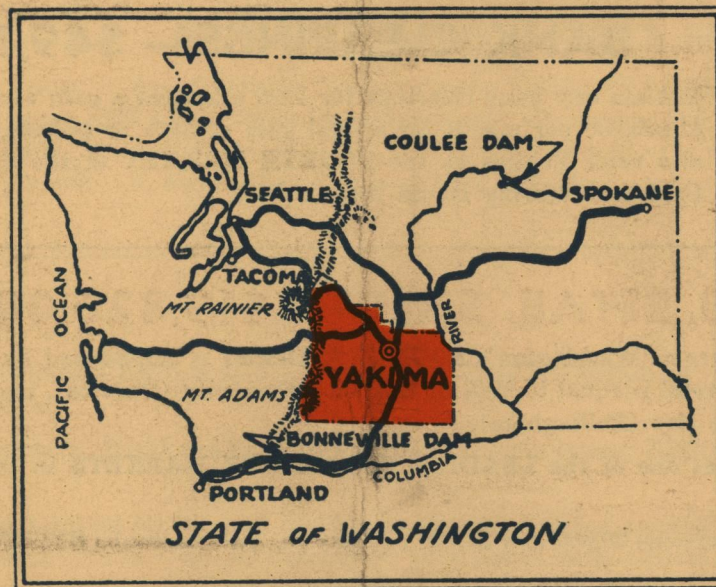


YAKIMA...

YAKIMA COUNTY, WASHINGTON

1936



1936

The State of Washington's
FOURTH RICHEST MARKET

And the Pacific Coast's
FIRST SECONDARY MARKET



**THE YAKIMA DAILY REPUBLIC
YAKIMA MORNING HERALD**

Published by
THE REPUBLIC PUBLISHING CO.

1936

GAIN
19%

BANK DEBITS — \$165,036,528

With a gain averaging more than \$2,000,000 per month, Yakima city's 1936 bank debits were 19% or \$26,093,760 greater than 1935 debits. Yakima again ranked **FOURTH** of Washington cities with debits equal to 40% of the city in third place (Tacoma), and 80% greater than the city in fifth place (Everett). Note that Yakima's population is only 21% of Tacoma's and 80% of Everett's (1930 census). Gain for 1935 over 1934 was 11%. (Yakima Clearing House Association).

GAIN
38%

BANK CLEARINGS — \$49,189,433

Yakima city bank clearings for 1936 averaged a gain over 1935 of more than \$1,000,000 per month for a total gain of 38% or \$13,464,648. Bank clearings also rank Yakima as the **FOURTH MARKET** in the State of Washington. (Yakima Clearing House Association).

1935 RETAIL SALES — \$19,826,000

Yakima's importance as Washington's **FOURTH MARKET** is emphasized by 1935 retail sales figures. Yakima's total is equal to 50% of the third-place city (Tacoma), and is 50% greater than the fifth-place city (Bellingham).

Yakima's position as one of the **LEADING SECONDARY MARKETS** in the United States follows:

Of 99 U. S. cities between 20,000 and 25,000 population, Yakima ranks **SECOND** in total retail sales.

Of 180 U. S. cities between 25,000 and 50,000 population, Yakima ranks **THIRTY-SIXTH** in total retail sales.

(U. S. Dept. of Commerce—1935 Retail Sales Census)

GAIN
36%

BUILDING PERMITS — \$840,606

City of Yakima building permits for 1936 totaled \$840,606—a gain of 36% or \$221,417 over 1935. Gain for 1935 over 1934 was 66%, when 1935 permits equalled the combined totals of 1934, 1933 and 1932. (City of Yakima building inspector).

GAIN
9%

AUTO REGISTRATIONS — 31,345

Automotive registration in Yakima county for 1936 reached an **ALL-TIME HIGH** of 31,345 licenses issued, and showed a gain of 9% or 2653 licenses over 1935. Registration included 23,476 passenger cars and 7869 trucks:—one unit for each 2½ persons; one passenger car for each 3 1/3 persons; and one truck for each 10 persons in Yakima county. (Yakima county auditor).

GAIN
7.9%

POSTAL RECEIPTS — \$212,091

Yakima city postoffice receipts for 1936 showed a gain over 1935 of 7.9% or \$15,549, to set a new **ALL-TIME HIGH** figure of \$212,091. Gain for 1935 over 1934 was 11.6%. (F. B. Wilkins, Yakima postmaster).

WASHINGTON'S FOURTH MARKET

1936

GAIN
34%

PASSENGER CAR SALES — 2654

Sales of new passenger cars in Yakima county during 1936 gained 34% or 674 units over 1935 sales. Sales by makes were: Chevrolet—804, Ford—547, Plymouth—355, Dodge—222, Oldsmobile—186, Pontiac—118, Studebaker—100, Buick, DeSoto, Chrysler, and Terraplane—47 to 69, Willys, Packard, Graham, Hudson, LaFayette, Lincoln—10 to 20, La Salle, Nash, Cadillac, Auburn—1 to 4. (Yakima county auditor).

GAIN
37%

AUTO TRUCK SALES — 822

Sales of new trucks in Yakima county during 1936 gained 37% or 223 units over 1935 sales. Sales by makes were: Chevrolet—305, Ford—208, Dodge—129, International—82, G. M. C.—36, Diamond T—14, Studebaker—12, Kenworth—10, eight other makes—1 to 7. (Yakima county auditor).

1935 AUTOMOTIVE SALES — \$2,912,000

Further proof of Yakima's position as one of the **LEADING SECONDARY MARKETS** in the United States follows:

Of 99 U. S. cities between 20,000 and 25,000 population, Yakima ranked **SECOND** in total automotive sales.

Of 180 U. S. cities between 25,000 and 50,000 population, Yakima ranked **SIXTEENTH** in total automotive sales. (U. S. Dept. of Commerce, 1935 Retail Sales Census).

GAIN
9.4%

PAID ADVERTISING — 9,673,090 LINES

The Yakima Daily Republic and the Yakima Morning Herald published 9,673,090 lines of paid advertising during 1936 for a gain over 1935 of 10.4% or 911,008 lines. Gain for 1935 over 1934 was 11.9%.

Notable gains for 1936 were: a gain of 9% or 13,903 in the number of classified ads published, and a gain of 17.7% or 242,940 lines in the amount of national advertising published.

GAIN
3.3%

COMBINED DAILY CIRCULATION 14,806 NET PAID

(Duplication Guaranteed Less Than 3%)

The combined daily average net paid circulation of The Yakima Daily Republic and the Yakima Morning Herald for the 12 months ended Dec. 31, 1936, totalled 14,806, a gain of 474 copies or 3.3% over 1935. Gain for 1935 over 1934 was 10%.

For the 12 months of 1936: the Yakima Sunday Herald, with a circulation of 13,965, gained 807 copies or 6.1%; The Yakima Daily Republic, with a circulation of 7148, gained 123 copies or 1.8%; the Yakima Morning Herald (daily only), with a circulation of 7658, gained 351 copies or 4.8%.

WASHINGTON'S FOURTH MARKET

BUYING POWER

Per Capita Retail Sales \$901

In the state of Washington, the city of Yakima ranks **FIRST** in per capita retail sales, and **FOURTH** in total volume of retail sales. The following figures are from the 1930 federal census, and the 1935 retail sales census of U. S. Dept. of Commerce.

City	Population	Retail Sales	Sales Per Capita
YAKIMA	22,101	\$ 19,826,000	\$901
Spokane	116,010	58,403,000	503
Seattle	365,518	163,185,000	446
Bellingham	30,602	13,187,000	431
Everett	30,498	12,890,000	422
Tacoma	106,885	39,345,000	368

Insured Diversified Income

Unlike many markets where buying power fluctuates with the income created by one major crop or one leading industry, Yakima and Yakima county buying power maintains a high annual average buying power due to wide diversification of agricultural and industrial production. Percentage of income created by Yakima county products and industries follow: Apples, 31%; Livestock and Products, 13%; Fruit and Vegetable Products, 8%; Hay, Grain, and Products, 8%; Poultry and Dairy Products, 6%; Manufactured Products, 6%; Pears, 6%; Potatoes, 6%; Hops, 3%; Other Fruits, 6%; Other Vegetables, 2%; Miscellaneous, 4%.

The fact that the Yakima valley is an **irrigated area**, not affected by destructive rains, dust storms, and drouth, insures a steady annual income from agricultural production.

Crop Prices Gain 41%

That 1937 will see new high records in all lines of business is guaranteed by the high prices received for 1936 crops. A typical example is found in the statistical report for 1936 released by the federal bureau of reclamation, which shows that on the three irrigation projects under its supervision, crop values from 100,757 acres totaled \$8,211,653,—an increase of 41% or \$2,413,694 more than values for 1935. The same increase would apply to values of crops grown on all of the 454,000 acres now under irrigation in the Yakima valley.

POPULATION, 1930 FEDERAL CENSUS

Yakima City Zone, approved by A. B. C.	27,996
Retail Trading Zone, defined by A. B. C.	53,632
TOTAL YAKIMA MARKET POPULATION	81,628

