

# *The* ***Yakima Valley Market***

*"Fruit Bowl  
of the Nation"*



*A Fruitful Market for Advertisers Who Use*

***The Yakima Daily Republic • Yakima Morning Herald***

**1952-53 FACTS FOLDER ON YAKIMA . . . WASHINGTON'S 4TH MARKET**



# OPEN THE FOLD FOR A BIRD'S-EYE VIEW OF A DEFINED MARKET



**PROSPEROUS**, busy Yakima is the trade center for the Pacific Northwest's oldest, biggest and richest irrigation empire.

## LEADING INDEPENDENTS, CITY OF YAKIMA:

### WOMEN'S APPAREL

Dorothy Henry  
Lou Johnson  
Jess Barber's

### SHOES

Kohls  
Wilton's  
McCutcheon's

### FOOD

Grocceteria  
Gerritsen's  
Anderson's  
Dietzen's  
Grand Central  
Laurent's  
Mack's Markets

### MEN'S APPAREL

Star Clothing  
Lee Semon  
Desmond's  
New Avenue Clothiers  
Chicago Clothing Co.

### DEPARTMENT STORE

Draper's

### DRUGS

Pioneer  
Brown's  
Jordan's  
Tufts'  
Timely

### VARIETY

Ben Franklin

### AUTO RETAIL

Lovering (Goodyear)  
Bob's Goodyear

### FURNITURE

Nashem  
Fleming's  
Weaver  
McBeth  
Harold Schultz  
Thome

Agriculture is the dominant industry of the Yakima Valley, which is suited climatically for the production of diversified farm crops numbering more than 20. Fruit is first, with field crops and livestock second and third in value.

## YAKIMA CITY PER CAPITA RETAIL SALES, \$6,273<sup>1</sup>

**74.2% Above U. S. Average**

### Population<sup>2</sup>

	1940	1950	% of Increase
Yakima Retail Trading Zone.....	102,106	144,420	41%
Yakima City Zone (A.B.C.).....	40,587	58,788	45%
Yakima County Population.....	99,019	135,723	37%
Yakima, City of, Population.....	27,221	38,500	42%
Yakima County Farms, Number of	6,606	6,959	5%

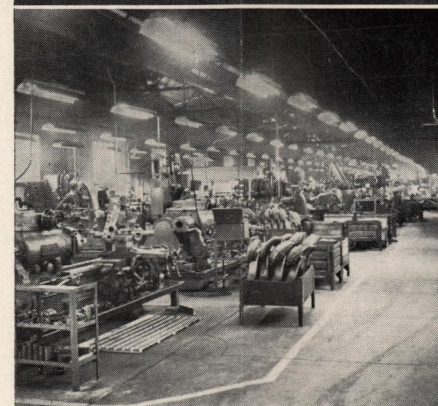
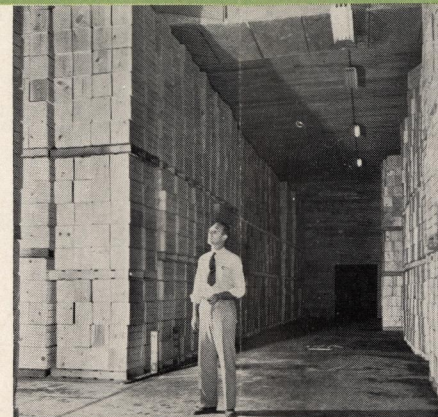
### Payroll<sup>3</sup>

Total payroll for persons in covered employment (i.e., eligible for employment compensation) in Yakima County for the year 1951 was \$59,748,634. Covered workers ranged from a low of 16,852 in January 1951 to a high of 22,679 in September. Average monthly employment was 19,299.

## Yakima Valley Agricultural Production<sup>4</sup>

	\$ Value
Apples.....	\$ 21,600,000
Hops.....	13,600,000
Pears.....	10,600,000
Peaches.....	1,620,000
Cherries.....	3,040,000
Plums and Prunes.....	960,000
Apricots.....	471,000
Grapes.....	1,380,000
Potatoes.....	10,900,000
Mint.....	2,100,000
Asparagus.....	2,100,000
Hay.....	2,770,000
Grain.....	10,300,000
Seeds (Alfalfa and Red Clover).....	7,200,000
Other Fruits and Vegetables.....	4,900,000
Dairying and Dairy Products.....	7,910,000
Livestock, Meat and By-Products.....	18,400,000
Poultry, Eggs and Turkeys.....	5,200,000
Wool.....	1,330,000
Sugar Beets.....	3,900,000
Total Value, 1951 Production.....	\$138,281,000

<sup>1</sup>Consumer Markets, 1952-53. <sup>2</sup>U. S. Census, 1940 and 1950. <sup>3</sup>Washington State Employment Security Dept. <sup>4</sup>U. S. Dept. of Agriculture Estimate for 1951.



**TOP** — 500 refrigerator carloads of apples can be stored in this modern Yakima Valley cold storage plant.

**MIDDLE** — New home of the Kieckhefer Container Co., manufacturer of paperboard containers.

**BOTTOM** — Machine shop of the John Deere Yakima Works, manufacturer of tractors and other farm equipment.

Other major industries of the Yakima Valley include fruit, vegetable and meat processing; manufacture of plows, tractors, irrigation equipment and other farm machinery; production of lumber products and paper containers.

## YAKIMA COUNTY PER CAPITA RETAIL SALES, \$4,010<sup>1</sup>

**11.4% Above U. S. Average**

### Retail Sales (Yakima County)

	1951 <sup>1</sup>	Increase <sup>2</sup> Over 1939
Total Retail Sales.....	\$165,838,000	377%
Food.....	38,473,000	346%
Apparel.....	6,307,000	321%
General Merchandise.....	17,539,000	331%
Home Furnishings.....	7,073,000	464%
Automotive.....	32,124,000	461%
Filling Station.....	10,855,000	257%
Building Material and Hardware.....	19,917,000	491%
Eat/Drink.....	9,984,000	342%
Drugs.....	4,790,000	314%

### Business and Dollar Volume<sup>3</sup>

1,622 firms are engaged in retail, wholesale, manufacturing, packing and processing, and service industries. Total dollar volume is estimated at \$322,284,651.

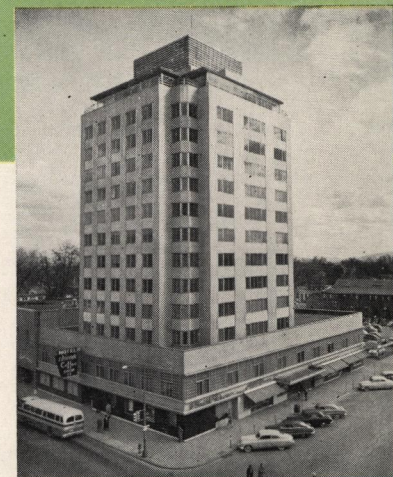
### Yakima County Rankings<sup>4</sup>

	Nation	State
Population.....	176	4
Total Retail Sales.....	148	4
Food Sales.....	169	4
Apparel Sales.....	250	4
Automotive Sales.....	128	4
Building Material, Hardware Sales.....	94	2
Drug Sales.....	175	4
General Merchandise Sales.....	158	4
Filling Station Sales.....	123	4
Home Furnishings Sales.....	194	4
Eat/Drink Sales.....	183	4

### Crop Production Rankings (Yakima County)<sup>5</sup>

Nation	State
First.....	Apples, Pears, Hops.....First
Fifth.....	Cherries.....First
Sixth.....	All Fruits and Nuts.....First
Eighth.....	Peaches.....First
Ninth.....	Plums and Prunes.....First

<sup>1</sup>Consumer Markets, 1952-53. <sup>2</sup>U. S. Census of Business, 1940. <sup>3</sup>U. of Washington Survey, 1948. <sup>4</sup>Consumer Markets, 1951-52. <sup>5</sup>U. S. Agricultural Census, 1945, and Washington State Crop Report, 1951.



**THE NEW** Hotel Chinook has made Yakima a convention center. It means hundreds of thousands of new dollars to the community.

## LEADING CHAINS, CITY OF YAKIMA:

### WOMEN'S APPAREL

Anita  
Mode O'Day  
Hughes  
Hartfields  
Bergman's

### VARIETY

Woolworth  
Kress  
Newberry

### SHOES

Block's

### DRUGS

Thrifty  
Pay Less

### MEN'S APPAREL

Kendall's (Spokane)

### FOOD

Sigman's  
Safeway

### FURNITURE

Simon's (Allied)  
Pratt's (Spokane)

### DEPARTMENT STORES

Miller's  
J. C. Penney (2 stores)  
Barnes-Woodin (Allied)  
Everybody's  
MacDougall's  
Montgomery-Ward & Co.  
Sears, Roebuck & Co.

### AUTO RETAIL

B. F. Goodrich  
Firestone  
Western Auto

# WASHINGTON'S FOURTH MARKET



# The Yakima Dailies

The Yakima Daily Republic is an afternoon paper published daily except Sunday. The Yakima Morning Herald is a morning paper, published daily including Sunday, except Monday.

## Circulation Growth

	1940	1952	% of Increase
Combined Dailies .....	16,524	31,895	93%
Sunday Herald .....	15,146	28,159	86%

## Market Coverage

City Zone Population (A.B.C.) .....	58,788
Combined Daily City Zone Circulation.....	16,821

... Or One Paper for Every 3.4 Persons

Retail Trading Zone Population (A.B.C.) .....	144,420
Combined Daily Retail Trading Zone Circulation.....	31,066

... Or One Paper for Every 4.6 Persons

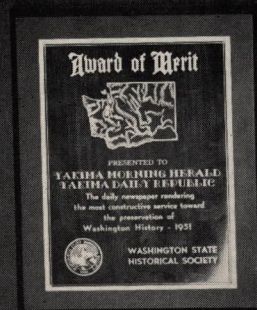
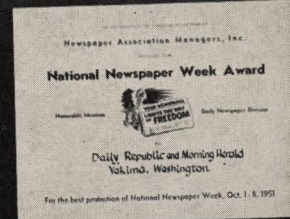
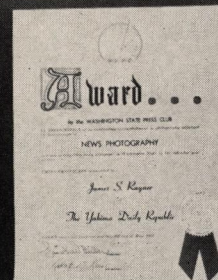
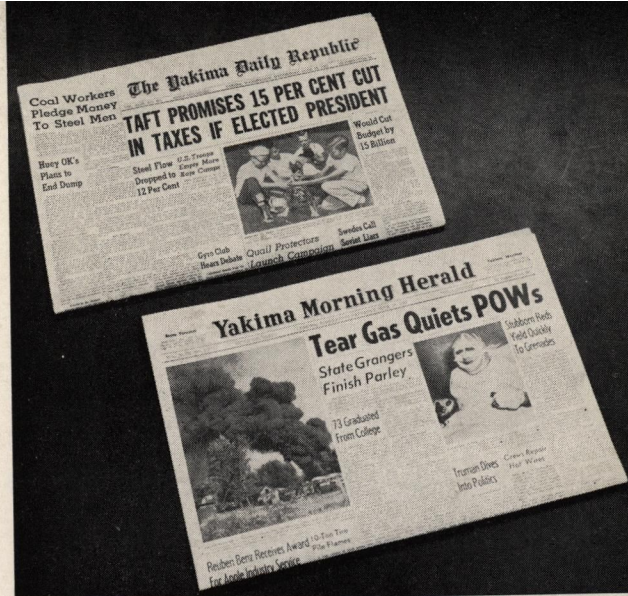
## Merchandising Assistance

Letters to the trade will be mailed to any business classification. Route books of grocery, drug and bakery outlets are furnished. Tie-in advertising is solicited by all retail salesmen. Wholesalers and jobbers are notified about new schedules.

**You cannot cover or merchandise the Yakima Valley market properly without the Republic and Herald — the only newspapers with sufficient circulation to publicize your products in this area.**

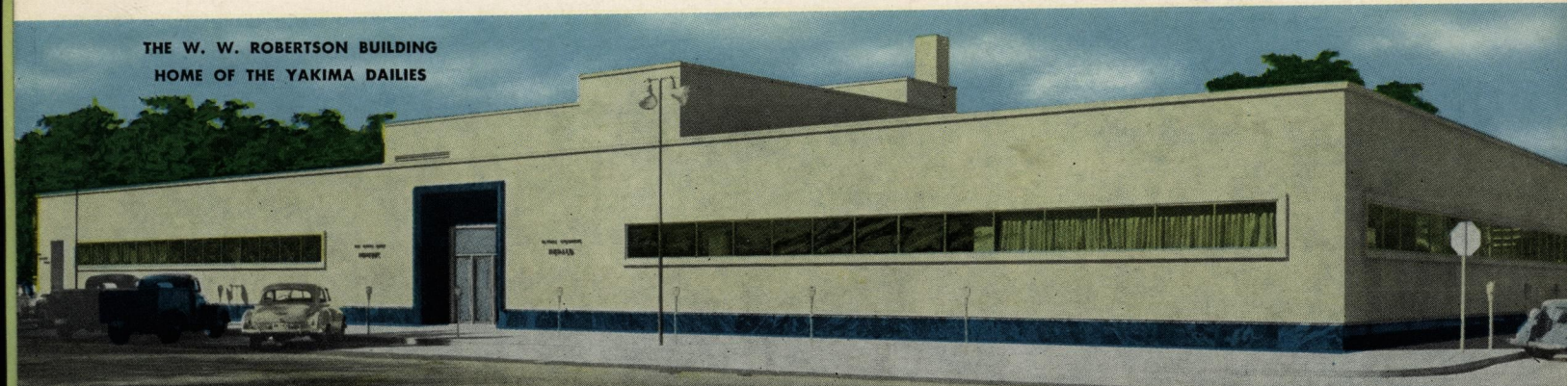
Represented Nationally by WEST-HOLLIDAY Co., INC.

*NOTE: Unless otherwise noted, figures refer to Yakima County. It should be understood, however, that the A.B.C. retail trading zone contains, in addition to Yakima County, the city of Prosser and Census Divisions 12, 13 and 14 in Benton County. The term "Yakima Valley" as used herein is synonymous with "Retail Trading Zone."*



**MANY AWARDS** have been won during the past year by the Yakima Dailies and staff members. These include state and national awards for photography, news and feature writing, preservation of historical information and promotion of National Newspaper Week.

THE W. W. ROBERTSON BUILDING  
HOME OF THE YAKIMA DAILIES





**THIS IS THE YAKIMA MARKET**

The Yakima Market—Washington's fourth largest and richest—lies in south central Washington. The Valley, for which Yakima is the major trade center, runs in a southeasterly direction from the Cascade Mountains to the junction of the Yakima and Columbia Rivers.

Nearest metropolitan centers are Seattle, 149 miles northwest; Spokane, 220 miles northeast, and Portland, Ore., 193 miles southwest.

With an average annual rainfall of only 7.28 inches the Yakima Valley possesses a semi-arid climate. To compensate, man has built here one of the world's most successful irrigation projects. A controlled and inexhaustible source of water from the snows of the nearby Cascades, coupled with the rich volcanic soil of the Yakima Valley and plenty of sunshine, account for the area's national standing as a leading agricultural producing section.

The 565,000 irrigable acres of developed farm land in the Yakima Valley lie just west of the 1,000,000 acres of the Columbia Basin. Development of the Basin over the next 25 years will add materially to the growth of the Yakima Market.

**SEATTLE**  
**149 MILES**

**MT. RAINIER**  
**EL. 14,408**

**SPOKANE**  
**220 MILES**

**GRAND  
COULEE  
DAM**

**COLUMBIA BASIN**

*Columbia River*

**HANFORD  
ATOMIC  
WORKS**

**RICHLAND**

**PASCO**

**KENNEWICK**

**PROSSER**

**GRANDVIEW**

**SUNNYSIDE**

**GRANGER**

**BUENA**

**SAWYER**

**DONALD**

**UNION GAP**

**MOXEE**

**WHITE SWAN**

**TOPPENISH**

**ZILLAH**

**HARRAH**

**WILEY CITY**

**WAPATO**

**GROMORE**

**AHTANUM**

**COWICHE**

**TIETON**

**NACHES**

**SELAH**

**YAKIMA**

**BROWNSTOWN**  
**MT. ADAMS**  
**EL. 12,307**

