

Coatesville, Pottstown, Sellersville, Trenton, Pemberton, Atlantic City, Ocean City, Wildwood and Cape May, and embraces an area extending approximately seventy miles to the more distant seashore points in New Jersey.

Newspaper Circulation Considered

The newspapers of Philadelphia circulate over a wide territory, extending from New Jersey and the eastern shore of Chesapeake Bay to Harrisburg and Wilkes-Barre. There is a more intensive circulation in the territory bounded by Lancaster, Reading, Allentown, southern New Jersey and Delaware.

The great bulk of the million and a half daily copies of Philadelphia newspapers are read in the city and suburban circulation area. The circulation therein is approximately 1,315,426 copies daily, or eighty-nine percent of the total of 1,480,782 copies.

The suburban newspaper circulation area as determined by the Audit Bureau of Circulation is used in this report because it represents a study of the volume and intensity of circulation of all six leading Philadelphia newspapers, both morning and evening, by an authoritative organization whose definition of the Philadelphia suburban newspaper area has been accepted by these newspapers.

Suburban Phone Calls

The limits of suburban telephone service in the Philadelphia Metropolitan Area were defined to include only such exchanges as have special facilities required to handle a great volume of telephone calls into Philadelphia proper. The classification

of such exchanges was furnished by the Bell Telephone Company.

Each day an average of 68,000 calls is made from this territory to Philadelphia and vicinity. Fifty thousand of these are from localities in Pennsylvania and 18,000 from New Jersey.

Real Estate Operations

Real estate operations handled by brokers with offices in the central city are considered a fair index of metropolitan limits, as such operations are directly connected with the building and sale or lease of homes and factories dependent upon city opportunities for employment or labor supply. The real estate determination of the Metropolitan Area is bounded by Marcus Hook, Media, Berwyn, Norristown, Lansdale, Hatboro, Langhorne, Bristol, Palmyra, Moorestown, Haddonfield, Blackwood and Woodbury.

Ticket Agency Index

The theatres, opera, football and baseball games, museums, art galleries, and other similar attractions in Philadelphia draw people from a wide area embracing generally Baltimore, Harrisburg, Williamsport, Wilkes-Barre and Atlantic City. Regular trade in reservations for theatres and sporting events comes from an area bounded by Lancaster, York, Reading, Allentown, Princeton and southern New Jersey.

Steady, consistent ticket reservations, from which a metropolitan amusement and cultural patronage area can be defined, come from a territory including Wilmington, Norristown, Quakertown, Trenton, Mt. Holly, Atlantic City and Salem.

The Philadelphia Market Area

Definition of Area

Beyond the Philadelphia Metropolitan Area, to a large extent encircling it, lies the Philadelphia Market Area, an area in which more than six and a quarter million persons having an annual spendable income in excess of \$5,000,000,000 find it easier to reach Philadelphia than any other of the major market centers of this part of the country. The annual value of products manufactured within it last year was \$4,315,000,000. There are 13,000 industrial establishments, employing 661,000 wage earners who are paid an annual total wage amounting to \$846,500,000.

Determination of this area included consideration of the influence exerted by the principal cities surrounding Philadelphia, specifically, New York,

Buffalo, Pittsburgh and Baltimore, and such factors as highway and railroad facilities.

Highway Travel Factor

The influence of highway travel was established generally by drawing the border lines of the area through points half way between Philadelphia and the other cities named. In some cases, particularly that of the Eastern Shore of Maryland, local physical limitations to travel caused a variance from the half-way point.

In the case of the Eastern Shore it was found that while this district is geographically nearer to Baltimore than to Philadelphia and is beyond the half-way point, yet it is physically less accessible to Baltimore than to Philadelphia because of the