To a Big City Ad Man

unaccustomed to 5 o'clock shadows

5 o'clock in the morning is either awfully early or mighty late. If you've approached it only from the tired city side you have probably missed its more invigorating aspects. Iowans fare better. Instead of barren asphalt jungles they see fruitful fields with dew glistening in the sunrise. In place of night-deserted buildings they see busy barnyard bustle. They see the shadows of fattening beees whose composite market weight in 1949 was 2 billion 386 million pounds. Iowa grows more cattle—and makes more money at it—than any of the legendary range states.

They see the shadows of a fantastic "pork barrel" worth over $737 million in 1949. Iowa marketed one-fourth of all the pork in the country last year. They see the shadow of a gigantic egg which provides pin money for Iowa farm wives of $200 million annually. The egg and Iowa nestle cosily at the top of the nation's market basket.

The substance of all these shadows is $2 billion 111/9 million for Iowa cash farm income in 1949—first for the nation according to Sales Management. Industrial Iowa adds another $2 billion to total individual income. It's a market worth reaching—and in Eastern Iowa WMT reaches.

Please ask the Katz man for additional data.

5000 WATTS, 600 KC

WMT
CEDAR RAPIDS
DAY AND NIGHT

BASIC COLUMBIA NETWORK

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