

YAKIMA

Yakima County

WASHINGTON

Washington's 4th Market

Overlook Our "Extras"

\$1,600,000 Reclamation Fund
\$600,000 Airport Improvement
\$500,000 County Courthouse
\$200,000 Highway By-Pass
\$200,000 Milk Condensery

But Don't Overlook...

the sound, solid advantages that
are accruing to advertisers in this
consistently profitable market of
103,312 persons . . .



Look at the Record . . .

"Where Irrigation Insures Production and Diversification Assures Income."

Business Climbs During First Six Months of 1941 in Yakima, Washington's Fourth Market

(Figures Given Are From Official Sources)

CITY BANK DEBITS

Total, First Six Months

1941	\$76,080,840
1940	\$73,204,854

GAIN, 3.9%

CITY BANK CLEARINGS

Total, First Six Months

1941	\$27,781,566
1940	\$26,251,265

GAIN, 5.8%

COUNTY NEW CAR SALES

Total, First Six Months

1941	1656
1940	1049

GAIN, 57.8%

COUNTY NEW TRUCK SALES

Total, First Six Months

1941	373
1940	292

GAIN, 27.7%

CITY BUILDING PERMITS

Total, First Six Months

1941	\$749,056
1940	\$500,945

GAIN, 49.5%

CITY POSTAL RECEIPTS

Total, First Six Months

1941	\$122,510
1940	\$113,548

GAIN, 7.9%

RETAIL SALES in independent stores reporting to Bureau of Census, for first 5 months of 1941 compared to like period of 1940, are up **17%**

NATIONAL ADVERTISING for first 6 months of 1941 was ahead of same period of 1940 by 68,054 lines for a gain of **10.7%**

LIQUOR SALES (not including beer and Washington wines) in the two stores and eight agencies in the Yakima market for the first 5 months of 1941 compared to like period of 1940, are up **5.5%**

Reach the solidly prosperous home-folks of the Yakima market through the columns of their home-town dailies, The Yakima Daily Republic and the Yakima Morning Herald.

Reader Interest in Local Names and Local News Produces Results For National Advertisers In Home-Town Daily Newspapers

SUNDAY, APRIL 27, 1941

Telling the News

As a means of checking their efficiency as local newspapers, The Yakima Daily Republic and the Yakima Morning Herald throughout 1940 kept a record of the news stories they published about the acts of Yakima's civic, social, educational and religious organizations. The compilation of the figures has been completed and the result is surprising even to the newspapers themselves. Together the groups received in the two papers 7844 news stories that ranged in length from a paragraph or two to several columns.

By reason of their superiority in numbers, the churches, clubs and lodges led the list, the churches having received 1256, the clubs 1163 and the lodges 1115 news items.

The Y. M. C. A. received the largest number of stories of all the single organizations, having been the source of 620 news items. Athletic activities contributed largely to its large amount of space.

The American Legion ranked second in the single unit classification, having been the cause of 416 news stories.

The records of other groups that received copious publicity were as follows: Yakima Chamber of Commerce 317, Camp Fire Girls 138, Community Chest 132, Y. W. C. A. 393, Junior Chamber of Commerce 113, American Red Cross 233, Boy Scouts 331, Parent-Teacher association 341.

It would be tiresome to extend the list further, but the statistics of the stories about other groups are available. The events of the various service clubs were chronicled without favor, and each group, we are certain, obtained its full share of publicity. If one organization received more stories than another, it was because it was the more active.

Not only does the record disclose the efficiency of the papers as chroniclers of news, but it sheds light on the activities of the several groups. Naturally the amount of publicity in each case was in direct proportion to its activity.

These are the stories that, recorded from day to day, make the local daily newspaper indispensable for the man or woman who wishes to keep abreast of the times. They mirror faithfully the doings of Yakima people day in and day out and thus weave the threads of events that form the pattern of the community's history.

Analyzing the News

To secure sales material for his carriers, our circulation manager analyzed the news content of our evening editions for the six days from March 3rd to 8th inclusive. He found:

Kind of Stories	No. of Stories	No. Local Names
General Local	235	1060
State	104	
National	164	
International	121	
Local Society	130	934
Local Sport	140	422
Local Personals	136	230
Vital Statistics	64	150

These issues contained 129 features and 49 news pictures. The Thursday food pages carried 29 home economics stories.

A call to the nearest office of West-Holliday Co., Inc., will bring full information regarding the Yakima Market and its Daily Newspapers.

WASHINGTON'S FOURTH MARKET is YAKIMA and YAKIMA COUNTY

Washington's Six Largest Markets Are the Six Counties of More than 50,000 Population (1940 Census)

COUNTY	1930	1940	GAIN	% GAIN
King	463,517	504,980	41,463	9%
Pierce	163,842	182,081	18,239	11%
Spokane	150,477	164,652	14,175	9%
YAKIMA	77,402	99,019	21,617	28%
Snohomish	78,861	88,754	9,893	13%
Whatcom	59,128	60,355	1,227	2%

Washington's Six Largest Counties Contain the Six Cities of More than 25,000 Population (1940 Census)

CITY	1930	1940	GAIN	% GAIN
Seattle	365,583	368,302	2,719	.8%
Spokane	115,514	122,001	6,487	5.6%
Tacoma	106,817	109,409	2,592	2.4%
Everett	30,567	30,224		None
Bellingham	30,823	29,314		None
YAKIMA	22,101	27,221	5,120	23.0%

PER CAPITA RETAIL SALES (1940 Census)

Yakima Led the Ten Washington Cities of More Than 15,000 Population in
Per Capita Retail Sales for 1939 Based on Official 1940 Population

CITY	1940 Population	1939 Retail Sales	Per Capita Sales
YAKIMA	27,221	\$ 22,760,000	\$836
Bremerton	15,134	10,009,000	664
Walla Walla	18,109	11,747,000	643
Aberdeen	18,846	12,018,000	638
Everett	30,224	18,238,000	603
Seattle	368,302	208,537,000	568
Vancouver	18,788	9,661,000	545
Spokane	122,001	65,583,000	535
Bellingham	29,314	15,602,000	532
Tacoma	109,408	55,065,000	512

THE YAKIMA DAILY REPUBLIC

YAKIMA MORNING HERALD

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