

the fastest growing market in the world . . . and how to sell it



across the southeastern part of Brazil stretches a billion-dollar market... a major market growing faster than any other in the world!

Heart and sparkplug of its vast vitality is the rich state of Sao Paulo whose expanding productivity—in the words of a recent writer*—“promises to make Brazil a true world power.”

No rash observation, this. Today, in Sao Paulo state alone, there are over 8,000,000 busy people... more than in the entire city of New York. That's *five times* as many as Sao

Paulo had 50 years ago—*30 times* as many as 100 years ago.

Because of the energy of Sao Paulo's people, the number of factories has doubled since 1940. Today, from their modern production lines, come \$750,000,000 worth of goods a year. And the accelerating growth of Sao Paulo city is so great that a new building is now being completed *every 15 minutes*—with 30,000 more structures still needed!

**Michael Scully in Pan American magazine for March, 1947—reprinted in Reader's Digest for the same month.*





increased—Sao Paulo and the region centering upon it have become the fastest growing, most promising market in the world. Its growth has even outstripped many advertisers' awareness of it.

typical of Sao Paulo's rise are these facts:

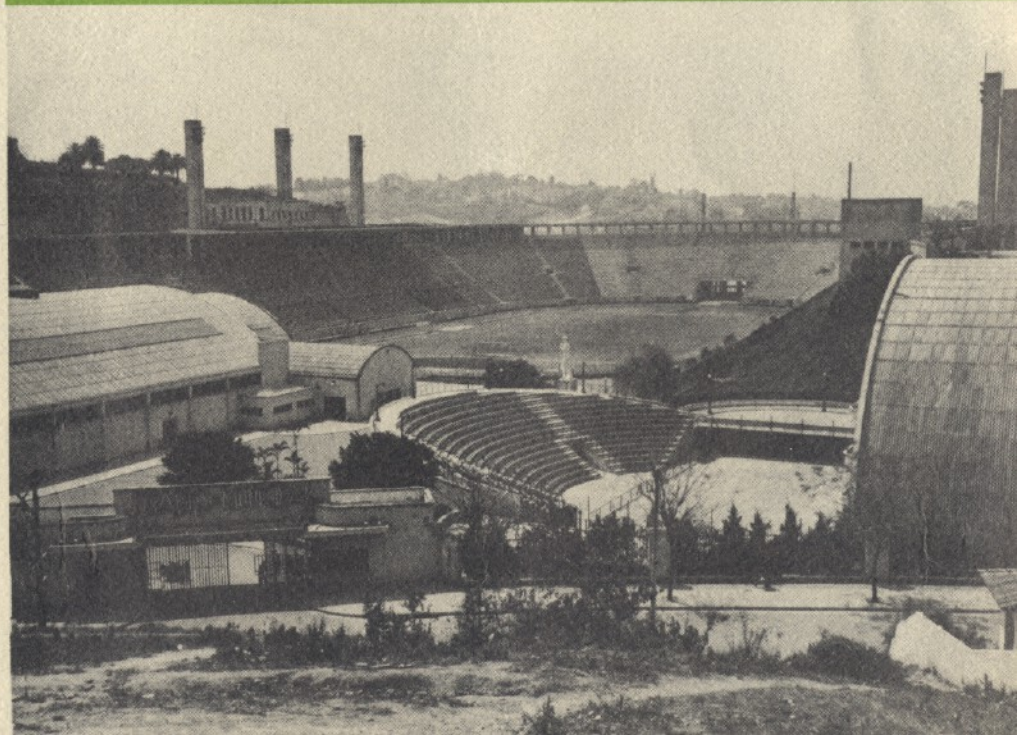
When expansion of Sao Paulo city's present electric system is completed, it will be the world's third largest source of hydro-electric power.

A proposed canal, with locks and cable system, will lift ocean-going steamers up a rocky escarpment to the city of Sao Paulo itself, 2,600 feet above sea level—supplementing nearby Santos, one of the world's busiest seaports.

Sao Paulo's air traffic has made its airport one of the busiest in the Southern Hemisphere, with 105 scheduled flights in and out daily.

Alive with new industries... population and payrolls swelling... demands for new goods and finer living sharply

In the city of Sao Paulo with 2,000,000 inhabitants—squarely in the midst of all this activity—is Radio Cultura (or PRE-4)... a familiar voice to millions of Brazilians... a station as alert and alive as the billion-dollar area it serves.



the market with 30,000,000 customers...

Let's look beyond Sao Paulo state to seven other great states of Brazil that surround it.

Mostly, their names may be strange to you—Rio Grande do Sul... Santa Catarina... Parana... Minas Gerais... Rio de Janeiro... Distrito Federal... Espirito Santo—yet combined, they represent a market of 30,000,000 people!

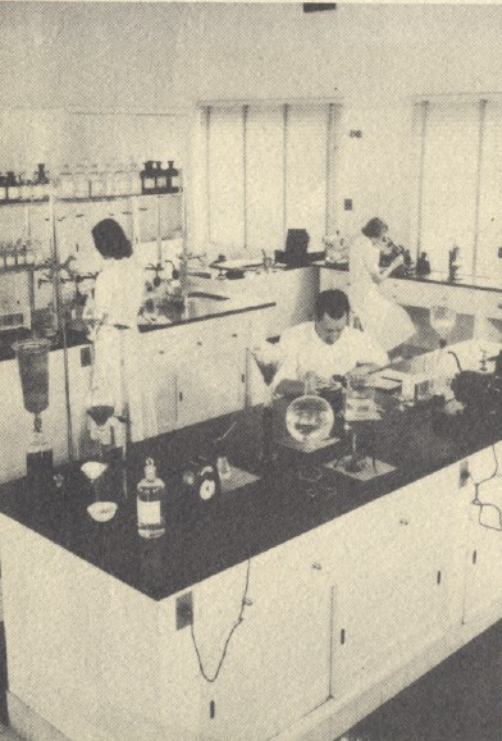
A market, too, with the greatest buying power in Brazil.

Within its boundaries live 80% of all Brazil's skilled workers. Its hundreds of factories manufacture products as

diverse as steel, automobiles, aircraft, packaged foods, slide fasteners, pharmaceuticals, aluminum and silverware, clothing. Its natural resources provide virtually all of Brazil's coal, iron, quartz crystal and marble in profitable abundance.

Agricultural output also reaches enormous proportions. Together, these eight states grow almost all of Brazil's coffee, grain (wheat, rye, oats), oranges, grapefruit and other crops that add to its natural wealth.

Here is a happy balance of industry and agriculture. Besides a solid economy at home, it also gives the region top rank as a source of South America's world trade. Through





its bustling seaports—Santos, Porto Alegre, Rio de Janeiro—flow 85% of Brazil's total imports and exports.

South America has no region to excel it in modern facilities, volume of business, industrial expansion, high buildings, swift transportation, solid plans for the future... in unlimited progress and promise.

Within these eight states, although they comprise only one-sixth of Brazil's total land area, you'll find:

- ★★ 85% of all the hydraulic and electric power in Brazil.
- ★★ 85% of Brazil's railway facilities.
- ★★ four-fifths of its highways and motor vehicles.

- ★★ more pier space, more cranes, more warehouses than anywhere else in South America.

Together with this progress—spurred by the pioneering spirit of the 30,000,000 people responsible for it—has come sound prosperity. These are Brazil's richest consumers and biggest buyers. Over 90% of all the money in Brazil is on deposit in the banks of these eight states.

Add it up—the amazing productive abilities... the modern industry and agriculture... the mounting buying power... the increase of skilled workers... the phenomenal rate of growth—and you have a market no advertiser, eager to develop rich, new outlets for his products, can afford to ignore.

Throughout this area... over a radius of 400 miles with dozens of modern cities and great farming regions... Radio Cultura (PRE-4) serves 30,000,000 wide-awake people with the programming they like best. And Radio Cultura is ready to tell these people about whatever it is you'd like them to buy...



when Radio Cultura speaks...they listen

Brazilians are avid radio fans. Within Radio Cultura's area over a million and a half receivers are in continual use.

Nowhere in South America is there a greater concentration of radio families. That's important.

So is this: For 19 hours every day—from 6 A.M. to the following 1 A.M.—Radio Cultura's 10,000 watts give constant, dependable coverage of this lucrative market.

Besides its home metropolis of Sao Paulo (now with almost 2,000,000 inhabitants), Radio Cultura is also heard clearly in Rio de Janeiro (2,000,000 people), Porto Alegre (350,000), Santos (150,000), Belo Horizonte (200,000), Nitero (140,000), Curitiba (125,000), and dozens of other thriving cities with populations exceeding 50,000 persons. In all, 30,000,000 people live within its service area.

Small wonder that you find Radio Cultura *first choice* among so many local advertisers. About 40% of those using

Sao Paulo stations to air their sales messages have picked Radio Cultura, year after year.

Radio Cultura is no less the favorite of North American sponsors. Significantly, they doubled their use of its air in 1946 over 1945 — and the list of satisfied users still grows. (Among these advertisers you will find such prominent names as General Electric, Ford Motor Company, Johnson & Johnson, Philco Radio, Carter Pills, and RCA-Victor.)

But it takes more than great coverage to make a radio station productive for advertisers. Radio Cultura is popular, too, because of the outstanding programs and showmanship that have won a special place for it in the hearts of Brazilian listeners.

Radio Cultura knows what they like. And, because it does, they like Radio Cultura.



what else does Radio Cultura

offer its advertisers?...

MODERN STUDIO FACILITIES—Filling its own four-story building in downtown Sao Paulo, Radio Cultura (or PRE-4) has new, attractive studios that are among the finest in South America. Completely RCA-equipped, there are five of these studios, plus a spacious 500-seat radio theater where popular audience shows attract an average of 25,000 visitors each month.

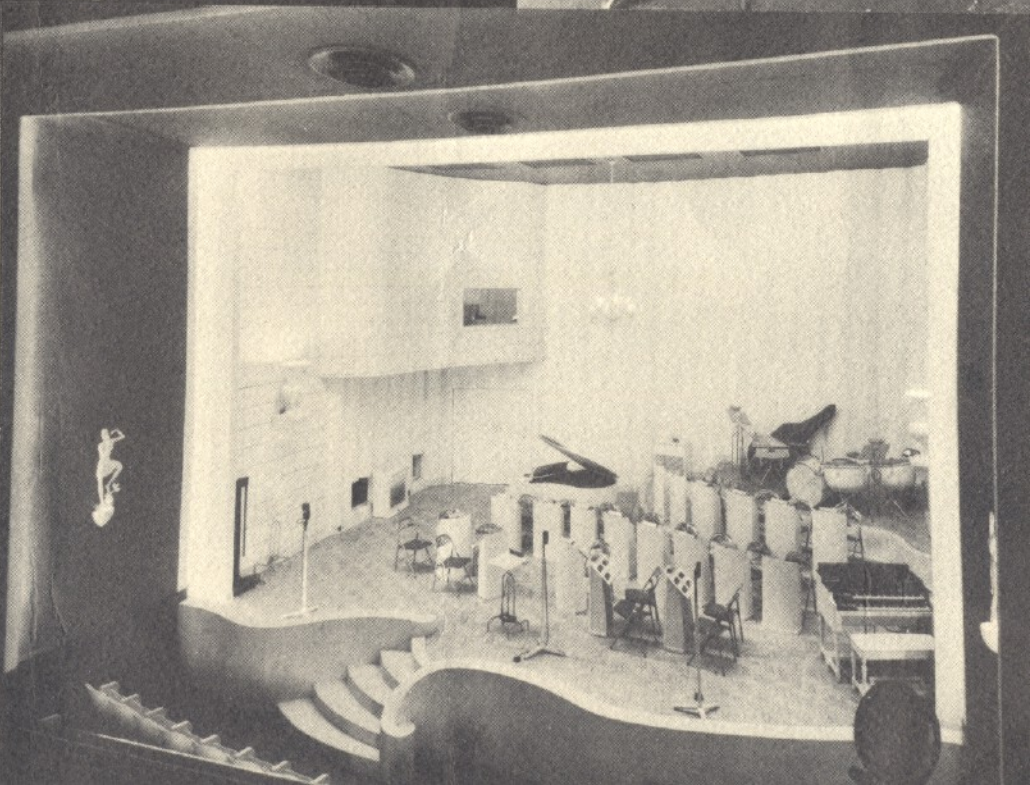
MODERN TRANSMITTER FACILITIES—Located eight miles outside of the city of Sao Paulo, the Radio Cultura transmitter is a new RCA installation operating with 10,000 watts of antenna power on 1300 kilocycles. Its single transmitting tower, 438 feet high, is of latest design and provides a coverage range extending approximately 400 miles from Sao Paulo. (A new 10,000-watt FM transmitter will also soon be placed in service by Radio Cultura.)

U.S.A.-TRAINED PERSONNEL—Key members of the Radio Cultura staff spend part of their time each year, on a rotating basis, in the United States studying North American broadcasting techniques. A special department is also maintained in Sao Paulo for the express purpose of helping North American advertisers attain best results from their advertising over Radio Cultura. Bi-lingual writers and pro-

ducers are on hand to adapt commercial announcements and programs from English to Portuguese, thus giving them maximum appeal for Brazilian listeners.

POPULAR STAFF TALENT—Many of the best-liked “names” in Brazilian radio are heard over Radio Cultura. Their talent includes every type of programming. News commentators, dramatic artists, vocalists, comedy personalities, well-known masters of ceremonies and many others are all available to advertisers at reasonable talent costs. In addition, Radio Cultura maintains four different staff orchestras, representing a versatile range of musical talent.

THE BEST OF PROGRAMS—The wide variety—and popularity—of Radio Cultura’s daily programming meets the needs of any advertiser. An experienced staff of directors, producers, script writers, announcers, sound effects men and composers—all thoroughly familiar with Brazilian listening preferences—stands ready to custom-build any type of program, from musical shows to daytime serials, that will best sell advertisers’ products. An extensive transcription and record library, one of the most complete in all South America, offers advertisers using Radio Cultura a selection of more than 50,000 different numbers.



***Radio Cultura is
ready to serve you...***

Program time—using either established Radio Cultura shows or programs of your own choosing—as well as 30-second and one-minute spot announcements, are now available at excellent periods on Radio Cultura's daily broadcasting schedule.

For more details about these availabilities and rates, write, wire or phone Gordon Industrial Services, Inc., at the addresses below.

Your Number One market in South America is Brazil's billion-dollar market. Reach it soon with Radio Cultura !!

GORDON INDUSTRIAL SERVICES, Inc.
1621 K Street, N. W.
Washington, D. C.

GORDON SERVICES, Inc.
111 East 57th Street
New York 22, New York

RADIO CULTURA
Av. Sao Joao, 1285
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PRE 4