

HIGHWAYS MEAN BUSINESS

Modern engineering techniques and new planning concepts have added another dimension to the Delmarva Peninsula. Since the Swedes landed in 1635 and an enterprising Frenchman set up a powder mill on the Brandywine around 1800, this lush real estate has been best known for its oysters, sandy beaches and deep sea fishing. Commerce and industry bypassed Delaware in favor of Philadelphia and Baltimore because the two beautiful bays isolated us from the marketplace.

When the Chesapeake Bay Bridge-Tunnel eliminated the last water barrier on the Maine-to-Florida route, Delaware rightfully became the "hub of industry." Within a 300-mile radius of Delaware lie the entire states of Pennsylvania, New Jersey, Connecticut, Rhode Island and Maryland — as well as the District of Columbia — and major portions of New York, Massachusetts, Virginia and West Virginia. This region, although it constitutes only 6½ percent of the total land area of the United



A modern highway serving a modern plant.

States, represents approximately 30 percent of the entire population of the United States, whose personal income adds up to more than a third of the national total, and whose purchasing power is expressed annually in about one-third of the nation's retail sales.

Delaware's position at the very center of this tremendous market area makes it a choice location for new industry. Manufacturing and distribution facilities in evaluating new locations regard transportation, access to markets and labor as prime considerations.

Modern dual arterial highways interconnect Delaware at industrially important points, and connect with the super-highways and expressways leading to major centers in Maryland, Virginia, Pennsylvania, New Jersey, New York and New England. The Delaware Memorial Bridge spans the Delaware River and forms a time-saving link with the New Jersey Turnpike and the Delaware Turnpike. The Chesapeake Bay Bridge affords an excellent connection be-

tween central Delaware points and the major distribution centers of Baltimore, Washington and the South. Road networks also connect with the Pennsylvania Turnpike and the western markets.

The duPont Parkway running the length of the State is part of the 160-mile Route 13 connecting to the Chesapeake Bay Bridge Tunnel.

Delaware is within overnight trucking distance of millions of consumers in Maryland, Virginia, Pennsylvania, New Jersey and New York. Shipments can be delivered in twenty-four hours to Boston, Buffalo, Cleveland, Louisville, Memphis, and Jacksonville.

Delaware has been fortunate in attracting the type of industry that fits into our philosophy of a balanced agriculture-commercial economy. Planning and development concepts particularly in the area of transportation will maintain Delaware's image as the hub of industry and a good place for its citizens to live, work and play.



