

THE

Seattle-Tacoma

By LEO LIPPMAN

RADIO MARKET

WHEN the schooner *Exact* moored in lower Puget Sound 98 years ago, the hardy pioneers named their landing place Alki. They borrowed the word from the Indians, to signify that the community would be another New York "by and by."

Seattle and Tacoma still have some way to go before they can claim to match the eastern metropolis, but local business leaders say they are well on the way. And if the growth of the Pacific Northwest continues as it has in the past decade, spurred by the excellent services of a group of progressive broadcast stations, the dreams of the pioneers will soon seem less than visionary.

Annual business of Seattle-Tacoma radio stations alone is now over \$3 million. Of the total of 235,400* families in Seattle 97.4% or 228,279 have radios, according to BMB estimates. In Tacoma there are 73,000* families and 98.1% or 71,613 own radios. There are an estimated 7,500 television sets in Seattle plus an unestimated number in suburban areas.

Puget Sound Region Increased Greatly in Decade

The index of Puget Sound business activity, as computed by the U. of Washington's Bureau of Business Research, shows virtually 100% increase in the past decade—a doubled audience the area's broadcasters are serving with the best in entertainment, education and public service.

With the years 1935-39 furnishing a base of 100, the index stood at 112.9 in 1940 and 207.3 in 1948. The index includes data covering electrical energy, coal production, factory employment, fishing, newspaper advertising, department store sales, postal sales, gasoline sales, bank debits, ordinary life insurance sales, freight carload-

ings and building permits.

Seattle retail sales jumped from \$223 millions in 1940 to \$832* millions in 1948, while wholesale sales leaped from \$483 millions to \$1,708 millions in 1947. Bank clearings, as reported by the Seattle Clearing House Assn., more than doubled, from \$2,113 millions to \$6,131 millions. This expanded market is being utilized by hundreds of advertisers who have discovered radio's potent sales power.

Other Figures Show The Area's Potential

Nineteenth in population (22nd in 1940), Seattle is 14th in retail sales, 16th in effective buying power and sixth in effective buying income per capita. Per capita buying income is \$2,050 or double the \$954 in 1940. Spendable income per family was reported at \$5,102 for King County (Seattle) and \$4,795 for Pierce County (Tacoma).

Other pertinent statistics concerning Seattle: 252,291 telephones were served through the Seattle exchange as of April 1, 1949; Post Office receipts totaled \$9,090,000 in 1948; 6,652 building permits, with a value of \$54,461,930, were issued for 1948; assessed value of real and personal property in 1947 was \$363 million, with property assessed at 50% of its true value.

Tacoma's average annual income in 1940 was \$1,390, and has since increased to \$1,620. The current labor force of 70,000 is about 12,000 higher than before the war. Annual business volume, as summarized by Kerlin Research, New York, grew from \$429 million in 1939 to almost four times that sum—\$1,656,000,000—in 1948. The rise was almost without break, during and since the war, and 1948 regis-

tered a jump of 12.05% over the year immediately preceding.

Other significant indices of Tacoma's growth in the past decade include:

Assessed valuation of real and personal property: \$49,208,796 in 1940 and \$81,210,093 in 1948.

Bank transactions: \$1,024,915,000 in 1940 and \$3,204,049,000 in 1948.

Bank deposits: \$61,034,526.43 in 1940 and \$208,847,991.84 in 1948.

Savings and loan assets (excluding one national association with Tacoma branches): \$22,049,705.13 in 1940 and \$47,282,184.39 in 1948.

Postal receipts: \$736,613.39 in 1940 and \$1,563,485.95 in 1948.

Building permits: 1,933 valued at \$3,621,898 in 1940, and 2,867, valued at \$16,804,281 in 1948.

Phenomenal growth of the Puget Sound area, stimulated by the war, has not ceased entirely. Population, volume of business, new industrial and commercial enterprises have continued to grow. Shipyard workers and others attracted to the region during the war have remained; servicemen passing through the port of embarkation have returned with their families; the prospect of cheap hydroelectric power and access to first-class harbors have drawn business.

International Conditions Important in Area's Economy

Unsettled international conditions have of course continued to play a part in the area's economic prosperity. Richland, in Central Washington, is the location of the Hanford Works, one of the nation's three principal centers of atomic activity. It provides the Northwest's second largest payroll (a permanent working force of some 10,000 is anticipated), creating a new market of importance to the entire region. And at the Boeing Airplane Co., a backlog of approx-

imately \$400 million in U. S. Air Force and civilian airline orders is keeping the giant plant humming. In mid-May, Air Secretary Stuart Symington indicated that the U. S. Air Force expects Boeing to continue at about the same production level for the next year.

Population of the cities and surrounding area has increased substantially since the last census. The state of Washington as a whole, one of the three fastest-growing states in the nation, rose from 1,736,191 in 1940 to an estimated 2,148,000 as of July 1, 1948, or 43% in eight years.

Continued Growth for State Is Predicted

Dr. Calvin F. Schmid, professor of sociology and director of the Office of Population Research at the U. of Washington, has forecast close to 3,000,000 for Washington by 1960. The census count, and the latest estimate (by Washington State Department of Health) show the following breakdown for King County, in which Seattle is the principal community, and adjacent Pierce County, where Tacoma predominates:

	1940	1948
King County	504,980	671,700
Seattle	368,302	476,000
Pierce County	182,081	208,900
Tacoma	109,408	137,900

Minority races and religions are represented by a quite small percentage of the population, although the number of Negroes increased substantially during and immediately following the war. The largest component of the foreign-born population comes from nearby Canada, with the Scandinavian countries running second. While only 16.2% of Seattle's population and 14.4% of Tacoma's are foreign-

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