

Cincinnati, Ohio, Is Self-Contained City

Industry, Attractions Seen At Station Of The Month

CINCINNATI — A familiar melody floats across the rooftops from chimes at the Union Central Building. Coal barges churn along their heavy loads down on the Ohio River; and, as thousands of people hurry into the city from Kentucky and Ohio suburbs, the city "closest to America" begins an October day.

The closeness of Cincinnati to America is three-fold. It is close to industrial and manufacturing markets, since 40 per cent of the entire U. S. population is concentrated within a 400-mile radius.

It is close to industrial needs such as aluminum, sheet steel, electric power, coal and manufactured parts and components. The third "closeness" is found in the people—originally skilled German and dedicated Irish immigrants—and their contributions to the American concept of harmony and stability.

Stable City

The stability of the city was evident as long ago as 1933, when the depression shattered most of the American financial picture but failed to close a sin-

gle bank in Cincinnati.

This stability is more or less a direct result of greatly diversified industry, which has been a prime "drawing card" for the city for many years.

Cincinnati leads the world in producing machine tools and the nation in producing soap. Other enterprises are concerned with jet engines, chemicals, petroleum products, foods and beverages, graphic arts, packaging products and automobile assembly.

New Industry

In recent years the city has been enhanced by an even greater variety of industry. From 1954 to 1959 there have been 77 new industries begun and expansions made by 353 others.

This diversity in industry has enabled a wider distribution of wealth. For many years, so people of the city say, all wealth was in the hands of a very few. Consequently, Cincinnati lacked progressiveness in using the money for city improvement.

Not so, nowadays. The Cincinnati Master Plan, drawn up in



SPIRIT OF WATER fountain dominates Cincinnati's Fountain Square in heart of city. The fountain designed by sculptor August von Kreling, was given the city by Henry Probasco in 1871.



SPIRIT OF TODAY is expressed in the lobby of Proctor and Gamble's general offices. A different type of Italian marble is used on each floor in the contemporary-designed building opened in 1956.

1948 after four years of study, is a design for total civic development in the way of streets, parks, buildings, etc.

Already begun is a modern expressway from the heart of the city across the Ohio River. About six city blocks were leveled in the project.

Conservative City

Despite such progress, many Cincinnatians still call the city "conservative." George Cramerding, public relations director for the city chamber of commerce, makes a few exceptions to the "conservative" theory.

"If conservative means backward, then certainly the word is a poor choice to describe it (Cincinnati). But if conservative means that the people of the city have been cautious in their attitudes, investigating new ideas carefully before embarking, the word is a good choice," he says.

"We have our fair share of progressive elements, as well as stability."

Other people around the city affirm that Cincinnatians are generally cooperative and therefore feel that an attitude of progress is coming up in the near future.

A company typifying growth, progress and diversity within its own doors is Proctor and Gamble. Beginning here in 1837 as



SPIRIT OF DIXIE abounds in the Delta Queen, last of the river steamers used for pleasure cruises. Operated by the Greene Line Tours, the boat was brought from California shores to the Ohio River.

a candle and soap maker, it has grown from a two-man operation to an employer of about 30,000 persons.

Proctor and Gamble was a pioneer in research (the first to produce a hydrogenated all-vegetable shortening and a synthetic detergent), marketing techniques and employee relations.

As a center of industry, cultural attractions and education,

Cincinnati is a self-contained city. Here are the Cincinnati Redlegs, professional baseball team, three museums, a world-renowned city symphony orchestra, numerous parks and fine hotels and restaurants.

McGuffey's Readers

William H. McGuffey wrote his famous "Readers" in Cincinnati, the University of Cincinnati was the first municipally-owned university in America and Xavier University is the oldest Catholic university in Ohio.

One of the most unusual attractions is the Delta Queen, the last of the river pleasure steamboats. Operating 18 cruises each spring-to-fall season, the Delta Queen travels to such points as New Orleans, Chattanooga and Pittsburgh.

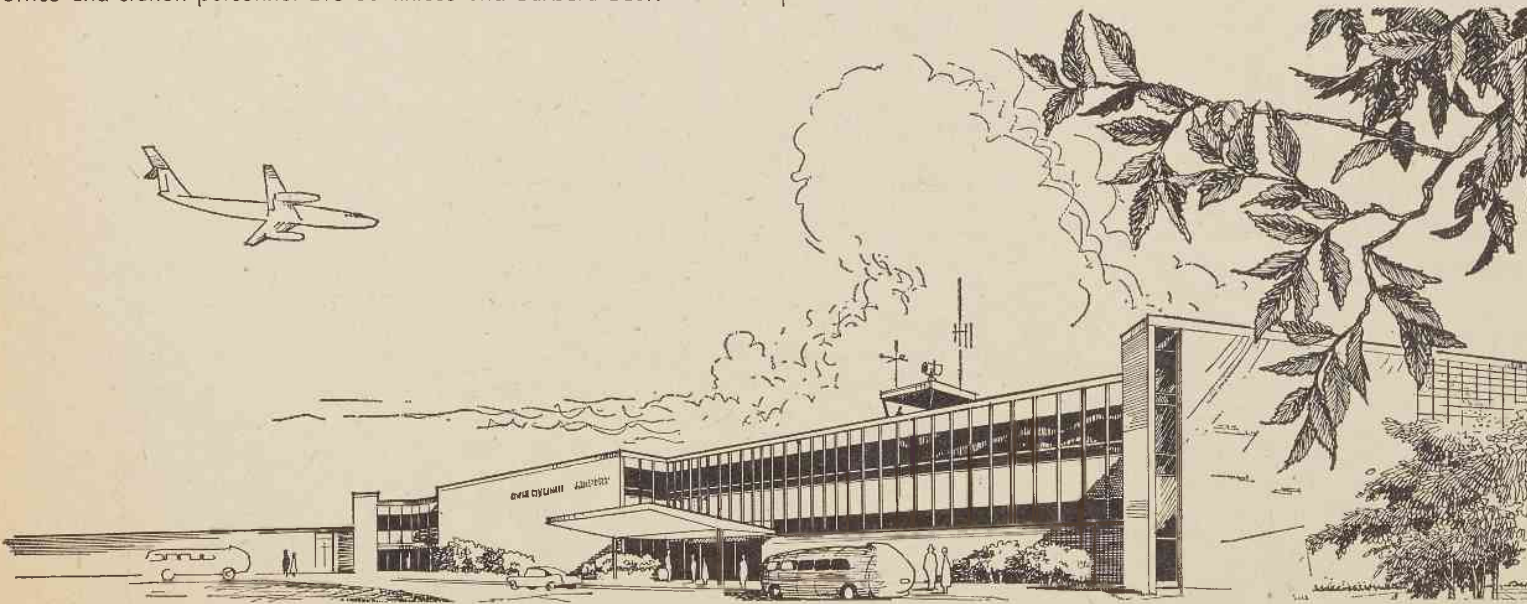
As in any metropolitan area, most Cincinnati travel is generated by visitors rather than by citizens. Much of this traffic comes through the Greater Cincinnati Airport in nearby Boone County, Kentucky.

The terminal, which accommodates six scheduled airlines and two air cargo lines, is being expanded and modernized. A recent explosion in one wing has extended the expected comple-

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TEAM SPIRIT is the keynote for CVG personnel. Operations and reservations workers are standing (left to right) Frankie Brock, Peg Pequignot and Walt Jacobs. Sitting (left to right) are Bobbie Collins, Ed Wisnieski and District Station Supervisor Tom Cowen. Not present for the picture are Janice Somers and H. Baker Slater of the district sales office and station personnel Eve Semiklose and Barbara Baur.



SPIRIT OF TOMORROW has been incorporated into the remodelling of the Greater Cincinnati Airport