

## What do 11,000 new customers a day mean to your business?

It's astonishing but true — 11,000 new babies arrive in the U. S. every day of the week!

Our population is growing so fast that every month we add enough people to populate a Richmond, Va., or a Tulsa, Okla. At this rate, we'll have about 180 million people by 1960.

This is a very healthy thing for America — and for you. It means an ever-increasing demand for every kind of consumer goods. Not just for cribs and baby bonnets — but for *everything* that people eat, wear and enjoy.

Our soaring population is just one of the many big changes taking place in America today — changes that open up new opportunities for us all. Here are a few of these changes:

1. **MORE JOBS** — Even though employment in some areas has fallen off, we still have 20 million more jobs than we had in 1939. And *nine times* more Americans are in the \$5000-plus income bracket than in 1941!
2. **MORE MONEY** — In spite of inflation and higher prices, the American people have *over twice* as much spending power now as they had in 1940.
3. **MORE SAVINGS** — Individual savings in America rose from \$68.5 billion in 1940 to about \$250 billion in 1953.
4. **MORE FARM OUTPUT** — 52% more per man-hour than we had in 1940 — and this in spite of a net shift of almost six million *away* from farms since that year!
5. **MORE LEISURE TIME** — Forty million Americans get paid vacations — a great boon to the hotel and transportation businesses, to the sports, hobby and entertainment fields.
6. **MORE ATOMIC POWER** — Sooner or later, atomic energy will run our trains, heat our homes and light our cities. This—


plus advances in electronics — can usher in a fabulous new era for America.

7. **MORE DEMAND** — Right now there is a \$500 billion backlog of demands for goods and services to build roads, schools, hospitals, highways and factories. For example, we have to nearly *double* our school system in the next few years. Filling these demands will create more jobs, more spending power, more industrial opportunities.

You are *bound* to profit from all these changes — whether you're a businessman, a housewife, an industrial worker, a farmer, or a salaried employee.

Barring a major war, America's future *never* held greater promise.

**The better you know America, the better the future looks!**

THE  PILOT



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