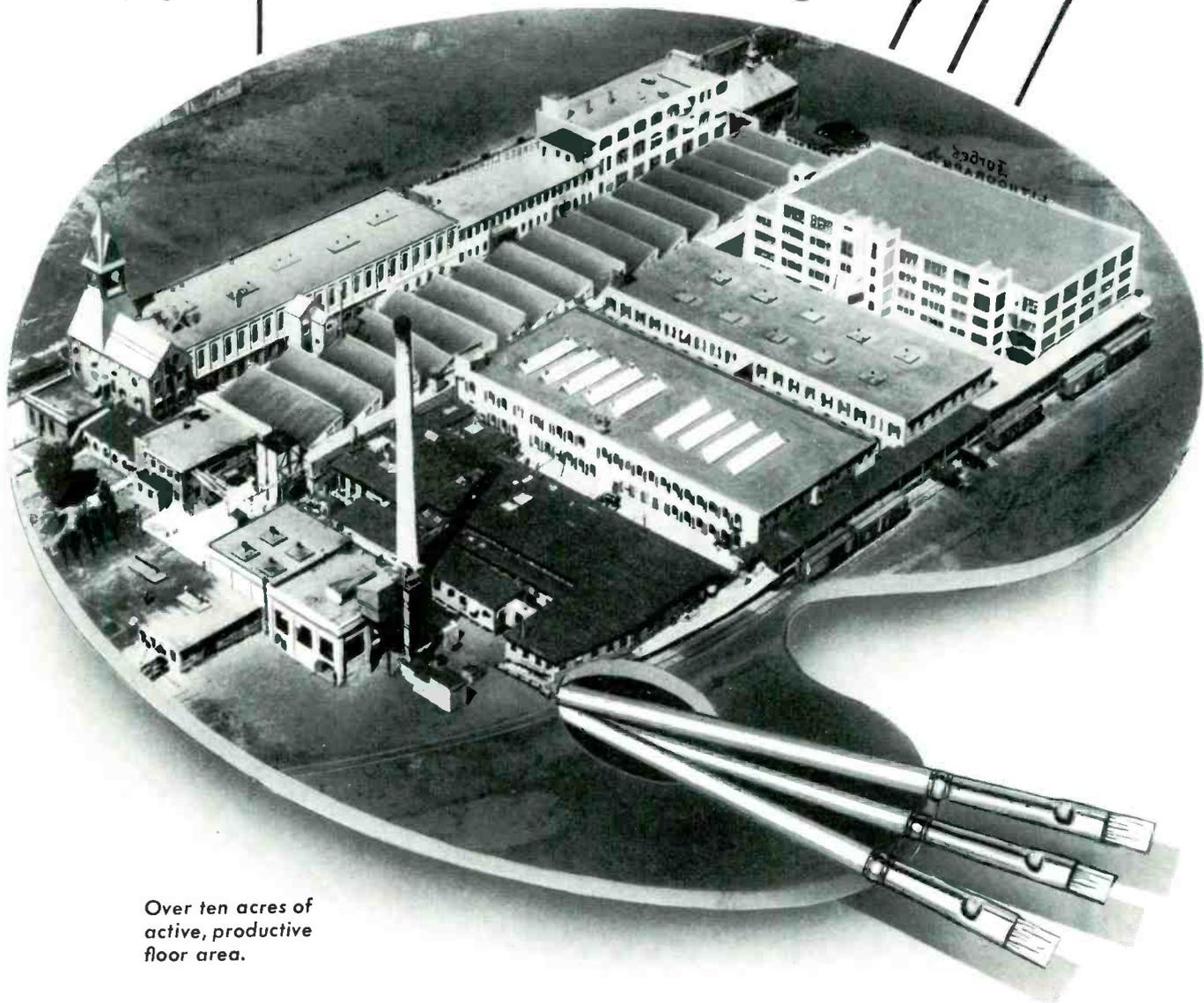
CANDY AND FOOD PRODUCTS

CREATED & PRODUCED BY

FORBES

© THIS INSERT IS LITHOGRAPHED

Headquarters For *Creative Lithography*



Over ten acres of
active, productive
floor area.

Products of FORBES creative ingenuity, stemming from sound merchandising judgment, and an understanding of buying habits.

DISPLAYS and POSTERS
COUNTER MERCHANDISERS
CARTONS, LABELS, WRAPPERS
PRINTED CELLOPHANE

PACKAGE INSERTS
BOOKLETS and FOLDERS
CALENDARS and ART PLATES
BUSINESS STATIONERY

Produced by craftsmen — on precision equipment . . . in this modern lithographing and printing plant . . . noted for quality production.

FORBES



LITHOGRAPH CO.

P. O. BOX 513 • BOSTON

NEW YORK

CHICAGO

CLEVELAND

ROCHESTER

DETROIT



By E M J

Washington Correspondent for The ADVERTISER and MARKETS of AMERICA.

DURING 1939 there was little or no government intervention in the field of advertising, other than the usual work of the Federal Trade Commission. Although there are a dozen bills pending in Congress which would regulate advertising in one way or another, there seems little hope that they will emerge from committee rooms.

Advertising claims appearing in newspapers, magazines and in radio scripts received their usual scrutiny from the Federal Trade Commission, and only excessive claims in individual cases received condemnation. Annually the FTC manages to scan approximately a quarter-million ads in addition to more than a million pages of radio scripts. Fortunately, the FTC has found that the advertising profession maintains its ethics on a fairly high plane.

The bulk of the cases arising in the Federal Trade Commission comes from ads for foods, drugs, cosmetics and devices alleged to have some health value. Throughout the history of the Commission this class of advertising has occupied the large part of its time. Because of this condition, many copy writers engaged in this field have wondered why there isn't some general policy laid down by the Commission, which would save the copy writer much worry and the FTC much time. Unfortunately, as a member of the Commission said, there is no rule of thumb for determining in advance whether borderline advertising copy is false and misleading. Neither the Commission, nor the courts in reviewing Commission cases, have been able to supply the copy writer with a simple formula sure to keep him free from criticism.

However, it seems justified to infer, from the language of the FTC and the courts, that the best rule for the copy writer is for him to keep abreast of his own profession. The standards for the advertising man progress and rise in direct proportion with advances in science and other human activities. The "horse trading", "buyer beware" standards of the 1920's have been replaced by the standards of today, and in ten or twenty years, the claims and styles of today will be replaced by something better. The same thought, in other words, is the development of business morals. Generally speaking, however, the voluntary standards adopted by the advertising profession have been higher than those enforced by the Federal Trade Commission, which has been busy enforcing the minimum requirements of the law.

During this year, the Federal Trade Commission will undertake an economic study by request of the House of Representatives. The subject will be the "Methods and Costs of Distribution". Naturally, advertising will play its part in the study, and the Commission will attempt to assay the contribution that ads make to distribution and whether it lowers or raises the cost to consumer.

Considerable furor arose from announcement of the Commission's plans. However, members of the FTC have explained their attitude to apparent satisfaction of the profession. The FTC has insisted that it is not gunning for advertising as such, and declares that advertising will take no more important part in the study than any other phase of distribution.

Looking backward, the Federal Trade Commission never has done any serious harm to advertising. Its

cases have arisen, for a major part, in the complaints of business people who were advertising competitive products. The FTC concedes that it has no power to prevent the sale of anything, its mission is to prevent fraudulent advertising. In fact, the FTC will admit that it may not like an advertiser's copy, or may feel that it's in bad taste, but it cannot take a step unless the copy is deceptive. The position of the FTC, as given to the writer, is that deceptive copy not only harms the public but harms honest advertising as well. The differences of course, come not from the general policy but from the application of principles to specific cases.

Since the passage of the Wheeler-Lea amendments to the Fair Trade Act, the Commission has attempted to develop a policy for its own administration. With its broader functions, it has attempted to increase its efficiency. In one respect, in the field of drugs, an ambitious program is underway to strengthen regulation. Late in 1939 the various state health authorities were encouraged to bring state regulations up to date. A five point program has been started which would: (1) revise State regulations to complement and supplement federal laws; (2) Enact laws for control of over-the-counter sales of drugs where misbranding or adulteration regulations are not violated; (3) Establish reciprocal relationship between State and Federal analytical laboratories; (4) Collaborate with medical bodies for arranging groups of "expert" witnesses in court cases; and, (5) Develop educational facilities whereby the public would be informed of the commission's cease and desist orders.

Already some states have passed revisions of their codes, while bills to do so are pending in others. State organizations are developing ties with the FTC to carry out the balance of the program.

Some points in the program are fairly obvious and need no explanation, but numbers 2 and 5 may be more understandable if additional information is given. In the case of number 2, a good example happens to be sulphaniilamide. In 1938, one hundred and eighty tons of this drug were passed over drug counters, for the consumer's self-administration. Obviously there was no

Turn to page 215

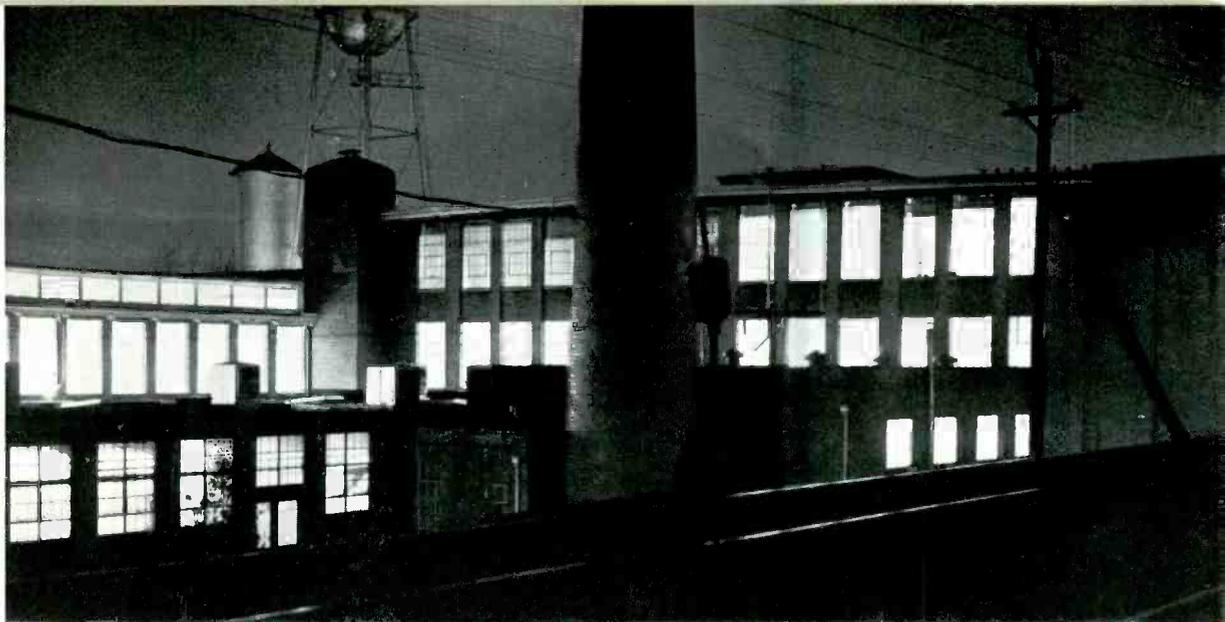
Hosiery of quality (above) and knitted undergarments, superfine, (below) are produced in these, respectively the world's largest mills, at Winston-Salem, N. C. They are operated by and named for the famed Hanes families.

Winston-Salem...

NORTH CAROLINA

POPULATION: 225,000

RETAIL SALES: \$75,000,000



The City That NEVER SLEEPS . . .

World's Cigarette Number One—And Number Two—Are Made In Winston-Salem . . . World's Largest Hosiery and Knitted Garment Mills Nestling In Extraordinary Cotton and Tobacco Growing Area, Step Up City's Purchasing Power.



By LEONARD W. WILSON, *Space Buyer, The Chatham Advertising Co., Siler City, N. C.*

THINKING in terms of a market for his merchandise, the national advertiser looks for BALANCE . . . a balance between industry and agriculture . . . a balance between payrolls and retail sales . . . a balance between population and the ability of that population to BUY.

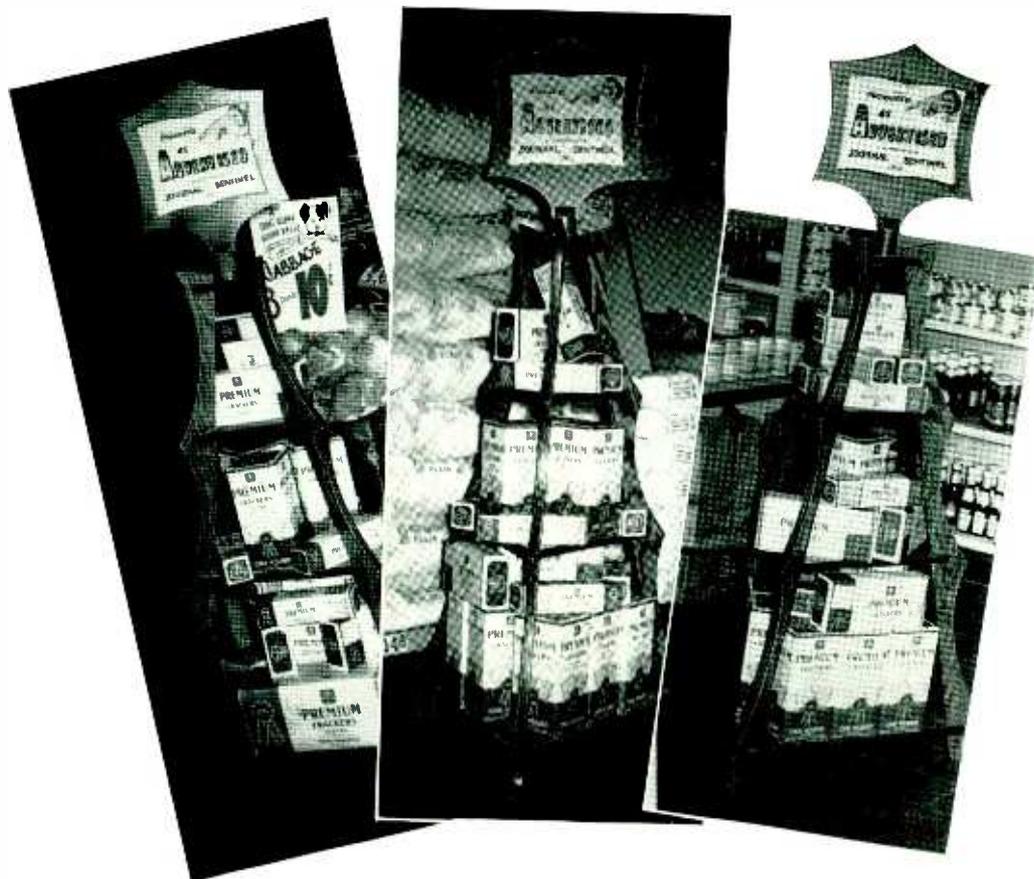
And looking around and considering all the factors that make up a balanced market, when a national advertiser comes to North Carolina

he must think in terms of the Winston-Salem market . . . all things considered, probably the best balanced market in North Carolina although it ranks as North Carolina's second largest market.

Let's take up the industrial picture . . . that factor which creates the bulk of the spendable payrolls in this city, long rated the industrial king of the South.

Winston - Salem manufactures 25% of the dollar value of all prod-

ucts made in North Carolina. Figures from the latest available source (the United States Department of Commerce Business Census for 1937) show Winston - Salem manufacturing goods valued at \$343,585,849 . . . and the amazing thing about these figures is not only that they represent 25% of all the goods made in North Carolina but that this Tarheel City exceeds such outstanding markets as Richmond, Atlanta, Birmingham, Memphis,



COOPERATION
WITH
ADVERTISERS

... working two ways

INVESTIGATE!

● the Winston-Salem market. Here is an area of unvarying stability. Changes in business trends are 'most always UP. Retail sales UP 7% in '39 over the previous year. Bank clearings almost a half billion dollars—an all-time high. Tobacco sales reach 65,156,338 pounds—another record.

★ ★ ★ Installed recently in a large number of key food stores in Winston-Salem were the displays, three of which are illustrated here.

★ ★ ★ These displays work two ways. They stimulate the consumer to think in terms of products advertised in the Journal and Sentinel. They compel attention from the retailer—who welcomes this FREE selling aid—urges him to carry adequate stocks of the products displayed. (Displays changed weekly.) In a number of instances, advertisers opened new accounts with grocers . . . delivery of merchandise to coincide with the installation of these displays.

★ ★ ★ All of which is just one of the many examples of Journal and Sentinel efforts to accelerate dividends in SALES to advertisers.

Journal and Sentinel

In WINSTON-SALEM, North Carolina

National Representatives KELLY-SMITH COMPANY



The Reynolds Tobacco Company's skyscraper headquarters (upper right) tops the Winston-Salem skyline. The Camel cigarette-making plants stretch over blocks and blocks of the city; likewise American Tobacco Co., (Lucky Strike), plants, employing thousands, steadily. They each spend many millions for advertising, employing all media.

Louisville and Dallas in the South and industrial centers in other parts of the country such as Rochester, Dayton, Toledo, Wheeling, Albany, Schenectady, Tacoma and Seattle . . . to name only a few.

Emphasizing this vastly impressive industrial picture are the facts that Winston-Salem is the largest tobacco manufacturing center in the world; it is the home of the largest circular-knit ladies' hosiery mill in the world and houses some 75 other diversified industries from the world-renowned Hanes Underwear to industrial air conditioning equipment.

And these industries, working day and night to make Winston-Salem, "the city that never sleeps" pay out from \$25,000,000 to \$30,000,000 annually to their workers.

And that's one half of the BALANCE. Coupled with this tremendous industrial activity is the fact that Winston-Salem is one of the world's largest markets for the sale of leaf tobacco. Each year some 20,000 farmers from 19 counties, receive from \$11,000,000 to \$14,000,000 in CASH for their crops

sold in this city . . . and this money soon finds its way into the regular channels of retail trade here. These figures are greatly supplemented by the production, in this area, of other MONEY crops.

Retail sales according to 1935 figures were \$51,363,000 drawn from a population of more than 200,000 people (1935 figures) in the trading area . . . and these figures have grown immeasurably greater in the intervening years although no accurate estimates are available at this time. Suffice it to say, however, that there has been a definite growth as indicated by the fact that retail sales in 1939 were 7% higher here than they were in 1938.

So there you have both sides of a balanced market picture . . . but there are many more facts which mark Winston-Salem as a market of major importance in the South. First, local estimates of the population of Winston-Salem proper place the latest totals in excess of 97,000.

Bank clearings, always a good barometer of business activity reached almost a half billion dollars

in 1939 . . . an all time high.

A look at the quality of the people living in this market shows that, according to local survey almost fifty per cent of them own their own homes, laying stress on the contention that they are an industrious type who don't lack for money with which to buy the things they want. That they are above-the-average in buying power is indicated by the fact that the community is now supporting three golf courses . . . with an eighteen-hole municipal course to be opened as part of a playground project in May or June of this year. Sports activity can well be used as an index of buying activity because it takes money to engage in such things as golf, etc.

So there, Mr. National Advertiser you have the picture of a market that will return SALES dividends in direct proportion to the amount of effort you expend to cultivate its multitude of business opportunities.

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY
INCORPORATED

629 WEST FIFTH STREET WINSTON-SALEM, NORTH CAROLINA

TELEPHONE 9011

J. F. GILREATH, JR.
MANAGER

October 5, 1939.

Radio Station W.S.J.S.,
Winston-Salem,
North Carolina.

Gentlemen:

You recently had a program on the air Saturday nights known, I believe, as the "Clambake." As a result of this program a large number of attempts were made to reach your telephone.

During one of these broadcasts, which lasted for a period of one hour, we kept a record and found that 1746 attempts were made to reach you, and of this number only 283 were completed.

As pointed out to you in our recent discussion, a large volume of calls to a particular telephone presents a difficult problem to handle, in that it causes considerable congestion of traffic and requires special facilities.

If at any time in the future you plan to have a similar program we shall be glad to discuss with you the matter of adequate telephone service.

Yours very truly,



Manager.

Are
They
Listenin'?

•
•
•

AND HOW!

— this is just one of many examples of ACTIVE listener-response to a station serving a wide area in Northwest North Carolina . . . and it is THE reason why more and more advertisers are using this station for top-flight coverage in a territory where people are able to BUY!

•
•
•

In Winston-Salem more than 2/3 of all families are RADIO FAMILIES . . . and within a forty-mile radius of the city there are 61,000 RADIO FAMILIES . . . creating a market for advertisers . . . made up of responsive, active consumers with money to spend for YOUR product. An inquiry will bring more detailed information. There's no obligation.

RADIO BROADCAST
STATION

W S J S IN

Winston-Salem, North Carolina

NATIONAL REPRESENTATIVES: HEADLEY-REED COMPANY



Widely known are the products of industrial Worcester. It is, incidentally, one of the nation's largest printing plant centers . . .

Worcester, MASS.

POPULATION:

541,896

RETAIL SALES:

\$169,000,000

More Than 400 Diversified Industries Stabilize Worcester . . .

Important New England Center Influences Market That Stretches To Northern And Southern Borders Of Massachusetts . . . Depression Only Slightly Affected City Which Boasts Of \$2,000,000 Weekly Payroll

By C. JERRY SPAULDING, Pres. Otis Carl Williams, Inc., Worcester, Mass.

DIVERSIFICATION of industry builds stability of market. This statement truly expresses what is probably the strongest asset of the Worcester, Massachusetts Market. Diversification and stability are responsible for a \$2,000,000 weekly payroll with 88,203 wage earners in the Worcester Industrial Area as defined by the Bureau of Census, U. S. Department of Commerce. Diversification placed the Worcester Area ahead of all other 22 areas, which surround cities of from 140,000 to 270,000 in population, for industrial activity during depression years. These 22 lost on the average of 15% of their industrial firms—Worcester but 3%. Compared to

9.4% average loss of wage earners, among the 22, from 1929 to 1937, Worcester has retained all but 1½%, and all but 500 actual jobs as against a 5,000, 8,000 and 10,000 job loss in many of these areas.

Worcester Weathers Depression

Total yearly wages on the average dropped almost 18% in the group—in Worcester only 5%. Payrolls in Worcester suffered but \$3,000,000 in the eight year period, against as much as \$28,000,000 in the other areas. Average yearly wages for the other areas fell off 10% from 1929 to 1937. The Worcester wage dropped only 5%, which adjusted for the 16% less hours worked in 1937 than in 1929, rep-

resents an actual increase in hourly wage return. Even on the basis of value of products per capita—value of products divided by population—other areas slumped 18% from \$877 to \$694 (1937 national figure \$495) while Worcester went lower by 12%, \$1,070 in 1929 to \$940 in 1937.

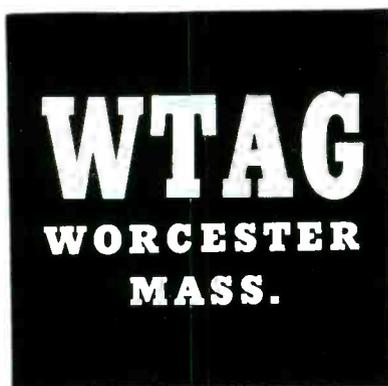
Worcester 18th Among U. S. Industrial Areas

To so successfully weather an eight year storm is more than a distinction. It's a true test of the worth of any market. The Worcester Area encompasses 400 different and diversified industries—1,083 industrial plants—sufficiently active and progressive to be placed 18th in size

WORCESTER COUNTY—



OF MASSACHUSETTS



Clear across the state — from the New Hampshire line on the north to the Connecticut-Rhode Island line on the south stretches Worcester County — a stable market of 400 diversified industries, represented by 1083 manufacturing plants. This area — and beyond — is the great WTAG primary market, the heart of New England's population.

Three quarters of a million listener-buyers keep tuned to WTAG, the only station to provide primary service to this important area.

NBC BASIC RED AND YANKEE NETWORKS

EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

among all United States Industrial areas. At the end of this article are listed the chief types of industries. The extremes may be illustrated by the manufacture of a steel rolling mill which requires a whole city block to house, and an infinitesimal spring so small that 75,000 are needed to make a pound.

Worcester Produces 0.70% of Total Value of U. S. Products

The Worcester Industrial Area, as measured by the U. S. Dept. of Commerce, produces 0.70% of the total value of U. S. products. Within the area itself the total value of manufactured products breaks down by percentages as follows: Textile Machinery 7.93; worsted woven goods 7.74; boots and shoes 6.87; machine tools and accessories 5.84; woolen woven goods 5.33; wire drawn 4.26; paper 3.71; furniture 3.70; other machinery 2.62; paper goods 1.25; newspapers and periodicals 1.08; cotton woven goods 1.07; screw machine products 1.05.

Worcester's Cultural Standards

The 88,000 wage earners are for the most part skilled mechanics. Few of them migrate to other industrial centers, although many of them commute regularly from their home in one town to a factory job in another town within the Market Area. They are secure, solid citizens, strongly civic and socially minded. On a social basis exclusively, one club exists for every three hundred adults. The activities of these organizations come to a dead stop for one week every Fall when the Worcester Music Festival, now in its 81st year, draws six full houses to Worcester's new Auditorium, 4,000 people at a time—to hear world famous opera and concert stars, a choir of 400, and a symphony orchestra of 75 pieces. Cultural interests are further reflected in the six institutions of higher learning in Worcester: Worcester Polytechnic Institute, Clark University, Holy Cross College, Assumption College, the Worcester State Teachers College, and Worcester Academy. Noted the world over, but widely used and appreciated at home, are the Worcester Art Museum and the American Antiquarian Society, the latter rich in early Americana, thoughtfully preserved by its founders in the Massachusetts Bay Colony long before the Revolutionary War.



C. JERRY SPAULDING

More than 1,083 industrial plants peg incomes of more than 88,000 Worcester wage earners.

Worcester Market Area Geographically and by A.B.C. Boundaries

Geographically, the Worcester Market includes a belt north and south across the center of Massachusetts, roughly the County of Worcester. The Audit Bureau of Circulations sets up a Retail Trading Zone in an average 20 mile radius of Worcester: eastward to include Marlboro, Hudson, and Maynard; northward to include Leominster, Lancaster, Hubbardston, and Barre; westward to include Hardwick, Warren, and West Brookfield; and southward to include Southbridge, Webster, and Blackstone. Within these borders live 433,287 people.

Retail Trade Boundaries

Retail trade, however, is drawn to Worcester from the entire County of Worcester and beyond, or the territory comprising the Worcester Market—67 communities in an area extending through Fitchburg, Gardner, Winchendon, and over the New Hampshire State line on the North, and about ten miles into Connecticut on the South, which includes the towns of Putnam and Thompson, all with a total population of 541,896.

Population Breakdown

Within the Worcester Market of 1,550 square miles, live 541,896 peo-

ple—(135,813 families)—4.4% of the United States population. Of these 75.1% are native white and 25.1% are foreign born. French Canadians form the largest single group of foreign born—19%. Both Irish and Italians account for 10% each, Swedes 7%, other Canadians 6%, and Lithuanians 5%. Of the total 127,000 foreign born, 48.6% are naturalized.

Income Tax Returns—Savings per Capita—Telephone Subscribers

Income tax returns per thousand population have increased each year since 1930, from 38.8 to 68.8 in 1937. (In the city of Worcester itself income tax returns total 81.4 per thousand. Also in Worcester alone in 1934, 66% of the tax returns represented incomes between one and three thousand, 14% between \$3,000 and \$5,000, 6.4% between \$5,000 and \$10,000, and 3.1% over \$10,000.) Savings Bank deposits in the Worcester market totaled \$271,784,515 in October 1939. Trust companies and national banks held deposits of \$98,235,158 including savings deposits at the close of 1938. Savings of \$904 per capita is one of the highest figures in the country. Telephone subscribers—domestic only—approximately 61,000. Another 10,500 are business subscribers.

There are 372 wholesale outlets in the Worcester Market with total annual sales of \$83,918,000.

Retail Outlets, Sales, Radios, Light Meters, Home Valuation, Rentals, Etc.

Retail outlets in sixteen of the communities which represent 73% of the total population, total 5,659 with 1939 sales of \$169,000,000. In these same sixteen communities, 51,596 families report radios. Domestic light meters total 85,401. The median value of owned homes amounts to \$5,631. On the same basis monthly rent comes to \$21.26. Taken by families, 38.9% own their own homes, and 60.2% rent. There are 55,028 dwellings, 63% single houses, 20% two family, and 17% three family or more. In the past three years the average new residence has cost approximately \$4900 to build.

Retail Sales Distribution

In these sixteen communities an analysis of retail distribution shows

that per family per year, grocery store sales total \$482; general merchandise sales \$140; drug store sales \$51.00; home furnishings etc. \$49.00; wearing apparel \$96.00; automotive sales \$175; and filling stations \$67.00.

Transportation Services

Worcester serves as a wholesale distributing center for central New England. The lines of three railroads radiate to Boston, to New Hampshire, Maine, and Vermont, to Springfield, the western part of the state, Albany and New York City, and to Providence and Connecticut. National trucking lines maintain branches in Worcester. Other established truck lines give daily service to every community in the Market, to the chief cities of New England, to New York, Washington, and to the West. Bus lines augment railroad passenger service to all parts of the Market, to other New England cities and beyond.

City Government of Worcester

A mayor, elected for a two year term, and a City Council of Aldermen and Councilmen operate the city government of Worcester. Two state hospitals, together with six city and private hospitals, have a combined capacity of 3,871 beds. The first public park in the United States was established in Worcester, one of twenty in the city, comprising 1,254 acres. There are ten additional playgrounds for children. Public schools total sixty-three, with one teacher for each twenty-six children. Over 7,800 pupils attend Parochial Schools. Lake Quinsigamond serves as the leading race course in the United States for rowing, and more recently for outboard motor boating.

Newspapers

A morning, evening, and Sunday Worcester newspaper thoroughly covers the Worcester Market. The daily circulation, morning and evening, is 128,507, and on Sunday 70,270. Other daily papers are published in Southbridge, Milford, Clinton, Fitchburg, Leominster, Hudson, Marlboro and Gardner. Weekly papers are issued in thirteen communities. Foreign language weekly papers comprise another group of six.

Radio Stations

Two radio stations—WTAG and WORC—are located in Worcester.

WTAG, 580 Kc., a NBC Basic Red Network Station, operates with 5000 watts daytime, and with 1000 watts at night. By a Ross Federal Research Survey, WTAG claims 58.88% of the Worcester City Radio Audience. A study by Hooper Holmes, covering the 0.5 MV/M area, according to WTAG, discloses a dealer preference of 74.1% over all other stations. The 0.5 MV/M area as compared with the Worcester Market, as already described, reaches farther into New Hampshire on the north, Rhode Island and Connecticut on the south, westward and northwestward about 22 miles to include slightly over 1,000,000 population.

WORC, a member station of the Columbia Broadcasting System, operates with 500 watts, 1,280 Kc. and serves Worcester County as the only Columbia outlet in the area. According to Dr. Daniel Starch's CBS Listening Survey, WORC claims 80% of the total night time audience in the county, and 66% of the total daytime audience as regular listeners.

Centrally located, for New England coverage, five miles from Worcester, is the Yankee Network Frequency Modulation Station, WIXOJ, now operating on an experimental basis.

Worcester Products Many and Varied

Worcester Market industries produce grinding machines, abrasives of every kind, wire in thousands of forms and machines to make wire, crankshafts, envelopes of every description, paper, plastics, optical goods, textile machinery for all fibres and manufacturing processes, scores of textile machine supplies, woolens, worsteds, cottons and rayons, rugs, linens, coated fabrics, wall paper, furniture, baby carriages, toys, boots, shoes, clothing, corsets, leather products, stamped metal products, machine tools, screw machine products, automotive parts and accessories, wood products, wood working machinery, printing, publishing, cutlery, webbing, pipe, celluloid products, cereals, food products, chains, gas and oil stoves, silverware, hardware, firearms. Industries so diversified do not rely on one or a few markets for the sale of their manufactures. Even agriculture produces \$12,225,000 of business a year: broken down as follows: dairying \$5,500,000, poultry

\$3,000,000, fruit products \$2,225,000, and vegetables \$1,500,000.

With all the world celebrating the 500th anniversary of printing (Gutenberg, 1440), Worcester and Worcester County printers—close to 210 plants—will join in the celebration. They rank uniformly high in graphic arts skill—and their annual volume is tremendous.

WASHINGTON, D. C.—

Continued from page 201

AREA POPULATION AT APPROXIMATELY 930,000, all of which is reached by Washington newspapers and Washington radio stations and is served by Washington stores. So closely are the nearby counties built up that it is hard to tell where Washington ends and the suburbs begin.

So there, Mr. National Advertiser, is a brief word picture of the purchasing power of the Nation's Capital — a picture of a city which is indeed a QUALITY market — a city where the stores cooperate by advertising "nationally advertised" goods — a city which demands the best — buys the best — in everything. A city, in short, where properly placed national advertising will reap a golden harvest.

RADIO... *Continued from page 81*

highlights of the record. The Statistical recapitulation speaks for itself.

Barton offers the following data, claiming it within WTAM'S Total Market—"The NEW Western Reserve" . . . (it includes Metropolitan Cleveland, 17 major urban retail markets, 477 small towns and rural communities and 131,260 farms)

Population	5,008,240
Radio Homes	1,226,620
Wired Homes	1,009,339
Retail Sales	\$1,449,280,000
Wholesale Sales	1,273,715,000
Food Stores	22,438
Food Sales	\$ 386,359,000
Drug Stores	1988
Drug Sales	\$ 47,897,000
Filling Stations	9478
Filling Station Sales \$	100,278,000
Auto Registrations	1,104,365
Commercial Trucks	100,000 (Est)
Factory Payroll (29 cities)	\$ 637,022,000
Bank Deposits	\$1,341,665,000
Buying income	\$3,333,288,000

Caricaturist DON FRANCISCO pictured Editor Manuel Rosenberg hustling around at the Assn. of Natl. Advertisers conclave, at Hot Springs, Va., Oct., 1939. Don hadn't drawn a line in 25 years—said Mrs. F. He originally planned to be a cartoonist—is today President of LORD & THOMAS. Other sketches drawn by Manuel Rosenberg.

With The Agencies...

By H. B. T.

A CURRENT and very pressing problem with many agencies is the fact that the cost of service often takes the profit out of any given account.

Example A. Manufacturer, important factor in own field. Supplies certain necessities of existence to you, me, and our friends. Competition supplies those we don't know. Manufacturer, by virtue of excellence of own product, deserves larger piece of market. Decides for the first time to spend 1/5 of 1% of annual sales on trade advertising. Agency does research, layout, copy, gets all turned down at great loss and finally prints founder and whiskers in non-commissionable space. Since agency profits on dollar volume seldom average over 1 1/2 or 1 3/4 %, where does this leave the treasurer?

Example B. Important client. This is big stuff. Business was good last year, and he spent quite a lot in advertising. So when the account came into the fold all the boys called up their creditors and cried "Hold, enough!" So it appeared that this client wasn't accustomed to paying for research jobs. Of course the agency had to send out investigators to determine consumer reaction, establish new retail outlets, get as much free space as possible from the local papers, and—much of the newspaper space was placed at local rates. Another headache for the treasurer, who is technically supposed to meet the payroll.

Example C. This lad keeps the business from being dull, anyway. He continually puts the agency in the grease with publishers because he is constitutionally opposed to supplying copy until two weeks after closing date, will not let the agency prepare any copy at all because he knows more about it than anyone, and raises hell with your suppliers, direct, because they charge him overtime for a brainstorm he has at 4 P.M. the day before the book has to be printed. Keeping track of him is like putting your finger on a flea. He often

shows up at your office with a blithe verbal OK which his accounting department won't support, instead of a signed schedule that you asked him for a month ago. You get stuck, once, for a few hundred bucks. Not again.

Example D. This is the account which has been in the papers since. The young, ambitious, inexperienced agency man full of the brim with ethics will get the jar of his lifetime when he discovers that a few of the advertisers in the American Spinning Wheel Journal are still enjoying the rate originally quoted to them by the founder in Anno Domini 1781, notwithstanding the fact that they are XYZ members and all. We stubbed our toe quite badly two decades ago on that one, and can furnish photostatic copies on request if accompanied by a field gun to be held to our ear. We're not proud.

Example E. We'll suppose, for the moment, that you're the publisher of a national magazine. Not one of the top-notchers, but anyway you can say truthfully that you have definitely reportable circulation in

all of the 48 states. So, you do your covers in four colors. Just before going to press you find that you're minus a color ad for 2, 3 or 4. So you shoot out a flock of telegrams, *direct*, to such advertisers as experience has taught you wait for such bargains, offering sooo and sooo for what-will-you. Eventually someone takes you up, which means hell all around for the agency and the treasurer can whistle for his commission. If he gets—well, what he usually gets is what the boy shot at—nothing. Still, it's a good account, so—

Example F. This one never pays for layouts. You can shoot up ten times what the account might do for you in commissions just to show the man a lot of pretty pictures—but if he doesn't like 'em, you're stuck.

Seriously, it is long past time for agencies to call a halt on endless submission of ideas. There is no point in authorizing unlimited creative work on a prospective or an active account and then raising what-for with producers thereof if the creative cost exceeds the budget.



*Any member of the A. T. A. will give you: Highest Quality • Intelligent Service
Expert Craftsmanship • Complete Facilities • Sound Business Ethics • Good Taste • Uniform Practices
Greatest Choice of Type Faces • Type Service for all Advertising Purposes • Lowest Practical Costs*

Most of us go through life believing a lot of things that aren't so. If we hear a myth often enough, we accept it. Lloyd Lewis, the historian, filled a big book with "myths after Lincoln." Is it true that all Scotchmen are penurious—all Southerners are hospitable—all Irishmen are courageous? The number of such myths are legion.

One of the most common myths in the advertising industry is that advertising typography is more expensive than other typesetting. On the contrary, advertising men in ever increasing numbers are coming to see that it actually *pays in money saved* to turn over their entire typographical problem to

us. Not only do we give our customers superior work consistently on all jobs, but over a long haul we do it for less. That goes for any kind of typesetting including the general field. Without cutting prices our yearly average of cost will be lower. This has been demonstrated time and time again. A.T. A. service actually saves you money because the work is done correctly the first time—by experts. The cost of a job is based on the time required to perform it. Less adept compositors take longer and more corrections and revisions are required. We keep costs down because we eliminate unnecessary extras, saving you both time and money.

If you have been one of the "doubting Thomases" of the advertising business, call in one of our members and let him show you why "lowest practical costs" is one of our proudest boasts.



THE Advertising Typographers Association OF AMERICA, INC.

MEMBERS

AKRON, OHIO
The Akron Typesetting Co.

BALTIMORE, MD.
The Maran Printing Co.

BOSTON, MASS.
The Berkeley Press

BUFFALO, N. Y.
Axel Edward Sahlin
Typographic Service

CHICAGO, ILL.
Advertising Typographers, Inc.
Arkin Typographers, Inc.
J. M. Bundscho, 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.

DAYTON, OHIO
Dayton's Typographic Service

DENVER, COLO.
The A. B. Hirschfeld Press

DETROIT, MICH.
The Thos. P. Henry Co.
C. Benj. Stapleton Co.
George Willens & Company

INDIANAPOLIS, IND.
The Typographic
Service Co., Inc.

KALAMAZOO, MICH.
Claire J. Mahoney

LOS ANGELES, CAL.
William Carnall
House of Hartman
Samuel Katz—Typographer
Rising-Hammond, Inc.

MONTREAL, CANADA
Fred F. Esler, Ltd.

NEW YORK, N. Y.
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.

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

Executive Headquarters: 461 Eighth Avenue, New York City • ALBERT ABRAHAMS, Executive Secretary

C-E Art Director
HALSEY
DAVIDSON
at work . . .



Creating the layout for a Chevrolet newspaper advertisement, Davidson shows students from the Chevrolet School of Merchandising how their advertisements are "roughed" out.

How To Create Layouts That FIT The Copy . . .

Art Director Tells of Chevrolet's Principles
. . . Describes Responsibility In Rendering
Advertisement True to Original Conception

By HALSEY DAVIDSON *Art Director, on Chevrolet account, Campbell-Ewald Co., Detroit.*

EDITOR'S NOTE: "Layouts have a way of making themselves," says Halsey Davidson, Art Director of Campbell-Ewald, on the Chevrolet account. Actually, however, it's not quite so simple as that, as a closer reading of his article will indicate. Davidson's summary of the considerations which enter into Chevrolet's advertising layouts is of special interest because of the fact that Chevrolet has led the entire industry, almost without interruption, throughout the past decade.

OUR first consideration in laying out a Chevrolet ad is to make the ad do its job as simply, logically and forcibly as possible. The ad must be distinctive enough to attract attention but its meaning must be clear, even to the hasty reader, and its identity as a Chevrolet ad must be immediately evident.

Once the intent of the ad and the relative importance of the various elements are clear to the layout man, layouts have a way of making themselves. When a copy conference is over I know what the "mood" of the ads to be created should be. One type of ad may call for a simple, dignified treatment; another a strong, bold approach. Before we put a pencil to paper the kind of attack has to be settled.

The treatment of headlines is settled by the copy itself. We try to lay out our headlines so they break to make the sense intended by the copy writer, rather than trying to "shoe horn" them into a pre-conceived arrangement. If the first few words are very important we make them big—or at least prominent. If they are secondary in meaning to the next group of words, we make them small, or secondary in effect.

The next consideration is the rel-

ative importance of the illustration. If we merely want to make our car as big as possible there is a definite limit to the area that will be covered. If a setting is needed to convey a certain atmosphere the problem becomes one of designing the setting so it does its job without sacrificing the prominence of the car. We must avoid, on the other hand, making the picture look like a car with an illustration around it. The effect must be natural and pleasing. Sometimes a series of pictures is necessary to present a sequence or a group of features. Sometimes the illustration is of minor importance, or again, it may be entirely unnecessary.

The length and importance of the sub-head, the length of the copy, the importance of slogans, price and feature copy, the need for secondary illustrations, all pre-determine their own prominence and space in the layout. With all these factors



Davidson's "rough" layout for the initial newspaper advertisement announcing Chevrolet's 1940 car. Note how the layout has been arranged to give the copy full play, easy reading.

in mind, the creation of a layout becomes akin to drawing the plans for a house. The layout man is the architect of advertising. Sometimes the impossible is demanded, and more things, or bigger things, are asked for than the space will accommodate. A decision as to which is more important to make the intended effect—a big illustration or long copy, a bold headline or a heavily displayed slogan—must be made. This becomes a matter of mutual agreement between account executive, copy writer and art director.

Details of the ad usually have a way of settling themselves, too. If an illustration can be done photographically we usually handle it that way, believing photographs to be more convincing and clear—if sometimes less decorative—than drawings. But there are times when photographs are impossible or undesirable. Possibly the particular car model or color is not available. There may not be enough time to go on location, or the location needed is such that the budget will not stand the cost. Then there are certain types of illustration—often mechanical subjects—that are more clearly shown by drawings. In newspaper ads a further consideration of clear reproduction is involved. Photographs may do very well in the larger sizes of an ad, but the coarse newspaper screen may ruin clarity in the smaller sizes. So we must make line

drawings of the photographs for our re-sizes.

The type used, and the style of and need for hand-lettering, is predicated partly by the previously determined mood of the ad, partly by the display deemed necessary. A light, graceful style of lettering and type is called for in a class magazine ad. A powerful, hard-hitting newspaper ad demands a bold, simple gothic. Scripts and italics, lower case and caps, are used for emphasis or to avoid monotony. We keep as nearly to one style of letter in an ad as is possible without monotony, gaining color and emphasis by variations within the style. The object is to make the intended thought as simple and easy to understand as possible, to properly emphasize the thought, but to avoid monotony of appearance.

One of the most important things we must keep in mind is how the ad is going to look when finally printed. The comprehensive may look swell, the engraver's proofs of the finish may sparkle—but what is that newspaper ad going to look like when the Podunk Gazette gets through with it? The Art Director must be familiar with every phase of reproduction and have his layouts and art made accordingly.

Our clients prefer to see comprehensive layouts. The layouts as presented could almost be reproduced as they stand. Since we do not maintain an art department, but

have our comprehensives made by outside artists—largely to save time and expense—the layouts we turn over to the studio for comprehensives must be very complete and accurate in detail. They are, in effect, blue prints of the ad-to-be. The type that will be set is accurately cast, the space for the illustrations exactly determined, every detail is specifically planned. This still leaves room for good or bad execution in the hands of the artist—which means that the layout man's job is not finished when his "blue print" is completed. Even good photographs of cars need some retouching—just the right touch here and there. And a line of lettering which fits the defined space and answers the description of "bold sans serif" can be done well or poorly.

All the limitations I have mentioned still leave plenty of opportunity for the layout man to express himself. They merely constitute a varying set of rules for the game. Kipling once said,

"There are nine and sixty ways of constructing tribal lays,

And-every-single-one-of-them-is-right."

There are just as many ways of making a layout for any one ad—but the layout should stay within the limitations of the job it sets out to do.

Washington Notes . . .

(Concluded from page 203)

advertising of the drug, neither was there misbranding or adulteration, but the need for regulation became apparent.

Number five may strike fear into the hearts of advertising men, but the process outlined has not gone into operation yet, and no one can say positively that the FTC will abuse its duties. The Commission's view, in this instance, is that the public must be made advertising conscious, "so that clean advertising will reap its reward while false advertising is penalized by the force of public disapproval". This, the FTC insists, is not removing the "sell" from advertising.

During this year, the five point program will develop into something quite tangible, and it can be judged later.

As rich as the humor of Mark Twain is the copy in this very intriguingly humorous Arrow Shirt advertisement—and it does sell shirts!

The Effectiveness and What Not of Comic Advertising...

Arrow Advertisements Strike Out for Readership... Firm Keeps Vigilant Eye On Appealing Copy Trends

By A. O. BUCKINGHAM

Vice Pres., In Charge of Advertising And Market Research, Cluett, Peabody & Co., Inc., New York City. Chairman Association of National Advertisers, N.Y.

COPY research in trends of editorial reading during the past seven years has shown a rising public interest in sophisticated comic appeal... not La Vive Parisienne, but for example the one column three or four inch comics which appear interspersed in the pages of COLLIER'S, SATURDAY EVENING POST, and other national weeklies.

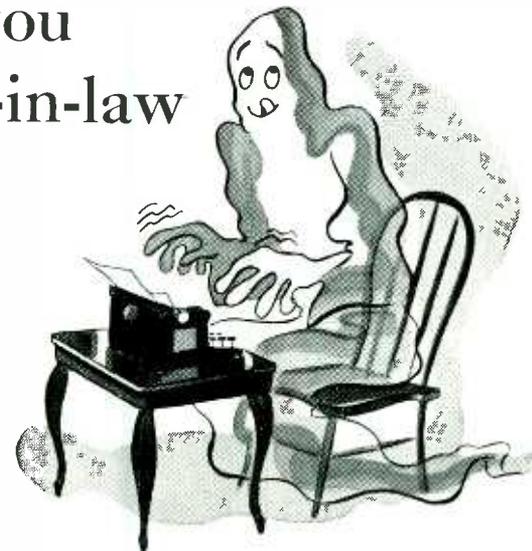
Since advertising has been "full of itself" for so many years, running along at the same pace with the same formula, Cluett, Peabody felt that a new slant in presenting its sales story would liven up its advertising and at the same time increase its reading and noting percentages. That Cluett turned to comic advertising was not pot-luck in the least, for it was shrewdly planned and timed to click with the public just when the public was clamoring for one-line gags and sophisticated comic situations.

In the planning of the first Arrow comic campaign it was fully realized that the gags would have to be on the subtle side, appealing to the more sophisticated class strata. It was also realized that Arrow

products had a sophisticated background and would lend themselves exceptionally well to sophisticated comic treatment, whereas this type of advertising might have fallen flat if the product had not been adaptable. Therefore, having sized up the audience able to pay \$2.00 and more for a shirt, Cluett, Peabody hired big-name artists, whose comics already had won names for themselves in the NEW YORKER, COLLIER'S, POST, LIBERTY, ESQUIRE. Artists such as Hoff,

Owen, Stieg, Decker, Patterson, et cetera, were called on to draw a comic picture and write a facetious letter, signed by the artist himself, which explained his own experiences in wearing Arrow shirts. The art work and letter were then combined into an Arrow advertisement and were run in all the national weekly publications. By having a signed article accompanied by an art illustration, the artist's name was emphasized and associated more closely with this work. Prior

I am writing you about my brother-in-law



DEAR SIRs:

Before I became a ghost I was a collector of Arrow shirts.

That was before my brother-in-law came to live with us.

As soon as he found out I wore Arrow shirts, he started to wear mine. And the day he left on his summer vacation I found that I didn't have a single Arrow shirt left.



So I had to put on one of his shirts.

It didn't have a nice-looking collar like my Arrows, and it didn't fit as smoothly—but the dreadful thing about it was that it *wasn't Sanforized-Shrunk*.*



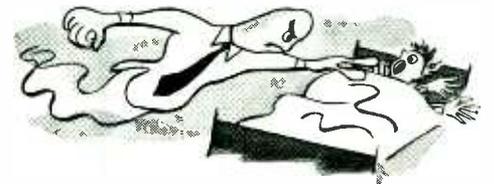
That day I got caught in the rain and the shirt began to shrink. It shrank so much I started to choke. I tried to unbutton it, but by that time the sleeves had shrunk so I couldn't move

my arms. I tried to yell "help" but I couldn't even whisper.

Pretty soon I gurgled and turned black.

When I found out that I was a ghost, I didn't mind much. I was no longer near my brother-in-law.

This morning, however, I received an order to haunt him. I do not want to do it in a sheet. I



want to have on a new Arrow shirt so I'll look as good as he does. Please send me six two-dollar ones, and one each of your \$2.25, \$2.50, and (for Haunting on Sundays) your \$3.50 grade.

Yours sincerely,

GEORGE H. GHOST

*Fabric shrinkage less than 1%

ARROW SHIRTS

Sanforized-Shrunk — a new shirt free if one shrinks out of fit

Made by Cluett, Peabody & Co., Inc.



Why chuck your shots at random? Here are 15 VITAL SPOTS!

Want to hit profits "on the button"? Then, use these 15 vital spots, these 15 stations completely programmed by NBC. Their spot and local sales volume for January 1940 was up 31% over that for January 1939. That's an indication of the kind of job they do for advertisers. Use one or use all and you'll see the *proof in profits* for yourself. For these are the vital—the payoff spots.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

WBZ	50,000 Watts—990 kc.	Boston
WBZA	1,000 Watts—990 kc.	
WENR	50,000 Watts—870 kc.	Chicago
WMAQ	50,000 Watts—670 kc.	
WTAM	50,000 Watts—1070 kc.	Cleveland
KOA	50,000 Watts—830 kc.	Denver
WEAF	50,000 Watts—660 kc.	New York
WJZ	50,000 Watts—760 kc.	
KYW	10,000 Watts—1020 kc.	Philadelphia
KDKA	50,000 Watts—980 kc.	Pittsburgh
KGO	7,500 Watts—790 kc.	San Francisco
KPO	50,000 Watts—680 kc.	San Francisco
WGY	50,000 Watts—790 kc.	Schenectady
*WMAL	500-250 Watts—630 kc.	Washington
*WRC	5,000-1,000 W.—950 kc.	Washington

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on any or all stations.
*WMAL and WRC will soon be operating with 5,000 watts day and night.



*"All he does is sit there
in that Arrow Tie!"*

• We now expose the mystery of the charm of Arrow Ties: Arrow patterns are newer and smarter because Arrow has style scouts all over the map looking for newer and smarter ideas! Get some handsome, wrinkle-resistant Arrow Ties at your Arrow dealer's now. Fine fabrics. \$1.00, and \$1.50

ARROW TIES

As Outstanding as Arrow Shirts

Made by Cluett, Peabody & Co., Inc.

This cartoon and headline will floor you—if you've heard the "original"—and at any rate it will catch your eye—and sell you Arrow Ties!



*"He never really appealed to me
till he bought that Arrow Tie!"*

• A man does look better in an Arrow tie. Their patterns are miles above average because they're designed by America's No. 1 Style Authority. They are *bias-cut* so that they tie a neat, straight-hanging knot. Get some at your Arrow dealer's. \$1.00 and \$1.50.

ARROW TIES

As Outstanding As Arrow Shirts

Made by Cluett, Peabody & Co., Inc.

Cartoonists who have won reputé in popular magazines draw the cartoons for C-P's advertisements—gain C-P ready-made audiences.

to this treatment the artist merely signed the cartoon. This new series of ads proved highly successful, and caught the public fancy.

Having established the type of art characteristics of each big-name artist, Cluett, Peabody went ahead with the regular comic gag, and two-line copy advertisement. The art was always signed by the artist. These condensed ads allowed for a reduction in space, and at the same time had equal pulling power to the first half-page series.

The association of Arrow products with comic art received both praise and ridicule from the consumer. The ridicule sprang up largely from the school which felt that Arrow advertising had taken a nose dive since the days of the "pretty boy" Arrow Collar Man. They expressed in not a little sound and fury their protests against this new type of advertising of Arrow products. On the other hand, and by far the larger

response came from the more so-



A. O. BUCKINGHAM

Popular Chairman of the Assn. of Natl. Advertisers, N. Y., "Buck" has a rich sense of humor, a perpetual, friendly smile.

phisticated readers who sensed the humorous situation, and felt that it was a welcome departure, particularly during the depressive days of '32 and '33, for Arrow to come out and spread a little humor. Thus Cluett, Peabody subtly achieved a style atmosphere by using sophisticated comics; some contend that even a physical style impression was received, even though the merchandise was not displayed in boiler-plate fashion and labeled "fashion famous" with other ambiguous terms.

Since Cluett, Peabody began its comic advertising in national magazines it has watched carefully the reading trends of the public, for fear that next week the public might turn about face and completely ignore comic advertising.

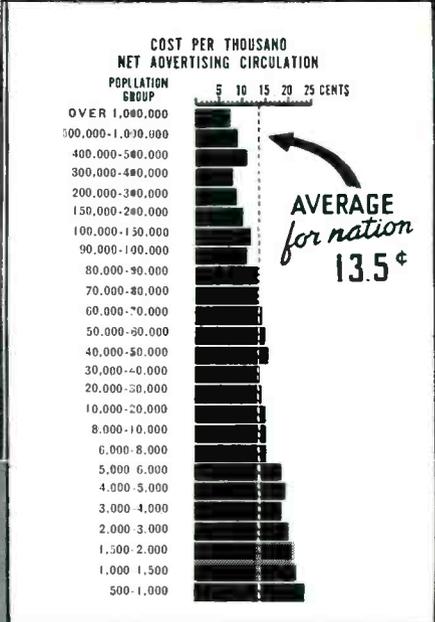
It was really a pessimistic outlook, as no one believed that comic advertising could last and prove effective more than one or two years at a crack. Thus organizations,

OUR Rx FOR "on the spot" MARKETS

where you have
 LEGAL RESTRICTIONS
 CLIMATIC LIMITATIONS
 SALES PROSTRATION
 WEAK DISTRIBUTION

USE OUTDOOR
 ADVERTISING

Sales
 Report



OUTDOOR ADVERTISING INCORPORATED

National Sales Representative of the Outdoor Industry

60 East 42nd Street, New York City

Atlanta • Baltimore • Boston • Chicago • Cleveland • Detroit • Houston • Los Angeles • Philadelphia • St. Louis • San Francisco

famous for their interpretation of public opinion and public reading habits, kept Cluett constantly informed on the reader noting of small space comic advertising in national weeklies. The results showed an increasing readership year after year.

When Cluett, Peabody diversified its products to include ties several years ago this same technique was used, and is now being used successfully to develop necktie sales.

The most recent results on reading and noting of these quarter-page necktie ads in national weeklies show that in some cases they have outpulled a full-page advertisement, and that they are consistently 200 to 300% above the average reading and noting for the book. Occasionally these comic advertisements, for no known reasons, run as high as 1000% ahead of the average for the book. Sometimes certain cartoon advertisements have a higher reading and noting for women out of proportion to men, and vice-versa. There is really no answer to these specific preferences other than certain types of illustrations and gags must appeal to women, and certain types of gags appeal to men.

Let it be said at this point that no national advertising campaign could really exist on comic advertising alone. Cluett, Peabody used this vehicle only to supplement its consistent national full-page advertising in weekly and monthly magazines.

With the full assurance that this type of comic advertising was really pulling it was used extensively in Cluett, Peabody's college advertising campaigns. Here, too, it received an overwhelming response from college students, even more noticeably than from the general public. Even today in our contacts with college men we have them remind us . . . "Do you remember the ad with the man looking through the keyhole?" et cetera, et cetera, et cetera . . . and much talk of these ads that appeared five to ten years ago. College dealers and other Arrow dealers throughout the country, recognizing the catchiness of this comic type of advertising, requested that Arrow prepare for them direct mailing pieces in which the comic illustration, gag line and copy were reduced to mailing piece size.

In the years 1935 and 1936 the



Each month window and store displays depict a "life size" shirt, a blow-up of the current comic Arrow advertisement. Kindred, MacLean & Co., N. Y., cleverly lithograph the displays.

tabulation of reading and noting organizations showed that comic strips in newspapers were receiving a very high percentage of readership. Cluett, Peabody again taking its cue from the public trend, instead of using a one comic gag, ran them in a sequence of four comic strips, each illustrating in action without words the glorification of an Arrow shirt. These, too, were received with a high reading and noting. However, the longevity of this type did not hold up as well as the single cartoon, which was later readapted and is now currently being used.

Another comic treatment of Cluett, Peabody advertising is currently running in LIFE. In these ads, however, instead of having drawn cartoons, a comic photo technique has been developed by using four different photos, combined in a one-half page ad. The three photographs are run in sequence, showing some ludicrous situation or person or animal or what-not, wearing a blousy shirt or an ill-fitting shirt, or a shirt not up to Arrow standards. The last picture, of course,

depicts a good-looking man wearing an Arrow shirt which fits him in all places, and looks remarkably well in contrast with the foregoing pictures. Many of these illustrations brought letters of commendation and condemnation. One man wrote in and said: "I do not wear Arrow shirts, nor do I look like an ostrich wearing a shirt." While these ads are not to be taken literally, this treatment is employed only to attract attention with a little buffoonery, and the ads are run only because Cluett, Peabody figures that 90% of its market have a sense of humor, and are quite willing to accept a little horseplay in their advertising just for the fun of the whole idea. These photo ads, too, prove to pull in average readership 400% ahead of the average for the book.

On the whole Cluett, Peabody is well pleased with the effectiveness of comic advertising. It has its drawbacks, to be sure, in that the merchandise cannot be shown in a serious light, as the situation decries all seriousness. However, even though illustrations of mer-

Turn to
Page 267

The Renaissance of Dealer Cooperative Advertising Cuts . . .

A Rebirth Of An Inexpensive But Efficient Form
Of Merchandising... Food Field Leads In Use Of
Dealer Cuts Due To Growth Of Supermarkets

By JOSEPH REILLY, *Pres., Reilly Electrotype Co., New York City*

BEING electrotypers, our finger is on the production pulse of national advertising and often times we can spot the trends in advertising practice. One of the most interesting of these trends is the increasing use of Dealer Advertisements and Cuts, which include electros, stereotypes and mats. This swing to promotional aids is noticeable in the merchandising of food products, as well as in all forms of dealer outlets such as Drugs, Dry Goods, Building Supplies, Hardware, Men's Clothing, etc.

The only theory we can offer for this marked increase in Dealer Cooperative Cuts in the food field is the rapid growth of the Super-Market. This new and large-scale type of food merchandising differs greatly from the independent neighborhood stores or even the smaller units of the chains.

Super-Markets, to make a profit, must not only sell the people in their immediate neighborhood, but the community itself and the adjacent outlying districts. They are in competition with all the neighborhood stores in their district; and in more densely populated sections, they are in competition with each other.

This naturally calls for intensive

advertising; not only newspaper space but throwaways, handbills, etc. Food manufacturers have been taking advantage of this important adjunct to their national coverage by supplying stores with attractive and timely Dealer Cuts. These are in the form of electrotypes, stereotypes or matrices, dependent upon the printing set-up of the local newspapers and job printers.

Without appearing too smug, we can add that another important impetus to the Dealer Cut movement is the facilities offered by coast-to-coast Electrotype Services. Formerly, if a Dealer Cut service emanated from let us say New York, the shipping costs to the thousands of outlets in all sections of the country, many times were prohibitive. Thanks to the modern electrotype service this shipping expense has been cut to a minimum. With plants strategically located in key advertising cities of the nation, large producers of electrotypes, such as the Electrographic Corporation, offer uniform production of Dealer Cuts at widely separated points, close to each final destination of the electros, stereotypes or mats.

Orders received by one unit for quantity distribution that includes



JOSEPH REILLY

He has had a prominent career in the field of electrotyping, vastly important to Advertising. In this article he explains his invention's economic values.

territory reached more economically from one or more other units, are handled accordingly. A master electrotype is forwarded for duplication at each location, permitting saving in transportation time and charges. Naturally, this substantial saving in transportation costs is accomplished without any increase in the manufacturing charges.

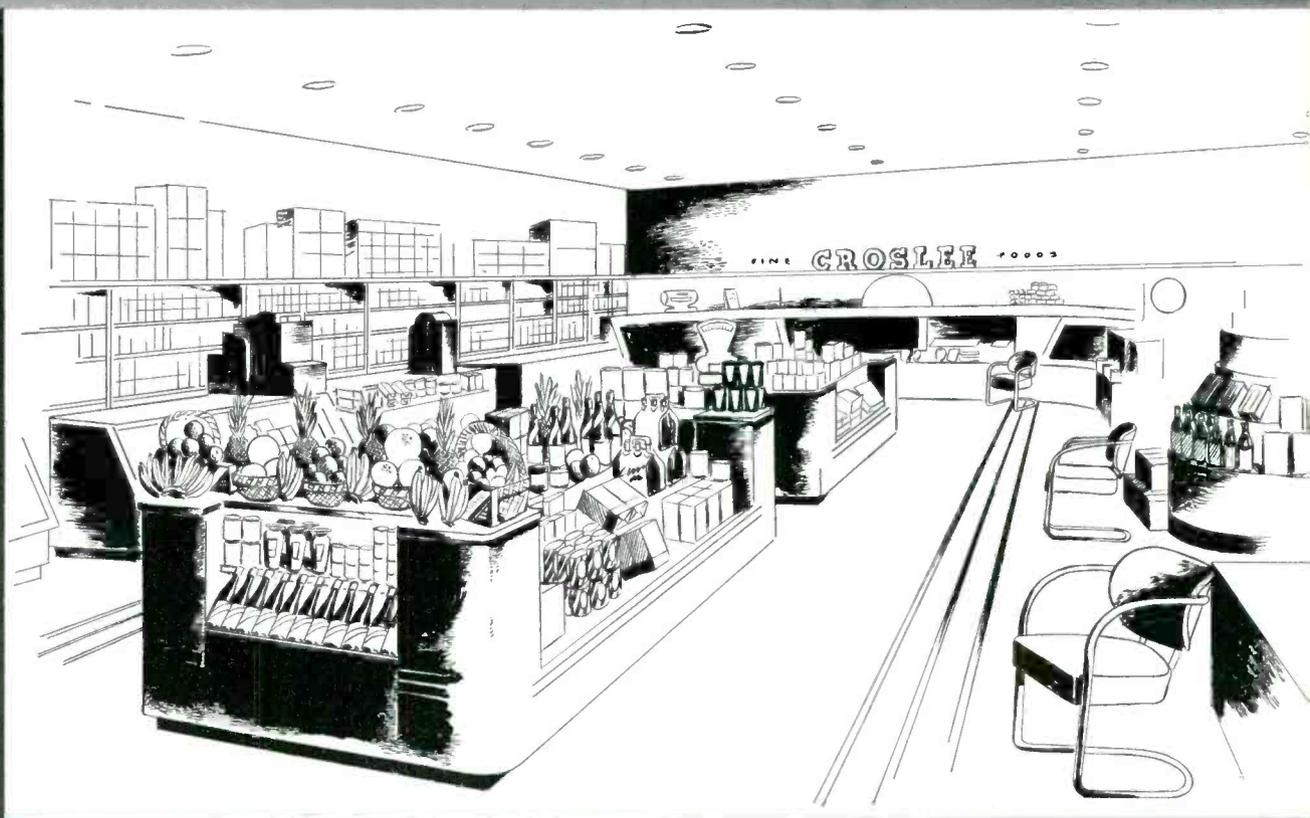
As an example, if the New York unit were making Dealer Cuts for a large food manufacturer and shipping them throughout the country, a pattern plate would be sent to San Francisco. From this pattern, cuts could be made and shipped to all the dealers on the list in the eleven Western States.

You undoubtedly have been using Dealer Co-operative Cuts but have never considered them important enough to plan their production with any attention to the economies available today. However, with every indication pointing to their increased use and with the coast-to-coast electrotyping service now offered, Dealer Co-operative Cuts should receive the close scrutiny of all progressive advertising executives.



Then

... cracker barrel merchandising



Now

... super marketing

SUPER-MARKETING WITH DEALER CO-OP CUTS

With Dealer Co-operative Advertising Cuts becoming an increasingly important factor in retail merchandising, it is well to think of streamlining your production and distribution of these cuts. The Electrotyping Divisions of Electrographic Corporation offer you coast-to-coast service on your dealer electros, stereos and mats. This means an appreciable saving in shipping costs, as the dealer cuts are manufactured from master electrotypes close to their final destination. Being large producers of Dealer Cuts, we can offer you expert advice on your Dealer Co-operative problems. An Electrographic representative from our nearest Electrotyping Division will be glad to discuss Dealer Co-operative Cuts with you without obligation.

In addition to the Electrotyping Divisions, Electrographic offers the facilities of the Typographic Service Company, the largest advertising typesetting plant in the country; and the services of the Stone-Wright and Vogue-Wright Studios, the most progressive producers of art and photography for modern merchandising.

REILLY ELECTROTYPE COMPANY

305 EAST 45TH STREET, NEW YORK CITY

LAKE SHORE ELECTROTYPE CO., INC., *Chicago*

AMERICAN ELECTROTYPE CO., *San Francisco*

MICHIGAN ELECTROTYPE & STEREOTYPE CO., INC., *Detroit*

ADVANCE-INDEPENDENT ELECTROTYPE CO., INC., *Indianapolis*

DIVISIONS OF ELECTROGRAPHIC CORPORATION

abcdefghijklmnopqrstuvwxyz

The best kind of originality was that which came after a sound apprenticeship; that which shall be

(A-B) . . . *Typographer Ruckstuhl, after hundreds of experiments, offers this method of solving the century-old problem of type casting with these two examples . . . in this story he tells how it works.*

abcdefghijklmnopqrstuvwxyz

The essential principle of right layout design is an ability to hold your eye. And the principle of right

The X Method of Type Casting . . .

Many Measuring Methods Evolved...“X” Measuring method Meets Varied Factors That Overthrow Previous Systems

By C. E. RUCKSTUHL, *Pres., The Typographic Service Co., New York*

IN common with a great many other men in *typography* and *printing* I am fascinated by type-fitting problems. There is real pleasure in a type page with run-arounds that actually set as it was planned, and ended at the margin instead of in it.

I still recall the case of a house-organ some fifteen years ago. On the first issue columns were always too long or too short—and when we finally locked the book for press the publisher had a bill for author's alterations of some \$1100—much more than the original composition.

On the second issue we devised a special typing paper on which vertical lines were printed. A simple chart showed the writer how far to type for various measures in the two or three sizes of type we were using. The system worked surprisingly well—it even surprised us! And alterations on that issue dropped to about \$30, and most of that represented changes in copy. That system is still in general use in some agencies and publication offices. It keeps the writer aware of his space limits—and once he gets over that mental hurdle a lot of type and money is saved.

Benjamin Sherbow, whose study of copy-and-space gained everyone's respect, felt that the individual word was accurate enough a basis for copy-fitting. But it follows that if words make an accurate basis, then the letters are still more accurate, since they vary proportionately far less than the complete words.

At Typographic Service Company we tried out innumerable systems and as new ones came along, discarded the old; not because they were inaccurate, but because they involved reference tables which we never kept up-to-date, or needed measuring devices which we could seldom find. And we were just



C. E. RUCKSTUHL, *Typographer Solving an intricate type casting problem via the “X” method.*

too lazy to carry them around while visiting customers.

Our own type books showed the complete alphabet both in caps and lower case of each size and font that we had. (Some 10,000 fonts, *adv.*) A few years ago we started experimenting with the alphabet itself as a measuring device. We discovered that an average of 27½ characters in actual composition take as much space as the 26 characters of the alphabet. The ratio was too unwieldy for quick calculation—and we set about reducing it to a workable form. Simple proportion brought the formula that we call the X-Method. (a to x = 25.)

We examined the ratio of 27½ to 26, and discovered that 25 (an obligingly simple number) had that same ratio to 23½. And, counting from the a, we found that 23½ characters of the alphabet brought you to the middle of the x.

Now we take our pica rule, measure the distance from the beginning of the “a” to the middle of the “x,” and know that 25 characters including spaces, in actual composition, will fit into that measure. If the measure is longer than one, two or even three alphabets, we note the distance to the middle of the x, move that point on the rule back to the a and start over again. We know that if the measure runs to the middle of the x and then over to the e, that five more characters, 30 in all, will fit, etc., etc., etc. We have found no exceptions—all-capital lines, roman, italic, script or black letter; foundry, monotype, or linotype—in any size—the answer is still accurate.

The following exhibits illustrate the idea. Here two different pieces of copy are set to a measure equal to the distance of a to middle of x. And both set-ups average 25 characters to the line.

(See Figures A and B above)

Try it for yourself with the alphabet below:

abcdefghijklmnopqrstuvwxyz

Now measure with your pica rule from the left of the a to middle of the x. Your rule reads 8 picas, 1 point. Move that point on the ruler back to the a and measure out to 13. Directly above the 13 is the center of the o. O is the 15th letter of the alphabet—therefore we add 14 (dropping the half character) to 25 and arrive at 39 characters to 13 picas. If you care to check the result merely count a few paragraphs of the pages of *MARKETS of AMERICA*, and you will find that the average number of characters to the line is 39.

As simple as that!



This photomontage graphically presents the many facets of news coverage thruout the hemispheres. United Press and its men are on the job where ever Civilization makes news interest for U-P's world clientele.

How World-Wide News Is Gathered . . .

Commercial Sponsorship of News Proves One of Best Program Vehicles for National Advertisers . . . United Press Tells Fascinating Story of Staff Operations in Quest of that Elusive Ephemeral Product—News

By FRED A. McCABE, Sales Promotion Director, United Press, Inc., N. Y.

THE routine of peacetime news coverage vanishes when a continent goes to war. Normal communications routes are blocked, censorship delays the news and propaganda tries to color it. The press association must deal with all three.

The United Press has dealt with them by assigning to its war coverage ranks men of officer calibre from its army of newsgatherers and editors. They have been moved into position ahead of the news and have been competent to report it when it happens.

Experienced American reporters, who have trod the world's news beats in step with American traditions of accuracy, impartiality and speed, are the best answers to the problems of war reporting. The veteran reporter on the spot is not easily victimized by propaganda.

Back of the correspondents are editors and traffic experts who clear

the channels of communication for his dispatches and check those of even the most skilled correspondent for possibility of error.

The omnipotent censor has been the most annoying obstacle in the race to the news desks but many of the more petty censorship barriers have been lowered since the hysterical early days of the European war. On the other hand, some are still up and, as in Russia, new barriers have been erected.

The first big problem of United Press war coverage came with declaration of a state of war by the Allied governments, though months of preparation made it less severe. It was a fundamental problem, for it involved transferring the nerve center of a long-standing news distribution system across the Atlantic Ocean. The United Press offices in London had been the city desk of Europe. The N. Y. bureau took over the task of directing war coverage.

Whereas London in normal times masters the European news problem, in wartime it cannot very well consult with Berlin correspondents. Nor can Paris. Central authority, therefore, was shifted to New York, a major operation in the affairs of a world-wide organization which has built up through the years a well-considered plan of gathering and distributing the news of the world.

Not only was it impossible for London to communicate with Berlin, but so much official traffic jammed the telephone cables that a call from London to Paris, even months after the war broke out, was subject to delay of at least 45 minutes. To a service accustomed to clear an important dispatch from its source in Paris to news desks in the U. S. A. in four minutes, such delay was intolerable. Paris was instructed to file its news directly to New York.

Bureaus in neutral countries with adequate communications facilities were manned with larger staffs to handle the increased flow from the Scandinavian area, to which news of central and northern Europe was diverted.

Even carefully considered plans needed flexibility. Norman Deuel, long chief of the Moscow bureau, was stationed in Helsinki well in advance of the Soviet Union's invasion of Finland. His dispatches, including many clear-cut beats, were filed through Copenhagen. Russian bombers appeared one day over Helsinki and in one raid blew out six of the little city's nine telephone trunk lines. As the bombs exploded it became necessary, without advance warning, to divert the flow of Finnish news from Copenhagen to Stockholm.

As the war's character has changed with new developments, it has become necessary to shift key men from front to front. Webb Miller, the United Press ace of most wars which have exploded on the earth's surface during the past quarter century, was assigned first to the British Expeditionary Force on the western front. Russia's thrust at Finland and the inactive nature of the war on the Maginot Line made Finland the hot spot for Miller.

It was not easy to get him there. The difficulties of moving through Europe can be visualized by the recent transfer of a man from Copenhagen to Istanbul. With no waiting at frontiers, that may ordinarily be accomplished in two days' flying. London's best estimate, cabled to New York, was that it would take four weeks.

Miller's difficulties were increased by the fact that the British required correspondents assigned to the B. E. F. to sign up for three months—to prevent reporters from shifting to German coverage while in possession of military information. He was released eventually and went to Helsinki via London, Amsterdam and Copenhagen. To pass the various frontiers he had to carry a second brief case filled with identification documents.

Miller's world-wide reputation eased him past many a frontier and he was in Finland in time to cover much of the invasion's most exciting news.

While wars go on in Europe and

Asia, domestic news must be covered as thoroughly as ever—in some instances more thoroughly, for war affects political, financial, labor and even Hollywood and sports news.

The most important news center in the United States is Washington, where the United Press has built up over the years a staff of men trained in the intricacies and niceties of political reporting.

Manager of the Washington bureau is Lyle C. Wilson, who knows intimately the dominant political figures of the nation's capital and the lesser leaders of political regimes throughout the country. He directs not only the coverage of Washington but makes frequent trips through the country, interviewing governors, mayors and bosses and the man in the street, day coach and Pullman. His analyses of politics are valued not only by news editors and readers, but by the political figures of whom he writes.

Under Wilson are experts in all the varied departments of government—agriculture, labor, commerce, diplomacy, and political strategy. Their work requires a balance less acutely necessary in other reporting, for accuracy in political reporting needs impartiality. Men of stability report United Press news. They are drawn from all sections of the country and their years in Washington have been seasoned by years of experience in as many as a dozen other bureaus. They know not only the capital but the nation at large.

The traditional speed of United Press in delivering the world's news is maintained by eternal vigilance of more than 100 bureaus whose alert staffs know intimately the

technique of speeding a story to its destination. A flash or bulletin is whipped along over an intricate network of leased wires which extend throughout the United States linked by relay bureaus which check each item for possible error, estimate it for news value and process it for terse readability. All this is done without lost motion. So thoroughly perfected is the system that the United Press can girdle the globe with a flash in less than ten minutes.

Speed in transmission has taken on new meaning with the development of radio news broadcasting. The United Press, with more than 170,000 miles of leased wires in the United States alone and more than 2,000 full-time staff reporters stationed around the world in every civilized country was already equipped to provide both the required speed and comprehensiveness.

Without an adequate world-wide organization news cannot be gathered properly for complete service. Without modern traffic facilities it cannot reach its destinations promptly.

The United Press gave its already swift and thorough service an added refinement by developing a report processed especially for radio. It recognized immediately that news meant to be read differs from news intended for a listener. News prepared for newspaper headlines, written in a style most efficient for newspaper presentation cannot satisfy radio requirements.

The United Press theory, which has had four years of successful operation, understands that a news announcer must address his listen-

Turn to
Page 211

•
UP news from the four corners of the world — and notably European battle fronts — is received on the desk at the National Broadcasting Company's headquarters in Radio City, New York. A moment later it "goes to press" over the powerful NBC air-planes, from Coast to Coast, and around the world, via short wave.





WSAI, Cincinnati's clever Genl. Mgr. DEWEY LONG, arch radio showman and Cincinnati's famed Mayor JAMES GARFIELD STEWART do a bit of "showmanship" on the air . . .

SHOWMANSHIP PAYS...

Ruppert cites instances of sales success via spectacular efforts at Food and other exhibitions...gives philosophy of showmanship and its sales values

By RICHARD A. "Dick" RUPPERT, Sales Promotion Manager, WSAI, Cincinnati

MANY a long established yet sparsely - sold brand of canned peaches, many a new and downright superior machine tool, even many a radio station suffers today from the same commercial affliction which harassed WSAI up to several months ago.

That is Public Indifference to the Product.

The symptoms of the prevalent commercial affliction are (1) a hazy knowledge on the part of the public that the "product" is "on the market"; and (2) an unwillingness to buy it in quantities.

When James D. Shouse, Vice President in Charge of Radio, recognized these symptoms in WSAI, he called in dynamic Dewey H. Long and made him WSAI's General Manager.

Both Shouse and Long knew that WSAI was turning out a good product—if good programming may be termed a "good product." So does many another top executive know his product is as good as other items sold more widely. But often the public doesn't know it—and is indifferent. With the result that acceptance is lacking; and sales are hard to make to wholesalers, retailers, and time buyers.

WSAI wanted more business. To brighten up offerings, to make the public realize what the station was

doing, to make prospects buy, it decided *showmanship* was the thing.

But we had to determine what we meant by showmanship. WSAI had no desire to broadcast sheer theatricalism, or to have theatricalism characterize its selling efforts. We knew that what constituted "*showmanship*" to one man represented *poor taste* to another. To provide a safeguard against extremes, we analyzed our individual concepts, arriving at an agreement concerning the basic elements of *sound, practical showmanship*.

Our concept of Showmanship—a matter of making others *feel* the quality of our program and our station—strives toward three fundamental objectives:

1. to attract
2. to impress
3. to satisfy

Stunts, trick broadcasts, bombastic sales letters, wild claims in advertising—these may *attract*, and possibly *impress* temporarily. But to *satisfy* the listener—or the sponsor—or the prospect, there must be substance as well as *splash* to any effort.

In what fields to apply the showmanship touches?

We analyzed the radio business. Statistics pointed unerringly toward two groups of advertised products as the source of most of ra-

dio's revenue: (1) items sold in grocery stores; and (2) items sold in drug stores.

We reasoned that if, in greater Cincinnati, WSAI could help solve the problems of these two types of advertisers, WSAI would become a widely accepted vehicle for the programs of both drug-item and grocery-store-item advertisers.

Every advertising man knows the problems of sponsors: on the side of the public, there is ignorance about the product, indifference to it, competition; on the retail side, lack of distribution, retailer's ignorance about the product, indifference to it, lack of effort to push the product competition.

Advertising can help overcome these difficulties. Yet both public and retailer are all too often unaware of the sponsor's advertising.

The sponsor's competition was something about which WSAI could do nothing. But the station could—and did—make retailers and the public aware of sponsor's advertising over WSAI with a large amount of promotional efforts: street car and bus cards—reaching 387,000 riders daily; a large neon sign in Cincinnati's Dixie Terminal, that 45,000 people per day can't possibly miss seeing; trailers in over 30 neighborhood theaters—screened before some 30,000 people daily.

One drawback existed for all



WSAI's spectacularly successful booth extravaganza, and Crosley car promotion unit at Cincinnati Food Show. Left to right: Dewey Long, Genl. Mgr., WSAI, "Cincinnati's Own Station"; James D. Shouse, V.P. Crosley Corp., in charge of both Crosley stations, WLV-WSAI.

these promotions. They would only attract the attention of listeners or sponsors. To impress both, WSAI needed to make them sit up and take notice of its *broadcasting* efforts.

So we decided to enable the retailers *individually* to *experience* the power and pleasure of radio—via WSAI. That would help the WSAI sponsor in his dealing with retailers, as well as *impress* the retailers themselves.

Also, we planned several radio stunts or promotions, which would reach great crowds of people simultaneously, causing them to think about, talk about, and tune in WSAI.

Here's an example, in which WSAI utilized Showmanship at Cincinnati's heavily attended annual Food Show:

Reasoning that 250,000 people would pass a certain point during the two weeks of the Food Show, Dewey Long built a WSAI Showmanship Studio on the main thoroughfare. Up went the glass and steel studio shown. Reds' out-of-town games were broadcast from

it. For two weeks crowds pressed noses on its windows, watched WSAI talent including Roger Baker and Dick Bray, sportscasters, and Marsha Wheeler, Home Economist, "do their stuff." In addition, WSAI built the world's smallest mobile unit in a Crosley car, ran it up and down sidewalks, and in and out of the booths. Everywhere crowds followed it. All told, 249,000 people came, saw, and went away with one or more thoughts about WSAI programs they "would listen to when they got home."

This fact proves showmanship pays: to compensate for the large costs of the showmanship studio, WSAI created two participating programs, designed to send the vast crowds coming to the food show to those particular booths in the exposition which had become participating sponsors in the WSAI "Food Show Programs." As a result revenue from the program enabled WSAI to make money out of what had purportedly been "Exploitation."

The *personal* touch was an aim of WSAI activities with Cincin-

nati retail grocers and druggists. "WSAI is *your* station," we informed retailers. "Use it whenever you want to, whether it is to advertise one of your meetings, or a party, or a movement afoot among all retailers. To you, on whom both we and our advertisers rely so much, there won't be any charges whatsoever!"

At first, retailers were reluctant to ask for time or spot announcements. To evidence its sincere attitude, WSAI frequented meetings of both druggists and grocers, joined their associations, learned first hand who these men are in Cincinnati who sell advertised products, learned their problems, listened attentively to their ideas on radio, on selling, on advertising.

Then we instituted a series of programs which made grocers and druggists close business friends of WSAI. We believe this is a fact. For, recently, WSAI concluded mutual help agreements with both druggists' and grocers' associations in our area.

In the 250 drug stores included in the Ohio Valley Druggists' Association and the Northern Kentucky Druggists' Association, mutual agreements give WSAI-advertised items display in their windows one week per month.

WSAI also concluded an agreement with the Cincinnati Retail Grocers and Meat Dealers Association, and with the Northern Kentucky Food Dealers Association.

That's proof positive our plan has made friends of Cincinnati retailers, and has taught them that *radio—via WSAI—is a profitable partner.*

WSAI's program, "MERCHANTS' QUIZZ BIZZ," for grocers, exemplifies perfectly what we mean by "showmanship." On the sponsors side, the "Quizz Bizz" has built up a fairly large audience of faithful listeners among retailers. By listening every Tuesday night, they learn which of their products are being advertised on WSAI. Weekly, the prizes given are those items currently plugged on our station. The WSAI show which advertises those products is also advertised. Thereby, both those who sell and those who buy are informed. The showmanship part of that promotion is this: it puts the retailers *before* the mike (only retailers are contestants);



WSAI WONDER KITCHEN COOKING SCHOOL BROADCAST
WILL BE REBROADCAST FROM
April to October
On Monday Oct. 27th 1:30-2 PM
Daily

WSAI WONDER KITCHEN COOKING SCHOOL BROADCAST
WILL BE REBROADCAST FROM
April to October
On Monday Oct. 27th 1:30-2 PM
Daily

One promotion blast over WSAI drew this throng of women to hear and see a star, Marsha Wheeler, on the station's program at the Boone County (Ky.) Fair.



RICHARD "DICK" RUPPERT

He told national convention of grocers at 1939 Minneapolis conclave how to put sales-creating showmanship into food advertising efforts.

and during the next day, the next week, next month, the retailers are questioned about "being on the radio." Each experiences the pleasure and the power of radio. Consequently, he realizes that if he is heard by so many people—on a fair program—that multitudes are hearing the messages on outstanding WSAI shows, about the products he is selling.

This show make grocers feel that WSAI is a business friend. They make grocers believe in radio.

Since druggists also sell what we advertise, WSAI spends large

Here, indeed, is a reward for Advertising Showmanship . . . won by Dewey Long for his outstanding promotional efforts on the Canada Dry 1940 Program over WSAI (NBC-Blue). Canada Dry's Pres. Roy W. Moore presents Long (center) with the premier silver plaque (and \$50) and Agency Chief J. M. Mathes beamingly observes the silver "reward of merit" passing into Showman Long's hands.

amounts of effort and time on them.

Behind the friendship with druggists lies a series of sound ideas, dressed up by *showmanship* to make the *druggist feel* radio's *pleasure and sales impact*.

At social and professional affairs, WSAI has furnished the druggists with talent and time, at no cost. Generally, in the broadcasts there is a blend of the aims of the association, the benefit to the public accruing from the association and good music. RESULT: The public tells druggists they have heard their show, and WSAI makes closer business friends of 400 druggists.

Here's an indication of our progress: as of late spring, WSAI had been given 1½ lines of space in the two local grocers and druggists trade journals. By the end of 1939, WSAI received 59% MORE SPACE IN LOCAL TRADE JOURNALS THAN ALL OTHER CINCINNATI STATIONS COMBINED. And had one or more feature stories in every issue of both journals.

A year ago, WSAI's sold time or business had hit a disagreeable "low." There were weekly only 64 quarter hours of "local" and "national spot" business together. There were only 35 quarter hours weekly of "network" business.

Today, the New WSAI has weekly 106 quarter hours of "local" and "national spot" together, and 95 quarter hours of "network" sponsorship weekly.

That's rising—fast. WSAI has had one tremendous break. It obtained NBC Red and Blue, where previously it obtained only part of the Red. But the amazing increase in "national spot" and "local" business we feel is due largely to showmanship.

We've worked hard. So have others before us and made little headway. WSAI's staff, however, spent a good part of their work on making their offerings—whether programs or selling efforts—attractive, impressive, satisfying.

That's Showmanship—to us at WSAI. We're for it. It has paid its way.



Tuning In On RADIO . . . *By CRESS LITTLE*

LEST we forget . . . a few facts about the broadcast industry, one of America's greatest public servants, which gives the people more, for *less*, than any other medium of entertainment, information and education.

The United States has in use more than 46,000,000 radio receivers, and there are more than 28,000,000 radio homes. Radio serves 85% of the population of the nation through these sets. The 46,000,000 figure includes, of course, sets in autos and such places as restaurants, hotels and the like.

There are 7,000,000 auto radios in use, and these, with the growing number of portable battery sets, makes it possible for Mr. John K. American to tune in his favorite programs, no matter where he goes.

It's no longer necessary to stay home on Sunday night to hear the Ford symphony or Jack Benny. They travel right along with the family, on vacations, on week-end trips, everywhere—they and the thousands of other artists and programs for which American broadcasters pay talent costs of more than \$30,000,000 a year.

On Jan. 1, 1940, there were 814 broadcasting stations in the United States, on the air every day, bringing entertainment, music, educational features and news to the most intelligent and best-informed people in the world. This number is

growing, since the FCC has indicated just recently it believes in a policy of the survival of the fittest and will continue to issue new licenses, where financial responsibility is shown and the public interest can be served, regardless of the effect on previously existing stations.

Fifty-four new licenses were issued during 1939.

The 814 stations holding licenses Jan. 1, 1940, grew from the toy called radio which 18 years ago was just in the process of evolution. On Jan. 1, 1922, according to FCC figures, there were only 30 broadcast stations in the country, all of low power. By 1924 this number had jumped to 530 and when the Federal Radio Commission took over jurisdiction in 1927 there were 733 stations.

After the reallocation of wave lengths in that year the total dwindled until 1934, when the Federal Communications Commission superseded the FRC, the number was down to 591. From year to year since then the total of stations has risen, and the end is not yet.

More than one and one-half billion dollars was spent on advertising in the United States during 1939. Of this it is estimated the newspapers received \$525,000,000, against \$170,000,000 for radio advertising. In the boom year of

1929, advertising's greatest, newspapers received \$800,000,000, against \$20,000,000 garnered by the broadcasters. Total volume of advertising in 1929 reached the staggering figure of \$2,340,000,000.

Radio's increase in 1939 over 1938 was roughly \$35,000,000.

It can hardly be said that radio is still in its infancy. It is a husky young giant, but it is beset constantly by forces that seek to tear it down or emasculate it. We do not believe that monopoly should control American radio, but likewise we believe that the public interest is not served by an overabundance of red tape and regulation. We also believe that it is plain common sense to say that if broadcast licenses are to be issued without regard to existing service such a policy can only result in poorer programs and decreased service, spread out over more stations.

Ask the average listener if he'd rather have three stations or seven stations in a community which cannot support more than three stations. Ask anyone who has been to Europe if he prefers the type of radio fare served by stations which, under the very nature of their set-up, cannot possibly have sufficient funds to furnish the programs that are the daily privilege of every American radio set owner.



FACSIMILE . . .



TELEVISION . . .

Executives of the Gardner Agency, St. Louis, show keen interest in one of the first Facsimile operations, carried on in their agency offices . . . E. P. H. James, Adv. Mgr., NBC, at New York City experimented in Television production on the spot at Radio City . . . Thus the Radio Art advances.



HERE ARE THE MEN WHO ARE HANDLING THE GREATEST VOLUME OF NETWORK BILLING IN HISTORY . . . *Front Row, left to right: Scir A. Diefendorf, Allyn Jay Marsh, William C. Gittinger, William J. Pagan, John J. Karol. Back Row, left to right: William H. Ensign, Joseph A. Reid, Watson Lee, John H. Bachem, J. B. Mehler, Bernard Prockter, Samuel Gilman, and Henry Merritt.*

How CBS Makes . . . *And Breaks . . . Sales Records*

The Story Behind The Story Of The
Columbia Network's Continuing Success

By VICTOR M. RATNER *Director of Sales Promotion, The Columbia Broadcasting System, N. Y.*

CBS has just broken *every* record for volume of advertising on *any* network in *any* year seven consecutive times, in the past seven months.

Each CBS month in the final quarter of 1939, and now in the first quarter of 1940, has been the biggest in the entire history of radio for any network. And since October, 1939, more *new* business has been placed on CBS than on any other network.

Moreover, for the past seven consecutive *years*, CBS has led in preference among the country's largest advertisers.

We're often asked how CBS can set such a pace, sweeping to leadership among the radio networks in the dollars-and-cents judgment of men who use radio more and more each year. This article is an attempt

to answer that question very briefly.

It is important to note, first of all, that most CBS business . . . even new business . . . comes from advertisers who have been on CBS a long time, and who know all about CBS. Such long-term CBS advertisers as Camel Cigarettes, Campbell's Soup, Procter & Gamble, Philip Morris and others have all placed *additional* programs on their CBS schedules since January 1st, 1940. (*See end of article for a detailed analysis of new CBS programs since the beginning of the year.*)

But a considerable portion of the new CBS billing also comes from advertisers who have previously been, not on CBS, but elsewhere on the air. Sinclair Oil and Penn Tobacco are typical of this group. And, of course, there are some cur-

rent CBS advertisers entirely new to network radio (or new to *modern* radio, having last been on the air in the early 1930's). Eversharp, Pepsi-Cola and Commercial Credit are such accounts.

All these groups have placed new programs on CBS since the first of the year. It's much easier to report that—to report *what* happens—than to explain exactly *why* it happens. The sales records of CBS are a reflection of many things: facilities, programs and service. But basically the *current* CBS records might best be ascribed to the recent, swift improvements in CBS technical facilities, completing the latest chapter in the vigorous history of this network.

Certainly such improvements, even as apparently simple as new transmitters, have a marked effect



WILLIAM C. GITTINGER, Vice-President in Charge of Sales at CBS, who led his sales forces to the greatest network billings in radio's history. Mr. Gittinger became Vice-President of CBS January 2, after six years as Sales Manager of the Network.

on the actual "circulation" an advertiser gets. New transmitters recently installed, for example, at CBS stations WCCO, Minneapolis, and WBBM, Chicago, have sizeably increased the actual service areas of these stations *without increase in wattage*. (They already operate with maximum wattage; 50,000 watts. And while we're speaking of wattage, it is interesting to note that fourteen *other* CBS stations now have 50,000 watts, which gives CBS, today, the greatest number of U. S. maximum-power stations of any network.) Thirty other CBS stations directly increased their power in 1939 alone, and the impressive total of 91 CBS stations (including WCCO and WBBM) have made major technical improvements. Any engineer can tell any advertiser how important these improvements are. For all such improvements play an important part in satisfying the demands of advertisers who want "most listeners per dollar expended."

The *distribution* of CBS facilities also importantly meets this demand—as every CBS advertiser knows. In 1939, CBS increased the number of its outlets to 119 in 117 cities. And it is significant, we think, that CBS is the *only* network with 50,000 watt stations in each of the five cities in the United States with over a million population. The effectiveness of any network must be measured by its ability "to reach everywhere"—and *at the same time* to serve most intensively those areas where *most* people live, and *most* merchandise is sold. This "distribution" factor is of considerable (though sometimes neglected) importance.

But over and above all questions

of a network's physical facilities is another factor of perhaps even more value, today: Service.

CBS, from the beginning, has put a great emphasis on its own program contributions to the nation; its sustaining schedules—one of the very direct ways in which a network serves the nation. This has even more importance in 1940, than in the early years, since radio plays a more important role in the life of the nation, today, than ever before. And its importance at CBS is reflected in such Columbia sustaining programs as "The Pursuit of Happiness," "The Human Adventure" series, the continued regular broadcasts of the New York Philharmonic-Symphony Orchestra, the expanding series of CBS Adult and School educational programs, and the comprehensive nation-wide and international news schedule CBS maintains daily. All these are a direct service to the public; blending and balancing with Columbia's sponsored schedule to make a dynamic whole.

This service to the public is paralleled by the emphasis CBS puts on service to advertisers—a familiar aspect of CBS activities. It is significant to note that most of the current activity of the Promotion and Research Departments is wholly "service" work for CBS and other radio advertisers; supplying them with radio's latest facts and figures, and many special studies.

Similarly throughout the entire CBS organization—in a manner that cannot even be touched on in

the space of this article—the concept of service at CBS never descends to the level of a platitude. It's an integral part of what CBS delivers to its clients as well as to its listeners. And it helps greatly to explain the records CBS now is setting.

Here is a brief summary of the new programs which came to CBS since January 1st, 1940.

CAMPBELL SOUP COMPANY

Campbell Soup has been on CBS since October 5, 1934, when its famed "Hollywood Hotel" program first went on the air. Since January 1st the Campbell Soup Company has placed three *new* programs on CBS. Lanny Ross (who went on the air for Franco-American Spaghetti, a Campbell product, at 11:00-11:15 a.m., E.S.T., three-times-a-week, in October, 1939) moved his quarter-hour of songs to five-times-a-week at 7:15-7:30 p.m., in April, 1940. He now immediately follows Amos 'n' Andy (who have, incidentally, been signed to a new three and a half year contract by the Campbell Soup Company). Campbell also introduced a new serial, "Brenda Curtis," which later was replaced by "Life Begins," a daytime serial now broadcast over CBS Monday through Friday, 11:15-11:30 a.m., E.S.T. And when Lanny Ross moved from his morning period (11:00 to 11:15), Campbell replaced his show on CBS with a new idea in fifteen minute programs, "Campbell's Short Short Story," an original dramatization three times each week (Monday, Wednesday and Friday) featuring well-known actors and actresses. This program is heard for Campbell's Tomato Juice. The latest addition to Campbell's present list of five CBS programs is Fletcher Wiley, whose homespun philosophy has been the delight of West Coast radio audiences for the past year. Wiley's performance on the Coast brought him to a CBS network period and he is now being heard across the country for Campbell Soups, Monday through Friday, 2:30-2:45 p.m., E.S.T.

COMMERCIAL CREDIT CO.

A newcomer to radio, the advent of Commercial Credit on CBS, is specially



COLUMBIA'S BOARD OF SALES STRATEGY . . . Left to right: Bernard J. Prockter, Sales Service Manager; Allyn Jay Marsh, Assistant Sales Manager, who handles new business; William C. Gittinger, Vice-President in Charge of Sales; William J. Fagan, Assistant Sales Manager, who is in charge of servicing the present CBS accounts, and John J. Karol, Research Counsel for the CBS Sales Department.

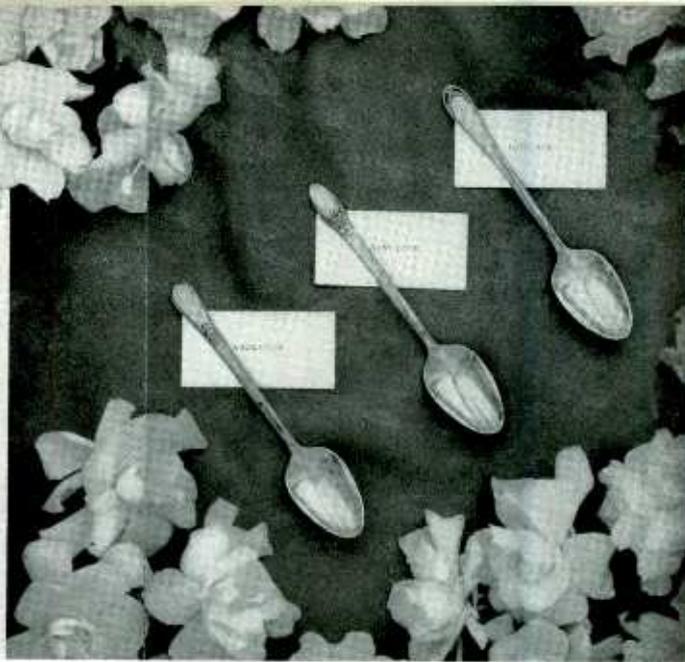
HOW CBS CHANGES
Silver into gold

"Selling formula..."

The "Selling formula" of the radio advertising industry is the "Selling formula" of the radio advertising industry. It is a formula that has been developed by the radio advertising industry and is the result of the experience of the radio advertising industry. It is a formula that has been developed by the radio advertising industry and is the result of the experience of the radio advertising industry.



King of Spades
The "Selling formula" of the radio advertising industry is the "Selling formula" of the radio advertising industry.



What has happened to International Silver since in the three years "The Silver Theatre" has been on CBS

An important part of Columbia's service to its clients is the promotional work done for the sponsor's programs. Of this piece, which recounts the striking success of International Silver, the sponsor's salesmen in the field wrote CBS: "This was the most effective thing we have ever sent to dealers in regard to our program. Almost without exception the dealer has mentioned it to me. Many have used it in window and counter displays."

significant. For Commercial Credit is a radio pioneer from a field of automobile-financing, a field new to radio. Going on the air for the first time in March, they have taken a five minute news period, three times weekly, Monday, Wednesday and Friday, 6:00-6:05 p.m., featuring Bob Trout, Columbia's famed reporter.

EVERSHARP, INC.

Eversharp, Inc., one of Columbia's earliest advertisers (previously on the air in 1930) returned to the network this Spring. Eversharp came to the air with a full-fledged, novel, Sunday evening quiz program, "Take It or Leave It," with Bob Hawk as master of ceremonies. The program features "double-or-nothing" prizes for proper answers to a sequence of seven questions asked of each contestant, and builds up unique audience suspense and excitement.

GENERAL FOODS CORP.

General Foods, one of radio's most consistent advertisers, has been a long-time and frequent user of CBS facilities. General Foods, this year, is operating on a greatly expanded radio schedule, with six CBS programs, going full blast, the latest arrival "Young Dr. Malone," being heard for the newest General Foods product, to be radio-advertised *Post 40% Bran Flakes*. It seems hardly necessary to list the other General Foods shows, since all are famous to the radio audience. Kate Smith is heard in two different series: her Friday night hour for Grape Nuts, and her daily fifteen-minute chats at noon, Monday through Friday, in the interests of Diamond Crystal Salt, Calumet Baking Powder and Swans Down Cake Flour. The latter two products are this year's additions to sponsorship of the Kate Smith daytime show, which was increased from three to five broadcasts a week. Sanka, another General Foods product, is represented by "We, the People." Calumet Baking Powder and Swans Down Cake Flour have another program on CBS besides Kate Smith—a daytime serial "My Son and I." Finally, "Joyce Jordan, Girl Interne" is now heard for La France, Satina and Minute Tapioca five times a week.

LIGGETT & MYERS TOBACCO COMPANY

Liggett & Myers Tobacco Company inaugurated the sponsorship of Glenn Miller for fifteen minutes, three evenings a week (10:00-10:15 p.m., Tuesday, Wednesday, Thursday) on January 2, 1940. Liggett & Myers came to Columbia on January 4, 1932, with a series of broadcasts for Chesterfield and has broadcast on CBS consistently since that time.

PEPSI-COLA COMPANY

Pepsi-Cola began its radio advertising with a careful but limited "spot" campaign. The company sponsored programs in many cities, including a spot series over WABC, Columbia's New York City station. Starting April 30, Pepsi-Cola began to broadcast over the largest single commercial network in radio history—112 U. S. stations of the Columbia Broadcasting System—sponsoring CBS news. The program which is heard at 6:00-6:05 p.m. Tuesday, Thursday and Saturday, has two other singular features besides its uncommonly wide network; first the rebroadcasts at 10:55 and 11:00 o'clock are not strictly rebroadcasts, but completely new, up-to-the-minute summaries of European and national news; second, at least ten stations carry both early broadcast and the "repeat."

PHILIP MORRIS & COMPANY LTD.

Philip Morris & Company, Ltd., shifted to CBS from another network on May 5, with "Rhymo," a novel musical series. In addition, Philip Morris sponsors "Johnny Presents," on CBS—a Friday evening program of musical variety and dramatized "perfect crimes." The new program, which will be broadcast at 8:30-8:55 p.m. on Sundays, is distinguished for its impressive array of musical talent. The list is headed by Johnny Green's Orchestra and includes Ray Bloch's Swing Fourteen, Beverly, Audrey Marsh, Glenn Cross and Floyd Sherman. The sponsor has always stressed radio in its vigorous advertising campaign for Philip Morris cig-

arettes, and is now doing so more than ever . . . on CBS.

PROCTER & GAMBLE

"Truth & Consequences," another quiz program with a fresh idea behind it, started broadcasting on Saturday, March 23, at 9:45-10:15 p.m., to round out Procter & Gamble's heavy CBS schedule. Other Procter & Gamble programs on CBS include the original Professor Quiz; "The Goldbergs," one of America's favorite dramatic serials; "Life Can Be Beautiful"; "The Right to Happiness," exciting drama recently shifted to CBS from another network; and "Road to Life."

R. J. REYNOLDS TOBACCO COMPANY

Starting May 3, the R. J. Reynolds Tobacco Company added another major evening series to the impressive list of programs it has sponsored over the Columbia Network. The popular Al Pearce and His Gang broadcast for Camel Cigarettes and Prince Albert Smoking Tobacco on Friday evenings in the important 7:30-8:00 p.m. period. R. J. Reynolds continues to sponsor the "Blondie" series on Monday evenings and, in addition, is broadcasting all the home games of the New York Giants and New York Yankees over WABC, Columbia's key station in New York City.

SINCLAIR REFINING COMPANY

On March 3, the Sinclair Refining Company began its sponsorship of Monday, Wednesday and Friday periods of Columbia's regular, evening, international news program, "The World Today"—broadcast directly by the CBS news staff from European capitals and from Washington. This international news "round-up" originated by CBS during the Austrian *Anschluss* and now on a twice daily schedule, has become one of the most important and stimulating of all radio programs. Sinclair's sponsorship of the series marks its return to CBS after an interval of three years.

Advertising is helping business reduce sales costs; maintain volume sales at a profit, and to declare dividends without cutting employees wages
Geo. F. Tilton Adv. Mgr. Anheuser-Busch, Inc., St. Louis

"Businessmen should welcome theorists questions about advertising—They reveal the public's ignorance about advertising's dynamic force, keeping millions on factory payrolls..."

"Advertising can help quicken the return of the time when every man in America is on a payroll..."

"People who don't know the difference between 'economy' and the forces of 'economics' would theorize America out of a job..."

"Advertising's critics would economize American industry to the point where no workman would have the funds to buy the products made by his neighbor..."

"Many business men advertise only when business is good, not realizing that it is a sales tool mostly needed when business is bad..."

"Remove the force of advertising from America and our workers will pay the price ten-fold!"

Wm. H. Merten
 Pres. Strobbridge Litho. Co. agreed with Tilton.

Harold Merten

Charley McIntosh—Central Outdoor Adv. Co.

Rapid Electrotypes Kaufmann

Cincinnati brewery ad chiefs came to hear Tilton

Stanley Ferges
 Pres. Cinc. Adv. Club—Adv. Mgr.

Robert Berg
 Cincinnati 1940

The Philosopher of Advertising

George Tilton, Anheuser-Busch's famed Adv.-Merchandising chief, proved that philosophy—in human interest capsules—to the public, via newspaper-magazine advertisements can push up sales . . . 350 per cent for Budweiser. Sketched during address before Cincinnati's Ad Club, by Manuel Rosenberg.



Major TIME BUYERS at Pittsburgh Event . . . When Genl. Mgr. Gregory Sherman throws a party—well next time everybody'll be there! As it happened more than 150 were guests of KDKA, Pittsburgh's pioneer station, when it dedicated its powerful new 50,000 watt transmitter—last year. Among them were time buyers from New York City, Philadelphia, Detroit, Cincinnati, Boston, Chicago, St. Louis, Minneapolis and Pittsburgh. And NBC's Prexy, Major Lennox R. Lohr, and other NBC notables. Sketches drawn en route from New York City and at Pittsburgh by Manuel Rosenberg.



THERE will be compliments and kudos when Seagram's "V.O." is served the 4-to-1 way. For the most deliciously delicate highball you ever tasted, experts in the art of mixing recommend 4 parts sparkling water and ice (or plain water and ice, if you prefer)—to 1 part Seagram's "V.O." The finest of Canadian whiskies is now especially blended for compatibility with soda. There is nothing finer for a highball. 86.8 Proof.

Since 1857
Seagram's

**SMOOTHER AND FINER
 AS THE YEARS ROLL BY**

MOST superb Martini ever conceived is the "Golden" Martini—named after the natural pale golden color of Seagram's Ancient Bottle Gin, the only gin from which it can be made. Deliciously mild, it slips down like a vintage sauterne. The recipe... 2 parts Ancient Bottle Gin and 1 part finest Dry Vermouth. Nothing else is needed—so skillfully is this smoother, milder gin mellowed. It is the "world's finest." 90 Proof. Distilled from grain.

Seagram-Distillers Corporation, New York



MUTUAL'S EXECUTIVES ...

MARKETS of
AMERICA

Vol. 4

Page 238

The personalities that comprise the Mutual Broadcasting System's Governing Board and account for its success are presented herewith. (L.-R.) W. E. Macfarlane, Pres., Mutual Broadcasting System; Pres., WGN, Chicago; Business Mgr., Chicago Tribune . . . Alfred J. McCosker, Chairman of the Board, MBS; Pres., WOR, New York . . . Theodore C. Streibert, V. P., MBS; V. P., WOR, New York; Member of B of D; Member of Operating Board . . . E. M. Antrim, Treas. & Exec. Sec., MBS; Member of B of D . . . Lewis Allen Weiss, V.P., MBS; V.P. Genl. Mgr. Don Lee, Los Angeles; Member of Operating Board . . . Fred Weber, Genl. Mgr., MBS; member B of D; Member, Operating Board . . . Willet H. Brown, Member of B of D; Member of Operating Board; Asst. to V. P. Don Lee, Los Angeles . . . John Shepard, III, Member of MBS B of D; Member of Operating Board; Pres., Yankee, Colonial Networks, Boston . . . H. K. Carpenter, Pres., United Broadcasting Co.; Member of MBS Board; Member of Operating Board . . . J. E. Campeau, Member of Operating Board, MBS; Genl. Mgr., CKLW . . . Hulbert Taft, Jr., Genl. Mgr., WKRC, Cincinnati; Member of MBS Operating Board . . . Edward W. Wood, Jr., Sales Mgr., MBS . . . Robert A. Schmid, MBS Dir. of Adv. & Sales Prom. . . Frank P. Schreiber, Midwest Public Relations, MBS; Pub. Dir., WGN . . . Adolph Opfinger, Program Service Mgr., MBS . . . Lester Gottlieb, Publicity Dir., MBS . . . Miles Lamphiear, MBS Auditor . . .

What Makes The Mutual Network Different ...

Cooperative Efforts Of Each Station, Mutually Allied To The Net, Credited As No Small Factor In Its Success...Cites Gillette 1939 World Series Incident That Highlighted Chain Overnight

By LESTER GOTTLIEB, *Publicity Director, Mutual Broadcasting System, Inc., N. Y.*

THE radio director of a large advertising agency had just purchased a broadcasting bulk of early morning time on the Mutual network, but he was puzzled how to get late-rising radio editors to pay attention to his show.

Then someone popped up with a bright idea.

"Send them carnations for their buttonholes every day for a week preceding the first program. That will make them sit up and take notice."

The idea cheered the agency executive until he worried some more.

He asked: "That sounds fine but how are you going to send the flowers to radio editors outside of New York. Will the stations help?"

"Help?" asked the Mutual man, registering his best brand of amazement, "Why they eat these stunts up!"

Next day, press agents in nine Mutual affiliated stations had memos from the New York office, outlining the exploitation.

By wire, teletype, air mail, the confirmations came back:

"OK WILL COOPERATE ON FLOWERS" buzzed WKRC, Cincinnati.

"COUNT US IN" replied CKLW, Detroit-Windsor.

"GLAD TO COOPERATE STOP WHAT COLOR FLOWER" flashed WGN, Chicago.

A few days later, kilocycle scribes were spruced up like department store floorwalkers. Not only did they like this unsolicited floral display, but they awoke at an unaccustomed hour (for them) to tune in the new program.

The agency man beamed expansively when he was told that each station had absorbed the expense.

Now an incident like that is

hardly going to revolutionize the radio industry. A few, like the agency man and the radio editors, will remember it. But it does illustrate just what makes this Mutual network different from other hook-ups.

Mutual affiliates can afford to participate in stunts of this kind because they make a wider margin of profit when they carry a Mutual commercial program. It is to their advantage to keep these clients happy; wait eagerly for the deserved renewal because this is their network and they have quite a voice in it.

This sort of cooperation is not just confined to publicity. It follows down the line to engineering, sales promotion, selling, programming, special features, and all the other divisions that make up the vital machinery of a national network.

And more important, not all of Mutual's ideas are hatched in the main office. Each affiliate and member is on its own when servicing the client. Mutual collates these efforts for presentation to the sponsor.

When Mutual won the exclusive broadcasts of the 1939 World Series and sold it to the Gillette Safety Razor Company, a brisk campaign followed and every station participated. As the individual merchandising and sales promotion literature stuffed Gillette's Boston mailbox, the client soon found that he had some 140-odd publicists, engineers, programmers, salesmen and sales promotion men working for him, instead of a single network staff.

One station hired a town crier to clang through the streets with a portable radio set, throttle open for all busy passersby to hear the baseball classic. Another hired a hall

for the town's rabid fandom too far from home to "catch a few innings." Others dotted the billboards, car cards, etc. There were many other novel ideas put into use.

Although Mutual has spread, in less than six years, from a four station hookup, hardly reaching the Rockies, to a far flung network whose last outpost is the sun-flecked transmitter of KGMB, Honolulu, no one connected with its operations has forgotten the basic ideals upon which it was founded.

When Mutual was united on October 2, 1934, the sole reason for this four-way interchange, was that this new system had something new to offer both advertiser and listener. The latter benefited by the young network's equal coverage of front page events and a larger order of radio fare than they had been accustomed to hearing. The advertiser found in it a network that could supply him with a minimum or maximum of selected major markets, superior-powered outlets, and no mandatory, wholesale purchases.

Mutual's policy whereby the station retained local autonomy, a radical departure in the radio field, naturally attracted affiliates from among the string of independently owned radio stations.

By the end of 1936, Mutual extended from coast to coast, counted 38 stations on its transcontinental lineup. A year later there were 76. Billings jumped. Success stories from advertising converts were manifold.

All through this progress, Mutual's deeds were not confined to any ivory tower. The individual efforts of each station stood solidly behind the cooperative network's strides.

For instance:

Don Lee, Mutual's west coast

partner, became the first on the Pacific slope to conduct daily television demonstrations, projected 11,000,000 feet of film and 50,000 hours of entertainment.

WOL in Washington gave Mutual its aggressive newscaster Fulton Lewis, Jr., and he gained a victory for the entire radio industry, when in 1939, his one man campaign for radio recognition in the Congress was unanimously approved.

Huzzahs went up for WAAB and the Colonial network when it fed Mutual the brilliant reportorial account of the harrowing Squalus sub disaster by brisk broadcaster Leland Bickford.

From WGN, Chicago, came the country's finest dance bands and many rhythm-men owe their current ranking in the swing and sweet picture to buildups over Mutual (Sammy Kaye, Kay Kyser, Orrin Tucker, Dick Jurgens, Bob Crosby).

When the European war came last summer it was WOR's quiet voiced Raymond Gram Swing who won over millions of news-conscious listeners with his clear-cut analyses.

Statisticians found that 50 per cent of Mutual's program originations came from outside New York and Chicago. The stations enjoyed creating network "feeds." It gave them national recognition. KFEL, Denver, sent the National Basketball tourney, WHK, Cleveland, covered the air races, CKLW the motor boat Gold Cup Regatta, WLAP, Lexington, the educational series of the University of Kentucky. From north and south, east and west, Mutual looked and found program ideas, sold many on a cooperatively sponsored basis.

As Mutual started its fourth year of coast to coast operations in 1940, it was still cooperative and the stations were operating the network service, rather than the chain running the station. An expanded plan covering the next five years was then put into effect. This too made Mutual different.

Seven independent broadcasting organizations, including 57 of Mutual's 130 total affiliates in the U. S., Canada and Hawaii, pledged themselves to underwrite the financial operations of the network.

All these key member stations renewed their contracts with Mutual for five years, effective Feb. 1, 1940, and capital stock of the network was distributed among the

contributing member stations.

Mutual members entering into this new agreement were: WGN, Chicago, WOR, Newark, Don Lee in California, Pacific Northwest, and Hawaii, CKLW, Detroit-Windsor, the United Broadcasting Corp., comprising WHK and WCLE in Cleveland, and WHKC, Columbus, and WKRC, the Times Star station in Cincinnati.

At the annual meeting of the shareholders of Mutual, the Board of Directors was enlarged from seven to nine members, so as to include representation of the additional stockholders, whose financial participation was announced by President W. E. Macfarlane. Those elected to the new board were: E. M. Antrim, WGN, Willet Brown, Don Lee, H. K. Carpenter, WHK-WCLE-WHKC, W. E. Macfarlane, WGN, Alfred J. McCosker, WOR, John Shepard, III, Colonial, Theodore C. Streibert, WOR, Lewis Allen Weiss, Don Lee, and Fred Weber, Mutual's general manager.

An operating committee was formed to pass on operating problems and policies. Under this unique plan each and every station united with Mutual has an active voice in the network's general operations and policies.

To these executives falls the task of helping to run this Mutual network, along with their responsibilities of piloting great independent radio stations and regional networks.

Let us take a quick look at these men who help make Mutual:

E. M. ANTRIM: Treasurer and executive secretary of Mutual, and a member of the Board, is assistant business manager of The Chicago Tribune. He was born in Rensselaer, Indiana, in 1885. In 1917 he organized a traffic department for The Tribune and its paper mill subsidiaries. Since WGN's inception, Mr. Antrim has held a key post in that station, brought to it the wealth of his publishing background.

★

WILLET BROWN: A member of the Board of Directors of Mutual, the 33-year-old Detroit-born executive holds the post of assistant to the general manager of the great Don Lee regional network. Brown is a young executive who has helped Tomy Lee and Lewis Allen Weiss pioneer in west coast television development, further the career of such radio favorites as George Fisher, Hollywood newscaster, Dave Rose, musical director, Morey Amsterdam and Mabel Todd. Brown joined Don Lee in 1932, leaving the Cadillac auto plant.

J. E. CAMPEAU: A member of Mutual's operating board and managing director of CKLW, Detroit-Windsor. Campeau entered the radio field as commercial manager of WIBM Jackson, Mich., in 1929, came to CKLW in 1932 shortly after the station opened. A graduate of the University of Toronto and Osgood Hall Law School, Toronto, he practised law for two and a half years. The name Campeau is well known in Detroit and Windsor, the family having been outstandingly identified in this area since 1700.

●

H. K. CARPENTER: Member of the Board of Directors and operating board. Mr. Carpenter is vice president of the United Broadcasting Company and general manager of its Cleveland stations WHK and WCLE. He first achieved fame as a writer at Kent State Normal College in 1914. Before joining the Goodyear Tire and Rubber Co., the tall bespectacled radio official taught school when Goodyear bought WEAR, Cleveland, in 1925 they appointed Carpenter manager. He hasn't been out of radio since. Both station WHK, Cleveland, and WHKC in Columbus are named for him.

●

W. B. MACFARLANE, President of the Mutual Broadcasting System and a member of the board of directors is a native of Illinois, born some fifty years ago. He entered the Chicago Tribune organization in 1907 as Secretary to the Advertising manager of the newspaper. After a year he was promoted to advertising sales work and in 1910 was named manager of the Classified Advertising Department of the Tribune, a position which he held until 1927 and in which he achieved a national reputation for his expert knowledge of sales and promotion of this type of advertising. In February 1927 Mr. Macfarlane was appointed Advertising Director of the Tribune and in November 1928 he was named Business Manager, a post he still holds.

He has served as Chairman of the committee in charge of the Bureau of Advertising of the American Newspaper Publishers Association and has been a director of the ANPA for the past ten years. Mr. Macfarlane also is a director of several of the subsidiary corporations of the Chicago Tribune and Vice President of WGN, Inc. and the Chicago Tribune Building Corporation. He is a director, and active in the management of the Press Wireless, Inc., a mutually owned newspaper corporation which was organized for the handling of foreign news by radio from world wide joints. He is also a director of one of Chicago's leading banks.

Mr. Macfarlane is married and has two grown sons, the elder engaged in

business and the younger a student at Princeton University. His home is in Lake Forest, Illinois, one of Chicago's North Shore suburbs.

☆

ALFRED J. McCOSKER: Chairman of the Board of Mutual, president of WOR, and one of the industry's best loved figures. Born in 1886, Mr. McCosker started his notable career as Arthur Brisbane's copy boy, soon went to Denver as automobile editor of one of Colorado's great papers. He left The Fourth Estate to publicize theatrical and film celebrities (Jack Donohue, Marion Davies) and in 1924 came to WOR. In 1926 he was named director and general manager. He became president in 1933. The men at WOR are still talking about McCosker's early pioneering efforts. He was the first man to arrange a broadcast from a plane, started the vogue for on-the-spot special feature broadcasts. McCosker served as president of the N.A.B., 1932-34, received an honorary degree of Doctor of Laws at John Marshall College, New Jersey, in 1937.

JOHN SHEPARD III: Member of the Board of Directors, and the operating board, Mr. Shepard is president of the great Yankee and Colonial nets of New England. Has been in radio 18 years since he inaugurated WNAC in Boston, WEAN, Providence. Before that Mr. Shepard carried on the great tradition of the Shepard department stores in Boston and Providence. Mr. Shepard conceived the idea of linking various New England communities together by radio to reach the maximum audience at the lowest expense. Result: Yankee and Colonial nets. Shepard has pioneered in many radio innovations including a complete news gathering organization, the popular weather service of his networks, and at present Major Armstrong's Frequency Modulation.

THEODORE C. STREIBERT: Vice president of Mutual, member of the Board of Directors and the operating committee, Mr. Streibert is also vice president of WOR. Before entering radio he had a distinguished career in business. From 1929 to 1933 he was assistant dean of Harvard Business School. Later he was assistant to the executive vice-president of Pathe Exchange, Inc. Mr. Streibert came to WOR in 1933 and has been a vice president since 1936. Mr. Streibert is a member of the board of directors of the N.A.B.

HULBERT TAFT, JR.: Member of Mutual's operating committee and 32-year-old general manager of WKRC, Cincinnati Times Star station, one of Mutual's newer member stations. Taft is a Yale graduate and studied for several years at Cambridge, England. Prior to purchase of WKRC in 1939 by the Times-Star Co., whose president is Hulbert Taft, Sr., young Hulbert worked eight years as an editorial writer for the Times Star.

FRED WEBER: General manager of Mutual, a member of the Board of Directors and operating committee, this young, able executive has had radio in his blood since he was graduated from N. Y. U. Learned his kilocycle A-B-C's at the A. T. & T. Soon became assistant to the vice president of NBC in Chicago as well as stations relations manager for that chain in the midwest. In 1934 he came to Mutual and instilled the young network with his tireless energy and widespread knowledge of the industry. Doubt if there's a station man that doesn't know dark, New York-born Fred Weber. He is radio's most travelled executive; has to his credit Mutual's transcontinental expansion and many other developments.

LEWIS ALLEN WEISS: Vice president of Mutual for the west coast, member of the board of directors and operating board, the debonair, personable Weiss is v.p. and general manager of the great Don Lee regional network. His rise in radio has been swift. After serving as a director of a Pacific Coast ad agency, then as national advertising executive for Hearst, he joined Don Lee in 1930, left once to help run WJR in Detroit and returned to Don Lee shortly after this chain linked with Mutual. Mr. Weiss has been responsible for Mutual and Don Lee achievements on the west coast and the former's intensive television work on W6XAO.

ED WOOD, JR.: A member of Mutual's operating board and just recently appointed Mutual's first sales manager. He now makes his headquarters in New York. For eight years he was connected with WGN in Chicago, first as salesman, then New York representative and finally as sales manager.

Under these men are the department heads who make Mutual tick:

LESTER GOTTLIEB: Publicity director, he started the department in 1936, switching over from the press department of WOR. Gottlieb was formerly radio editor of News-Week magazine.

MILES E. LAMPHEAR: Auditor of Mutual since 1937, Iowa-born Lamphear has had more than 10 years experience on staff of leading public accounting firms in Chicago. He is a graduate of the University of Chicago.

ADOLPH OPFINGER: Mutual's program service manager, is a veteran program and production man who formerly saw service at WOR, NBC, CBS and Paramount Pictures.

ANDREW L. POOLE: Traffic manager. His duty is to see that the complexities of a network service run without hitches. Poole comes from WOR's engineering staff. Prior to that he was connected with R.C.A.

ROBERT A. SCHMID: Sales promotion manager is responsible for all Mutual's bright advertising copy, prize-winning brochures. Formerly connected with Young & Rubicam, C.B.S.

FRANK SCHREIBER: Publicity director of WGN, handles Mutual public relations in the midwest.

☆ ☆ ☆

How World-Wide News Is Covered . . . Continued from page 227

ers as though he were in the living room with them, that he cannot talk in long, involved sentences set off by commas and semi-colons. The announcer must develop his story as he progresses, in a simple, straightforward fashion. Complicated European or political news must be digested and summarized in a related account processed for ready understanding. There are things which cannot be said on the air which are perfectly proper in a newspaper.

Every item on the United Press radio news wire system is written for oral presentation by men trained in the technique of radio writing. They know how the average radio listener likes his news and write it that way.

Aside from the spot news they

also prepare special features for radio—a daily women's feature; farm news for agricultural regions; movie chatter for the film fans; a comprehensive and authoritative sports round-up for perhaps the most critical audience, the sports enthusiast; business news, offered weekly and prepared by experts of the United Press financial staff; inside news of Washington; and a generous daily column of interesting, humorous, quirky items to brighten any program.

That's a long step forward from the day, only a few years ago, when radio stations were forced to maintain their own staffs to process the news, written for newspaper readers, in a fashion radio listeners could grasp easily and intelligently.



Modern Trucks Put Advertising On The Move...

Admen Have Growing Voice In Newly Recognized Medium . . . Scragg Advises Don't Overlook Supporting Impression Made Locally By Campaign

By GEORGE H. SCRAGG, *Advertising Manager, The White Motor Co., Cleveland*

"Your truck delivers your advertising message to your customer's door—make it attractive, effective."—Scragg.

DISTRIBUTION today means far more than the mere transfer of goods from producer to consumer, and motor trucks are far more than hauling units. No longer is it sufficient, in this age of competition, to pick up a load at one point and set it down at another. There are too many considerations involved. Modern business demands that its tools of transportation and delivery not only attain a high degree of operating efficiency but that they take the role of sales promotion units as well.

Up until a few years ago the truck producer was so concerned with his own manufacturing problems that he had little time to consider the needs of the prospective user. He built the best general truck he knew how to and changed the design and construction frequently to take advantage of new discoveries and inventions coming out. Today the experimental era is over and manufacturers have taken an entirely new viewpoint—the viewpoint of the user. Where two or three models, with design variations, once satisfied the need of all industry, most truck manufacturers are now putting out some 35 or 40 models to meet the exacting needs of many fields. Such trucks are tailored not only to the length of haul and the weight of load, but to the size, shape, and nature of product handled, and to the type and class of customer served.

Appearance and the effect of the vehicle upon the potential market is an important consideration of the smart truck buyer today. Advertising managers of companies using large fleets are becoming more and more concerned with the selection and operation of their trucks be-

cause they recognize the possibilities. When a company spends thousands of dollars in advertising its products or services by radio, newspapers, magazines and other media, it can scarcely afford to overlook the advertising opportunities of the vehicle which delivers those products or services. Since they buy other advertising on the basis of the potential audience, it is well that they consider what a tremendous audience the advertising on moving trucks reaches, whether on long haul or local delivery.

People form definite impressions of a company and its products from the appearance of that company's trucks. Often the customer's only contact with an organization is through its delivery units and driver salesmen, and people patronize or turn down that company according to the impression received. The clean, well-painted truck, for instance, is extremely important in the case of the dairy company or bakery because it reflects the cleanliness and sanitation of that company's plant and the purity of its products. The housewife probably

has never seen the plant but she has her own opinion of it from the truck's appearance. And she won't think very well of the laundry which purports to do a good job of cleaning but runs a dirty truck. Every delivery unit produces its effect—good or bad—to the advantage or detriment of a business.

There are many things about a truck which influence the prospective customer's opinion, particularly in retail delivery. First, we must consider the general design which should be adapted to the product for easy handling and good showmanship; second, there is the style and appearance of the unit which reflects the class and character of the institution and the trade it caters to; third, there is the advertising message, patterned according to the dignity or flash required by the company and what it sells. Truck advertising in general has followed the trend to more color during the past decade, first because companies are making greater use of their vehicles, and, second, because street advertising today demands more colorful presentations if we

Spang's fleet of bakery trucks smartly posts a sales message on the poster panel of its "White Horse" units. This indeed is advertising at the actual point of sale.



A dozen well conceived "rolling billboards" on modern trucks that park often where advertising is "verboten." Every truck owner should make profitable use of this important advertising vehicle—it amply pays for itself!

are to compete for public attention. The modern truck is a veritable rolling billboard and the number of daily impressions that it makes is enormous, while the cost is negligible. There are no fuel costs chargeable to advertising because the vehicle is only following its delivery routes. Painting, lettering, cleaning, and the preparation of special signs and messages, make up the principal expense. Trucks provide an excellent opportunity to use posters and blow-ups of regular ads in panel frames and to change the advertising day by day or week by week. Many department stores, laundries, bakeries, newspapers, etc., use this inexpensive method of spreading fresh and timely messages. The value of permanent advertising—of name, business and telephone number—is in itself quite beyond average comprehension.

The effectiveness of truck advertising is largely due to the fact that the vehicles go directly into areas where the company's products or services are sold, including many high class sections where stationary billboard advertising is not permitted. Travel in logical consumption zones means that there is little waste. The message is viewed by natural prospects. The very fact that a truck has stopped in a neighborhood is a testimonial because it indicates that someone has thought well enough of the company to patronize it. If the vehicle lends a pleasing appearance, then other neighbors will be favorably disposed toward that concern and its salesmen.

Style definitely plays a part in modern delivery. Well trained drivers in trim uniforms, pulling up in smooth attractive trucks and properly delivering goods with a smile, boost the company's good will and future business prospects. By the same token, when the poorly clad driver gets out of an obsolete, loud-coughing vehicle and runs across the newly seeded lawn to leave his parcel, it is very doubtful if he will get another opportunity.

Modern delivery trucks are advertising agents and ambassadors



of good will in far more than the printed words which grace their sides. The impression which they leave is due not only to the outward appearance, but to the smooth, silent operation, the attitude of the driver and the dispatch

with which the merchandise is handled. Modern vehicles tailored to definite products and purposes, They are important impression mark a new day in distribution. builders.



What Makes The NBC Network "Click" For National Advertisers . . .

NBC Tells Its Story And Lists Its Major Factors—The Human Element—That Make the Wheels Go Round, Successfully . . . Biographical Notes On NBC Personages.

By E. P. H. JAMES, *Advertising Manager, National Broadcasting Co., New York*

AT first sight, the National Broadcasting Company may look like a loose group of departments, each blithely following its own course, without any particular central coordination.

When you look closer, however, you realize that though each department might appear to be an entity, the whole organization is pretty closely knit together and the various departments definitely (if not apparently) dovetailed. Not the least important of these departments is Sales, which is very different from the corresponding division of businesses other than radio. For not only must NBC salesmen take care of the innumerable details inherent in the planning and production of a successful advertising campaign and that they must help advertisers do a bang-up job of serving the radio audience—but they must also keep always in mind the fact that radio,

even though privately operated, is a public service whose importance in national life needs no elaboration.

Their job, therefore, is a dual one: to serve both the interests of the advertiser (sell their products, in other words) and those of the listener (which is the public service function). And if the NBC Sales Department fails to fulfill this dual purpose, and at the same time keep NBC functioning as a harmonious whole, neither function will be achieved. Even though the interests of both advertising and listening groups are invariably harmonious, it's not always an easy job, giving both of them what they want, particularly at this time when the world is in such a state of upheaval and when events of vital international importance are sometimes bound to break right in the middle of a commercial program.

But it can be done, this pleasing

of both audience and advertiser, and it is, in two essential ways. First, through close teamwork amongst the various NBC departments that make and build up a broadcast (sales, program, press, etc.); and secondly, by human, solid, tactful salesmanship which embodies full realization that the whole success of radio advertising depends on goodwill—goodwill of the advertiser for the listener, and of the listener for the advertiser.

How both of these qualities—inter-departmental teamwork and understanding salesmanship—are necessary in running a successful industry, particularly in these hectic times, is well illustrated by a recent situation. An important commercial—the final one of a half-hour broadcast—had just got under way when one of the most momentous incidents of the current war occurred.

WHO'S WHO at NBC . . . on the Opposite Page

Top row: JOHN F. ROYAL, V. P. in Charge of Programs; SIDNEY STROTZ, V. P. in Charge of Central Division; LENOX R. LOHR, President; NILES TRAMMELL, Executive V. P.; WILLIAM S. HEDGES, V. P. in Charge of Stations; A. L. ASHBY, V. P. & Genl. Counsel.

Second Row: CLAY MORGAN, Director of Public Relations; JANET MACRORIE, Editor, Continuity Acceptance Department; BERTHA BRAINARD, Manager of Commercial Program Division; FRANK E. MASON, V. P. in Charge of Information Department; ROY C. WITMER, V. P. in Charge of Sales.

Third Row: JAMES V. MC CONNELL, Natl. Spot and Local Sales Manager; ALFRED H. MORTON, V. P. in Charge of Television; KEITH KIGGINS, Director of the Blue Network; MARK WOODS, V. P. and Treasurer and Asst. Secretary.

Fourth Row: GEORGE ENGLIS, V. P. and Managing Director, Artists Service; C. LLOYD EGNER, Manager, NBC Radio-Recording Division; I. E. SHOWERMAN, Eastern Sales Mgr.; HARRY KOPP, Sales Manager, Central Division; SYDNEY DIXON, Sales Manager, Western Division; KEN R. DYKE, Director of National Sales Promotion.

Bottom Row: A. A. SCHECHTER, Director of News and Special Events; ROBERT H. WHITE, National Sales Representative, Detroit; JUAN DE J. ALMONTE, Assistant to the President; JOHN M. GREENE, Circulation Manager; GEORGE FREY, Assistant Eastern Sales Manager; D. R. BUCKHAM, Sales Representative; E. P. H. JAMES, Adv. Mgr.



DON E. GILMAN

NBC's popular Western Chief has been a leading factor in putting Hollywood on the air—sponsored by the nation's leading advertisers . . .

There was only one thing to do (decided the NBC Special Events department): to break into the commercial announcement and flash the news to the anxiously waiting radio audience. NBC did that, cutting the commercial short, and putting on the commentator who broadcast his on-the-spot flash scoop of the catastrophe. When it was over, the NBC Press Department went to work, filling the papers with the news by teletype and press releases, and explaining the break-in.

Next morning the NBC salesman handling the account that was interrupted arrived at his office early, expecting an irate call from the sponsor's advertising agent. The call arrived, all right, soon after he stepped into the office. But he was well-prepared for the tirade poured into his ear; he had already gone into the matter with the Program, Special Events and Press chiefs, and had discussed the situation with the Sales Manager. So he had all the facts of the case, and the pros and cons of the action taken, lined up for his client's consideration. Largely by virtue of the salesman's human and common-sensible handling of the situation, the advertising agent quickly saw the point that the sponsor—if anything—would benefit by the publicity consequent to the break-in, and that NBC, being a public service instrument as well as an advertising medium, owed it to its audience to bring it news of such import as soon as it occurred. The agent in turn convinced his client of the necessity of the break-in, soon everybody was happy: the sponsor himself, who was convinced the sale of his product wasn't hurt by the interruption; the agent who presented this point of view to the sponsor; the salesman who gave a clear picture of the situation to the agent; the NBC Special Events department which gained a scoop; and lastly, the great radio audience, which once again was served with speed, efficiency, and accuracy.

Before giving you a handful of biographical sketches of NBC'ers, both in and out of Sales, who have contact with advertisers and their agencies and help make the NBC advertising wheels go around, I want to say a few words more about the "human" approach in radio salesmanship.

Once the product of almost any other type of organization is sold,

and the customer well satisfied—that salesman's job is over. Not so, however, in the case of radio. First of all, the radio salesman, in order to sell time on the radio, must establish a pretty close *personal* relationship with both the client and his agency. For the sale of radio time runs high up into thousands—even millions, over a long period of time—of dollars. And the negotiations require personality, resourcefulness and a real human relationship with the client. Then once the time is sold, the salesman's job has just begun. A hundred problems arise inevitably—and naturally—in the course of the program's run, problems concerning the entire planning, production and commercial success of the broadcasts. The break-in I just related is just one example. And this job of seeing that the best interests of the sponsor are served without stepping on the toes of the public belongs to the NBC salesman, which in turn means an endless round of personal relationships with both the sponsor and his advertising agency.

All this means wear and tear for the salesman (and associated NBC executives), and for that reason broadcasting is a young man's business if ever there was one. The vast majority of the men who personify NBC—although they've spent the biggest slice of their adult life in broadcasting—have contrived to cram an amazingly wide expe-

rience into the years preceding their arrival into radio. Yet they are young; or at least are endowed with youthful constitutions, without which they'd be unable to stand the the gaff and tension of the fast-moving business.

But this relative youthfulness of NBC executives—as compared with men of similar importance in most organizations of similar size—does not express itself in any such exuberance as you might expect. There is present, rather, a conservative yet strongly flowing current of progress, pioneering and achievement that impresses any observer who spends a little time around the organization. NBC has on occasion been chided with the term "high-hat" because of this lack of exuberance—but the absurdity of this notion is vehemently asserted by all who have had any intimate contact with the organization. An even more effective denial of this "high-hat" charge is witnessed in the warm and undemonstrative good-fellowship existing between NBC, its clients, and their advertising agencies. But a sketch of some of the men who embody the flesh and blood of the organization (I won't call them the main "cogs" in the NBC machine—for obvious reasons) will tell you better than any number of generalizations what makes the organization breathe as it does. Their pictures are shown herewith.



NBC's famed Pres. Lenox Lohr initiates the new 50,000 watt transmitter of pioneer station KDKA, at Pittsburgh (Oct., 1940), with the aid of Westinghouse's Scientist Dr. Frank Conrad, Movie Star Claire Trevor and KDKA's Mgr. Sherman Gregory.

Background Notes On NBC Executives...

LENOX RILEY LOHR was still in his early forties when, in 1935, he became president of the National Broadcasting Company. With him he brought a wealth of technical and executive experience. After graduating from Cornell with an Honors Degree in Mechanical Engineering, he was successively an Officer in the Coast Artillery Corps, an officer in the Corps of Engineers, Company Commander and Topo-

graphical Officer overseas with the Fourth Engineers, Adjutant of the 29th Division's 57th Infantry Brigade (where he was cited for meritorious service), Major, Instructor (after the war) in Electrical Engineering and International Law at the Army's Engineer School, Executive Sec'y of the Society of American Engineers and Editor of its Journal, The Military Engineer (from 1922-29), and finally General Manager of Chicago's

**LENOX
RILEY
LOHR**

Century of Progress . . . Thence Major Lohr came to NBC where he has since been steering the course of the world's largest broadcasting organization, adding many new affiliated stations and particularly building up the Blue Network as a nationwide medium in its own right. In spite of his driving job, the dynamic Major has also found time to become one of America's leading hobbyists, and at his Tarrytown home he spends much time at his workbench and tools, experimenting with electronic devices, producing homemade movies, building glass-bottomed boats, hunting and fishing, collecting gums, antique playing cards, coins and stamps. "Hobbies," says Major Lohr, "tend to relax the mind and produce a mental creativeness."

JOHN F. ROYAL

JOHN F. ROYAL was born on the Fourth of July, and since then his life has been a continual round of fireworks. He got his start as night office boy for the Boston Post, was a reporter at eighteen, ass't City Editor at 24, a leading press agent at 25. In 1925 he came to radio—from a job as general manager of the Keith theatre interests, covering their territory from Cleveland to Denver—as general manager of Station WTAM, within a few years was made NBC's Vice-President in Charge of Programs where he presents 70-odd shows a day to audiences of millions. . . . Royal is an authority on opera, on sports, on the stage, on aviation, is familiar with every facet of the entire field of popular entertainment. He's one of the world's busiest men—700 phone calls, 30 interviews, 14 hours of work per day. On his order an unknown is whisked into stardom, oceans and continents are bridged . . . Is never appalled by the necessity of accomplishing several chores simultaneously! While giving an interview he may also be talking to Helsinki, setting up a broadcast from London, listening to an audition being piped up to his office from a studio.

AUBREY LEONARD ASHBY

The pride and joy of little Olivet College in Michigan is none other than AUBREY LEONARD ASHBY, Vice-President and General Counsel of the National Broadcasting Company since 1929. The reason for Olivet's pride isn't hard to find, for not only has Ashby's career as teacher, school executive, corporation lawyer and pioneer in the development of radio law been consistently brilliant—but he also got his start while at college . . . While managing a hotel during his undergraduate summertimes, Ashby became friendly with men playing large roles in great national industries, later attracted the attention of John J. Jackson, general attorney for Westinghouse, by his skillful handling of a college fraternity's finances. This connection (after obtaining a law degree from New York University and teaching history for two years in Brooklyn and a post of sec'y at the NYU School of Commerce) led to the position of Assistant General Attorney at Westinghouse . . . Thence Ashby went to the University of Pittsburgh as Professor of Law and Finance, where his studies of the legal aspects of the radio industry led to his NBC Presidency and

job as General Counsel. Is also Director of the New York County Lawyer's Association, Chairman of its Committee on Communications, and a member of the Executive Council of the American Section of the International Committee on Wireless Telegraphy. . . . As NBC Vice President and General Counsel, he holds in his firm hands the many reins which guide NBC's stations and its clients through complex rules and regulations affecting programs, contracts, union regulations and government requirements.

A. A. SCHECHTER

The Second World War has made A. A. SCHECHTER, NBC's Director of News and Special Events, one of Radio's busiest and most responsible men. War news from all over the globe, from land, sea and diplomatic fronts, keeps him on the move night and day. It was Abe Schechter who scored radio's greatest scoop: the eye-witness version of the scuttling of the Graf Spee in Montevideo's Plata Estuary—in the course of which Abe Schechter bought an entire coastal lighthouse, to provide a vantage point for the NBC observer . . . In radio for over eight years, NBC's peppy News and Special Events Director was previously a star reporter for the old NEW YORK WORLD, City Editor of the INS and of the Associated Press . . . Was a pioneer in training newsmen in the art of radio writing as contrasted with newspaper writing. Is now radio's recognized authority on this subject . . . Among the broadcasts he arranged and directed which have made him justly famous are President Roosevelt's two inaugurations, the Coronation of King George of England, the birthday celebration of Egypt's King Farouk, the recent journey of England's King and Queen through Canada and the United States.

BERTHA BRAINARD

The ponderous title of Commercial Program Manager rests lightly on the auburn head of pretty BERTHA BRAINARD. Behind every program idea that Miss Brainard submits to great national advertisers is a wealth of eighteen years of varied experience in radio broadcasting . . . Miss Brainard planned originally for the career of teacher, but branched out into theatricals, hotel managership, reporter, during the War even served in New York City as ambulance driver, carrying wounded doughboys from incoming ships to base hospitals . . . In 1922, with the onrush of "wireless telegraphy," Miss Brainard's love for the theatre led to an interview with WJZ's Manager (then in Newark), and for six months thereafter she broadcast two Broadway reviews per week. Then she was offered a staff job arranging, writing and announcing programs; and as Radio advanced, so did Miss Brainard's duties; in 1923, when WJZ opened a branch office and studios in the old Waldorf Hotel, she ferried across the Hudson to take complete charge, and with the establishment in 1926 of the NBC, she was made Eastern Program Director, soon was promoted to her present post.

KEITH KIGGINS

Men and women have come to NBC from all fields of the professions, the arts, business and industry: in the case of KEITH KIGGINS investment banking was the pre-radio activity. After seven years of hard work at this trade in Portland, Oregon, and a few more with his own investment house in Kiggins and Vidal in New York City, Keith came to the NBC Station Relations department, and in July, 1939, stepped into the berth of Director of the Blue Network . . . Director Kiggins, however, wasn't a radio greenhorn when he came to NBC, for he had pursued it as a hobby ever since his undergraduate days. Thus, when he conducted a worldwide survey on the international aspects of radio on behalf of his investment clients, he gave the subject more than ordinary interest, and his results drew the attention of NBC executives, who subsequently invited him to join the organization.

School bored JAMES V. McCONNELL, so he left Loyola University, in his home town of Chicago, to start his career as advertising man. First he tied up with the General Outdoor Advertising Company (was Chicago Sales Promotion Manager before long), then with the Campbell-Ewald Company (was assistant director of outdoor advertising before long), two years later with the George Batten Company in New York (as a salesman), then with the Hearst organization (as national sales representative), and FINALLY, in 1929, with NBC (as a network salesman) . . . Jim didn't stay on as salesman for long, though, stepping up shortly from eastern zone manager of the Local Service Bureau, to Assistant Sales Manager, to Assistant to the Vice-President in charge of Sales, to Head of Spot and Local Sales—which position he holds today . . . And things have hummed since Jim has headed this NBC Division.

JAMES V. McCONNELL

The man who assumed the job as head of the newly coordinated National Sales Promotion Department was KEN R. DYKE, formerly NBC's Sales Manager for the Eastern Division. . . . Ken arrived at NBC in 1937 with a solid background in both advertising and Sales Promotion, having been general advertising manager of the Colgate-Palmolive-Peet Company and Johns-Manville Corp's Vice-President in Charge of Sales Promotion. . . . He has been as eminently successful at his new job—that of directing and supervising the promotion, research, merchandising and statistical work of the Network Sales Department—as he was before coming to NBC. His long experience on the buyer's side of the fence has given him a special advantage.

KEN R. DYKE

The successor to Ken Dyke as Eastern Sales Manager was a logical as well as brilliant choice—I. E. SHOWERMAN, Ken's former assistant . . . Showerman got his start in radio about a decade ago, as Salesman at NBC's Chicago office, but before many years he was the Central Division Sales Manager. Then came a call from the New York Sales Department, and Showerman packed his bags and came to Radio City, where today he supervises the NBC's Eastern Sales force.

I. E. SHOWERMAN

GEORGE H. FREY

Being the best golfer at NBC (he shoots down in the low seventies) isn't the only distinction held by GEORGE H. FREY, NBC's Eastern Division Sales Service Manager; George is also the one man I know who came to Sales from Engineering . . . He was a WEAFF engineer way back in 1924, continued his duties through 1929 (three years after the formation of NBC), and that year entered the Sales Department . . . George is mainly concerned not with acquiring new accounts for NBC, but with steering current programs through radio's turbulent waters. For years he has handled many J. Walter Thompson accounts (Charlie McCarthy, for example) and has seen to it that they stay on the air with a minimum of mishap . . . Perhaps it's George's engineering instincts that fit him for this difficult trouble-shooting task.

FRANK E. MASON

Dynamic is a mighty big adjective and one that is mightily overused, but if ever there existed a human dynamo it is FRANK E. MASON, Vice-President of NBC's Department of Information, which embodies the Press, the Inquiry and the International Short-Wave Divisions . . . Hardly a task that Mason worked on failed to give golden returns, from the time he won a Phi Beta Kappa key at Ohio State to his days at NBC, where he has been the organization's topnotch trouble-shooter, has organized the highly successful International Division which short-waves news and entertainment throughout the world; reorganized the Press and Station Relations Division; and brought about a greater cooperation between the Radio and the Press than ever before existed . . . Between his Phi Beta Kappa and his NBC days, Mason was a reporter, a magazine editor, head of the INS Paris Bureau, General Manager and then President of that same organization. Associate in Journalism at Columbia University's School of Journalism, a noted Army man . . . For his work in this latter field during and after the World War, Mason won the French Croix de Guerre, the U. S. Order of the Purple Heart, Rumania's Officer of the Crown Decoration and a citation from General Pershing. More prized than these possessions, though, is a letter from Brigadier General D. E. Nolan which terms him "The most capable and efficient regimental officer in the AEF . . ." As INS correspondent after the war, Mason roamed Europe, scored several great scoops, including the first interview with Hindenburg after the War's end . . . And to NBC Mason has brought all his genius for reporting, for organization and for drive. The tangible results of these qualities are apparent to anyone who knows NBC.

ALFRED H. MORTON

ALFRED H. MORTON, NBC's Vice-President in Charge of Television, was also an army man, resigned at War's end with a Captain's rank, joined the General Electric Company, thence RCA (he served a spell as European Manager), in 1934 came to the National Broadcasting Company as Business Manager of the Program Department . . . Morton jumped, rather than climbed up the NBC ladder, and last year, with an enviable record behind him in managing stations programmed by NBC, he claimed his present post . . . A great showman, yet with his feet planted

solidly on the ground, Morton is largely responsible for the swift progress of television in this country. Under his supervision, NBC's Station W2XBS has shot ahead not only from the technical standpoint, but its production and programming efforts have, through skillful experimentation, achieved an amazing degree of excellence. Dozens of sponsors already have been lined up for the day that W2XBS is granted a commercial license . . . All of which has been a result of teamwork amongst the various departments involved in television; and of the leadership, the showmanship and pioneering efforts of Alfred Morton.

GEORGE ENGLES

The entertainment world claimed GEORGE ENGLES, Vice-President and Managing Director of the NBC Artists Service, when he was still a boy. He was the fellow who came out between vaudeville acts at Proctor's Theatre resplendent in blue uniform and changed the cards on either side of the stage . . . From Assistant Treasurer of that same theatre, he became Walter Damrosch's executive assistant (that was in 1917), thence Manager of the New York Symphony Orchestra (he organized their famed European tour), and in 1920 organized his own concert bureau, within eight years was one of the most influential figures in the concert business, managed Paderewski, Schumann-Heink, Heifetz, Marion Talley, many others . . . In 1928 Engles became director of NBC's Concert Bureau, which post soon led into his present one . . . He has pioneered many ventures in the concert field, the latest an Artists' management training school whereby new blood is brought into the field by intensive training of a picked group of NBC employees.

NILES TRAMMELL

Soon after his service overseas during the World War, NILES TRAMMELL, then still in his twenties, became RCA's district manager in Seattle, Washington, and since that time his career has paralleled the whole growth of U. S. broadcasting . . . He was transferred to RCA's affiliate, the NBC in 1928, was so successful in organizing and developing NBC's Central Division in Chicago, that he was named Vice-President of that Division . . . Just ten years after his transference from RCA to NBC, in 1938, he was appointed an Executive Vice-President, which duties he now carries out at Radio City. Niles has always been very close to advertisers and advertising agencies, and brings a stronger sales viewpoint than ever before to the entire NBC executive group . . . With his genial smile and still-noticeable Georgian accent, he is one of the best-known executives in the entire radio game.

WM. S. HEDGES

Few people have had the extensive executive radio experience of WILLIAM S. HEDGES, Manager of the NBC Stations Department. He entered Radio in 1922, when the industry was still an infant, establishing the Radio Department of the Chicago DAILY NEWS.

Later he became President of that newspaper's station (WMAQ), which experience led to managership of KDKA and WLW and the Vice-Presidency of the Crosley Radio Corp. In 1928 he was named President of the National Association of Broadcasters, three years later was made chairman of the NAB's Executive Committee . . . Hedges' association with NBC started in 1931; in 1934 he became Manager of all NBC Managed and Operated Stations; not long afterwards he was put in charge of the Stations Relations Department; and last April became head of the newly created Stations Department . . . His new job is a responsible one, as Stations comprise the former Station Relations Department, the former M and O Dept., the Traffic Dept., National Spot and Local Sales, and the Office of Development and Research . . . a task that would faze any man not possessed of the administrative, executive and practical broadcasting experience of Bill Hedges.

ROY WITMER, NBC's Vice-President in charge of Sales, has probably done more than any one person to develop broadcast advertising as a stable industry . . . He came to NBC in 1927 as a salesman, after a boyhood on a farm, an education at Leland Stanford, and extensive experience in accounting, manufacturing and selling. By 1929 he was NBC's Assistant Sales Manager, two years later a Vice-President . . . Under his dynamic leadership radio advertising was developed to its present high level, and each program individualized to meet the specific needs of the advertiser. Radio is still just as much play as work to Witmer as it was when he entered the field because he liked the thrill of uncharted ground and its vast yet undeveloped possibilities. Tall, commanding and athletic, Witmer still hammers away at the principles he expressed back in 1930 when he said that "too many manufacturers and distributors look upon Radio as just another advertising medium . . . they forget that broadcasting is an entirely different one, requiring a technique of its own. A radio program must entertain. One dull spot is enough to tune it out of the average listener's home!"

Before his appointment as Central Division Manager early in 1939, SIDNEY N. STROTZ was Chicago's NBC Program and Artists Service Manager, previous to that had acquired an imposing array of business titles: Vice-President of an Automobile Company, Vice-President of the Wrap-Rite Corporation, President of the Chicago Stadium Corporation . . . This latter organization Sid organized himself, and under his leadership it built and operated the largest indoor arena in the country. Sid himself promoted every form of entertainment from circuses to ice carnivals, brought Sonja Henie here for her first exhibition tour . . . which alone warrants a medal . . . It was when Niles Trammell moved to New York that Sid took charge of the Chicago office and late in 1939 his success there led to his appointment as Vice President in charge of the Central Division.

Hollywood's new and great Radio City, home of NBC's Western programs, symbolizes the tremendous advances that have taken place in the Western Division

ROY WITMER

SIDNEY N. STROTZ

DON E. GILMAN

of the National Broadcasting Company during the eleven years in which DON E. GILMAN has headed the radio domain stretching today from Montana to Honolulu. . . . Don's radio career began in 1927, as Manager of NBC's Western Network, and in 1929 he became Vice-President in charge of the Western Division, since then has not only fathered Hollywood's Radio City, but expanded also the Western Division of NBC so that today it serves eleven states and Hawaii through the facilities of thirty-two stations. . . . One of the West Coast's best-known figures in advertising circles, Don has always been interested in communication of ideas, by spoken and printed word, and back in the twenties, when radio was just emerging from the experimental stage, he realized here was a new medium ideal for transmission of thoughts and knowledge. . . . Has had extensive newspaper experience, both in editorial and advertising ends, before coming to radio, and was President of Commercial Club (San Francisco), President of Pacific Advertising Clubs Association, Vice-President of Associated Advertising Clubs Association, National President of Alpha Delta Sigma, in 1930 was named on the Roll of Honor of the twelve "Greatest Californians." At present is a Director of the All-Year Club of Southern California. . . .

A. E. NELSON

A. E. NELSON, Manager of Stations KPO and KGO in San Francisco, once founded and owned a radio station: Chicago's WIBO. But he left WIBO in 1934 to join NBC as General Manager of KOA. Subsequently he was transferred to KDKA, in 1938 became NBC Blue-Network Sales Manager, a year later stepped up to his present post.

ROBERT H. WHITE

NBC's Detroit Representative, ROBERT H. WHITE, has been as extensively trained in automotive advertising as almost any man: served (in part) as advertising manager of Pontiac Motors, Assistant Advertising Manager of Chevrolet, Sales Promotion and Advertising Manager of General Motors Radio Company. . . . So, since coming to Radio in 1928, Bob White has logically been active in planning and directing radio programs for automotive accounts. . . . In 1934 was appointed to his present post.

J. M. GREENE

A member of the class of 1919 at Harvard, J. M. GREENE came to NBC in 1935 after wide radio and selling experience. . . . In November, 1939, a new post was created for him. . . . Circulation Manager of NBC—and he has since proved its essential place in the radio industry. . . . Greene is charged with network and station circulation measurements and their application to network sales, which all is in line with the trend in radio towards recognizing new standards of circulation measurement. . . . Greene also participates in client contacts and supervises the evaluation of new facilities and facility changes from the network sales standpoint.

H. M. BEVILLE, JR.

If you want to get figures on almost anything pertaining to radio sales, the man to go to would be H. M. BEVILLE, Jr., NBC's Research Manager. . . . A walking book of statistics, Be-

villie came to NBC in 1930 following his graduation from Syracuse, assisted in the formation of the Statistical Department, before acquiring his present post as NBC's chief statistician. . . . His work in this field has led to a faculty post of the New York Business Institute and memberships with the American Marketing Association, the Market Research Council and the American Statistical Association.

CLAY MORGAN

CLAYLAND T. MORGAN, tall, husky, distinguished, was Head of NBC's Publicity Department before he became Assistant to the President for special public relations and institutional program assignments in 1939. . . . A familiar figure to practically all NBC'ers because of his friendliness, his astuteness, his heartiness, Clay came to the organization in 1936 from the French Line, where he was also Publicity Director.

JUAN DE JARA ALMONTE

JUAN DE JARA ALMONTE was born in Paris, the son of a Spanish diplomat who was stationed in London. He was therefore something of an inborn cosmopolite, and his education on the continent and international journalistic experience furthered this quality. All of which might appear irrelevant; but it's not, because Almonte's job of Ass't to the President and Night Executive, wherein he greets and takes care of all distinguished visitors to NBC headquarters, calls for a man of his calibre and experience. . . . As well as speaking eight languages fluently, Almonte possesses all the natural grace and diplomacy necessary for his post as NBC's official host. . . . It was in 1927 that he came to the organization—as a salesman. Now and then, along with other members of the sales staff, he spent an evening acting as welcomer, soon was made Night Sales Representative which led to Night General Manager which, in turn, led into his present job.

MARK WOODS

Still well under forty, and NBC Treasurer and Vice-President, MARK WOODS was with NBC from the beginning. Even before the beginning, in fact, for Woods joined A T & T after the War, joined their radio department at its inception, has been an NBC Officer since its organization in 1926. . . . In those early days of network broadcasting, Woods, without the benefit of precedent, raised his voice loudly in favor of a businesslike, carefully budgeted organization as against the loose, theatrical type of operation. His convictions won out and his confidence that NBC could fulfill its progressive destiny without sacrificing conservative business principles have proved not only valid, but necessary. . . . It was quite inevitable that the man who so helped establish the radio industry and many of its financial principles be elevated (in 1937) to the high position he holds today. . . . even though he is still a "youngster."

WILLIAM KOSTKA came to NBC's

Press Division in 1938 as a staff writer, and in 1939 he was Manager of the entire Division, guiding the destinies of NBC's publicity. Behind him, Bill had a wealth of editorial experience with newspapers and magazines. Between his graduation from Knox College in 1927 and his arrival at NBC a decade later, he served as Head at INS's New York Copy Desk, Central Division Manager of the same press association, Managing Editor of Fawcett Publications, and finally as editor and publisher in his own name. . . . Kostka, unlike the popular idea of a publicity chief, is soft-spoken, unblustery—but in his quiet, efficient and cooperative way sees to it that things get done. Together with Frank Mason, Vice-President in charge of his department, he has done pioneer work in cementing good relations between radio and the press.

WILLIAM KOSTKA

Instead of having the censor's proverbial sour personality, JANET MACRORIE is a remarkably congenial and human person, wears a disarming smile. Briefly, the job of the "MacRorie Office" (Continuity Acceptance) is to review all scripts and thus enforce policies that are designed to keep radio in harmony with public interest. It was a brilliant record in reporting, writing, advertising, and public relations work that led to Janet MacRorie's present post at NBC, whose attention she attracted one evening as she stood before New York's Advertising Club and stated her convictions about the whole business of advertising. . . . That was in 1935, and since that time she has been responsible for NBC's script-ual policy enforcement, a job requiring infinite patience, tact and savoir faire in her relations with NBC's many sponsors. . . . But somehow she has managed to make many more friends than enemies—which is about the highest compliment one could pay to a person whose job it is to say "NO".

JANET MACRORIE

Oldest NBC salesman from point of service is D. R. BUCKHAM, who has been selling time on the air since the organization's foundation in 1926. NBC's "Dean of Salesmen" has also seen more service than anyone else in the organization, having served with the Canadian Army (the Toronto University Contingent) from 1914 through 1919. . . . After the War, he passed a number of years selling outdoor advertising. Buckham's wide range of acquaintanceship was further gained with the A. W. Shaw Publishing Company which was later absorbed by McGraw-Hill, and the Literary Digest. . . . Harry's still a bachelor, and member of Chicago's Advertising Club, the Illinois Athletic Club and the Merchants and Manufacturers Club.

D. R. BUCKHAM

Few salesmen get their starts as singers—but that's the case of SYDNEY DIXON, for three years NBC's West Coast Sales Manager. . . . After a spell at the University of Washington and the Myers School of Voice in New York, Syd sang over several far-western radio stations, later became staff tenor, sports announcer, program and sales manager on several Seattle stations, including KOMO. . . . In 1931 was voted most popular radio artist in Northwest by

SYDNEY DIXON

Turn to Page 267

The CASE For ELECTRICAL TRANSCRIPTIONS . . .

Radio Sells an Opportunity for Circulation of the Advertiser's Message; Transcription Cuts the Cost to Meet the Smaller Purse . . . Local Advertisers Enabled To Compete With Chain Efforts For Audience Attention. Program, Market Costs, Analyzed

By FREDERIC W. ZIV, Pres. Frederic W. Ziv, Inc., Cincinnati

MARKETS are markets . . . whether the marketer be National, Regional or Local. Be the market Peoria, Ft. Wayne, Columbus, Harrisburg or Pensacola, the local grocery chain and the national grocery chain compete for the same customer, the same dollar, the same market. The local coffee roaster competes with the national coffee roaster, the local meat packer, the local baker, the local drug chain, the local gasoline marketer with his national competitor.

On what basis can they compete? Whether baker be national or local, a Chevrolet bread delivery truck costs approximately the same. Whether grocer be local or chain, a "room" rents for about the same. Whether packer be local or national, cattle on the hoof costs each the same. And salesmen seem to collect about the same stipend each Saturday night whether the check is handed to him by the boss or comes by mail from "home office."

There seems to be one item in this competition, however, where the national advertiser has a distinct advantage . . . *Radio Advertising!*

How can the local advertiser sponsor Jack Benny? Charlie McCarthy? Amos 'n Andy? He just can't. And yet, radio seems such a powerful sales weapon for the national advertiser, how can Mr. Local Advertiser compete? He feels, and probably rightly so, that radio, more than any other medium, sells, not circulation . . . but an *OPPORTUNITY* for circulation. The *program* to a very large extent determines the circulation of the sponsor's advertisement.

How can the local or regional sponsor compete on the air? Live talent? The very nature of the talent situation is such that "stars" gravitate to New York, Chicago, Hollywood. Even if the sponsor had an idea or a script that offered possibilities, in most markets the talent is not available to portray it

professionally. And all of us who have worried with scripts know that script writers, like actors or singers or comics do not stay long in small markets if they have ability.

The answer is: Transcriptions. There is no reason why electrically transcribed programs for the local sponsor should not be just as good as competitor network features. The only exception being comedy. There are but half a dozen outstanding comic personalities and these are all on the networks. Building new comedians is a delicate task and one which the local sponsor should avoid. But transcriptions offer all other types of programming for local sponsorship.

Take the continued story technique for example. Let us take each item:

Script: There is no doubt but that the most important item in any radio drama is the script. No matter how fine the talent, they still must read the words typed on those sheets of paper. There is no reason why the local sponsor's script should not be equal to the network script.

Talent: Use the actors who portray similar roles in network shows. Thus local sponsor is assured network caliber scripts and talent.

Recording: The quality of recording should not be strained . . . to jumble a quote. Recording engineers have made brilliant strides forward in the last few years. The quality is such today that programs suffer not at all by being transcribed. But, of course, the local or regional sponsor must be on guard against inferior quality.

Production: The same rules that apply to script and talent apply here. A producer with proved network success should be used to produce the syndicate transcriptions.



Between signing orders for clients' accounts that offer 726 quarter hours (Over WSAI, Cincinnati—with Dewey Long, Genl. Mgr., sitting in, right) expert transcription creator Frederic W. Ziv, Cincinnati, discusses other phases of radio advertising . . . that of merchandising. Ziv ties in his transcriptions with cleverly lithographed posters, brochures, displays, etc. . . . all materials essential to a complete merchandising job for an air program.

Result—a show network in caliber of script, talent, production and mechanical perfection.

Proof that script, talent and quality are of this caliber may be found in the fact that network sponsors themselves frequently purchase such syndicate transcriptions for spot advertising—to augment their schedules in certain markets—to fill in where perhaps they market their product under a different brand, etc.

There is one other factor which enters, to the local sponsor's advantage, in the use of Electrical Transcriptions. In most cases the local sponsor receives the benefit of the experience of other sponsors in this same line of business in other markets—frequently similar markets. And the trend on the part of progressive syndicate transcription producers is to build the program for one particular type of sponsor and then to *prove* the program for one of these sponsors in one market or for sponsors in a few markets—all sponsors in the same classification. Usually the local man when he is considering a show examines who has used it in other markets. Chances are he recognizes the names as being leaders in his field—men he has met at conventions, or read about in his trade press. Their experience with the program is available to him. He can write,

telephone or visit such sponsor and soon be completely equipped with his colleague's experience, method of use, etc.

Were it not for transcriptions, the local or regional sponsor could use news, spot announcements or "participations," but news, spot announcements and participations are not going to sell every product every time. Some products, some sponsors want, need and should use "programs." The answer: Transcriptions.

Cost? Good transcriptions for the local sponsor usually cost less than the "per market" price of network programs. Take a once-a-week half hour night-time network dramatic show costing \$4500 (inexpensive, as night-time network shows go) running on 50 stations (quite a list, even for night-time network)—that means \$90 per market. A good transcribed half-hour dramatic show, costs much less than that, yet contains all the success elements of outstanding script, fine talent, skilled production.

Or take a script show on the network delivering 5 fifteen minute programs per week—script—talent—production, for \$2000 and running on 40 stations (which, again, is more than the average list of network script shows run) and the cost is \$50 per station per

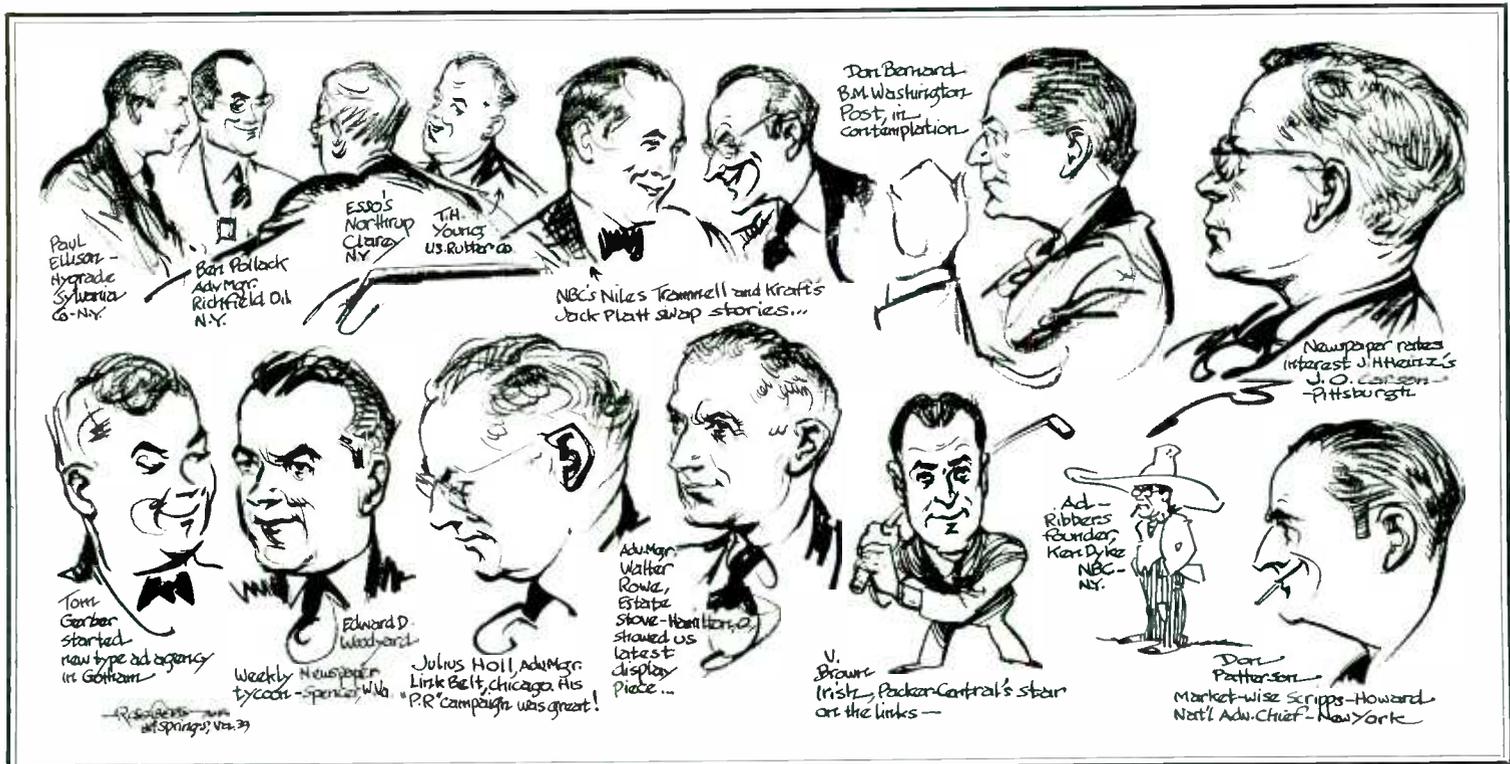
week. In most cities the local sponsor can buy good transcriptions for that—or less.

So shed no tear for the LOCAL or REGIONAL sponsor who says "I can't use radio because I can't compete with the network programs of my national competitors." He's wrong. The local sponsor *can* obtain a carefully planned, expertly executed radio campaign that is NATIONAL in dominance and effectiveness, but LOCAL in cost... via transcriptions.

Good transcriptions are expensive to create and produce, but since they are offered in many different markets to many separate advertisers, each of whom pays only a fraction of their original cost, the cost of the programs to the local sponsor on a per market basis is no greater... if as great... as that of an equivalent show produced for a national advertiser.

Who makes these ETs available to the local sponsor? There are not many of us. First, because a series of 260 15 min. programs (like our "Freshest Thing in Town" or our "Secret Diary") cost about \$100,000 per series for masters alone—and second, because it requires quite an elaborate selling organization to place the programs on sufficient stations to prove profitable.

They *have* to be good!



All phases of advertising and media are liberally discussed at the annual conclaves of the Association of National Advertisers. Its members spend in excess of \$300,000,000 annually on schedules that include, also, transcriptions for extensive spot broadcasting. The above sketches were drawn at The Homestead, Hot Springs, Va., at the 1939 ANA convention, by Manuel Rosenberg, Editor *MARKETS of AMERICA*.

H. A. "HARRY" PORTER

Offset Printing Volume Today Exceeds \$200,000,000 Annually...

Advertisers Are Buying Vastly Increased Amounts of
Newest Form of Printing— Offset... Porter Tells Why
It Has Won Its Important Place In Modern Business

By H. A. PORTER, *Vice President In Charge of Sales,
The Harris-Seybold-Potter Co., Cleveland*

IN ANY study of the Markets of America, the celebration this year of the 500th Anniversary of Printing from movable type should be at least commented upon. The effect of the printed story upon markets as we know them today cannot be over-emphasized. Consequently, the printing method that is today making the most rapid progress of any of the three methods of putting ink on paper is of major importance.

The government biennial census of manufacturers in 1937 evidences the fact that offset printing increased almost 50% as against the previous census of 1935. This growth has been continued. Today even the most conservative calculations place the offset volume in excess of \$200,000,000 annually—a figure more than twice that of the volume of 1935.

Since the inception of the offset press in 1906, I have watched with ever-increasing interest the growth and the development of the offset presses. On every hand it is increasingly recognized that the offset process does produce sales. It is universally recognized as the fastest growing among the three printing methods. This fact is due in large part to the adaptability of the process to so many types of reproduction.

It is particularly interesting to me this year which marks the 34th year of my continued and uninterrupted service with Harris, the company that has pioneered offset development in America and continues to maintain leadership, to look back upon the changes since the development of the process in 1906. I recall vividly the early struggles because I had a part in them, work-

ing with Mr. A. F. Harris who has this year been honored by the Manufacturers' Association for his pioneering of the offset method.

I esteem it an honor to pay tribute to the early pioneers in offset who recognized even in its earliest beginnings, with reproductions only in black and white, its potentials in the field of color. These men had the courage and the vision even in those early days when they had no background of many color impressions, to recognize that eventually four-color work could be produced on one offset press at one time.

They dared to picture the pleasing effects of offset made universally available. It is because of the work of these early pioneers that offset is now regarded as the medium through which new and modern expression is best obtainable. It has been only during the last ten to fifteen years that offset has really started to grow. It seems to me that it grows because it has no quarrel with any other printing process, no antagonism.

I am firmly convinced that offset, as lithography is popularly called today, is due for a growth that will dwarf into comparative insignificance anything that we have yet seen.

Labeled "A Carnival of Color" this riotous, intricately designed pictorial spread is part of an 8-page insert in the very colorful "Litho Media." The insert, supplied by Harris-Seybold-Potter Co., manufacturers of offset presses, dwells on lithography, with particular emphasis on the advantages of printing by offset. It contributes colorfully and informatively to a tremendous and amply illustrated work on the sales potentialities of the many lithographed advertising media. Artist T. M. Cleland designed this HSP insert, drew the scene directly on plates. Rogers-Kellogg-Stillson very capably lithographed it.



UTA
New York City
1939...

Addressing the nation's printing plant owners—who celebrate patron saint Gutenberg's 500th anniversary this year—Porter told them of the place of Offset in their competitive picture . . . "it has no quarrel with other methods of printing . . . it is an adjunct form. The printer should fit the process to the job at hand," he declared.

Perhaps there is no better way to realize either the present importance or the potential of offset than to study a book produced very recently entitled "Litho Media." So important have some of us deemed this book on offset to be that we have recently mailed over a thousand copies to the largest buyers of printing in America. The recipients of these books constitute a large part of the markets of America and so are interested in the advantages of lithography to them as a sales tool.

I like to think of offset in a co-operative relationship with the other printing methods. I believe firmly that for each job some one printing method is best and that work should be adapted to the reproduction process rather than the process to the work. But I also believe that frequently two or more of the methods can be used profitably in combination.

Radio Develops Offset Sales . . .

There are so many uses for offset today that one can mention only a few—and these merely illustrative of what is taking place in the industry. I like to think of the radio

field as one of the great markets for offset reproduction. A few years ago it was not so universally understood as it is today that there was no quarrel between offset lithography and radio as advertising media. The radio stations and the radio chains have done and are doing a splendid job with direct mail produced by the offset process. Practically every program has a potential promotional tie-in with some form of printed material—and offset is the method more and more selected to make permanent by a beautifully produced brochure or folder, the story on the air by radio.

The Markets of America are using more and more offset—offset reproduction of fabrics on rough paper so faithful in their portrayal that one can almost feel the material depicted—magnificent reproductions of original paintings faithful in detail—direct mail advertising pieces of myriad kinds—catalogs in countless classifications—these are but a few of the many applications to which offset is recognized as the process best fitted to reproduce the work required.

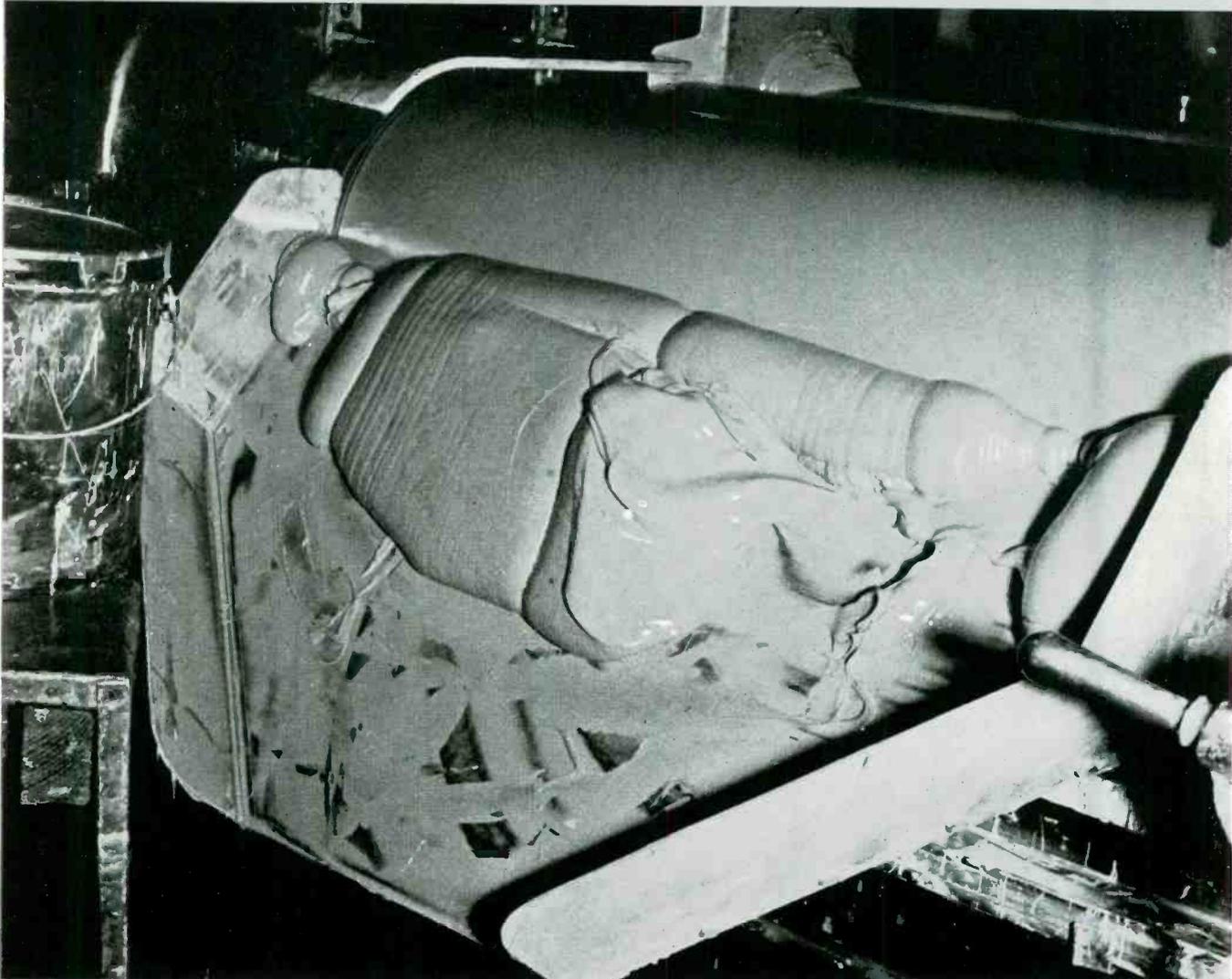
It will be well worth while to consider other fields where offset is producing greater and still greater volumes of work in from one to four colors. There are letterheads and letter forms, particularly the 4-page letter, post cards, industrial and school publications, books covering a wide range from children's picture books to hard bound standard works.

There is a tremendous field for offset in point of purchase advertising familiarly known as display advertising, in blotters, calendars, book and magazine covers, envelopes, blow-ups, house organs, posters of many sizes, streamers, cartons, transparencies—all of these vital in the merchandising activities for the Markets of America.

There are car cards, menus, road maps, sheet music, package inserts, office and factory forms, labels. An ever-increasing field is lithographing on metal, on wood, and countless other materials.

Practically every company and every phase of modern living has use for and uses this offset process that we like to think of as the modern method of business.

One grind after another



... until the batch is perfect for the purpose intended. You can't overlook the importance of careful grinding in ink formulation—nor do we. We employ the most modern equipment for grinding and testing in our plants. Fuchs and Lang have been grinding inks for 68 years and that's a long grind, but not an unpleasant one.

THE FUCHS & LANG MFG. COMPANY

(ESTABLISHED 1870)

DIVISION · GENERAL PRINTING INK CORPORATION

100 Sixth Avenue, New York

BOSTON

CHICAGO
SAN FRANCISCO

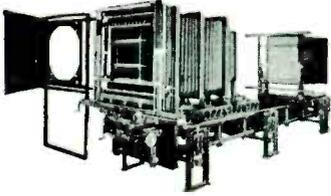
CINCINNATI
FORT WORTH

CLEVELAND
LOS ANGELES

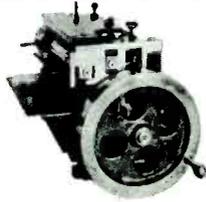
PHILADELPHIA
TORONTO, CANADA

ST. LOUIS

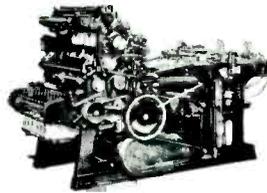
STEP AND REPEAT CAMERAS



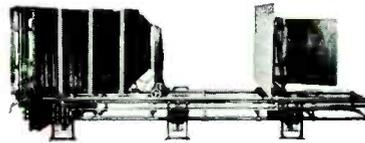
LABORATORY COATING MACHINES



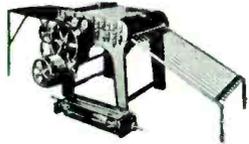
OFFSET PRESSES



PROCESS CAMERAS



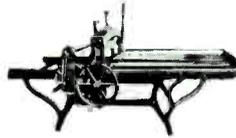
PRESS PLATE WHIRLERS



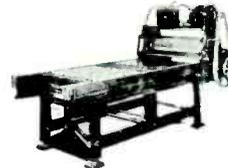
FLAT TIN BRONZING MACHINES



LICENSE TAG COATING MACHINES



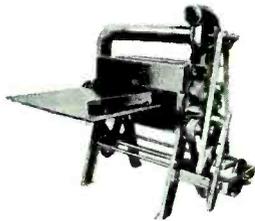
LITHOGRAPHIC HAND PRESSES



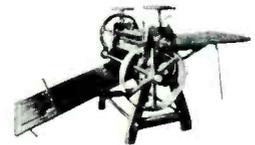
OFFSET COLOR PROVING PRESSES



VACUUM FRAMES



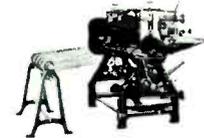
METAL DUSTING MACHINES



ROLLER EMBOSsing MACHINES



"STREAMLINE" SPOT COATING MACHINES



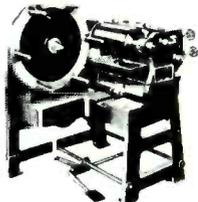
"STREAMLINE" METAL COATING MACHINES



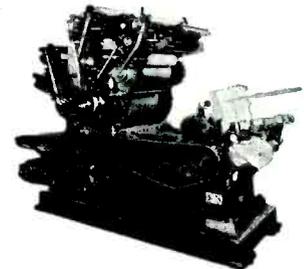
SUCTION ENLARGING BACK FOR FILM OR PAPER NEGATIVES



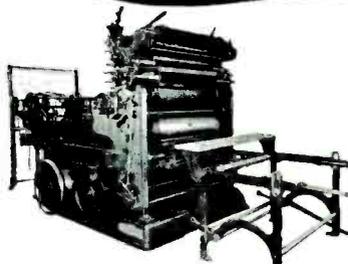
RUBBER TRANSFER CYLINDER HAND PRESSES



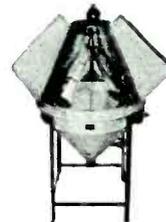
COLLAPSIBLE TUBE COATING MACHINES



SPECIAL MULTI-COLOR DRY OFFSET PRESSES



"STREAMLINE" ROTARY METAL DECORATING PRESSES



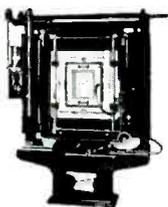
WHIRLERS FOR GLASS PLATES



TWO COLOR TUBE COATING MACHINES



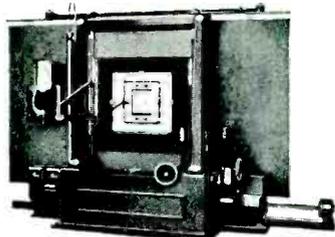
PHOTO-LETTERING MACHINES



JUNIOR PHOTO COMPOSING MACHINES



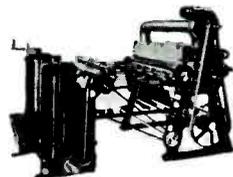
GRAINING MACHINES



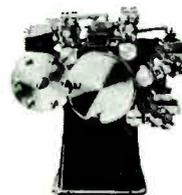
PRECISION PHOTO COMPOSING MACHINES



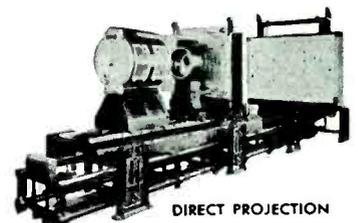
AUTOMATIC SUCTION PILE FEEDERS (attached to Coating Machine)



AUTOMATIC PILE LIFTS (attached to Dusting Machine)



MULTI-COLOR COLLAPSIBLE TUBE PRINTING MACHINES



DIRECT PROJECTION MACHINES

CONSULT *Rutherford* for EQUIPMENT

The equipment displayed 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



25,000 years ago, cave-men advertised their prowess as hunters. Their "signs" remain today.



Signs in the market place of Athens kept the ancient Greeks posted on what was new. Signs told what shops sold.



And in the Middle Ages, signs like this said - "This is the Flaming Sun Tavern".

Outdoor advertising has traveled a long way from the days of the cave-man, thru the cultural Greek period, the Middle Ages and the advent of printing from movable types, to today's production of posters via photo-lithography. Coca-Cola's house organ, *The Red Barrel*, pictured this development with the above fine illustrations.

MAKING POSTERS HUMAN *and* KEEPING 'EM THAT WAY

For Greatest Effectiveness, Keep Poster Efforts Gearing To Present Day Living Tempo...All Important That Lithographs Retain Original Advertising Art Substance, Giving Quality Reproduction

By MERLE D. PENNEY, Sales Promotion Director, *The Forbes Lithograph Co., Boston*

“WHEN you were but a gleam in your father's eye” . . .

Catch that gleam . . . record that gleam . . . PORTRAY THAT GLEAM!!! And, do it faithfully, and with all the potency and alert purposefulness that gives that gleam its driving power . . .

That's the job of poster advertising, in this new-born fifth decade of the twentieth century.

Fidelity, and authentic picturization of the subject matter is the order of the day for posters that are to flash crisp, crackling, convincing sales messages about successful products. 'Twas all right for "Butch" Hairyman to squat outside his cave dwelling and laboriously chisel out his simple conceptions of life and its possibilities with outlined animals and characters. His output represented one of the earliest attempts at outdoor advertising; and his creative ability and craftsmanship were in keeping with the I.Q. of that era.

Then, as we come racing along the trails of history for many thousands of years, we elbow other shining examples of the proper manner of getting your message

across to people on the move. Assyrians, Babylonians, and Egyptians carved hieroglyphs and characters on walls and on tablets, as announcements and proclamations.

The Rosetta stone, which supplied the key to Egyptian literature, is an example, as it carried notice to the public regarding taxes. Trajan's column in Rome, which records the conquest of Parthia, is another; and, it is recorded that the finest types of poster lettering of today were inspired by the lettering on that column.

Shopkeepers in the market places of Rome, alert to the potential selling power of outdoor advertising, carved their stories of new products — and old products, too — on walls and stones.

These shopkeepers knew full well that in between the bacchanalian revels that historians would have us believe constituted such a predominant portion of certain eras of Roman life, there would come intervals when a-shoppin'-we-must-go.

Old man Jupiter might lift himself from his couch long enough to go searching for a new toga. Or, Queenie Redtop would surely be in

the market for some new pulse-provoking perfume or ointment that would help maintain her as top heart-throb of the day; or night. Hence, high-pressure messages inscribed in places of prominence: but crudely executed, when evaluated in terms of today's selling methods.

Along in the Middle Ages, outdoor messages and means of identification began to appear upon signs. Inasmuch as few people knew how to read, such signs carried messages that were mainly pictorial or symbolic.

However, following the Renaissance, the printed sign became quite common . . . a forerunner of the printed posters. Ultimately came posters decorated by woodcuts; and then, with the development of lithography, outdoor advertising in the form of posters really began to "go to town."

Early American poster activity was made up largely of the lurid and exciting pictorials and copy incident to the promotion of circuses, side shows, medicine men, state fairs and other enterprises, including auction notices, Fourth of July celebrations and carnivals. Then in-



The first all-photo produced 24-sheet poster is shown above . . . a 50 times blow-up of a carbro print of (the late) beautiful Jean Harlow, posted in 1933, ably produced by the Forbes Litho Co., Boston, via their patented "Sebrot" process.

dustry began to see the possibilities and potentialities inherent in this outdoor presentation of the product and service story; and from that time on, more and more skill went into every phase of this medium of advertising expression.

Lithographic artists began to tackle the reproduction of exquisite paintings as part of the poster stories; and these gigantic poster pictorials improved in quality from year to year as craftsmanship and technical production methods ran neck and neck in their efforts to excel in quality translations of the artist's word and picture eloquence . . . and in efficient production and distribution.

Posting procedure was standardized and put upon an intelligent and controlled basis. Techniques changed and kept pace with the increased tempo of life . . . American life, in particular.

Transportation methods speeded up. People out of doors moved by . . . faster and faster. The simple, moderate prospects of yesterday became the hurrying, scurrying, sophisticated consumers of today. Horse-and-buggy bed-time-story presentations became outmoded, and had to be streamlined to meet modern traffic and living conditions.

What was "good enough" twenty, and even ten, years ago won't be tolerated today.

Americans of today move faster; see faster; think faster; comprehend faster. Americans have become realists; and they quickly become impatient with messages that are incoherent or misleading . . . and messages instantly become both when they fail to be authentic and realistic.

A few years ago it was a maxim that posters, more than any other medium of advertising, must tell a

complete story quickly, intelligently and convincingly. Today, they must do so **MORE QUICKLY, MORE INTELLIGENTLY and MORE CONVINCINGLY.**

Whether the approach be dramatic in nature, amusing or emotional, it must be authentic and complete. A minimum of potent copy, and a dynamic pictorial . . . those are the prime essentials of a successful 1940 24-sheet, intelligently conceived and developed, and above all things, properly and faithfully reproduced in gigantic poster panel size.

A decade ago, 24-sheets were made by trained poster artists who copied the original painting by drawing with crayon directly upon the surface of prepared lithograph stones or press plates. The best work, naturally, was produced by the best lithographic artists . . . and other posters graded down in quality and fidelity in direct proportion to the skill and ability of the poster artists doing the drawing.

Certainly there were good posters produced by this method; very good posters, indeed! And, too, they were in keeping with the tempo of those days, even though many, many times, when the completed posters made their appearance upon the poster panels, there seemed to be something missing. A certain intangible something that had been created and painted into the picture story had escaped somewhere along the line during the manual copying processes.

Then came the introduction of the camera into the process of poster making!

Alert and progressive lithographers had for years been developing and perfecting ways and means of employing the all-seeing lens of the camera in maintaining fidelity of

reproduction from making the original by photography, to photographing the finished sketch with color separation cameras in order to obtain the necessary photographic negatives from which the actual press plates could be photo-composed . . . a final camera operation that replaced the hand transferring of pre-camera lithographic days.

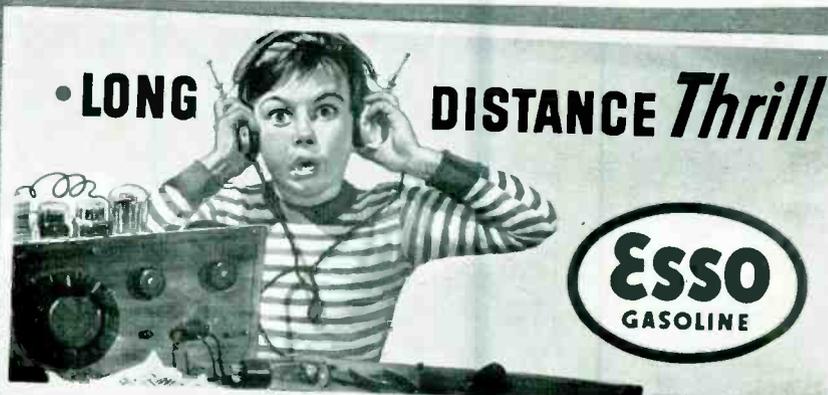
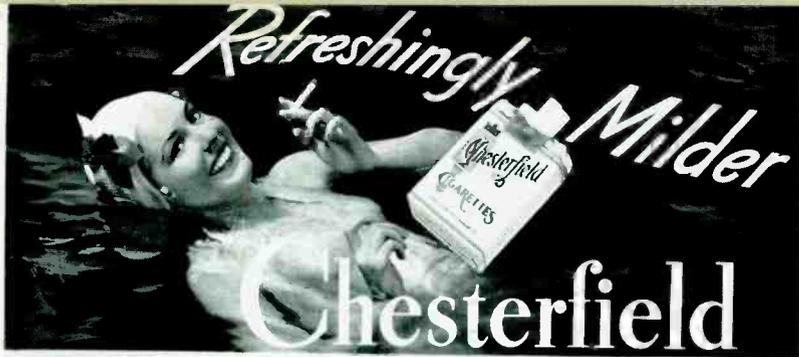
Courageous souls ventured to apply these photographic methods to poster reproduction, with amazing results. During the past four or five years more research and experiments have provided an all-process method (Forbes SEBROT process) whereby everything that is incorporated in the sketch for the poster, whether by an artist or by a photographer, is faithfully and accurately reproduced on the poster.

So, again aggressive and progressive American perseverance and ingenuity have enabled an industry to keep up with the parade, and to keep a step ahead. People want realistic fidelity—and they get it today, on posters that tell a convincing story.

To be convincing, that poster story must appeal to one or more human emotions—and this applies to the picture even more than to the copy. And, to appeal to the emotions, the pictorial must have human interest.

The best and outstanding contemporary illustrators and artists inject human interest into their advertising pictures in one form or another, in varying degrees; and so do the successful photographers. They do so whether their assignment is to portray taste-tempting still lifes; exotic wild lifes, or sensuous high lifes. It immediately becomes the job of the lithographer to catch and hold every bit of that human interest in the 24-sheet reproduction . . . it can be done, and is being done; the successful poster advertisers are insisting that it be done.

If the artist introduces an intriguing roguishness into one of his characters, he and the agency and the advertiser want that roguishness portrayed on the poster in all of its vital effectiveness. It was put in there to do a job . . . and it must be given an opportunity to do that job. If the theme is ecstasy, or surprise, or extreme satisfaction, that theme must appear upon the poster panels throughout the coun-



24-Sheet posters lithographed via the "Sebrot" photographic process.

Entire poster from a carbro (color photo)
 From a carbro (color photo)
 Agency: Lord & Thomas, N. Y.
 Kodachrome

24-Sheet posters excellently lithographed via skilled artists' efforts, without the aid of the camera.

Artist: Gil Elogren
 Agency: D'Arcy Advertising Co., St. Louis
 Artist: Howard Scott
 Agency: McCann-Erickson, Inc., N. Y.
 Artist: Frederic Stanley
 Agency: McCann-Erickson, Inc., N. Y.

Editor's Note . . . each of this group of striking posters was excellently lithographed by Forbes Lithograph Co., Boston.

try in full force, just as it was introduced by the brush, or caught by the camera lens.

Now that the photo-conscious age is here, and so many advertising pictorials are camera compositions, this matter of fidelity in reproduction has reached major importance.

You can't fool Johnny, and Billy, and Susy Q. Public with anemic, half-baked or over-done misinterpretations of a real life photo-story. They're too well versed in the many phases of photo-realism! And, why shouldn't they be?—they've been reared mid the talkies, tabloids, news-picture magazines, home movies and photograph competitions. Colored full-length movies

and colored home movies are becoming commonplace. KODACHROME; DUFAY; WASH-OFF RELIEF PRINTS—all of these are fast becoming everyday items in the parlance of Mr. and Mrs. Everyday America who constitute that huge army of prospects and consumers.

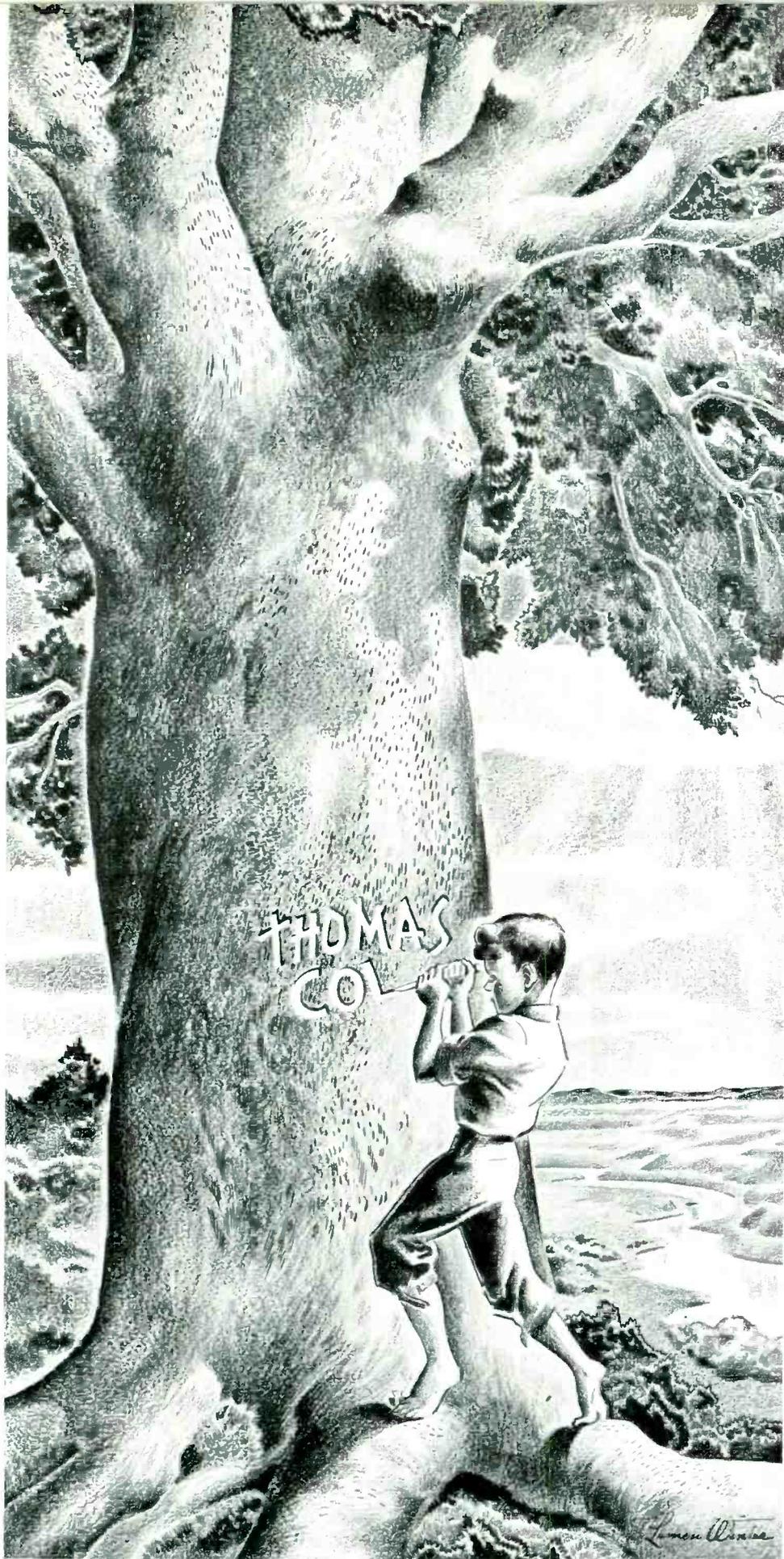
Here in Amercia, instead of carrying a gun or a gas mask, nearly everyone packs a camera (what a swell way to do your shooting—constructively, instead of destructively). As a result they know what to look for in photography; and they look for it in all forms of photographic presentations made for their consumption.

Color photography can be made

to carry not only realism, but a conviction of truth and accuracy; just as a painted story can be made to excite the romantic imaginations, hopes and ambitions of even the most subjective introverts.

However, unless all those bits of finesse in technique and artistry are maintained in the final lithographed presentation to the public, the shot will go wild and miss its mark completely.

That most vital and persuasive element encompassed by camera shots, and by inspired and carefully executed creative paintings—HUMAN INTEREST—is the extra punch that is needed today to successfully compete with the thousand and one interests that vie for



Carve a name for yourself
on
CHAMPION PAPER

MORE lasting even than names cut deep in trunks of trees, are favorable impressions that advertising makes in minds of men. Where once you left your name for those who chanced to pass, today you multiply your message countless times and send it out to fight for you.

Champion has the largest line of printing papers anywhere available. Constant growth over forty-five years is evidence of Champion's skill. Whatever your requirements, you can get the most out of your advertising by using Champion paper, the foundation for good printing.

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





LITHOGRAPHED FROM DIRECT COLOR PHOTOGRAPH (Carbro)

Agency: LORD & THOMAS

Another "human" example of an all photographic reproduction of a poster. Note the vibrant, life-like qualities of the art evidenced far more so in the actual 24-Sheet color reproduction. Lithographed via the famed Sebrot method, by Forbes, Boston.

public attention and acceptance. Where is this "plus" more needed, than on 24-sheets that are attempting to catch and hold the eyes and interests of people on the move?

That it can be done has been proved. Take, for instance, the case of an advertiser who wrote:

"To cite a rather interesting incident, we received a telephone call not long ago from a housewife telling us that she had been so impressed with our recent pork sausage poster (reproduced from a Carbro print—color photography) that she finally went out and bought our product, and prepared a dish exactly as it appeared on the poster."

There can be no question about it, that's the bull's-eye at which all advertising is aimed . . . BUYING ACTION INCITED BY THE PICTORIAL AND THE SALES MESSAGE. In this case, the hook was plenty of realistic taste appeal in an accurate and faithful portrayal of an actual cooked food ensemble packed with a maximum of human interest.

As soon as advertisers awaken to the decided extra value that is added to poster advertising by such authenticity and fidelity in the production of the poster itself . . .

Then will they be catching up with their more successful bed-fellows in advertising and merchandising . . .

Then will they be increasing the vital pulling power of their advertising "line" . . .

Then will they be doing a much better public relations job by elimi-

nating much of the trash appearing on poster panels today that offends good taste and good highway appearance . . . and thus be increasing favorable public reactions to, and acceptance of, outdoor advertising messages . . .

Then will they be protecting their investment in the cost of the original poster sketch, actual space cost, agency fees, and other charges—of the total of which the cost of the poster itself is but a small fraction.

Actually, the price differential is but a few cents between an inferior poster reproduction and a high quality poster that gets out of the poster sketch everything that has been put into it creatively. That investment of but a few cents per poster can mean the difference between registering a compellingly favorable impression, or missing the mark entirely.

Furthermore, when you consider that that differential of a few cents should be figured in terms of the total expense of putting a vital sales message on a poster panel, and *keeping it there for thirty days*—an expense that will average between ten and twenty dollars each, contingent upon type and extent of coverage—that few cents begins to look very small from a money out-go standpoint, and mighty big from a result in-come standpoint.

Moral: Eliminate the *chop-chop* here, and *chop-chop* there, when purchasing posters. Be smart, and buy only the finest of posters. Pay a price that will be commensurate with the results desired. Then, of course, be sure that you get what

you pay for.

Remember, if you can, through the maze of Confucius wise cracks that permeate the living, talking and laughing existence of urban and suburban America in 1940, the No. 1 pearl of wisdom that fell from the lips of that sage:

ONE PICTURE IS WORTH TEN THOUSAND WORDS.

There it is, just "one picture"—without qualification as to type or quality . . . all right in Confucius' day, but perhaps not quite as appropriate in this day and age. We've all received a large part of what passes for our education and wisdom through pictures; and young America is being taught even more extensively with that medium.

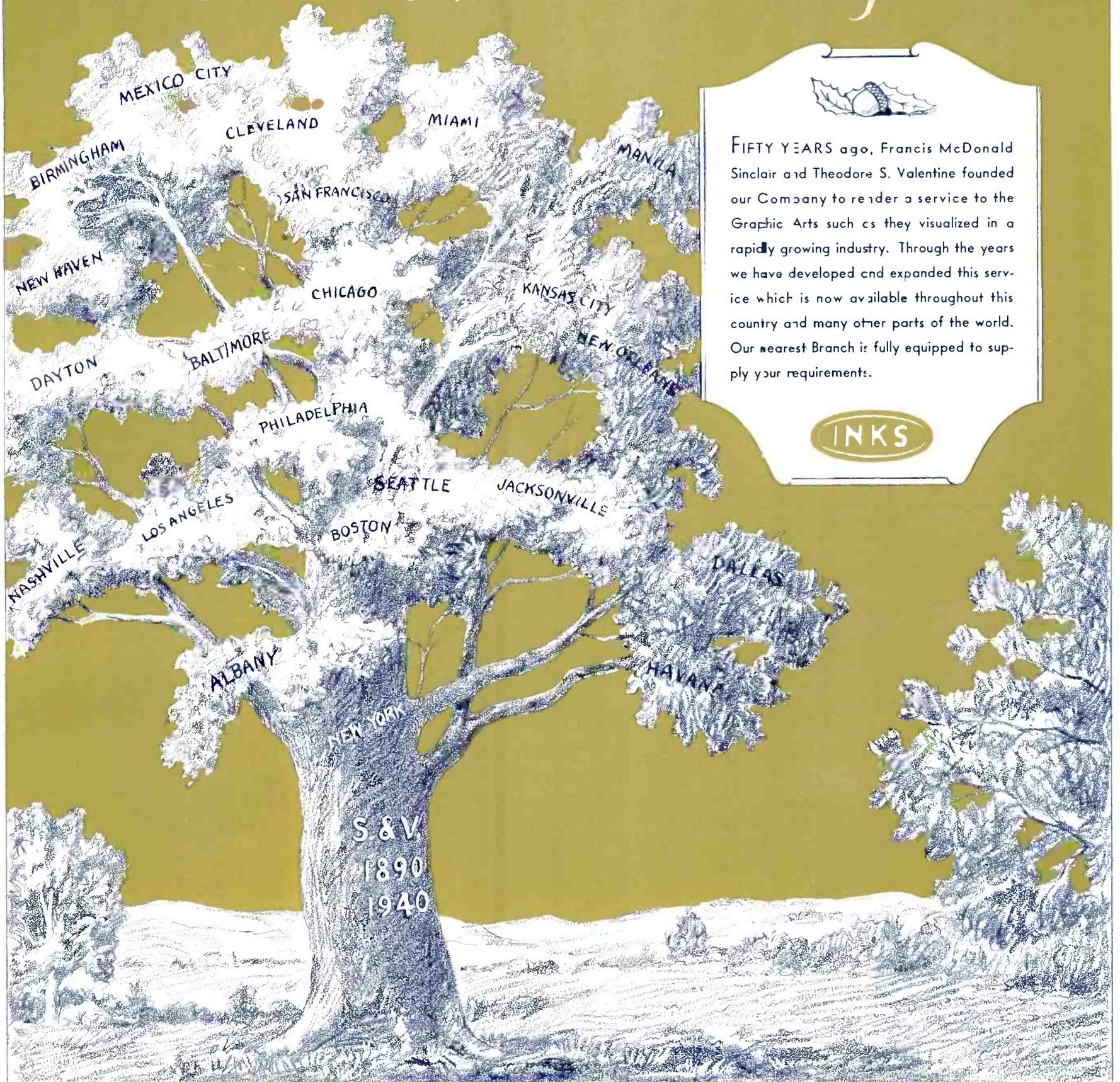
Therefore, if he lived in this era, Confucius, with his all-seeing and all-knowing wisdom, might have to streamline and modernize the thought a bit; perhaps as follows:

ONE PICTURE, CONVINCINGLY TRUE TO LIFE. IS WORTH MANY, MANY THOUSANDS OF WORDS . . .

In order that you may derive maximum results from the time, money and effort that are stirred up and blended in concocting a 24-sheet, put all the human interest you can into it creatively, and then see that all that human interest is maintained in the final reproduction.

Make your posters human, and keep 'em that way . . . it'll pay you big dividends.

"Tall oaks from little acorns grow"



FIFTY YEARS ago, Francis McDonald Sinclair and Theodore S. Valentine founded our Company to render a service to the Graphic Arts such as they visualized in a rapidly growing industry. Through the years we have developed and expanded this service which is now available throughout this country and many other parts of the world. Our nearest Branch is fully equipped to supply your requirements.

INKS

WHEREVER YOU ARE THERE'S A PLANT TO SERVE YOU

Sinclair and Valentine Co.

Main Office and Factory: 611 West 129th Street, New York

Fifty Years of Service to the Graphic Arts



GENERAL . . . That window displays may well be used for ALL kinds of products is evidenced by this unique application — perhaps the "First" sampler display. Created by Forbes Litho. Co., Boston, for Hettrick Mfg. Co., Toledo, Arctic Bay tarpaulin makers . . . and it's selling 'em!

★

The world's best creators and mounters of Window Displays serve the national advertiser in the production of this highly effective sales medium. Such Chicago firms as Stemar, Edwards & Deutsch, and Zipprod; Milprint, Milwaukee; USP&L, Cincinnati; and others, shown on these pages and in monthly issues of *The ADVERTISER*, have won awards for their creations which have speeded up sales for alert users of this proven, powerful medium.



COSMETICS . . . This new fascinating—and practical—Pond display, the top section of a floor stand, scored "FIRST AWARD" at the Babson Institute display clinic, in Boston. Another excellent creation of Oberly & Newell, N. Y.

Successful Display Creations . . .



FOOD . . . National Biscuit Company, N. Y., employs window displays to tie in with their 24-Sheet and 3-Sheet outdoor advertising efforts and other advertising activities, for Ritz Crackers. Continental Litho Corp., Cleveland, ably produced all 3 jobs . . . and others shown above, at a Roger Smith Restaurant Gallery exhibit, in New York City.



DRUGS . . . Ethical requirements put the drug manufacturer to the task of making excellent, thoughtful displays. Here's an eye catcher for Parke-Davis, Detroit, depicting Florence Nightingale—the first Nurse—and today's drug store operators . . . that won window space everywhere. An excellent conception by Thos. A. Schutz & Associates, Chicago.

What Has Happened To The Window Display Circulation Study . . .

Proved Displays Potently Affected Advertising Efforts, At Point-of-Sale . . . Haase Classes It A "Secondary" Medium — Anticipates Study Will Eventually "Be Understood"

By ALBERT ERICSSON HAASE, Executive Director The National Window Display Circulation Study For The ANA, AAAA and LNA., New York.

Editor's Note: Mr. Haase, formerly Managing Director of the Association of National Advertisers, was executive director of the Window Display circulation study. This study, which cost the Assn. of Natl. Advertisers, The Amer. Assn. of Advertising Agencies and the Lithographers Natl. Assn. many thousands of dollars in 1937, has always remained a mystery, as to its final outcome. In this article the head man of the study tells for the first time, and exclusively for MARKETS of AMERICA, the status of the study.

MORE than twenty - four months have come and gone since the Advertising Research Foundation of the Association of National Advertisers and the American Association of Advertising Agencies issued its report on a study called: "Window Display Circulation and Market Coverage. How to Select. How to Verify."

With the passing of that much time it is natural to have questions such as the following raised: "What's happened to the report? Is

it practical? Have its findings been put to use?"

Since I had a part, in association with Dr. Miller McClintock of the Bureau of Street Traffic Research of Yale University and Mr. John Paver of the National Outdoor Advertising Bureau, in directing this study, the editor of *The ADVERTISER* has asked me to give my own answers to these particular questions.

However, before endeavoring to answer those particular questions it would seem that a brief review of the facts and findings of this

National Window Display Research is in order.

The National Window Display Research Report was concerned only with the measurement of circulation. It was not concerned with copy or color. It offered four conclusions on Window Display Circulation. Those conclusions were:

- (1) Window Display Circulation can be evaluated.
- (2) The quality of circulation in any given market can be approximately defined.

We know what is wrong ... and what is right

FOR 35 years we have answered questions on advertising displays . . . from advertisers, agencies, lithographers. For 35 years we have manufactured advertising for point of purchase. With the recognition and growth of this medium, we have grown . . .

. . . And we take pride in the part we have played in developing this industry. We have long identified ourselves with progressive research and have familiarized ourselves with their results. We have met and solved each

succeeding problem with a live realization of the ever changing modern trend. We feel our position is not merely that of manufacturer, but creator, designer, and consultant in the individual problems that arise. We must be expert not only in production, but in planning.

Our knowledge, our experience may be yours. Our wish is to serve you, to help furnish the answers to your questions.

HAVE YOUR LITHOGRAPHER
CONSULT WITH US.



WORLD'S LARGEST MOUNTERS AND FINISHERS
ARVEY CORPORATION
CARDBOARD ADVERTISING DISPLAYS
CHICAGO JERSEY CITY

(3) Varying degrees of circulation can be obtained in any given market. (The report listed methods for obtaining any one of four degrees of circulation intensity; namely: 25, 50, 75 and 100 per cent.)

(4) The cost of window display can be determined on a circulation basis.

These conclusions were arrived at from findings made in nineteen laboratory towns and cities, ranging in size from 15,000 to 300,000 population, in all parts of the country over a period of two years.

In addition to these specific conclusions this report consolidated all of its findings in a "Guide" created to enable an advertiser to determine:

(1) How many window displays he should have in any given market according to degree of circulation intensity desired.

(2) How much the circulation he desired would cost.

Another contribution which this study made to existing knowledge on Window Display as an advertising medium was a clear picture on the essential differences between Window Display as an advertising mechanism and practically all other forms of advertising. This contribution can be summed up in the following words:

The primary purpose of Window Display Advertising is the reverse of practically all other advertising mediums.

For an explanation of that statement let's look at other mediums first. The primary purpose of practically all other mediums of advertising is to deliver market coverage that benefits all of a particular national advertiser's retail outlets in a given market. The secondary objective of practically all other mediums is to deliver advertising impressions in reasonable proximity to specific points-of-purchase in a given market.

In Window Display, on the other hand, the primary objective is the delivery of an impression that (a) identifies a commodity, or (b) creates a desire, or (c) reminds of a desire at the point-of-purchase. The secondary objective of Window Display Advertising is market coverage—an objective which is the primary job of practically all other types of advertising mediums.

The National Window Display Research Report, by giving this clear picture of the differences between Window Display and practically all other forms of advertising mediums and by creating a guide on how to measure window display circulation, made it practical for Window Display Advertising

to function in its secondary objective—namely, as a means of obtaining market coverage—in measurable form.

With this explanation of what the report contained in our minds, let's turn now to the questions raised at the beginning of this article.

First: "What's happened to the Report?" My observations are that it has been intelligently read and studied by a number of individuals who work for advertisers, lithographers, window display installation services and agencies. One advertiser, for example, keeps it under lock and key so that it may not fall into the hands of a non-returning borrower. Another advertiser has made it "required reading and re-reading" for all of his district sales managers.

The second question we have in hand, it will be recalled, is: "Is the report practical?" The answer is: "Yes." Its "Guide" on: (1) "How many windows an advertiser should seek in a given market according to intensity of circulation desired"; and on (2) "How much that circulation will cost" makes it practical because it enables an advertiser to put his findings to use on an approximation basis.

When the report was published it was fully realized that this "Guide," made possible by a projection on a national basis of the findings in the nineteen laboratory cities, could stand only as an "approximation." It was hoped, therefore, that in time private initiative or co-operative endeavor would make possible more exact use of the principles set forth in the study by creating window display circulation maps of the more important cities of the country. That hope has been fulfilled. There are in existence today window display circulation maps for every city of 50,000 population and over—a total of 191 cities.

The third question raised in this article was: "Have findings of the Window Display Study been put to use?" In a sense, this question is closely akin to the second question which has just been discussed, namely: "Is the report practical?" The only way, of course, to discover if the findings of the study are practical would be to put them to use. Since we have already stated that the findings have been found to be practical, it naturally follows that

the answer to the third question with respect to whether or not the findings have been put into use is: "Yes."

Closely allied with this third question is another which I would like to raise and endeavor to answer. That question is: "How many advertisers are using the principles which this National Window Display Research Report made known to them?" My answer is I don't know what the total number is. Information which has come to me indicates that at least twenty-five national and sectional advertisers are using the principles of this study in their window display advertising campaigns.

The foregoing questions have been answered with some reluctance. A period of two years does not represent sufficient time for a judgment to be made on the value and use of a broad research undertaking.

Shortly after the National Window Display Research Report was made public I was asked to speak before the 1938 Convention of the Lithographers' National Association on the report with particular reference to the value and possible benefits of this research job. In speaking on this question I pointed out, from my experience in organizing other research work, particularly with that which led to the establishment of the Co-operative Analysis of Broadcasting (the accepted authority today on the popularity ratings of radio programs), and of the Traffic Audit Bureau (the acknowledged authority today on the evaluation of outdoor advertising circulation), that it would take four years or more before the findings of the National Window Display Research Report would be widely accepted, understood and used.

Here at the mid-way point—two years after the report came out, with two years still ahead before the first four years have passed—I am still of the opinion that the findings of the report will not be widely understood and used until about 1943.

New ideas, new ways to handle an old situation, have to fight for their place in the sun. So do advertising research findings. They have to prove themselves through tests and they have to return profits or represent savings in order to be put to use on any appreciable scale.



OTIS
MODERN
underwear



National
**SELL
AND
SAVE**
Week
FEB. 18-25

National
**SELL
AND
SAVE**
Week
FEB. 18-25

National
**SELL
AND
SAVE**
Week
FEB. 18-25

POND'S



Cannon SHEETS

CANNON
TOWELS
SHEETS



COLUMBIAN



Buy
a jar
Today

Now in all
POND'S CREAMS
The Skin Vitamin



NEW!
NESTLÉ'S
EVERREADY
COCOA

NESTLÉ'S
EVERREADY
makes rich
JUST ADD



We experts use
LINIT

POND'S CREAMS

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

545 PEARL STREET

NEW YORK, N. Y.

Telephone



Worth 2-3735



Stainless
SHEARS

KIT

AVERISTO

complete
deodorant
soothing
sensitive



Contest
National
CROCHET
Contest



LNA—Westchester Country Club, Rye, N. Y.—1939 . . . One of the nation's oldest active guild-like associations. The Lithographers have advanced the art in America to its highest qualities, thanks to the suppliers—such as the press manufacturers, the ink and paper and roller makers. Today it is the fastest, most advanced form of graphic arts production . . . and these men have contributed vastly towards that important attainment. More is expected in the years to come . . . and America's advertisers and manufacturers will benefit much thereby. Sketches by Manuel Rosenberg, editor, *The Advertiser*.

This National Window Display Research Report has been going through that fighting-for-a-place phase of its existence. Its history up to the present is identical with any other basic advertising research activity that I am familiar with. There are indications that its history in the next two years will also be identical with that of other advertising research undertakings which have eventually

come to be widely accepted after a period of four or more years. This means that in several more years the story of the application and acceptance of this National Window Display Research Report will probably read somewhat like the following: A small, but highly-interested, minority of advertisers worked hard to understand and apply the principles of this particular research

job. They came to understand those principles and put them to work. They found value in them. Their competitors—that is their alert competitors—observed or felt that something was happening. They got busy. The circle widened—slowly at first, but more rapidly after the fourth year. In the fifth or sixth year the findings became accepted and took their place as accepted practice.

Louisville—Offers Market Opportunities . . . Continued from page 122

the same months showed an increase of 12.6 per cent in 1939.

The F. W. Dodge Corporation figures showed that the value of residential building in Louisville in 1938 was an increase of 127 per cent over 1937. Figures for 1939 show a rise of 34 per cent over the 1938 figure.

Figures such as these could be quoted for some time. However, the business man is interested in "How much money is available for spending in the Louisville market?"

First of all, the tremendous cash income from farm products in Kentucky and Southern Indiana soon will begin to flow into the hands of the farmers, and from there to the merchants and manufacturers who supply needs for the farm. This income for 1939 reached approximately the total of 1938, when **TWO HUNDRED MILLION DOLLARS** were paid to farmers in Kentucky and Southern Indiana.

What does all this spending mean to the business man?

It means that 1940 will be among the best years in the history of business in Louisville, which is the natural capital of the rich Kentuckiana market.

It means that Kentuckiana is not content to be recognized alone for whiskey, horses and tobacco, although its great distilleries turn out more whiskey annually than does any other State, its horses are responsible for bringing much money into the area, and its factories turn out twelve billion cigarettes annually.

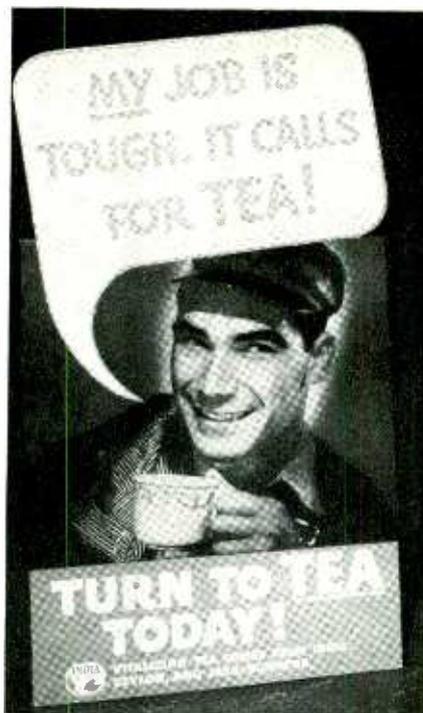
It means that an advertising dollar invested in this area will bring the greatest return for the lowest cost, because Louisville not only is prospering — Louisville and her market are laying plans to continue this growth and prosperity.

Civic leaders, industries, the farmers — everyone is working steadily toward one goal. That is to give Louisville and Kentuckiana the place it seeks and deserves in the business world—a rich community with golden opportunities for the Nation's businesses.

Comic Advertising . . .

Continued from page 220

chandise are not shown, the few cogent lines of copy dropped in below the gag are usually read, and



BEVERAGES . . . The success of the Tea Bureau, which spends more than \$1,300,000 annually to increase tea sales in the U.S.A. accredits displays at the point-of-sale for a good measure of their success. Lithographed by Strobridge Litho Co., Cincinnati.

tell a meaty story about Arrow products. Furthermore the logo-type "Arrow" in bold face type will always get the name across in this reminder advertising.

Even today we are sitting uneasy, waiting for the time for this type of advertising to fall away into discard and be substituted by some other new and better technique. However, until that time comes Arrow intends to stand by its guns and serve up a part of its advertising with insouciant humor to this tired old world.

Duluth-Superior Market . . .

Continued from page 98

Minnesota's Arrowhead Country . . . and Wisconsin's Indianhead country exceeds \$25,000,000 annually.

MARKETS of AMERICA and The ADVERTISER'S STAFF

MANUEL ROSENBERG, Editor - in - Chief; Associate Editors: **COL. DON R. JASON**; **L. M. MacMILLAN**; **ARTHUR COLES**; **MICHAEL GRIMM**; **BERNARD POSNER**; National Correspondents: **NEW YORK** — **TOM PATTERSON**; **ROSALINE GREENE**; **CHICAGO**—**LORRAINE DEAN**, 1138 Lake Shore Dr. Del. 9083—Del. 8034—**FOREIGN CORRESPONDENTS**: Gen. Foreign Editor: **M. ASCHAM GREENE**. Business Manager—**SIMON ROSENBERG**; Advertising Director—**R. MAXWELL JASON**; Representatives: **New York**—**L. M. MacMILLAN**; **Chicago**—**L. R. DEAN**; Circulation Directors — **M. LEVY** and **S. J. DAVIS**

This ever increasing influx of tourists together with the flow of raw materials and manufactured products through the Twin Ports of Duluth and Superior necessitate the employment of thousands of people who live in Duluth, Superior and adjoining towns. Armies of railroad employees, mechanics, steel workers, grain elevator employees, ship workers, dock handlers, resort owners and operators form the basis of the prosperity enjoyed by Duluth and Superior. Well paid, they are as a class the home owning, reliable citizens who can buy what they want, to the satisfaction of the merchants and the advertisers.

The Duluth-Superior Market is the ideal market for any sales campaign and the perfect trade area for test campaigns.

Who's Who at NBC . . .

Continued from page 249

POST-INTELLIGENCER contest, but left Seattle in 1930 to join San Francisco's KYA as production manager . . . same year Syd came to NBC as manager of Local Sales in San Francisco, was transferred to Hollywood soon as ass't Western Division Sales Manager, thence stepped into present post.

Editor's Note:

E.P.H. (Jimmy) JAMES, who has contributed these notes about his colleagues is himself one of the old-timers of the broadcast advertising business. Joining NBC in 1927 after a few years spent as Jack-of-all-Trades in the advertising agency field, he has been continuously in charge of NBC advertising ever since. Known for his pioneering work in broadcast merchandising, he has been the spokesman for NBC at advertising conventions and trade association meetings from coast-to-coast. More recently he has been writing and telling about television for advertisers. Out of office hours he treads the boards with the Amateur Comedy Club and sings with the Mendelssohn Glee Club.

E. P. H. JAMES

NEW YORK: 11 W. 42 St., Penn. 6-3265
CHICAGO: 1138 Lake Shore Dr., Del. 9083
GENERAL OFFICES—CINCINNATI, OHIO
3557 Bogart Ave. Avon 6825

Published Monthly at
EAST STROUDSBURG, PENNSYLVANIA

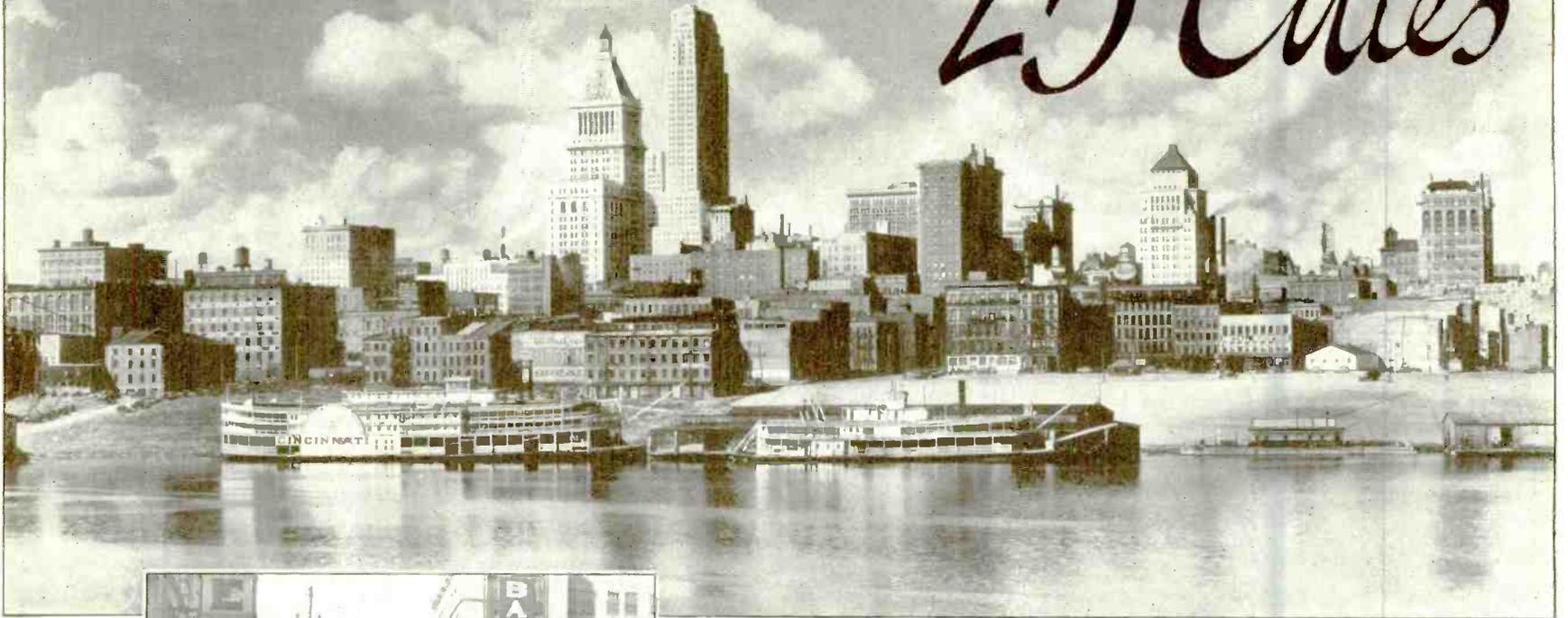
Acceptance for mailing at the post office at East Stroudsburg, Pa., as third class matter authorized in P.L.&R. Sec. 562. Permit No. 109

Subscription Rates U. S. and Canada, 1 yr. \$3—2 yrs. \$5. **Foreign**—1 yr. \$4—2 yrs. \$6 "Pool" Subscribers, \$2. for each additional subscriber.

MARKETS of AMERICA, \$2. per copy. **Gratis with \$3. year's subscription.**

The ADVERTISER does not pay for unsolicited manuscript or art. The opinions of individual writers are not necessarily the opinion of THE ADVERTISER.

25 Cities



In CINCINNATI, largest city in WLW-land, the Nation's Station has 51.8% of the average weekly listening audience.



Percentage of WLW listeners in PORTSMOUTH, O., is 47.6%. In up-river sister cities of IRONTON, O., and ASHLAND, KY., 54.1% favor WLW.



SPRINGFIELD, O., showed 63.9% of the average weekly listening audience tuned to WLW.



51.1% is WLW's weekly average of the BLOOMINGTON, IND., listening audience; in FT. WAYNE it is 34.7%; in KOKOMO, 53.3%; in ANDERSON, 70.8%; in MUNCIE, 62.4%; in RICHMOND, 73.4%.



LEXINGTON, in Kentucky's famed blue grass section, has a weekly average of 47.3% of the listeners preferring WLW; In LOUISVILLE the figure is 11.3%.



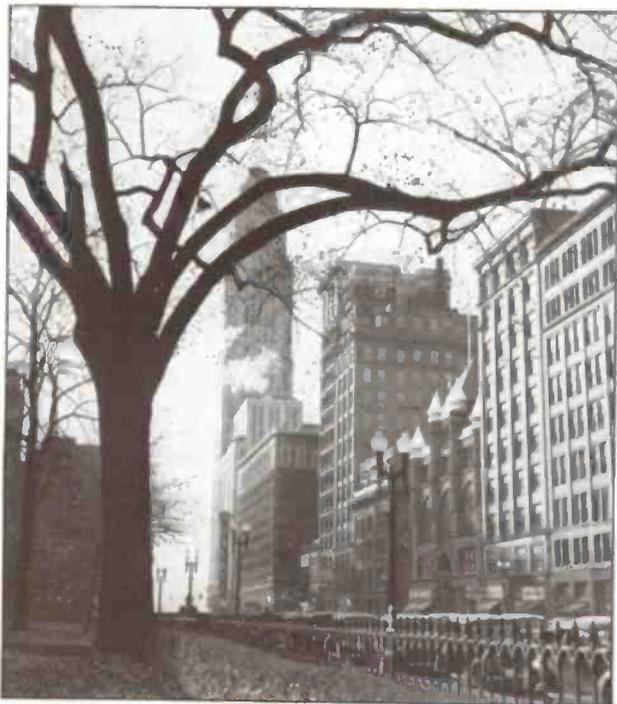
In ZANESVILLE, WLW wins 45.2% of the average weekly audience; in LANCASTER, 56.4%.

TURN SPOTLIGHT ON WLW



Spotlighted by 25 cities recently investigated is the remarkable dominance of WLW. These 25 cities in WLW's primary area were the subject of the greatest coincidental survey ever undertaken for an independent station. In the revealing light of this comprehensive study, 41.9% stands out as WLW's average weekly share of the listening audience in these cities.

10,000 times is the magnifying power of the huge new lens in the Mt. Palomar (Calif.) Observatory—small compared to the way WLW magnifies one selling message millions of times. Through WLW you can mirror the spotlight on YOUR product in all these 25 cities and to the millions of small town and rural consumers whose membership in the WLW audience has been repeatedly demonstrated.



COLUMBUS, Ohio's capital city, has 39.6% of the listening audience choosing WLW; MARION, O., has 48.8%.



Among listeners in LIMA, O., 53.0% tune in the Nation's Station as do 69.2% in NEWARK.



Survey showed 50.2% as WLW's weekly average of listening audience in HUNTINGTON, W. VA. CHARLESTON, capital city, revealed 36.8% listening to WLW.



WLW's percentage of the listening audience in DAYTON, O., is 49.9%; in MANSFIELD, O., 54.2%.



INDIANAPOLIS showed 33.8% of radios in use were tuned to WLW; neighboring MARION showed 55.0%; TERRE HAUTE, 31.7%.

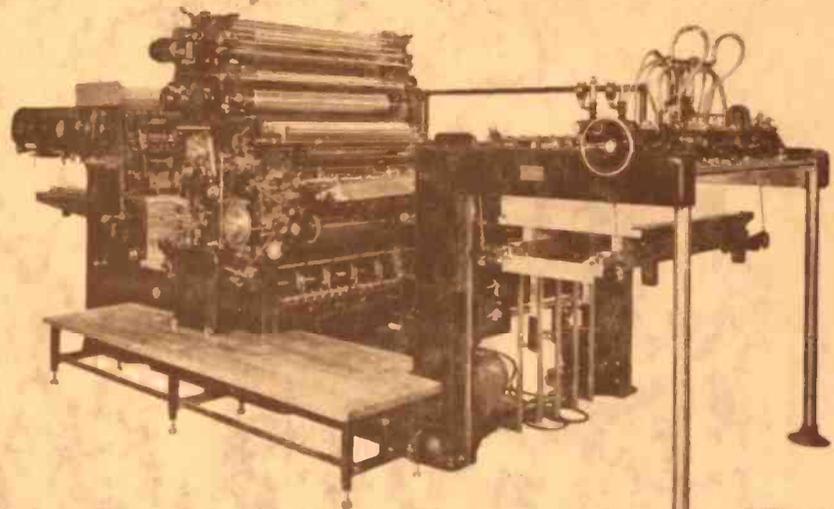
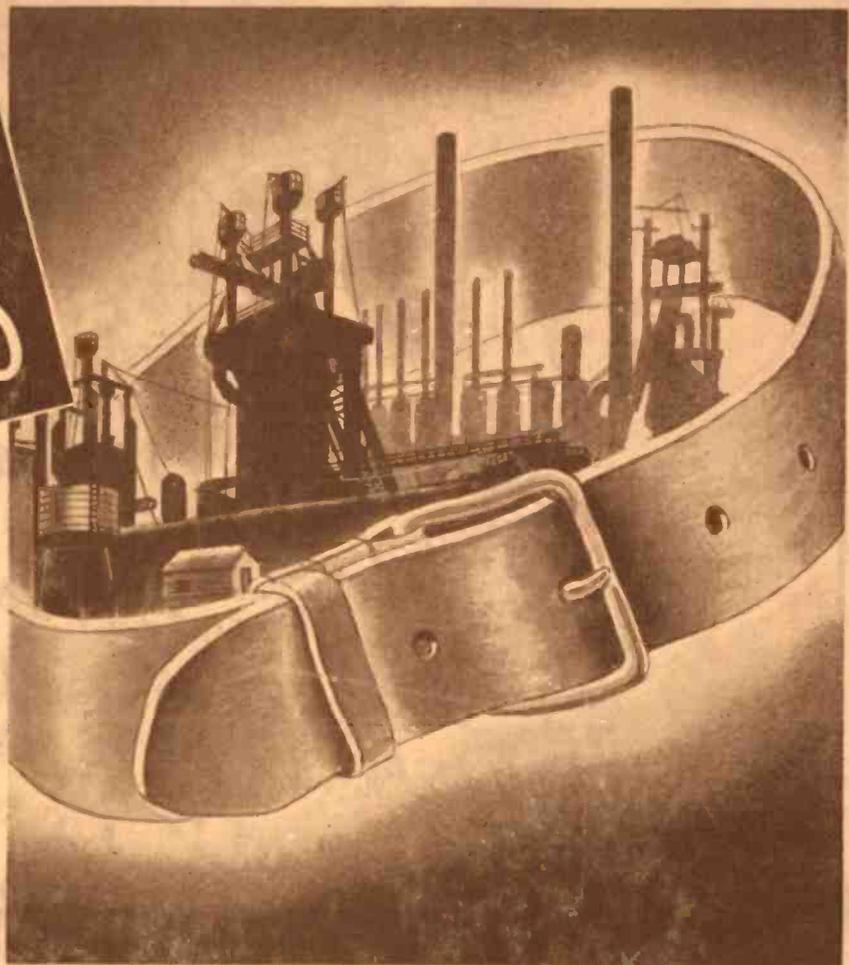
HARRIS PRESSES

*give the Advertiser a Belt to fit
the Girth of any Selling Problem*

● Offset gives to the advertiser and printer a "belt" to fit the girth of more and still more printing jobs.

Offset is flexible. Its value lies, among other things, in its power to draw common interest from all areas. It is universally accepted because it always draws a convincing portrait of values—words, pictures, color, design.

Yes, Harris Offset gives the right *belt* to put around the entire girth of selling.



★ **HARRIS SERVICE**

*It's Nation wide—is as famous in the
Offset field as Harris Presses themselves.*

• LSS • 35" x 45"
Single Color
Harris Offset

HARRIS LITHO-CHEMICALS

Through research Harris has developed and standardized new chemicals for both deep etch and surface plate making processes. Full details upon request. Write us with reference to your lithographic problem.

HARRIS • SEYBOLD • POTTER • COMPANY

General Offices: 4510 East 71st Street, Cleveland, Ohio. Harris Sales Offices: New York — 330 West 42nd Street; Chicago — 343 South Dearborn Street; Dayton — 819 Washington Street; Atlanta (Harris-Seybold Sales Corp.) — 120 Spring Street, N. W.; San Francisco — 420 Market Street. Factories: Cleveland, Dayton.