

# Seattle-Tacoma

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born, according to the 1940 census, more than 60% of the present residents migrated from outside the state.

## Rural Area Large Percent Of Stations' Coverage Market

Cities of 10,000 and over in the area served by Seattle and Tacoma radio stations include Renton (16,200), Bremerton (32,500), Puyallup (10,000), Everett (35,600) and Olympia (16,300). With close to half the state's population living in communities of less than 2,500, these figures do not indicate accurately the size of the market area. Importance of the rural market—and of the farmer-listener to metropolitan radio stations—is pointed up by the fact that Northwest farm dwellers commonly drive up to 100 miles into town to do their weekend shopping. Cities as small as 30,000 population, therefore, serve as trading centers for 100,000-200,000 people spending up to \$100,000,000 in retail purchases.

The rural economy is mighty important, too, since the average farm in the state of Washington has an annual income over \$5,400. The total farm income in the state is now running a half-billion dollars a year over the pre-war figures.

The Puget Sound area is recognized as the third market of the Coast states, being exceeded only by Los Angeles and San Francisco.

## 65% of State's Population In Seattle Trading Area

Seattle's retail trading area has been defined by Chamber of Commerce officials as extending north to Bellingham, south to Olympia, west to include most of the Olympic Peninsula and eastward as far as Wenatchee. The area contains 65% of the state's population and purchasing power.

Seattle and Tacoma are the first and third cities of the state, populationwise. Between them, along the 31-mile highway, are two large airports not only serving the nation and Alaska, but offering direct routes to Hawaii and the Orient as well. It is not without reason that Seattle, the largest city north of San Francisco and west of Minneapolis, calls itself the Queen City of the Pacific Northwest.

King County, in which Seattle is

located, contains some 1,200 individual industrial enterprises, including shipbuilding and repair, aircraft manufacture, agricultural and dairy products, light metals fabrications, fish products, wearing apparel and leather goods, machinery, flour and grain products, frozen foods, trucks and buses, plywood, furniture, and paper products.

Tacoma, which boasts the highest proportion of skilled workers on the Pacific Coast, is the most industrialized city in this rapidly expanding Northwest region. According to a survey of major industries conducted by the City Planning Commission in July 1948, there are 495 manufacturing establishments in Tacoma, employing a total of 19,870 wage and salary workers. Manufacturing is still outranked, however, by trades and services, with 3,563 establishments employing 26,995 workers. In third place as an employer is Government, with 7,705 workers.

## Important National Industries Operate in Tacoma Region

Permanente Metals Corp. maintains an aluminum ingot plant in Tacoma with a capacity of 40,000,000 pounds a year. The Tacoma Smelter, one of the largest in the U. S., refines one-twelfth of the nation's copper, and a 100-ton-a-day sulfuric acid plant will be operating by next spring.

Other important industries operating in Tacoma include the metallurgical group (car wheels, castings, ferro-chrome, electrolytic iron, metallurgical coke, steel ingot), forest products (doors, felting, furniture, lumber, plywood, pulp and paper), chemicals, food (canneries, candy, flour), railroad shops, shipbuilding, heavy crane and logging equipment.

Tacoma manufactures half the Douglas fir doors produced throughout the world, and is headquarters for the Fir Door Institute and the Douglas Fir Plywood Assn. The city is the center of the electrochemical industry in the Northwest. Fifth among flour milling centers of the U. S., Tacoma is the largest west of Kansas City and

Minneapolis. It also houses the home offices of Weyerhaeuser Timber Co. and other national concerns, and is the regional office of the U. S. Collector of Internal Revenue, covering the state of Washington and all of Alaska.

Seattle is at times accused of being the capital of Alaska, and there are those Seattleites who admit the charge. Actually, since the city is nearer to both Alaska and the Orient than any other major U. S. port, and is the sole terminus of regular steamship lines operating between the States and Alaska, it is only natural that the Puget Sound city should do the lion's share of the business. Alaska last year produced a canned salmon pack valued at \$101,000,000, plus additional millions in gold and furs, most of it reaching American markets through Seattle.

## Seattle Ships Over Half of Goods Consumed in Alaska

Conversely, more than half the goods consumed in Alaska are shipped from Seattle. In 1947, the last year for which the U. S. Dept. of Commerce compiled and reported figures on the subject, Seattle's receipts from Alaska totaled \$123.6 millions, and shipments to Alaska added up to \$116.8 millions. The tremendous growth of the Alaskan trade is indicated by a comparison with the year just preceding, 1946, when the figures were 69.4 and 75.0 millions respectively. The current rate is close to triple that of 1940.

Radio-wise, too, Seattle and Tacoma are unusual in the national perspective. For all practical purposes, the standard broadcasting wave is effectively cut off by the 10,000-foot Cascade Mountain range to the east. Yet within this comparatively narrow range, the Seattle (and to a lesser extent Tacoma) stations exert an influence out of proportion to the local population.

Seattle has the only NBC and CBS affiliates in Western Washington and three of the four 50 kw stations in the state (KOMO KIRO KING). Seattle had the first television outlet (KRSC-TV) north of Los Angeles. Paradoxically, the mountains which restrict the standard broadcasting range help bounce the video image far beyond the normal expectancy, with the result

that KRSC-TV is said to be received with clarity as far south as Portland and Astoria, Ore.

Puget Sound broadcasters claim—and the network affiliates, at least, can prove with BMB maps and fan mail—a coverage area extending into every Washington county west of the Cascades, plus a good-sized chunk of southwest Canada. Citizens of British Columbia are among the regular tuners-in to network shows beamed from Seattle.

Tacoma boasts the only non-AM affiliated FM stations in the state (KTNT and KTOY). Until March 1949, it was the home city of KVI, Mutual outlet for Seattle and Tacoma; since the FCC authorized shift in headquarters the station has continued to maintain studios and offices in both cities. Outgoing president of the Washington Assn. of Broadcasters is H. J. (Tubby) Quilliam, president of KTBI Tacoma.

While there are independent stations in nearby Bremerton and the smaller surrounding communities, and a Mutual outlet in neighboring Everett, the Seattle stations command constant audiences. In the state capital at Olympia, 60 miles from Seattle, there is only one station, a Mutual affiliate.

## Local Programming Reflects Special Interests

Local programming reflects the special interests of the Puget Sound audience. An outstanding example is *The Old Boat Puller*, a trade journal of the air beamed at commercial fishermen working along the Pacific Coast. The KIRO program goes on Monday through Friday at 5:30-6 a.m.—"mug-up time," when the fishermen pause in their work for a cup of hot coffee.

Another peculiarity of Puget Sound radio is the heavy emphasis, in record shows, on Scandinavian music. There are probably more schottisches and hambos played on Seattle's independent stations than anywhere else this side of the Norwegian fjords.

The U. of Washington, located in Seattle, also exerts considerable influence on radio, particularly in the western part of the state, with some 14 shows being transcribed each week at Radio Hall on the

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ARCHIE G. TAFT Sr.  
President KOL

CARL E. HAYMOND  
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HENRY B. OWEN  
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F. PAUL McCONKEY  
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